

“Case Champion” Digital Badge

Objective: (1) Motivate Fox/STHM faculty (especially NTTs), DBA students, and possibly PhD students to write cases and teach using cases. (2) Recognize our accomplished case writers, and (3) Document the faculty and student accomplishments in case writing and teaching.

Case writing and teaching are core components of the Translational Research and Experiential Learning components of the Fox School Strategic Plan 2025.

What will the recipients get: a digital badge that they can put on their online profiles such as LinkedIn; no monetary award or title/ designation is attached to this badge.

Cost of the badge program: The Fox School will incur **zero incremental cost** to create and distribute this digital badge, which will be done by Vanessa Williams at [Temple University Non-Credit and Continuing Education programs](#), who creates and distributes badges for Temple. No resources are sought from CAFBSM and its committees or from the Deans office.

Expected Impact: Researchers show that badges can help motivate and develop faculty members and students.^{1, 2, 3, 4} Based on feedback from some distinguished case writers at Fox, we believe that the badge program will be impactful. We propose this badge program as an experiment to evaluate the effectiveness of badges in motivating faculty and doctoral students. If the program is effective, it can be modified or expanded by CAFBSM and/or Deans Office and/or Departments to other core aspects of the Fox Strategic Plan 2025.

Benchmark: A growing number of schools including [Rutgers](#), [Penn State](#), [Grand Valley](#), [Virginia Tech](#), [Ohio State](#), and [Temple University](#) are using badges to motivate their students, faculty and staff (please click on embedded hyperlinks).

Prior feedback incorporated: Dean’s office and CAFBSM Faculty Development Committee

How will it be managed: Through a Google form where faculty and students can fill out their achievements and report if they have earned the required 70-points. **Neha Mittal and TRC will administer the program** and coordinate with Vanessa Williams, who creates and distributes badges for Temple University.

Evaluation period: Badges will be earned for a 5-yr. rolling period; the first badge will assess achievements between Jan. 1, 2017 – Dec. 31, 2021; the next badge will assess Jan. 1, 2018 – Dec. 31, 2022, and so on.

Badge issuance: Faculty and doctoral students will be asked to submit their Google forms between Jan 1 – Jan 15 of every year; the digital badges will be issued shortly after that.

¹ [Using digital badges in faculty development: Motivating or meaningless?](#)

² [Digital Badges in Education: Trends, Issues, and Cases](#)

³ [Foundation of Digital Badges and Micro-Credentials](#)

⁴ [An exploration of the utility of digital badging in higher education settings](#)

List of Activities (70 points required to receive the badge; over a 5-yr. rolling period): The following badge activities have been finalized based on the input from Fox's case writers. Please know that once a badge is received, the candidate will need to earn 70 points again in the 5-yr. rolling period to get another badge.

- 1 Number of cases the faculty has published with a well-recognized publisher (Emerald, Harvard, Ivey, Sage, Case Center, etc., or reputed pedagogical journal) in the last 5-years:
 - 1 case → 10-points
 - 2 cases → 20-points
 - 3 or more cases → 30-points

- 2 For cases published in the last 5 yrs., total number of sales by unit is between:
 - 250 - 500 units → 05-points
 - 500 - 1,000 → 10-points
 - 1,000 – 2,500 → 15-points
 - 2,500 – 5,000 → 20-points
 - 5,000+ → 25-points

- 3 Has adopted a teaching case (self-authored or otherwise) in their syllabus for at least 4 semesters over the 5-yr. period. The badge is not structured with any specific course in-mind, and nor does it require design/ build and teach in the same course. → 20-points

- 4 Participated in a Podcast that is available online/ Created a professional video on their teaching case, which is now on Fox's [YouTube channel](#), Presented in a Case Writing Conference, or Served on a Case Writing Round Table Discussion/ Panel → 10-points/ activity

- 5 Volunteered as a judge or a peer-reviewer in a case writing competition/ conference, OR served as a peer-mentor for case writers (student competitions do not qualify for this activity) → 5-pts/case

- 6 Won a case writing award in the last 5 years → 10-points/ award

- 7 Active on Social Media (LinkedIn or Twitter) w/ case writing/ publishing updates → 02-points/ post; Max 10-points