

SUMMARY OF 2014 OPEN BADGES SUMMIT

ADVANCING AN EMERGENT GLOBAL MOVEMENT

Bringing together the leaders of the badge movement, early adopters of badge systems, strongly interested new potential partners, and exceptional thinkers the 2014 Open Badges Summit will discuss the critical next steps for scaling Open Badges from a series of pilot projects to a global movement that opens and decentralizes learning, achievement, and recognition.

TIMEFRAME, LOCATION & PARTICIPANTS

- Two-day event on **February 12–13, 2014** in the San Francisco Bay Area.
- Approximately **150–250 in-person participants** will be drawn from existing Open Badge leadership, high-prospect early adopters (across ecosystem segments), key members of the Connected Learning movement, and trusted external advisors and visionaries.

STRUCTURE & APPROACH

- **Participant Prep:** all participants will enter with at least a basic level of knowledge about the theory of Open Badges; push relevant materials, case studies, and toolkits to summit registrants beginning in January 2014
- **Exemplars & Demos:** already successful badge efforts will share the impact of Open Badges, e.g., opening session with DePaul admissions officer and a CSOL badge earner about badges helping colleges select well-rounded students
- **Plenary Innovation Conversations:** infuse the summit with exceptional thinking from thought leaders on how successful innovations (that share some similar characteristics to Open Badges) have been brought to market
- **Working Groups Organized Around Shared Value Propositions:** Composed of diverse array of participants, representing: variety of badge audiences, various levels of awareness and experience with badging, and with different potential roles within Open Badges (issuers, earners, endorsers, researchers, badge system designers, etc.) The working groups will discuss the content-specific aspects of their summit tracks and begin to explore cross-cutting issues related the design and implementation of most badge projects, including: badging experience, research base & evidence, assessments of competencies, branding/marketing/messaging, tech infrastructure & tools, and connections within ecosystem.
- **Make Zone:** separate from the areas for working group discussions, this will be a central depot where summit participants interested in digging into the specifics of badge systems can work with tool providers and colleagues that have previously led such efforts; hands-on learning experiences, configurable spaces for people to work, lively demos, ask-the-expert “office hours,” and other drop-in activities
- **Networking Time:** day one networking lunch and evening reception
- **Summing Up:** highlight important working group results, announce new project commitments, showcase projects completed in the Make Zone, and galvanize participants to take on next steps regarding their Open Badges project ideas

APPROXIMATE SCHEDULE

Day One:

8am Registration / Continental Breakfast
9am Opening Session
10am Innovation Plenary Conversation 1
11am Exemplars & Demonstrations
1pm Lunch & Informal Networking
2pm Working Group Session 1
6pm Networking Reception
7:30p Dinner (on own)

Day Two:

8:30a Continental Breakfast
9am Innovation Plenary Conversation 2
10am Working Group Session 2
12n Working Lunch
1pm Working Group Session 3
3pm Share-Out Results & Makes / Synthesis
5pm Summit Closes
Ongoing: Make Zone (D1: 1-6pm, D2: 10a-3pm)

OUTCOMES

Summit participants will drive toward a set of potential outcomes/next steps including:

- **Commitments** to new or expanded partnerships, collaborations, networks, projects, and initiatives—comparable to the commitment process used by CGI America
- **Criteria for or Instances of Demonstration Projects:** open list of “challenges” that signal which high-priority badge system implementations the community wishes to see occur in this initial phase of scale and spread; coalitions of badge-curious organizations would become early-adopters by signing up to take on one or more challenges
- **Research Questions & Candidates for Future Case Studies:** show Open Badges is a movement in formation and that there are a variety of opportunities to contribute to the knowledgebase that will shape the future direction of this work; also: strengthen the research evidence for badges published in peer-reviewed literature
- **Broader Understanding of Opportunities & Challenges by Key Influencers:** the leadership group will gain important information about actors and entities that are important but not yet aware of Open Badges to help inform future marketing, messaging, and partnerships strategies.
- **Visualization of Open Badges Ecosystem:** crowd-sourced information to acknowledge existing successful badge efforts, identify new members of the Open Badges community, track progress being made over time—allowing connections between content-related projects and badge implementations at different phases of development
- **Voice in Future Direction of Open Badges Work:** by virtue of participating in the summit, participants will gain the opportunity to help chart the course for future Open Badges activities

Overall, summit participants that choose to move forward will gain the ability to contextualize their work in a way that resonates with stakeholders less familiar with the badge world—“One of the reasons we want to bring Open Badges into our employee continuing education efforts is because that is one of the workforce development projects identified at the MacArthur Foundation’s 2014 Open Badges Summit.”

CATALOGUE & CAPTURE SUMMIT RESULTS

We will collect and process the discussion and outcomes of the summit, and make it available in **open and accessible formats to be shared, publicized, and published broadly** through the Open Badges network. Although some content may be shared almost immediately, the majority of summit information will be made available no later than the **DML 2014 Conference** on March 6–8, 2014.