

Welcome to Badgr Pro

The world's leading digital badging ecosystem



badgr

BY CONCENTRIC SKY

Introduction

Thank you for purchasing a Badgr Pro subscription. You now have access to all the tools to create an exceptional badging program that will engage learners. They'll appreciate the recognition they get from Open Badges and the ease of sharing them on social networks and tracking their learning progress along pathways. Badging program admins can easily track learner progress using Pro features such as analytics, pathways, learner records, and reporting.

This guide will help you get the most out of your Badgr Pro subscription. It's intended to:

- Help you navigate the platform.
- Guide you in setting up your teams to run efficiently.
- Detail some add-on services.
- Suggest best practices.
- Offer resources for even more tips and guidance.

Your Badgr Pro Subscription

With a Badgr Pro subscription, you have access to great features that can take your badging program to the next level. Check out our [Knowledge Base article](#) for a list of Badgr Pro features. As we continue to add features, you'll have access to everything new — at no additional cost.

Subscription Tracking. Your subscription fee is based on the number of unique learners in your badging program, not the number of badge awards. Program administrators and staff members don't count against your subscription. Check your subscription use from the Dashboard menu once signed in to your Badgr

account. Many subscription plans automatically renew annually. If your program grows, contact us to increase your subscription level.

Account Setup. A Badgr Pro subscription is generally ready to use within 1-3 business days of purchase. The implementation team will upgrade an existing Badgr account or provide access to a new Badgr Pro account. We'll notify your team by email when the account is ready and provide instructions for accessing it. Some of your Badgr Pro staff members might receive invitations to join your organization or an issuer in Badgr.

Server Connection. Badgr has servers all over the world, including the United States (badgr.com), Australia (au.badgr.com), Canada (ca.badgr.com), and the European Union region (eu.badgr.com). The implementation team will typically set up your account on the server closest to your physical location or the location of your badge recipients.



Accessing Accounts and Setting Permissions

Your Custom URL

Your Badgr Pro account will be accessible via a custom URL (web address). The URL is typically formed using the organization name followed by badgr.com (for example, university.badgr.com). If your account is set up on a non-US Badgr server, you may see the server indicated in the URL (for example, university.eu.badgr.com).

Program staff will be able to access this URL when invited to be an admin for your organization or staff member for an issuer. Learners will be invited when awarded a badge or subscribed to a pathway.

Users can sign in to Badgr.com, the free site, to access their personal space and easily navigate between your organization's badging space (URL) via the Account menu. Once in the organization space, admins and learners will only see and interact with your organization's badging program. When in their personal space, they can access all their badges and pathways from any issuer.

Please note: Users won't be able to access your organization space at the custom URL until they're awarded a badge, subscribed to a pathway, or are invited to be an admin or staff member. Once a user establishes a relationship with the organization via any of the above actions, they can easily move between your custom URL and the personal space in Badgr.



Badgr Pro Tip #1: Create a Badgr account with a generic email address

When learners share earned badges to social networks, that's a great way to get your badging program noticed. But keep in mind that issuer and organizational information travels with badges that are shared to social networks. This information includes the email address associated with the organization and issuer.

For this reason, we recommend that you use a "generic" organizational email address such as `badges@university.edu`. This address must be associated with a verified Badgr account. Once you associate this address with your organization,

you can use it to set up your issuers. Associate this email address with your account by inviting it to be an organization admin.

This allows you greater flexibility and control over who can access your badging program and allows you to add and remove admins and staff members easily. Below are some resources that may help during setup.

- [Organization Dashboard](#)
- [Editing Your Organization Page](#)
- [Sharing an Issuer With Colleagues](#)
- [Organization Issuers](#)

Organization and Issuer Permissions

An organization in Badgr Pro houses the full badging program. Issuers within the organization are the authorities that award badges.

An issuer can represent a person, a program, or an entire company, and your organization can include as many issuers as you like to organize your badging program into teams or groups — for example, to award badges for professional development vs. volunteer work. However you choose to define an issuer, you'll want to ensure that the name you give it is credible, easily recognizable by badge recipients, and meaningful to audiences when the badge is shared on social media and elsewhere.

