

# Badging Levels and Types



Badges play a crucial role in the Ellucian Partner Network (EPN) by recognizing, rewarding, and monitoring achievements. They also serve to inform Ellucian and customers about partner capabilities.

Badges are directly linked to the EPN tracks (Build, Sell, Service), and are structured in standardized levels, with relevant perquisites, providing progression and recognition for specific capabilities. The EPN holds three types of badges: an Individual Badge, a Partner Badge, and a Solution Badge.

Track	Individual Badge	Partner Badge	Solution Badge
Sell	✓	✓	
Service	✓	✓	
Build	✓	✓	✓

An employee in a partner organization is awarded an *Individual Badge* by completing specific prerequisite training for a particular capability. The badge is divided into three levels: Foundation, Proficiency, and Expertise.

A partner organization typically earns a *Partner Badge* linked to individual achievements and associated capabilities. Qualifying for a specific-tiered *Partner Badge* usually requires three employees to achieve corresponding *Individual Badges*, categorized as Foundation, Proficiency, and Expertise.

A *Solution Badge* is granted to Integration Partners within the Build track, and it is awarded individually to each solution rather than to the partner as a whole. This change underscores the importance of solution readiness.

## EPN Individual Badge

All partner staff that interact with Ellucian, need to complete the EPN basic mandatory training. This training includes, amongst other topics, an introduction to the EPN, the Ellucian Partner Code of Conduct, data privacy and the prevention of bribery and corruption.



## Build Track Badging

The badging system associated with the Build Track comprises of:

- a solution-based badge that reflects the SaaS readiness of relevant partner products;
- a partner badge for Integration Enabler Partners;
- as well as eligibility achieve some individual badges, depending on the completion of specific enablement material or courses.

**Solution Badge:** Under the Build Track, badges are typically awarded to partner solutions rather than a partner organization. Partner solutions are categorized as Affiliate Solution (not SaaS integrated) and Verified for SaaS Solution (SaaS integrated).



The Verified for SaaS Solution Badge is awarded to solutions that are SaaS-integrated and validated by Ellucian on an annual basis. These badges are awarded per ERP (enterprise resource planning), meaning a solution could have Verified for SaaS Solution status for Colleague but Affiliate Solution for Banner. The status or partner solutions is showcased on Ellucian's Partner Catalog.

**Individual Badge:** Individual badges in the Build Track are awarded to individual members of a partner organization who meet the required criteria in a specific area connected with Ellucian products, including but not limited to functional knowledge criteria and technical expertise criteria.



**Partner Badge:** The Integration Enabler Partner Badge is awarded to partners that have solutions that aid Integration Partners to achieve SaaS integrations.



## Sell Track Badging

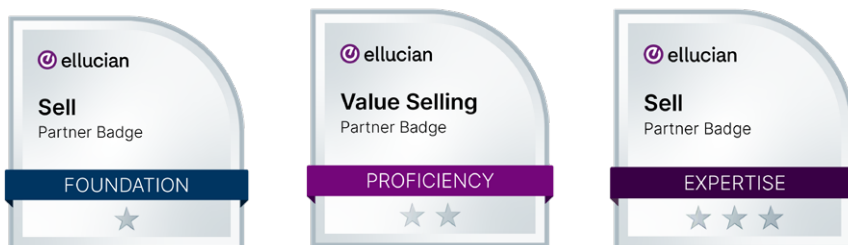
The badging system associated with the Sell Track comprises of both individual and partner badges.

**Individual Badge:** These badges are awarded to recognize the efforts and skills of individual sales representatives, account managers, or business development professionals within partner organizations. These badges are achieved following the completion of a set of tailored enablement plans and assessments.



**Partner Badge:** Partner badges are attributed to entire partner organizations that consistently demonstrate outstanding sales performance, strong customer relationships, and a deep understanding of the Ellucian offerings. These badges are achieved following the completion of a set of tailored enablement plans by a minimum of two badge-holding individuals within the partner organization.

Partner badges are showcased on Ellucian's Partner Catalog.



