



ASSURED

A guide to:

CREATING ASSURED CREDENTIALS

for City & Guilds /ILM Assured Programmes

Version 3.0



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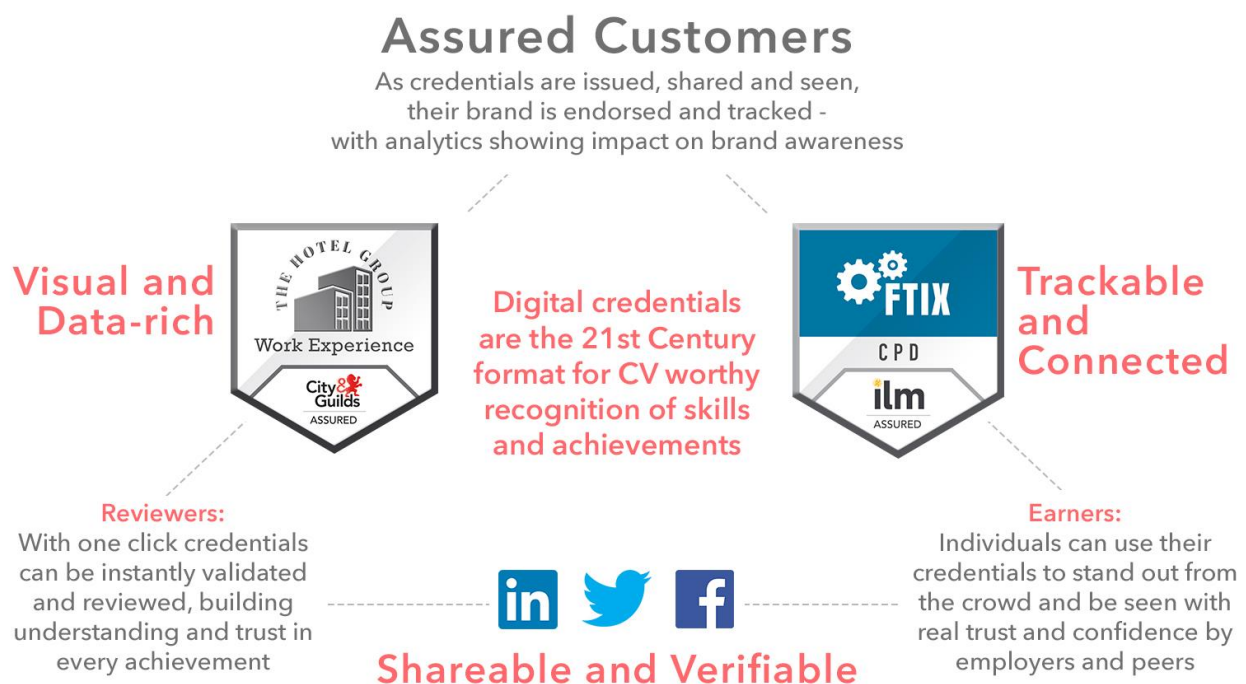
1_ Introduction

An Assured Digital Credential is a digital representation of the successful achievement of participants on your Assured training programme. Unlike a paper certificate digital credentials are easily shareable, verifiable and trackable all in one click.

Thousands of organisations world-wide are already using digital credentials to recognise skills, training, CPD, membership and certifications. They are visual and data-rich which means more detailed information can be included about the achievement.

This guide has been developed to help you through the process of and agreeing the metadata for your Assured Digital Credential, the issuing process and also includes guidance that can be given to your participants on how they should set up their profiles and how they can share their Digital Credential once they have been issued with this.