Organization admins can provide your badging team with different levels of access and permissions, such as admin, issuer owner, issuer editor, or issuer staff. You can control what users can access and what they can do. For an overview, see [Organization and Issuer Permission Structure](#).

All organization admins will automatically be added as an owner for any issuers in the organization. This allows admins to easily access all issuer programs and analytics as well as manage the organization's account. Admins also can associate or disassociate an issuer with the organization's Badgr Pro subscription. See [Organization Issuers](#) for more information.

If you need help accessing your account, the [Badgr Support Team](#) is happy to help.

Custom Organization Settings

Public Pages

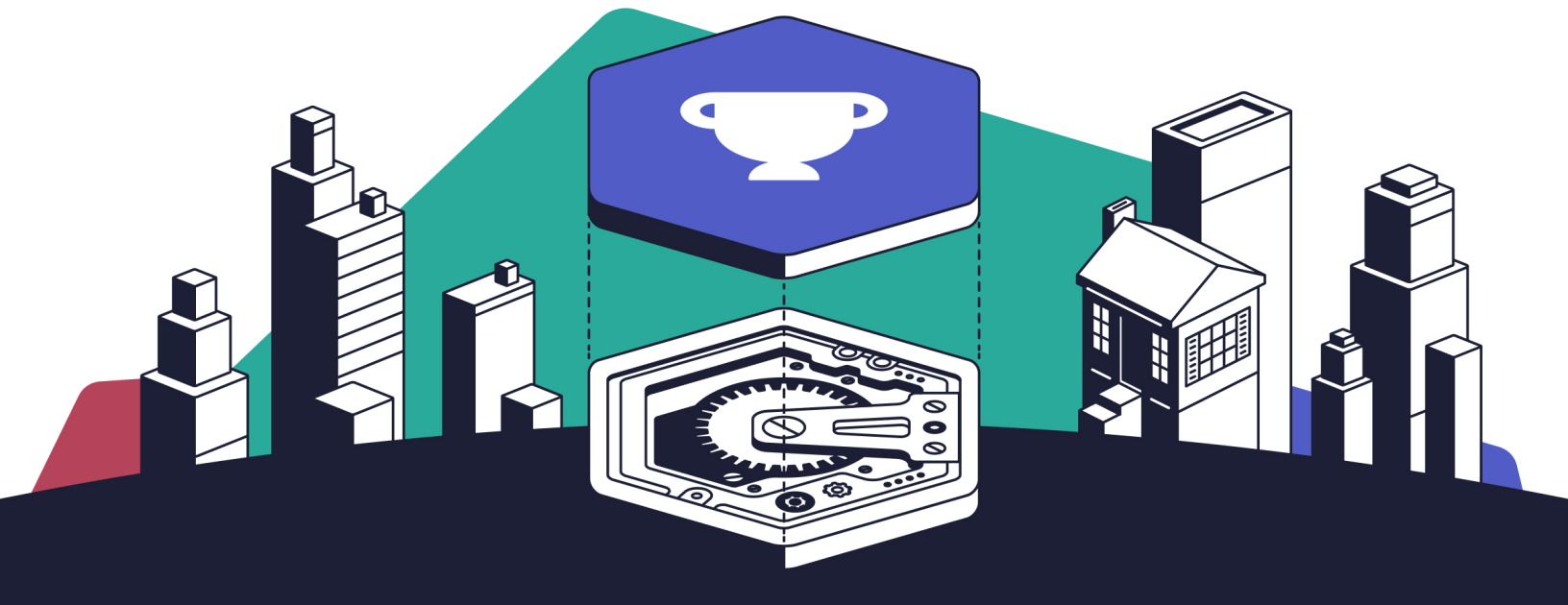
Every organization has public pages to show off its program, issuers, badges, and pathways. Admins and issuer staff members can control visibility of these pages. See the [Badgr Education public page](#) as an example.

