IBM + Northeastern
Creating Learner Opportunities through Digital Credentials

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HOW WILL WE BUILD THE NEXT GENERATION IT WORKFORCE?
THE WORLD IS FACING A SERIOUS TALENT PROBLEM
FOUR OUT OF FIVE BUSINESSES SAY THERE IS A CRITICAL SHORTAGE OF TALENT

Aberdeen Group, 2015: Zach Lahey, “Pre-hire Assessments: An Asset for HR in the Age of the Candidate
Signals are emerging that will dramatically change the way we must recognize skills.
New jobs every 4.2 years
Learning is a lifestyle
Flipped classrooms
Flexible work
Engagement is waning
Gamification & virtual reality
Blockchain will grow
Cloud will grow
Cognitive will grow
Data mining & analytics
Collaborate online
Rise of contract labor
Rise of globally connected teams
Need for blended skills
Need to verify skills
What do degrees signal?
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THESE CHANGES WILL REQUIRE US TO CREATE NEW PARTNERSHIPS TO RECOGNIZE & DEVELOP TALENT
These changes **required us to change** and rethink how we would meet the market demand for talent

**Rapid Technology Change**
requires “liquid skills”

**Shadow IT**
decentralizes IT

**Line of Business Jobs**
now require IT skills

**Rise of Teams**
require expertise location

**Gig Economy**
requires a skills registry

**New collar jobs**
require new credentials
EVERYTHING POINTED TO A

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SKILLS
These signals required us to create a new credential structure to **signal and surface capability:**

- Timely
- Verifiable
- Portable
- Discoverable
- Differentiating
We developed unique digital badges to encompass the broad activities we host at IBM

Knowledge | Skills | Proficiency | Certified* | General

Badging is how we will measure resume-worthy IBM skills in the market
The results **exceeded** our wildest expectations

LinkedIn profiles with IBM badges receive 6x profile views.
We have seen **significant** adoption in every internal and external group in our ecosystem.
IBM badging **top 10**

- IBM Design Thinking Practitioner
- IBM Agile Explorer
- Big Data Foundations - Level 1
- Big Data Foundations
- IBM Blockchain Essentials
- Cloud & Cognitive Patterns
- Bluemix Essentials
- Big Data Hadoop Foundations
- Data Science Foundations - Level 1
- Hadoop Foundations - Level 1
We have embedded it in our culture and processes

Managers have access to reporting and analytics

IBM’s Your Learning platform offers cognitive capabilities to search and report on employees’ digital badges

Optimizing the project staffing process through Digital Badges, to make more efficient and strategic staffing decisions

Digital Badges are now embedded into every employee profile

Digital badges have significantly contributed to a better coverage and accuracy of inferred expertise
Digital badges are creating **heat maps of advocates, skills and skill gaps** to inform business strategies

*IBM Digital Badges* provide the ability to create heat maps to...

- Understand distribution of talent
- Identify where skill gaps exist

*These are brand influencers and advocates for our company!*

Heat map powered by: IBM Watson Analytics
Badges now act as “digital transcripts” for college credit

Northeastern University + IBM: Turning digital badges into academic credentials will create opportunities and better college graduates
### Project management badge mapping

<table>
<thead>
<tr>
<th>IBM Digital Badge</th>
<th>Advanced Standing</th>
<th>Graduate Credentials</th>
</tr>
</thead>
<tbody>
<tr>
<td>IBM Associate Project Manager</td>
<td>1 course or 4 Quarter Hours (PJM 5900)</td>
<td>1) Masters of Science in Project Management</td>
</tr>
<tr>
<td>IBM Advisory Project Manager</td>
<td>1 course or 4 Quarter Hours (PJM 5900)</td>
<td>2) Masters of Science in Program and Project Portfolio Management</td>
</tr>
<tr>
<td>IBM Senior Project Manager</td>
<td>2 courses or 7 Quarter Hours (PJM 5900 &amp; PJM 6000)</td>
<td>3) Masters of Science in Leadership with a concentration in Project Management</td>
</tr>
<tr>
<td>IBM Executive Project Manager</td>
<td>3 courses or 10 Quarter Hours (PJM 5900, PJM 6000, &amp; 1 PJM Elective)</td>
<td>4) Masters of Science in Corporate and Organizational Communication with a concentration in Project Management</td>
</tr>
</tbody>
</table>

[http://www.northeastern.edu/ibm](http://www.northeastern.edu/ibm)
IBM Cognitive Class Analytics badge mapping

• Free and open to the public
• Together, these individual modules combine into one 3 credit elective course advanced standing within the MPS in Analytics program
• These modules require approximately 30 hours to complete
• Students must earn an average of 85% or higher in the ‘Cognitive Class Analytic Technologies’ competency modules

IBM Badges:
• Hadoop Foundations – Level 1
• Hadoop Programming – Level 1
• Spark – Level 1; Spark – Level 2
• Scala Programming for Data Science – Level 1

https://cognitiveclass.ai/northeastern/
Launching with Project Management and Analytics, we also mapped IBM’s digital badges to pathways into 54 graduate degrees and 17 grad certificates across all 9 Northeastern colleges.

By transferring in prior learning as signified by digital badges, learners can save up to $6000 in tuition and reduce the time to a graduate degree or certificate by up to one quarter term.
This collaboration illustrates our shared commitment to provide innovative pathways for learners to continuously advance their skills and achieve their professional goals, eliminating the gap between work and learning.
Thank you!

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