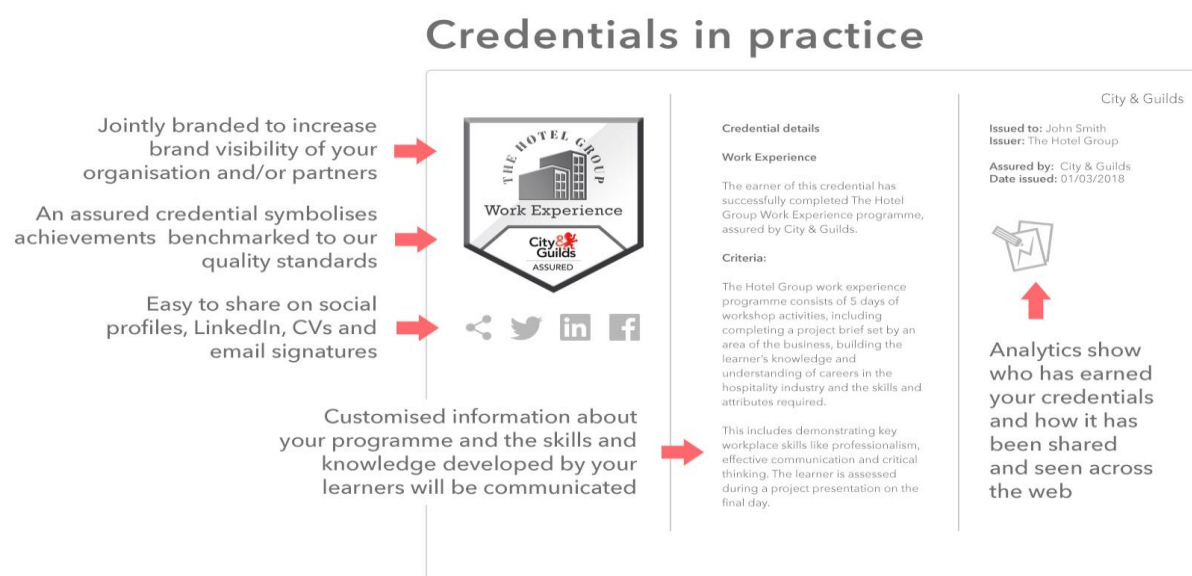
Your Assured consultant will work with you to develop and agree the metadata for each training programme that you wish to be Assured by City & Guilds/ILM.



2_ What does a digital credential contain and how can they be used?

As an Assured customer your successful participants will receive a co-branded digital credential issued to your learners, showcasing your brand alongside City & Guilds or ILM. The benefit of this is that as your credentials are issued, shared & seen, your brand is showcased and tracked.

- **Co-branded logos** - your logo with ILM or City & Guilds Assured or ILM Assured logos, demonstrating clearly that your programme is benchmarked against our Assured quality standards, increasing the customers your brand visibility alongside the positive brand association with City & Guilds or ILM.
- **Metadata** - the digital credential details. This includes customised information about your Assured programme and the skills & knowledge developed by your participants. This metadata will be produced to a standardised template to ensure consistency.
- **Issuing details** - who the credential was issued to and when. It will show City & Guilds Assured or ILM as the issuer. This is important as any reviewer of the credential can click back through to validate the issuing and Assuring parties.
- **Sharing the Digital Credential** - The ability for the credential earner to easily share their credential on social media, LinkedIn and download to embed in CVs and email signatures. All of the metadata travels with the credential wherever it is shared to allow it to be instantly validated.
- **Reporting** - you will receive reports on how credentials for your Assured programme have been accessed and shared across the web, providing analytics on engagement and reach of your brand





Type: Certification

Level: Intermediate

Time: Hours

Cost: Paid

[Additional Details](#)

Journey2English: 80 hours of study at intermediate level covering English for Everyday Use and English for Work and Study

Issued By [City & Guilds](#)

The learner has successfully completed a minimum of 80 hours of English study at intermediate level. The ten modules of Journey2English cover English Grammar and Reading, Writing, Listening and Speaking skills. The learner can function as an independent user for transactional English in a general and a work-related environment.

Demonstrated Skills

Active Listening Skills

Digital Environment

English Language

Reading And Writing

Speaking & Listening

Earning Criteria

- The individual has completed a wide range of interactive activities covering all four language skills.
- The individual has acquired an understanding of English grammar and has practised pronunciation and speaking skills.
- The individual has demonstrated the ability to write and spell accurately and clearly and has demonstrated the ability to understand a wide range of authentic listening materials.
- The individual has studied a variety of texts and vocabulary exercises in order to improve their reading abilities.

3_ What is metadata?

Metadata is simply information about a credential that tells anybody viewing it why it is important and the achievement it represents. It has two main audiences – the participant who is awarded the credential (*the Earner*) and anybody else who is viewing the earned credential (*Reviewers*).