Organization Settings

Pathway settings, Learner Record access, Badgr Spaces, and other features can be toggled on or off at the organization level. We're continually adding new dashboard features, so be sure to check it regularly and refer to the [Organization Dashboard](#) knowledge base article.

Welcome Page

Do you want to greet your learners and staff with a customized welcome message the first time they visit your site? If so, access the Welcome Page menu from your organization dashboard.



Creating and Awarding Badges

Once you've created your issuers and invited colleagues to your program using the [Manage Staff](#) feature, you're ready to begin creating and awarding badges!

Badgr Pro Tip #2: Design an ecosystem of badges, not just standalone awards

When designing your badging program, try to think about how the badges relate to each other. Although individual achievements have value on their own, badges become more powerful when combined, especially into pathways, which represent stacked learning.

Your badging team may wish to define which types of badges to award, how they interact, and how they look prior to the first badge award. Think about:

- What types of achievements do you want to recognize? Why is each important?
- What level of learning will your badges represent — for example, certificate programs or smaller (micro-learning) skills or achievements?
- What will the assessment workflow look like?
- Which team members will be involved and how?
- Do you want to tightly control the program or let it grow organically?
- How will badge recipients interact with your program, and what will they do with their badges?

The more information you include when you create each badge, the better people will understand exactly what it represents. Consider using the optional metadata fields, such as narrative and evidence, when possible. A basic badging workflow includes:

- Identify the achievements.
- **Design your badges.**
- Set your workflow.
- Iterate!

Badgr App Updates

The good folks here at Badgr strive to add new features and fix bugs every week. On occasion, these releases may require some system downtime, usually less than one hour. Releases are scheduled during off hours to allow badging program admins to do their work with minimal interruption.

You can find our [release calendar here](#). And be sure to check our [release notes](#), which highlight all the new features rolling out.

Badgr Resources

Badgr offers several resources to get you started and keep things moving.

Badgr Pro Tip #3: Use the Knowledge Base

The Badgr Knowledge Base is your source for the most up-to-date information about Badgr. It houses step-by-step instructions, helpful videos, and troubleshooting tips. If you can't find what you need there, let us know! Our helpful [Badgr Support Team](#) can add more resources or point you in the right direction.

The Badgr implementation team is here to support you every step of the way:

- Existing subscription, contact the [Badgr Support Team](#).
- Single sign-on (SSO), contact Badgr's Project Manager, [Travis Lally](#).
- Training package, contact Badgr's Education and Training Director, [Kim Hammond](#).
- Get a Badgr Pro quote or upgrade, [please fill out this form](#) and someone from our sales team will be in contact.



Optional Services

Badgr Pro offers several add-on services to enhance your badging site or program. A custom SSO and white-labeled badging site can enhance the learner experience, and training and priority support can elevate your program admins.

Training Packages

If you need more guidance on launching your badging program, the Badgr Education Team offers a variety of training packages to suit your needs. Gold and Platinum training packages are available for an additional fee and are great for groups that are new to badging, need help getting organized, or want to flex their badging muscles using pathways or spaces.

- **Badgr Gold** helps your team learn how to work together and get a badge program up and running in no time. By the end of this training, your team will have the tools to begin awarding badges.
- **Badgr Platinum** is a deep dive into all the features of Badgr Pro, plus training and consultation on creating pathways, using Badgr with a learning management system (LMS), and making the most of your subscription.

For details about training packages, check out our [Badgr Training Packages](#) knowledge base article.

White Label Badging Site

Many Badgr Pro subscribers opt to purchase a white label site to give learners a fully branded experience. When learners sign in to access their badges, they see your organization's logos and colors instead of Badgr branding, while all the great underlying functionality of Badgr Pro remains the same.

Single Sign-On (SSO)

Single sign-on (SSO) provides users with several benefits. By enabling users to access multiple applications and passwords using a single ID and password, SSO reduces password fatigue, simplifies username and password management, and offers increased security for learners and program administrators, to name a few.

Badgr offers two SSO options: SAML and OAuth. The SAML method is preferred and typically takes a few days to implement. OAuth requires a bit more coordination between teams and can take 4-6 weeks.