## Sell Badge Attainment and Partner Recognition

### Sell Badge Classifications

Partner badges are currently structured in three levels:

- **Foundation Badge:** This represents the entry level for the sell badge and indicates a fundamental understanding of the associated competency. Individuals or organizations at this badging level have acquired basic knowledge and are starting their learning journey with Ellucian.
- **Proficiency Badge:** This badge acknowledges a deeper level of skill and knowledge in the given competency. Individuals or organizations who attain the Proficiency Badge have demonstrated their completion and knowledge transfer of Ellucian's Value Selling Methodology.
- **Expertise Badge:** At the highest level, the Expertise Badge is a recognition of mastery in the competency area. Recipients have exhibited understanding and a track record of delivering results within their area of specialization.

## Service Track Badging

Like the Sell Track, the badging structure associated with the Service Track includes both individual and partner badges.

**Individual Badge:** Individual badges in the Services Track are awarded to individual members of a partner organization who meet the required criteria in a specific area connected with Ellucian products or methodology, including but not limited to functional knowledge criteria, technical expertise criteria, and project management criteria.



**Partner Badge:** Partner badges are awarded to the entire partner organisation when it reaches a minimum of three badge-holding individuals in a specific area. These badges represent partners that consistently deliver quality services, while maintaining high customer satisfaction levels, and that possess a team of qualified experts. Partner badges are showcased on the Ellucian Partner Catalog. Badging determines the nature and complexity of services that partners can provide on Ellucian products.



### Service Badge Classifications

These types of badges are structured in three levels:

- **Foundation Badge:** This represents the entry level for the service badge and indicates a fundamental understanding of the associated competency. Individuals or organizations at this badging level have acquired basic knowledge and are starting their learning journey with Ellucian. The Foundation Badge might require shadowing on customer implementations until the required knowledge levels are met.
- **Proficiency Badge:** This badge acknowledges a deeper level of skill and knowledge in the given competency. Individuals or organizations who attain the Proficiency Badge have demonstrated an advanced grasp and application of the subject matter, showcasing their ability to handle more complex tasks. Proficiency Badges often require hands on experience with Ellucian products or methodologies. The Proficiency Badge enables the Partner to implement a specific set of badged services. Achieving this level necessitates hands-on experience through shadowing, co-implementation, and/or engagement with Quality Assurance packages.

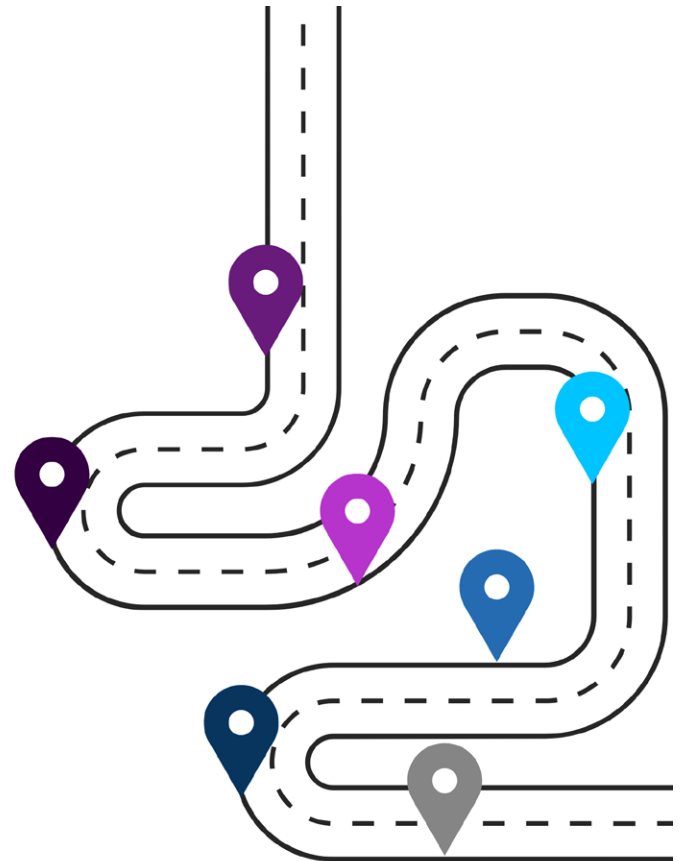
- **Expertise Badge:** At the highest level, the Expertise Badge is a recognition of expertise in the competency area. Recipients have exhibited understanding and a track record of delivering results within their field of expertise. The Expertise Badge indicates the ability of the partner to perform independent implementation of badged services. Ellucian might require the Partner to procure Quality Assurance packages to ensure quality implementations.

