



NCTRC MICRO-CREDENTIALS AND DIGITAL BADGES IMPORTANT OVERVIEW FOR CONTINUING EDUCATION PROVIDERS AND ORGANIZATIONS

National Council for Therapeutic Recreation Certification® welcomes a new way to share professional skills, knowledge, and accomplishments through micro-credentials and digital badges! A digital badge is a modernized credential designed to be portable throughout the digital landscape.

NCTRC is excited to offer organizations and continuing education providers the opportunity to offer micro-credentials and their associated digital badges to their audiences for continuing education session content that has obtained NCTRC pre-approval. The individual/organization requesting micro-credentials must be a recognized continuing education provider, or therapeutic recreation professional organization at the national, regional, state, or local level.

NCTRC has partnered with digital badging provider, [Credly](#), to develop and maintain our digital badging program. Credly works with credible organizations to provide digital credentials to individuals, worldwide. NCTRC currently provides a digital badge to those who hold the CTRS® Credential, CTRS Specialization Area Designation, or Professional Eligibility status.

Keep reading to learn more about how you can take advantage of NCTRC's digital badging program by applying for a micro-credential and associated digital badge on behalf of your organization.

IMPORTANT NOTE: NCTRC pre-approval of continuing education session content is required to be eligible to apply for NCTRC micro-credentials and associated digital badges.

WHAT IS A MICRO-CREDENTIAL AND DIGITAL BADGE?

A micro-credential, and its associated digital badge, are a quality credential that clearly explains what an individual can do, what the individual did to earn this, and who says the individual earned it. Learn it. Earn it. Share it.

A digital badge is a way to spotlight an individual's accomplishments – a graphical representation of a person's knowledge and skills. Digital badges are secure, web-enabled credentials containing verified information about each earner's professional achievements.

Digital badges can be used in email signatures or digital resumes, and on social media sites such as LinkedIn, Facebook, and Twitter. This digital image contains verified metadata that describes an earner's qualifications and the process required to earn them. NCTRC is excited to see so many certificants taking advantage of this benefit and enjoying the professional recognition afforded by our badging program.

BENEFITS OF MICRO-CREDENTIALS AND DIGITAL BADGES ISSUED BY NCTRC FOR CONTINUING EDUCATION PROVIDERS:

NCTRC understands that communicating about continuing education opportunities in an ever-expanding online marketplace can be challenging. That is why NCTRC is offering continuing education providers the opportunity to apply for and utilize micro-credentials and their associated digital badges to further engage with their audiences!

- NCTRC micro-credentials and co-branded digital badges directly align with NCTRC pre-approved continuing education session content. Learn more about the [NCTRC Organizational Continuing Education Session Content Pre-Approval Program](#).
- Together with NCTRC, continuing education providers will be able to offer a modernized version of credentials through digital badging.

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- Through NCTRC’s micro-credentials and co-branded digital badges, continuing education providers will have an opportunity to further promote their extraordinary proficiency as subject-matter experts and increase awareness of continuing education offerings.
- Credly is frequently adding product updates that may help you attract and retain earners! For instance, the “Earn this Badge” button on a digital badge is a feature that allows you to link directly back to a place where potential earners can sign up for your courses. This is different from the “Learn More” link where you might promote your business in general.
- Take advantage of NCTRC’s micro-credentials and digital badges to strengthen engagement with your audience and build customer relationships.

Applying for NCTRC micro-credentials and co-branded digital badges shows your commitment to providing lifelong learners the tools necessary to achieve academic and professional goals, while also helping you establish yourself as an innovative and premier source for continuing education within in the field of recreational therapy.

- In an ever-changing marketplace, it is essential to communicate skills and credentials effectively. Learners are looking to gain an edge, and you have an opportunity to thrive as a continuing education provider in this online marketplace.
- Learners today are looking to stand out from the crowd within their professional networks. That is why there is great value for continuing education providers to use digital badges to showcase a learner’s expertise in various subject-matter.
- Digital badges make it easier for learners and others to understand the specialized knowledge, skills, and abilities that are demonstrated when an individual completes your continuing education session(s)/course(s).

Power your communication with the continuing education community! Your earners will have the value of a digital badge at their fingertips. This means that continuing education providers will receive built-in digital marketing benefits when earners showcase and share their badges.

- Digital badges are tangible, verifiable tools so earners can showcase their professional achievements.
- Digital badges are web-enabled versions of micro-credentials that can be shared online, promoting the provider who offered the continuing education.
- Digital badges can be used in email signatures or digital resumes.
- Digital badges can be shared on social media sites such as LinkedIn, Facebook, and Twitter.

