



Digital Credentials Procurement Considerations

Defining Your Purpose

1. Why are you issuing digital credentials?
2. What are your organizational priorities?
3. What are your digital badge program goals?
4. How will you measure if you have achieved your purpose?
5. Who is your target audience or learner?
6. Where will the learning take place to earn a digital badge?
7. How will you know they have achieved the needed level of skill?

Functionality Considerations

1. What type of solution are you looking for?
 - a. Issuing Single Achievements, such as badges
 - b. Multiple Achievements, allowing you to combine achievements into a single longitudinal record, such as an LER
 - c. Wallets
 - d. Transcripts
2. What degree of agency or control do you want your learners to have over their digital credentials? Can they move credentials to a different platform? Can they add credentials from other platforms? Is this portability in a compliant standard format?
3. What other systems do you want your digital credentials platform to integrate with? Are they going to be pushing or pulling data from those systems? (Ex: SISs, LMSs, Badge platforms, Curriculum Management systems)
4. What manual processes do you currently have that you want to eliminate by using a platform?
5. What access will a learner have when they are no longer actively enrolled with your organization? How will they access and authenticate who they are?



6. What data or information do you want to be able to include or package within your digital credential?
7. What design options do you have for the actual credentials? What do you want the actual credential (i.e., Badge Design) to look like? Will this align with your organizational requirements?
8. Do you want your digital credentials to include pathways where credentials can stack to larger credentials? Do pathways need to be able to consider/recognize/consume credentials issued by other parties?
9. Do you want your learners to be able to add their own knowledge and skills as self-assertions?
10. Would you like to have the ability for an outside organization or person to endorse/support the credibility of the credentials?
11. When can a learner get access to the credential? On-demand vs. Graduation
12. Would you like the ability to auto-issue credentials at completion of requirements?
13. Do you need the ability to revoke previously issued credentials?
14. Do you need the ability to retroactively issue credentials for graduated/non-active learners?
15. Will you include evidence within the credential to support learning? If so, where will the evidence be stored? (You can link to evidence or store it within the credential if your platform allows it.) Will you allow learners to choose whether or not to include evidence in the credential?
16. Are you looking for a system that includes additional functionality beyond issuing a digital credential? These additional functions will likely require additional interoperability. Some examples include:
 - a. Connection to a talent marketplace: connecting learners with employment opportunities
 - b. Show career pathways that make use of the data in credentials
 - c. Connection to a skills library for alignment or clarification of what the credential represents
 - d. Student progress dashboards



- e. Organizational reporting
 - f. Other customizations
17. Are there other institutional needs that this solution could support?
- a. Institutional Research/Effectiveness
 - b. Career Services
 - c. Student Life
 - d. Academic
18. How easily can you switch to a different solution for any reason? How can you move your data and information?

Learner Experience Considerations

1. How will the learner access the platform? Web-based? App?
2. Is the language used understandable by learners? What other languages are supported?
3. Can the learner accept, decline, or remove digital credentials?
4. Can the learner request a credential from your organization as an issuer?
5. Can the learner select, package, and share multiple credentials with a recipient?
6. Does the learner have control of the sharing of all digital credential data?
7. Can the learner endorse someone else's credentials or request an endorsement?
8. Can the learner export their credentials in a compliant standard format?

Compliance Considerations

1. Data Privacy, Security, and Access
 - a. 1EdTech's [TrustEd Apps™ Data Privacy Rubric](#)
 - b. 1EdTech's [TrustEd Apps™ Security Rubric](#)
 - c. EDUCAUSE [HECVAT](#)
 - d. [SOC 2](#)
 - e. Compliant with [UK Cyber Essentials](#) regulations
 - f. Compliant with EU & UK [GDPR](#)
 - g. [Privacy Commissioner of Canada](#)
 - h. [FERPA](#)
 - i. [FCRA](#)



- j. Credential Engine's [Equity Advisory Council's Report and Recommendations](#)
- 2. Accessibility
 - a. 1EdTech's [TrustEd Apps™ Accessibility Rubric](#)
 - b. Digital Promise [Inclusive Design and Learners' Journey LER Technology](#)
 - c. [Web Content Accessibility Guidelines](#) (WCAG)
 - d. [Section 508](#) compliant

Technology Considerations

- 1. Does the solution align with any of the open standards for digital credentials? Learn more at [Making Sense of the Key Data Standards for Verifiable LERs](#)
- 2. Are they certified by 1EdTech to meet the minimum requirements for Open Badges 3.0 or CLR 2.0? Check for certification in the [1EdTech TrustEd Apps Directory](#).
 - a. As you consider adopting a digital badge platform, it is essential to consider support for open and interoperable standards such as the Open Badges and Comprehensive Learner Record (CLR) standards from 1EdTech. Platforms that are certified as compliant with these standards guarantee that they are interoperable with each other. This means that when you choose standards-compliant vendors, the initial setup is made easier, and in the future, you can more easily switch vendors should you need to.
 - b. Procurement Language that includes certifications: <https://www.1edtech.org/certification/procure-certified>
 - c. Does the platform have a way to handle credentials issued in previous formats, such as Open Badges 2.0?
- 3. Does the solution also align with other open standards that support interoperability across your ecosystem? Examples include:
 - a. Open HR's [LER-RS](#)
 - b. [Learning Tools Interoperability \(LTI\)](#)®
 - c. [Competencies and Academic Standards Exchange \(CASE\)](#)®
 - d. [Edu-API](#) or [OneRoster](#)®



4. Can the metadata fields be automatically encoded with the relevant information for verification?
5. If you are including evidence/artifacts, are the linked files stored in the platform, or do they only support links?
6. How will training and support be made available to program administrators, learners, faculty, and staff? Will the badge technology vendor provide support and training, or must the institution offer it?
7. Can the system integrate with your campus authentication (login) system?
8. Do you have the ability to complete bulk or mass actions (i.e., edit groups, issue credentials)?
9. Do you have the ability to import, export, or migrate credentials individually or in bulk?
10. Do you have the ability to make credentials perpetual or expire? If they expire, are they deleted or archived?
11. Do you have the ability to revoke credentials individually or in bulk?
12. What ability does an organization have to create various sub-accounts and administrators?
13. What reporting is available? Can you export the data for the creation of reports or to use in your own systems?
 - a. Track credentials earned, claimed, shared, and published
 - b. Insight into additional value, referrals, and brand exposure
 - c. Analytics events log - accurate engagement tracking and reports for credentials
 - d. Track the number of clicks to the issuer's website
 - e. Social media analytics - accurately track digital credentials added and viewed across social media platforms
 - f. Influencer analytics - track which recipients are creating the most engagement



Additional Considerations

1. What is the reputation of the vendor?
 - Research Track Record
 - Customer Reviews
 - Industry Recognition
 - Roadmap
 - Financial Health
2. How engaged is the organization in a standards organization (i.e., 1EdTech)?
3. Is the platform designed to accommodate future growth? How much functionality is currently available compared to planned development?
4. What functionality is available as part of the solution, and what would be considered customization? Is there an additional cost for this functionality?
5. What data sharing/informed consent MOUs may be required? Who is required to consent?
6. What is the pricing model? For example, is it per user or per badge?
7. Is the platform branded, or can you customize it?