



# ADchiever Digital Badging & Certificate Program

## ADchiever Digital Badging & Certificate Program

The **AAF-Ad Club St. Louis** awards digital badges to reward students for their studies in advertising, involvement with industry, and connection with industry professionals. Digital badging provides benefits to students; badges demonstrate proof of their skills and accomplishments, which they can display on their online professional profiles, in their email signatures, and on social media.

Students who complete the ADchiever Digital Badging & Certificate Program will:

- Receive an AAF-Ad Club STL Certificate of Completion.
- Download of digital badge for online profiles, email signature, and social media.
- Recognition on the AAF-Ad Club STL website and social platforms.

Jonathan Finkelstein, founder and CEO of Credly, one of the leaders in the field, recently described digital badging to *Training Magazine* as "Mapping a clear pathway for students, members, and employees to understand where they have been and where they are headed on their lifelong learning journey..."

For job seekers, the benefits include:

- Provides recognition for acquiring new skills.
- Allows hiring managers to easily see acquired competencies.
- Motivates students to develop new skills.
- Develops students' career by teaching new skills.
- Reveals students' passion for continuous learning.

## Sign-Up Now to Earn YOUR Digital Badge & Certificate of Completion

With the attached Application, you are earning your way to complete the ADchiever Digital Badging & Certificate Program.

Any applicant that does not meet and complete ALL requirements will not be considered for the ADchiever Digital Badging & Certificate Program.

Eligible ADchiever applicants must be studying and pursuing an advertising, marketing strategic communications and/or related degree at a college and/or university. In addition,

- Active, dues-paid “student” member of Ad Club STL. Membership is \$25/per. For membership, go to [adclubstl.or](http://adclubstl.or), click on “contact” and scroll to Join Now.
- Submitted ADchiever Application.
- Completed “Program Worksheet” to University Liaison, Dr. Kristy Tucciarone, [ktucciarone@lindenwood.edu](mailto:ktucciarone@lindenwood.edu)

Students have 2 options for ADchiever Digital Badging & Certification:



### GOLD Level

- Active member campus advertising club.
- Attend 3 campus club meetings (in-person or virtual).
- Participate in 2 campus club activities.
- Attend 3 professional events.
- Attend virtually or in-person 3 professional events with AAF national and/or local industry events.



### BLUE Level

- Active member campus advertising club.
- Attend 2 campus club meetings (in-person or virtual).
- Participate in 1 campus club activity.
- Attend virtually or in-person 3 professional events with AAF national and/or local industry events.

Students have one year to complete either the **GOLD** and/or the **BLUE** Certificate and digital badge.

## **Application**

Completed Application with Non-Official Transcript stating your degree emailed to:

**ktucciarone@lindenwood.edu**

**Kristy Tucciarone, PhD  
209 S. Kingshighway  
273 Harmon Hall  
St. Charles, MO 63301  
(636) 627.4888**

## **Application Due Date**

FALL APPLICATIONS MUST BE RECEIVED BY SEPTEMBER  
SPRING APPLICATION MUST BE RECEIVED BY FEBRUARY

## **Worksheet Submission**

Upon FULL completion of the requirements for either the BLUE and/or GOLD level, email Worksheet to:

**ktucciarone@lindenwood.edu**

## **About AAF-Ad Club St. Louis**

The **AAF-Ad Club St. Louis** was established in 1901...making this the oldest advertising club in the United States.

**Mission...**To elevate the business of creativity through a symbiotic relationship between agencies, creators and cultural influencers in order to ensure diverse voices and perspectives are embedded into the work we put out in the world.

**Vision...**An equitable creative community that fosters dialogue, challenges the status quo and inspires change.

## **Membership Benefits**

Benefits of the **AAF-Ad Club St. Louis** membership includes our member rates at Ad Club functions...including: pinball tournament, Design Week, mentor program, field trips, American Advertising Awards (AAA), Beyond the ADDYs, creative community showcase, district AAA winners happy hours as well as all membership benefits offered by the **American Advertising Federation (AAF)**. Other great benefits include

leadership and career advancement, exposure to renowned speakers, and a network dedicated to young advertising professionals called AD2.

**ADchiever Digital Badging & Certificate Program: Application, Program Worksheet and Membership Available On-Line**

Visit the **AAF-Ad Club Saint Louis'** website: <http://www.adclubstlouis.org>. Need assistance, contact Dr. Kristy Tucciarone, AAF-Ad Club STL Education Liaison, (636) 627.4888 [ktucciarone@lindenwood.edu](mailto:ktucciarone@lindenwood.edu).



## ADchiever Digital Badging & Certificate Program Application

-All information must be completed for application to be processed-

**Are you applying for GOLD or BLUE Certificate? Circle: GOLD or BLUE**

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Last Name	First Name	Middle Name
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Address	City	State	Zip
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Phone Number	Email Address
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College or University	Student ID
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College or University Address	City	State	Zip
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Major

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Cumulative GPA	Credit Hours Completed
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Name of Campus Club and Name of Club President with Email Address

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Employer (if applicable)

*I hereby confirm that the above is true and accurate.*

Applicant's Signature: \_\_\_\_\_ Date: \_\_\_\_\_



## ADchiever Digital Badging & Certificate Program

Please TYPE your response in the space provided. Submit responses to Dr. Kristy Tucciarone, ktucciarone@lindenwood.edu as either a Word doc or pdf.

FALL SEMESTER: submit by November 30

SPRING SEMESTER: submit by April 30

1. What date(s) did you attend campus club meetings?
2. What campus club activity (ies) did you attend? For example, agency tour, guest speaker, webinar, and/or develop ad campaign. Were you a leader or participant. Circle: leader participant
3. What professional event(s) did you attend?
4. What was discussed.
5. What did you learn?
6. Who did you meet and his/her title?

7. Relate this learning experience to a practice or principles learned in class.  
Examples: Consumer Decision Making Process, 6 brand identity elements, qualitative research.