## Service Badge Attainment and Partner Recognition

# Badging Pathway

How to progress through the Ellucian Badging Framework

- 1 Foundation Individual Badge**  
Receive competency-specific basic level training for individuals in a partner organization.
- 2 Foundation Partner Badge**  
Attain by having a set number of individuals in the partner organizations achieve the Foundation Individual Badge.
- 3 Shadowing**  
Gain hands-on experience and knowledge growth by shadowing Ellucian on customer projects.
- 4 Proficiency Individual Badge**  
Progress in learning by achieving the next tier of competency-specific training for individuals.
- 5 Proficiency Partner Badge**  
Attain the Proficiency Partner Badge when a set number of individuals in partner organizations achieve the Proficiency Individual Badge.
- 6 Co-Implement**  
Partners can take the lead on a subset of product delivery, with Ellucian providing assistance and advisory services to ensure successful implementations and further knowledge growth.
- 7 Lead**  
Partners can lead delivery, with Ellucian offering Advisory Services only, to achieve successful implementations.



The badge allocation process is managed through two key mechanisms: (1) the skills assessment or (2) the completion of enablement plans and implementation on Ellucian's products. Badging allocation is a multi-faceted process that combines assessment, personalized enablement, and practical application to ensure that partners are not only recognized but are also empowered to provide the highest level of service and solutions to Ellucian customers within the framework of the Ellucian Partner Network. This approach benefits Ellucian partners in their professional growth and ensures that Ellucian customers receive the best possible support and expertise consistently around the globe.

- 1. Skills Assessment:** The skills assessment serves as a comprehensive evaluation of a partner's capabilities, knowledge, and expertise across various dimensions relevant to their role within the Ellucian Partner Network. This assessment is a structured approach to measure and qualify the partner's proficiency and identify areas where improvement or further development may be required. Based on the results of this assessment, Partners are directed toward specific enablement resources and training that will align with their individual needs and goals. This, in turn, informs subsequent badging, ensuring that badges are awarded in a manner that reflects a partner's current skills and competencies.
- 2. Enablement Plans and Implementation Delivery:** Enablement plans are tailored pathways designed to guide partners through a series of strategic training modules, courses, and enablement materials. Enablement Plans offer partners a clear and structured path to enhance their capabilities and achieve the requisite knowledge and skills needed to attain badges at various levels within the Ellucian Partner Network. Partners are encouraged to follow these plans diligently, ensuring that they are equipped with the expertise required to excel in their respective roles. On completion of the enablement material, partners will need to participate in actual implementations and in the actual delivery of solutions and services. This allows partners to be evaluated not only on their theoretical knowledge but also on their practical application of that knowledge in real-world scenarios. Successful project deliveries, client satisfaction, and the ability to effectively apply what has been learned in training contribute significantly to the partner's eligibility for badges. Implementation delivery acts as a real-world validation of the partner's capabilities and reinforces their status within the Ellucian Partner Network.

## Badge Matrix

### 1. Build Solution Badges

Solution badges are driven exclusively by the SaaS integration status of a partner solution.

Build	Affiliate Solution	Integration partner solutions that have not yet achieved a SaaS integration that has been validated by Ellucian against core validation requirements
	Verified for SaaS Solution	Integration partner solutions that have a SaaS integration that has been validated by Ellucian against core validation requirements

### 2. Sell Track Badges

Once 2 or more individuals obtain a Sell badge, their corresponding Partner organization is awarded a Partner Sell badge.

