Digital Badge Creation Process

The Digital Badging process at Rutgers University currently utilizes the web-based Credly platform for digital badge development, use, and distribution, enabling all academic and administrative units to explore, develop, issue, and maintain digital badges. An account is available for each of the following areas, with an identified account approver and badging coordinator:

- Rutgers University–Camden: Kristen Brown - keb37@camden.rutgers.edu
- Rutgers University–Newark: John Gunkel (Approver) jgunkel@rutgers.edu and Kevin Dowlin (Badging Coordinator) - dowlin@rutgers.edu
- Rutgers University–New Brunswick: Committee (Approver) – moehling@rutgers.edu and David Schober (Badging Coordinator) badging@docs.rutgers.edu
- RBHS: Committee (Approver) and Barbara Gladson (Badging Coordinator) - gladsobh@rutgers.edu
- Division of Continuing Studies: David Schober - badging@docs.rutgers.edu
- Office of Academic Affairs: Committee (Approver) – retzko@oq.rutgers.edu and David Schober (Badging Coordinator) - badging@docs.rutgers.edu
- University Libraries - Laura Costello - lc968@rutgers.edu

A University-wide digital badge visual identity scheme has been created by University Communications and Marketing (UCM) to align with the University’s Visual Identity System that is simple, clear, and adaptable for use by any Rutgers unit. UCM has developed training guides to enable each of the Credly account coordinators, and units within their domain to develop the visual identify of new badges within the established parameters and submit them for approval by the account Approver. Assistance on the creation of new digital badge design can be provided by the unit’s Badging Coordinator.

The Rutgers Division of Continuing Studies (DoCS) and its constituent parts, including the Center for Teaching Advancement and Assessment Research (CTARR), will provide training and support for the badge components and assessment, including workshops and other forms of technical support to assist units as they create new badges that will be consistent with and worthy of the Rutgers brand.