There are six key components to metadata:

1. **Programme Title** – this is the full credential title, space on the credential visual is always scarce so it may have been shortened, but this is where it is represented in full. This will be the title of your Assured programme.
2. **Programme ID** – where City & Guilds/ILM issue certificates this will be the 7-digit number e.g. A 00001 allocated for your programme, this number will also be used when you submit results via Walled Garden. If your organisation is issuing its own certificates, then please allocate and add your own programme ID.
3. **Short Title for Credential Visual** - this shows on the Earner's Profile and is a very short summary of what achievement the credential represents.
4. **Programme Description** – This is summary information about the credential. It is shown separately from the Short Description, this longer description gives more details, telling Reviewers which areas of your Assured programme the achievement represents.
5. **Criteria** – this clearly states what areas of the Assured standard need to be met for the credential to be awarded. It needs to be clear who has made the assessment decision. It will include details about your organisation, your programme and the criteria for passing. This section can also include further information about the modules included within your programme.
6. **Skills Tags** –you define skills recognised when earning the Assured Credential. These skill tags then unlock the ability to access Labour Market Insights and enable the earner to explore relevant job opportunities associated with those skills.

4_ How to author metadata

We have put together some guidance, including a metadata template (*see section 10*) to help you when authoring the metadata for your Assured digital credential

Conventions

As far as possible, we want to use common and consistent forms of words, especially where your organisation might have more than one Assured programme. Before producing your metadata, we recommended that you develop a set of naming and titling conventions e.g.

- Individual - Learner, candidates, participant
- Where words/terms are lowercase/uppercase
- What words should be hyphenated e.g. end-point

Write for the target audience

The metadata should be written for the Reviewer. This means you should use ‘This person met the criteria for the following...’ rather than ‘You met the criteria for the following...’ Always remember that neither the Earner or Reviewer are likely to be assessment experts, so you will need to ensure the metadata is clear, written in plain English and user-friendly.

The metadata should provide some context e.g. information about the organisation and programme. When someone shares a paper certificate, they are there in person to provide the context. When a digital credential is shared online, the metadata has to provide this information.

The metadata can be written in any language including those with special characters e.g. Arabic. Please note that where the Digital credential is to be issued in a language other than English, you will need to provide translated version of the metadata in English.

Use Past Tense

An Assured credential is issued in recognition of something that has already been achieved, so metadata should use past tense. We have devised an ‘introductory’ sentence for the criteria field which should be used as standard.

Metadata field lengths and restrictions

You are now almost ready to start authoring your metadata, but you need to know about some restrictions imposed by the credentialing platform:

Each metadata field has character limits (*shown in table below*) – use a Word Count tool in Word to check (*Review Menu*) because the platform will impose these limits.

There is no text formatting (*bold, italics etc.*) in the Short Description field but in the Description and Criteria fields you can use formatting (*bold, italics etc.*)

5_ Finalising and submitting metadata

Your Assured consultant will draft the metadata with you and will include the finalised version in your Assured benchmark report.

Before we build on the platform please can you review and confirm

- all metadata fields have been completed
- the content is accurate and reflects the content of your Assured training programme and will make sense to any person reviewing this content
- content has been signed off by all relevant internal staff, the Assured programme sponsor and the Assured Consultant
- content is within the character limits for each of the relevant fields of the metadata
- your agreed naming and titling conventions have been followed
- text formatting (*bold, italics*) has been used consistently
- a high quality version of your logo for your credential image has been provided

6_ What Happens Next?

How Assured digital credentials will be issued...

1

Once a programme is Assured, we will create a co-branded credential for the programme

2

We issue digital credentials on your behalf when you provide successful participant data to us