Sell	Foundation	Acquired level of knowledge at the Foundation level or completion of the Foundation Sell Track learning plan
	Proficiency	Acquired level of knowledge at the Proficiency level or completion of the Ellucian Value Selling learning plan to successfully meet sales targets

### 3. Service Badges

Once 3 or more individuals obtain the same badge, a partner organization will be awarded a partner badge.

#### Banner

Student	Foundation	Acquired level of knowledge at Foundation level or completion of the Banner Student Consultant learning plan
	Proficiency	Acquired level of knowledge at Proficiency level or completion of the Banner Student Consultant learning plan and 1 Customer Project shadowing activity
	Expertise	Acquired level of knowledge at Expertise level or completion of the Banner Student Consultant learning plan and 1-2 Customer Project co-implementation activities, and assessment of implementation lead delivery capability
Finance	Foundation	Acquired level of knowledge at Foundation level
	Proficiency	Acquired level of knowledge at Proficiency level and 1 Customer Project shadowing activity
	Expertise	Acquired level of knowledge at Expertise level and 1-2 Customer Project co-implementation activities and assessment of implementation lead delivery capability
Human Resources	Foundation	Acquired level of knowledge at Foundation level
	Proficiency	Acquired level of knowledge at Proficiency level and 1 customer project shadowing activity
	Expertise	Acquired level of knowledge at Expertise level and 1-2 Customer Project co-implementation activities and assessment of implementation lead delivery capability

<b>Financial Aid</b>	<b>Foundation</b>	Acquired level of knowledge at Foundation level
	<b>Proficiency</b>	Acquired level of knowledge at Proficiency level and 1 customer project shadowing activity
	<b>Expertise</b>	Acquired level of knowledge at Expertise level and 1-2 Customer Project co-implementation activities and assessment of implementation lead delivery capability

<b>Student Aid</b>	<b>Foundation</b>	Acquired level of knowledge at Foundation level
	<b>Proficiency</b>	Acquired level of knowledge at Proficiency level and 1 customer project shadowing activity
	<b>Expertise</b>	Acquired level of knowledge at Expertise level and 1-2 Customer Project co-implementation activities and assessment of implementation lead delivery capability

## Colleague

<b>Student</b>	<b>Foundation</b>	Acquired level of knowledge at Foundation level or complete Colleague Student learning plans
	<b>Proficiency</b>	Acquired level of knowledge at Proficiency level or completion of the Colleague Student learning plans and 1 customer project shadowing activity
	<b>Expertise</b>	Acquired level of knowledge at Expertise level or completion of the Colleague Student learning plans and 1-2 customer project co-implementation activities and assessment of implementation lead delivery capability

<b>Finance</b>	<b>Foundation</b>	Acquired level of knowledge at Foundation level
	<b>Proficiency</b>	Acquired level of knowledge at Proficiency level and 1 customer project shadowing activity
	<b>Expertise</b>	Acquired level of knowledge at Expertise level and 1-2 customer project co-implementation activities and assessment of implementation lead delivery capability



<b>Human Resources</b>	<b>Foundation</b>	Acquired level of knowledge at Foundation level
	<b>Proficiency</b>	Acquired level of knowledge at Proficiency level and 1 customer project shadowing activity
	<b>Expertise</b>	Acquired level of knowledge at Expertise level and 1-2 customer project co-implementation activities and assessment of implementation lead delivery capability

<b>Financial Aid</b>	<b>Foundation</b>	Acquired level of knowledge at Foundation level or completion of the Colleague Financial Aid learning plans
	<b>Proficiency</b>	Acquired level of knowledge at Proficiency level or completion of the Colleague Financial Aid learning plans and 1 customer project shadowing activity
	<b>Expertise</b>	Acquired level of knowledge at Expertise level or completion of the Colleague Financial Aid Learning Plans and 1-2 customer project co-implementation activities and assessment of implementation lead delivery capability

<b>Student Aid</b>	<b>Foundation</b>	Acquired level of knowledge at Foundation level
	<b>Proficiency</b>	Acquired level of knowledge at Proficiency level and 1 customer project shadowing activity
	<b>Expertise</b>	Acquired level of knowledge at Expertise level and 1-2 Customer Project co-implementation activities and assessment of implementation lead delivery capability