Priority Support

With priority support, your organization receives customer service and technical support for your badging program participants, including:

- 24-hour response time to inquiries on regular business days during regular hours (Monday-Friday Pacific Time).
- Priority placement in the support queue, and our most experienced support staff will manage your requests.
- Email and phone support via scheduled callbacks for technical issue resolution, participant error troubleshooting, and badge cleanup operations.
- Unlimited inquiries — contact us as often as you like!
- Unlimited access to online help resources via the [Badgr Knowledge Base](#), including step-by-step instructions, webinar recordings, a free Badgr for Canvas course, and Open Badges information.

If you're interested in adding any of these features to your Badgr Pro subscription, [please fill out this form](#) and someone from our sales team will be in contact.

Other Ways to Use Badgr

You can integrate Badgr with other applications to help automate your badging program, taking day-to-day program tasks off your plate.

Badgr Pro Tip #4: Integrate Badgr for easy badge awarding

Automate badge awarding and engage learners by integrating your learning platform with Badgr Free or Badgr Pro.

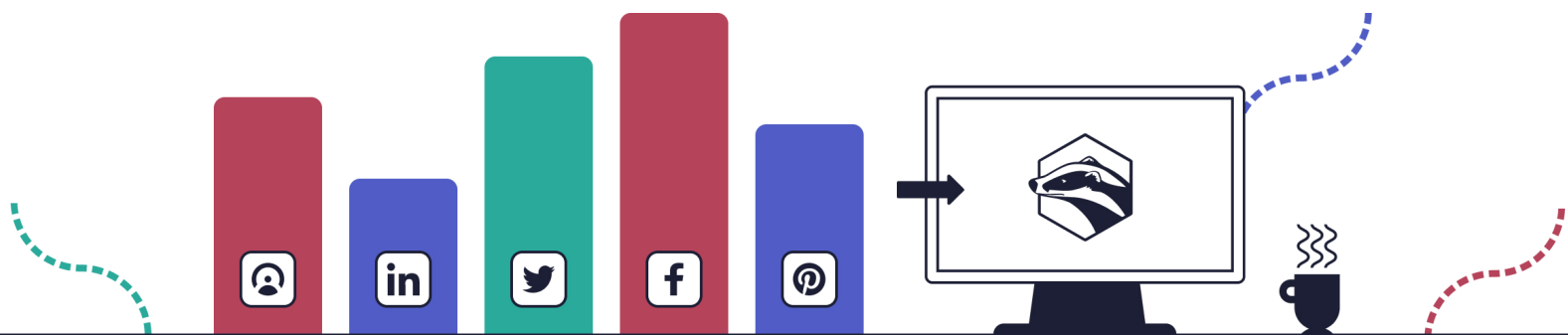
- **LMS Integration.** Badgr Free and Badgr Pro integrate with LTI-compatible learning management systems such as Canvas, Blackboard, Open edX, and D2L. Award badges in online courses and use the optional leaderboard for an element of gamification. Learn more about connecting Badgr to your LMS using [Badgr Spaces](#) to track learner progress on LMS coursework.
- **API Integration.** Badgr offers a full-featured API for developers to connect your customer relationship management (CRM) system or other app to Badgr for easy badge awarding and reporting. Our [developer site](#) has the information to get started.

- Most developers find what they need in the [Quick Start Guide](#).
- Please note: We're sorry, but because our developers are devoted to building new Badgr features, we're not able to provide technical support for API integration.
- **MS Teams Integration.** Award badges to your colleagues through MS Teams! [Using Badgr in MS Teams](#) is a fun way to nurture teamwork. Recognize colleagues for collaboration or create an internal awards program that readily engages employees.
- **Zapier.** Using Zapier is a fun and easy way to integrate two apps. Check out Zapier's [Badgr Integrations](#) and the 3,000+ apps you can connect to Badgr.

Get Social — Connect With Us!

Follow Badgr on social media to get important updates about Badgr events and news, ask questions, or engage in conversations about badging. We want to hear from you!

- [LinkedIn](#)
- [YouTube](#)
- [Twitter](#)





Thank You