3

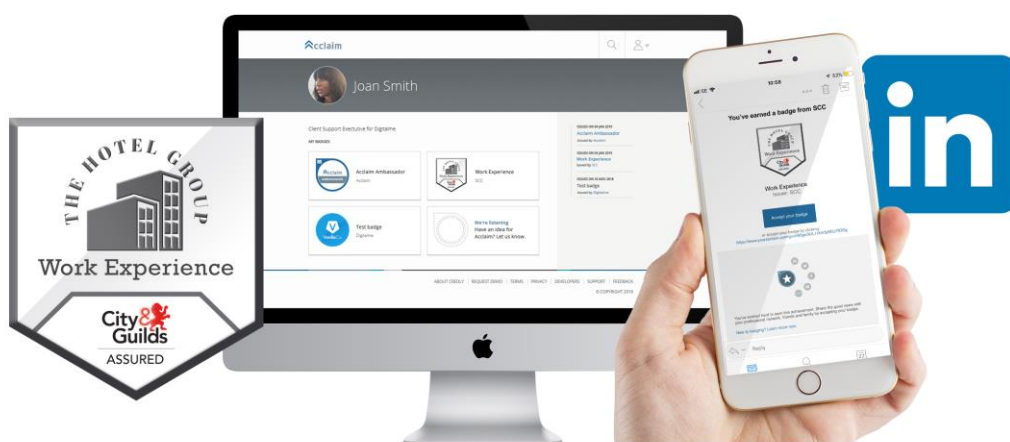
Participants receive an email to claim their credential - clearly showing what it's for and who has issued it

4

Participants securely store their credentials in an online profile. They can share them via social profiles or embed on their CV to show off their skills

5

You will receive data on who has been issued with credentials and how they have been seen and shared



1. We will work with you to ensure organisation name is present within the credential meta data. Additionally we will include a link to your website (where appropriate) so when people view your participants credentials they can find out more about your organisation and programme (*see template in section 10*). You will also need to sign off your final credential visual and metadata.
2. Once participants have successfully completed your Assured programme and are ready to receive their credential, you will submit their details via an excel spreadsheet to assured@cityandguilds.com (*see section 10 for template*). This will need to include an email address for each participant, so that we can issue the digital credential direct to the participant.
3. Each participant will then receive a credential via an email notification, clearly showing who has issued it. Credentials will be issued to the participant within 10 working days from the date that we receive details of successful participants.
4. Each participant will receive access to a profile page. They will receive an email notification with full instructions on how to claim their credential and setup a profile to securely store them in moving forwards, with free access for life. All future credentials issued from City & Guilds or ILM will be added to this profile. *Information you can pass to your participants to explain how credentials work can be found in section 10.*
5. You will receive reports, showing how your credentials have been shared and seen. This will enable you to track and demonstrate impact and engagement. The frequency of these reports will be agreed with your account manager.

7_ How can my participants use their digital credential?



The earners of your Assured credential can quickly and easily share their achievement by embedding it in online professional profiles like LinkedIn or in their CV, allowing people to instantly validate their credential to give confidence in what they can do:

- Share to LinkedIn certifications
- Share with peers, friends and family on social media
- Embed on CVs, online profiles, email signatures, blogs or website

No more searching for lost certificates as their online profile will keep their credentials safe and secure for whenever they need them.

For employers, or others that view the credential, it's a trusted format that can be instantly validated in one click, revealing the information contained within it.

Participants will be taken through the simple process of setting up their profile and sharing their digital credentials when they accept their first digital credential via email.

8_ Where do I go if I need more support?

Your account manager will be able to answer any questions you have about digital credentials and how your participants will receive these for your Assured Programme.

If your participants want to access support when they claim and share their credentials, they can do this through following the support links on the system.

9_ Micro-Credentials

‘Micro-credentials’ are digital credentials that can be built to recognize more granular achievements or steps within your programme. They offer a flexible way to recognise key on-programme skills and achievements, laddering up to the formal recognition of the full programme via a co-branded City & Guilds Assured or ILM Assured digital credential.

Micro-credentials can be used to:


- Recognise modules within your programme
- Set goals for learners towards programme completion
- Capture competency and behaviours within your programme
- Recognise excellence
- Set pre-requirements for your programme
- Track how learning is applied post-programme



Micro-credentials are an additional chargeable service. If you're interested in finding out more and exploring how you could use them within your programme, contact your Account Manager.

