ACCREDIBLE CREDENTIAL FRAMEWORK

DATA MIGRATION PLAN

ACTIVITY T3

DESCRIPTION: IDENTIFYING CREDENTIALS TO BE MIGRATED FROM THE CURRENT ENVIRONMENT TO THE NEW ONE

INPUTS: LEGACY CREDENTIAL MIGRATION PLAN

OUTPUTS: TECHNICAL REQUIREMENTS

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DATA MIGRATION PLAN

An extremely important decision you'll need to make when launching a credential program with a new platform, is whether or not to retroactively reissue your existing credentials.

Using platforms that are open badge compliant means that you can easily migrate them over from one platform to another, however, there are some considerations you should discuss as an organization first.

1. **Learner experience**
   When you migrate credentials from one platform to another, your learners will receive a new link to a new credential. It's important to decide whether you will revoke or delete the old credential, or allow them to keep 2 versions of it. Whichever option you decide, you should be sure to communicate it to your learners ahead of time.

2. **Communications**
   If you decide to issue retroactive credentials, you should plan your communications carefully. These learners are at a different stage in their customer journey, and therefore need unique communications to re-engage them and encourage them to reshare their credentials.

   When delivering this email content, outline the additional value that this new credential will give them: What's new? What's better? You can also remind them of the hard work they originally put into earning their credential, lean on the fear of missing out if they don't engage, and show them how easy it is to share their credential (with clear instructions on how to do so).

3. **Cost**
   Consider the cost implications versus benefits of reissuing credentials. Regardless of whether you're reissuing or continuing to host old credentials, each has its own associated costs. Weigh up the costs and consider what you will gain from reissuing.

HOW TO RE-ISSUE CREDENTIALS

When transitioning badges, there are a few options for implementation and transition structure. Here are 3 options, and the pros and cons of each:

Option A

- Big Bang
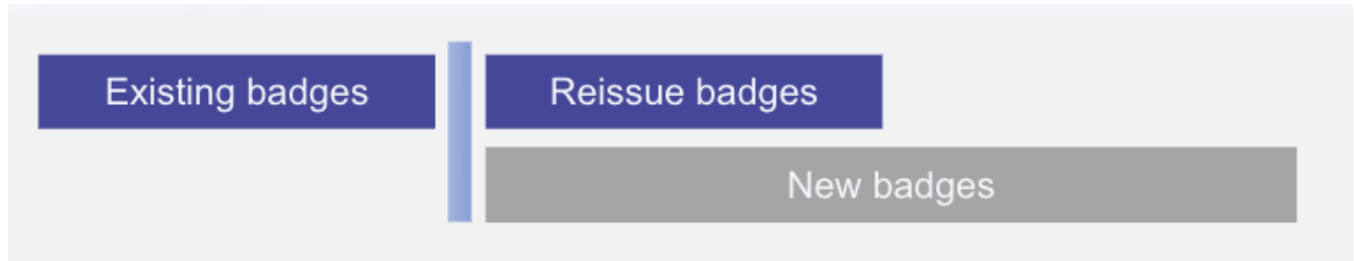
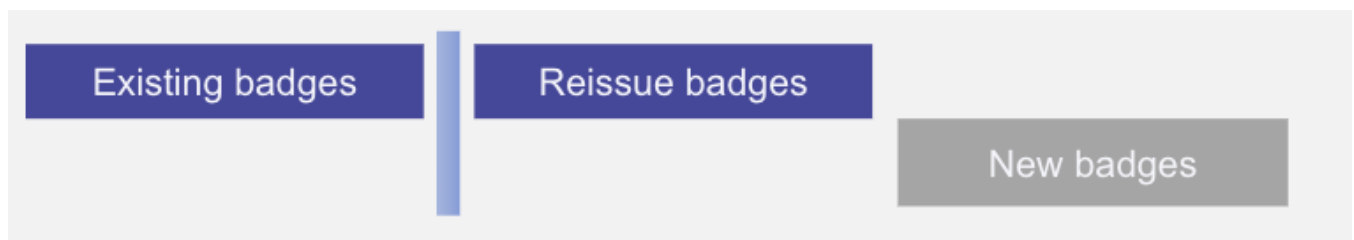

Pro's

+ Consistent market view
+ New customers feel early benefits

Con's

− Complex coordination
− Any in-flight updates more difficult to change

Option B

- Phased: Transition Led

Pro's
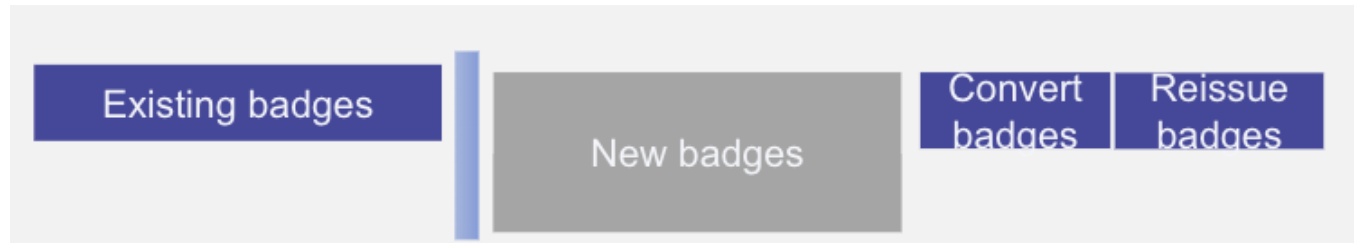
+ Transition before yearly award peaks
+ Current customer support

Con's

− New badge delays
− Low new customers

HOW TO RE-ISSUE CREDENTIALS

Option C

- Phased: New Customer Led

Pro's

+ Focus all energies on new customer attraction
+ High new customers

Con's

− Existing customer dissatisfaction
− Re-issues may drag

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