## CRM Suite

<b>CRM Recruit</b>	<b>Foundation</b>	Acquired level of knowledge at Foundation level or completion of the CRM Recruit Consultant learning plan
	<b>Proficiency</b>	Acquired level of knowledge at Proficiency level or completion of the CRM Recruit learning plan and 1 customer project shadowing activity
	<b>Expertise</b>	Acquired level of knowledge at Expertise level or completion of the CRM Recruit Consultant learning plan and 1-2 Customer Project co-implementation activities and assessment of implementation lead delivery capability

<b>CRM Advise</b>	<b>Foundation</b>	Acquired level of knowledge at Foundation level or completion of the CRM Advise Consultant learning plan
	<b>Proficiency</b>	Acquired level of knowledge at Proficiency level or completion of the CRM Advise learning plan and 1 customer project shadowing activity
	<b>Expertise</b>	Acquired level of knowledge at Expertise level or completion of the CRM Advise Consultant learning plan and 1-2 customer project co-implementation activities and assessment of implementation lead delivery capability

<b>CRM Advance</b>	<b>Foundation</b>	Acquired level of knowledge at Foundation level or completion of the CRM Advance Consultant learning plan
	<b>Proficiency</b>	Acquired level of knowledge at Proficiency level or completion of the CRM Advance learning plan and 1 customer project shadowing activity
	<b>Expertise</b>	Acquired level of knowledge at Expertise level or completion of the CRM Advance Consultant learning plan and 1-2 customer project co-implementation activities and assessment of implementation lead delivery capability

## Extensibility

<b>Ethos Integration</b>	<b>Foundation</b>	Acquired level of knowledge at Foundation level or completion of the Ethos Integration learning plan - Foundation
	<b>Proficiency</b>	Acquired level of knowledge at Proficiency level or completion of the Ethos Integration learning plan - Competency and 1 customer project shadowing activity
	<b>Expertise</b>	Acquired level of knowledge at Expertise level or complete 1-2 customer project co-implementation activities and assessment of implementation lead delivery capability

<b>Data Connect</b>	<b>Foundation</b>	Acquired level of knowledge at Foundation level or completion of the Data Connect learning plan – Foundation
	<b>Proficiency</b>	Acquired level of knowledge at Proficiency level or completion of the Data Connect learning plan – Competency and 1 customer project shadowing activity.
	<b>Expertise</b>	Acquired level of knowledge at Expertise level or complete 1-2 customer project co-implementation activities and assessment of implementation lead delivery capability

<b>Ellucian Experience</b>	<b>Foundation</b>	Acquired level of knowledge at Foundation level or completion of the Ellucian Experience learning plan - Foundation
	<b>Proficiency</b>	Acquired level of knowledge at Proficiency level or completion of the Ellucian Experience learning plan – Competency and 1 customer project shadowing activity
	<b>Expertise</b>	Acquired level of knowledge at Expertise level or complete 1-2 customer project co-implementation activities.

## Quercus

<b>Quercus</b>	<b>Foundation</b>	Acquired level of knowledge at Foundation level
	<b>Proficiency</b>	Acquired level of knowledge at Proficiency level
	<b>Expertise</b>	Acquired level of knowledge at Expertise level

## PowerCampus

<b>PowerCampus</b>	<b>Foundation</b>	Acquired level of knowledge at Foundation level
	<b>Proficiency</b>	Acquired level of knowledge at Proficiency level
	<b>Expertise</b>	Acquired level of knowledge at Expertise level

Role Based Badging

Project Management	Foundation	Acquired level of knowledge at Foundation level
	Proficiency	Acquired level of knowledge at Proficiency level
	Expertise	Acquired level of knowledge at Expertise level

Consulting Practices	Foundation	Acquired level of knowledge at Foundation level
	Proficiency	Acquired level of knowledge at Proficiency level
	Expertise	Acquired level of knowledge at Expertise level

This list is current as of February 2024 and is subject to potential revisions or modifications in the future.