Continuing education providers who choose to apply for and receive a micro-credential through NCTRC and co-branded digital badge will empower earners and yourself as the continuing education provider with greater marketing potential.

- The digital badge contains verified metadata that describes the earner’s qualifications and the process required to earn them – which showcases the continuing education provider who they earned the badge from.
- A digital badge is a trusted method for real-time verification, automatically linking the continuing education session content back to you - the continuing education provider.
- When an earner shares their badge, it provides full visibility of their professional story, which includes you as the continuing education provider.
- Once shared, when others click on the digital badge, it enables the user to learn more about the credential, personalized certification dates, and the requirements to earn the badge. All this information points back to you as the continuing education provider.
- With a single click, third parties are directed to a metadata web page showing the requirements for earning the digital badge. This content includes the qualifications and specialized skills learned through your continuing education session content!

We believe the NCTRC micro-credentials and associated co-branded digital badges will further enhance your professional standing within the learning community and help you expand your professional network! Take advantage of NCTRC 's micro-credentials and co-branded digital badges to further promote your extraordinary proficiency as a subject-matter expert and increase awareness of continuing education offerings to CTRs and the recreational therapy community.

To apply, complete the NCTRC Micro-Credential and Digital Badge Application. The NCTRC continuing education organizational pre-approval program provides for advance approval of professionally sponsored continuing education (CE) programs.

ADDITIONAL NCTRC SERVICES FOR CONTINUING EDUCATION PROVIDERS, INCLUDES:

[NCTRC Ala Carte Promotional Toolkit for Continuing Education Providers and Organizations](#) - A menu of marketing communications services to help boost your brand visibility to CTRs and reinforce the value of the learning you're providing. These ala carte services are specially designed promotional opportunities for continuing education providers and organizations. **Request NCTRC promotional tools today!**

IMPORTANT INFORMATION ABOUT THE PROCESS FOR DEVELOPMENT, ISSUANCE, AND SHARING OF MICRO-CREDENTIALS AND ASSOCIATED CO-BRANDED DIGITAL BADGES THROUGH NCTRC

Organizational continuing education providers who apply for and receive micro-credentials and digital badges through NCTRC can help earners showcase and share their achievements with their personal and professional networks, while also promoting their organizations continuing education session/course opportunities.

NCTRC uses the [Credly](#) platform to create co-branded micro-credentials and associated digital badges of continuing education session content that has been pre-approved by NCTRC.

LEARN IT.

- When your audience takes your NCTRC pre-approved continuing education session or course, they will "learn it".

EARN IT.

- When the individual successfully completes your continuing education session(s) or course(s), they are now considered an earner and you, as a continuing education provider, can allow these individuals to "earn it" – meaning earn a micro-credential and associated digital badge through NCTRC's badging program.
- Continuing education providers will issue certificates of completion - continuing education credit to earners.
- Once the individual has successfully completed your continuing education session(s)/course(s), and a micro-credential and associated digital badge has been approved by NCTRC, the earner can submit proof of successful continuing education course completion to NCTRC and complete an online application to receive their digital badge.
- Earners apply to NCTRC for issuance of their digital badge via the [MY NCTRC LOGIN](#) portal. The application process includes submission of the earned certificate of completion and payment to NCTRC for the issuance of the digital badge.
- Digital badges are issued by NCTRC via Credly (admin@credly.com). Credly emails earners with notification that they have received a digital badge, and instructions on how to claim it, including suggestions on how to share their badge on social media, in email signatures, and more!
- Badges are a standard to recognize and verify learning, so we encourage earners to broadcast their achievement to friends and colleagues to get the recognition they deserve.

SHARE IT.

- Digital badges can be used in email signatures or digital resumes, and on social media sites such as LinkedIn, Facebook, and Twitter.
- Continuing education providers will receive built-in digital marketing benefits when earners showcase and share their badges with their personal and professional networks.

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Being part of NCTRC's micro-credential and digital badging program through Credly can have powerful benefits, including increasing the demand for your credentials, boosting your brand visibility to CTRSs, and reinforcing the value of the learning you're providing. Refer to the [NCTRC Guide for Continuing Education Providers and Organizations](#) to get started today!

Questions? Feel free to contact us via email nctrc@nctrc.org, or give us a call at 845-639-1439.

National Council for Therapeutic Recreation Certification®

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