10_ Templates and Examples

10.1 City & Guilds Assured Credential Template

<p>Credential image (if available - 600 x 600px .png format)</p>  <p>Credential image 600 x 600px</p>	<p>Title Here (MAX 130 CHARACTERS)</p> <p>Short Title for Credential Visual Here (MAX 25 CHARACTERS)</p>
<p>DESCRIPTION (MAX 500 CHARACTERS)</p>	<p>This individual has successfully completed [Insert Programme Title] Assured by City & Guilds. They have demonstrated [insert short summary of skills, knowledge, learning, understanding developed by the candidate]</p>
<p>URL to Additional Info (OPTIONAL)</p>	<p><i>This could be a link (URL) to your programme or your organisation website to provide further information</i></p>
<p>SKILLS RECOMMEND 6-10 TAGS. LABOUR MARKET DATA CAN BE SWITCHED ON/OFF BELOW</p>	

BADGE CRITERIA - Recommended limit of 10 Activities.

Please copy and paste the box below to detail each Activity

ACTIVITY 1	Add Type Here - Copy from Definition List Below
<p>DESCRIPTION (MAX 500 CHARACTERS)</p> <p>WHAT DID THE CANDIDATE DO IN ORDER TO EARN THE CREDENTIAL, WHAT TASKS OR EVIDENCE DID THEY COMPLETE?</p>	<p>The individual has [what did the candidate have to do or demonstrate to earn the credential?]</p>
<p>URL to Activity (OPTIONAL)</p>	

PLEASE NOTE: CHARACTER LIMITS INCLUDE SPACES

<p>STANDARDS (OPTIONAL)</p> <p>LIST ANY EDUCATIONAL (OR OTHER) STANDARDS THIS BADGE ALIGNS TO</p>	
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CRITERIA TYPES

Application: Submitting or agreeing to a form, like applications for membership or agreement to conduct policies

Assessment: Passing a formal assessment or exam

Badge: Referencing another badge that has already been published on the Acclaim platform, such as an entry-level designation that is a criterion for a higher-level designation

Course: Completing relevant coursework in a formal classroom environment or self-study education

Credential: Earning a recognized professional or industrial credential (*not academic*)

Education Experience: Representing a diverse or significant educational experiences or event, such as graduating from a program

Member: Obtaining or maintaining membership with a professional organization

Other: Embodying any criteria type that may not be explicitly represented in the other types

Participant: Participating in various events, such as conferences, summits, professional events, and more

Payment: Submitting one-time or regular payment for organization, assessment, or membership fees

Portfolio: Preparing and maintaining a current portfolio of professional submissions

Presenter: Presenting at a conference, webinar, or other key event for a field or organization

Project: Creating or contributing to a significant individual or group project, such as a capstone project

Professional Experience: Representing duration of professional experience or specific types of experiences, such as internships

Schedule / Registration: Scheduling or registering for key events that relate to the badge

Volunteer: Participating in volunteer events

10.2 City & Guilds Assured Credential – Completed example

<p>Credential image (if available - 600 x 600px .png format)</p> 	<h1>The Hotel Group Extended Work Experience Programme</h1> <p>(MAX 130 CHARACTERS)</p> <h2>Work Experience</h2> <p>(MAX 25 CHARACTERS)</p>
<p>DESCRIPTION (MAX 500 CHARACTERS)</p>	<p>This individual has successfully completed The Hotel Group’s Extended Work Experience Programme, Assured by City & Guilds. They have demonstrated understanding of professionalism, effective communication, critical thinking, commercial awareness and professional development, within the hospitality industry.</p>
<p>URL to Additional Info (OPTIONAL)</p>	<p>https://www.thehotelgroup.com</p>
<p>SKILLS RECOMMEND 6-10 TAGS. LABOUR MARKET DATA CAN BE SWITCHED ON/OFF BELOW</p>	<p>Work Experience Professionalism Communication Critical Thinking Commercial Awareness</p>

BADGE CRITERIA - Recommended limit of 10 Activities.

Please copy and paste the box below to detail each Activity

ACTIVITY 1	Professional Experience
<p style="text-align: center;">DESCRIPTION (MAX 500 CHARACTERS)</p> <p>WHAT DID THE CANDIDATE DO IN ORDER TO EARN THE CREDENTIAL, WHAT TASKS OR EVIDENCE DID THEY COMPLETE?</p>	The individual has attended each day on time and behaved in a professional manner.
URL to Activity (OPTIONAL)	https://www.thehotelgroup.com/experience
ACTIVITY 2	Project
<p style="text-align: center;">DESCRIPTION (MAX 500 CHARACTERS)</p> <p>WHAT DID THE CANDIDATE DO IN ORDER TO EARN THE CREDENTIAL, WHAT TASKS OR EVIDENCE DID THEY COMPLETE?</p>	The individual has completed a project to a deadline, working effectively as part of a team
URL to Activity (OPTIONAL)	https://www.thehotelgroup.com/project

PLEASE NOTE: CHARACTER LIMITS INCLUDE SPACES

<p style="text-align: center;">STANDARDS (OPTIONAL)</p> <p>LIST ANY EDUCATIONAL (OR OTHER) STANDARDS THIS BADGE ALIGNS TO</p>	http://www.hse.gov.uk/youngpeople/workexperience/
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10.3 Template for submitting learner data

Once your participants have successfully completed your programme you need to submit their details to the Assured team via an excel sheet in order for their digital credentials to be issued. You can send this file to assured@cityandguilds.com

Information you need to provide:

- First name
- Last name
- Email address
- Name of credential/programme to be issued

Your file needs to be saved as a csv and titled with your organisation name, followed by the programme ID for the programme the participants have completed and the date e.g. thehotelgroup_Axxxxx_01012018.csv

	A	B	C	D	E
1	First Name	Last Name	Email		
2	John	Smith	john.smith@thehotelgroup.com		
3					

10.4 Learner information sheet about digital credentials



What is a digital credential?

A digital credential is a kind of digital certificate that recognises your skills and achievements. It is a digital image file with information securely contained within it, explaining what you have done to earn the credential and who has awarded it to you. This information is safely locked into the credential and can be verified by whoever views it.

What can I do with it?

Digital credentials are a great way to get recognition for all of your skills, especially those that might not be always visible for people to see. You can share a digital credential on professional and social profiles like LinkedIn and Facebook, within job applications or email signatures. They are a great way to help you stand out from the crowd and prove what you can do.

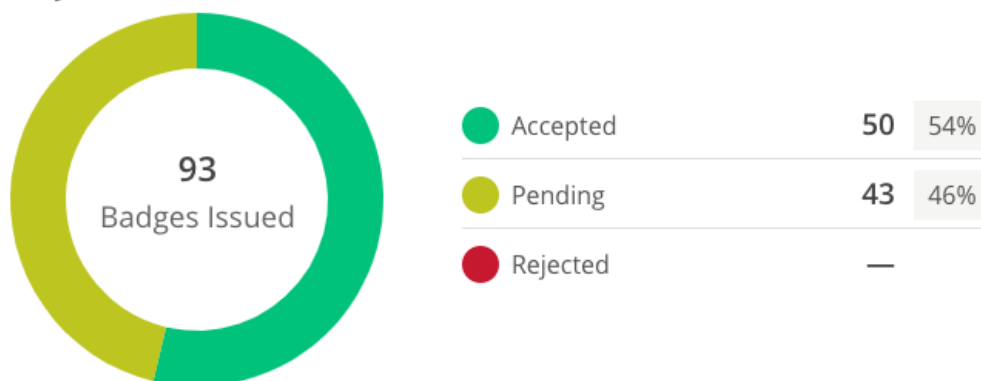
How can I earn one?

If you successfully complete the Assured programme your provider will arrange for you to be issued with a digital credential. You will receive an email notification with instructions on how to claim your credential and setup a profile to securely store them in moving forwards. No more searching for lost certificates! From this profile you can then choose how to display and share them.

10.5 Example Credential Reports

You will receive data reports showing the engagement with and reach of your digital credentials, example below. Your Account Manager will be in touch to discuss your reporting requirements with you.

Badges by Status



92
Badge Views

8
Templates

1
Revoked Badge

1
Expired Badge

2
Badges expiring in 60 days

10.6 Glossary of Terms

Digital Credential – A digital representation of the successful achievement of participants on your Assured training programme

Participant – Someone who completes your programme

Metadata – Information linked to a credential that tells anybody viewing it why it is important and the achievement it represents.

Issuing – The process of sending the digital credentials to the participants, via their email address

Credential Profile – A secure profile each participant can setup to store their credentials and choose how to display and share them.

Micro-credential – A digital credential that can be built to recognize more granular achievements or steps within your programme.