Trends in Credentialing
A Call to Action

Presentation to ANAB 2021 Credentialing Conference
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Workcred

WORKCRED'S ROLE AND SERVICES

Workcred Mission & Vision

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Connecting credentials,
competencies, careers, customers

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Mission: To strengthen workforce quality by improving the credentialing system, ensuring its ongoing relevance, and preparing employers, workers, educators, and governments to use it effectively.

Vision: A labor market which relies on the relevance, quality, and value of workforce credentials for opportunities, growth, and development.

Complementary but Separate Programs

ANAB — ANSI National Accreditation Board

- Assesses against an American National Standard and/or ISO Standard, or other programmatic requirements

- Must comply with ISO/IEC 17011 and remain neutral, objective, and impartial

- Does not provide consultancy

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- Maintains separation from and respects the impartiality of the ANSI National Accreditation Board

- Educates stakeholders about quality credentials, when credentials are appropriate and how they fit in career pathways

- Consults regarding:

  - building quality credentials (which includes conformity to accreditation standards)

  - evaluating credentials

  - identifying, aligning, and appropriately stacking credentials

- Conducts research to address industry and public needs

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Connecting Stakeholders

Connecting industry, education, credentialing organizations, and others to create a more integrated and effective credentialing system

Quality

Helping stakeholders better understand the quality, value, and effectiveness of credentials, and make informed decisions

Thought Leadership

Presenting at national workforce conferences; serving on national task forces, panels, and boards

Consulting

Building credentialing programs that meet quality standards; helping employers define their competency needs and select appropriate credentials; ensuring credentials match the current body of knowledge for an occuptation; and more

Education & Training

Convening credentialing-focused workshops, conferences, and webinars

Research

Conducting research to address workforce credentialing issues

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"CREDENTIAL"

CERTIFICATE

BADGE

DEGREE

CERTIFICATION

LICENSE

- Credential is an "umbrella term" to denote many types of credentials such as degrees, licenses, and certifications.

- A credential is <u>not</u> the same as a certification or a certificate.

  - They cannot be used inter-changeably.

- A certification and a certificate are types of credentials.

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Higher Education Institutions

Industry and Employers

Certification Bodies

Professional Societies

State Governments

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THE STATE OF THE WORKFORCE

1/3

of individuals in the workforce believe they will need additional education and skills to find comparable employment if they lose their job.

Source: Public Viewpoint: Covid-19 Work and Education Survey," Strada Education Network, April 7, 2020, https://www.stradaeducation.org/publicviewpoint

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College graduates who combine their degree with a nondegree credential have substantially higher ratings of their education than those without nondegree credentials.

70%

of those who had both an associate degree and a nondegree credential said their education made them an attractive job candidate, compared to 43 percent of associate degree holders without a nondegree credential.

Source: Strada Center for Education Consumer Insights, July 28, 2021, https://cci.stradaeducation.org/pv-release-july-28-2021

Some College, No Degree

36 million people hold some postsecondary education and training, but did not complete and are no longer enrolled.

Age group	At last enrollment	As of 2018
23 or younger	38%	6%
24-29	18%	17%
30-39	17%	28%
40-49	12%	18%
50 or older	11%	26%

■ At last enrollment   ■ As of 2018
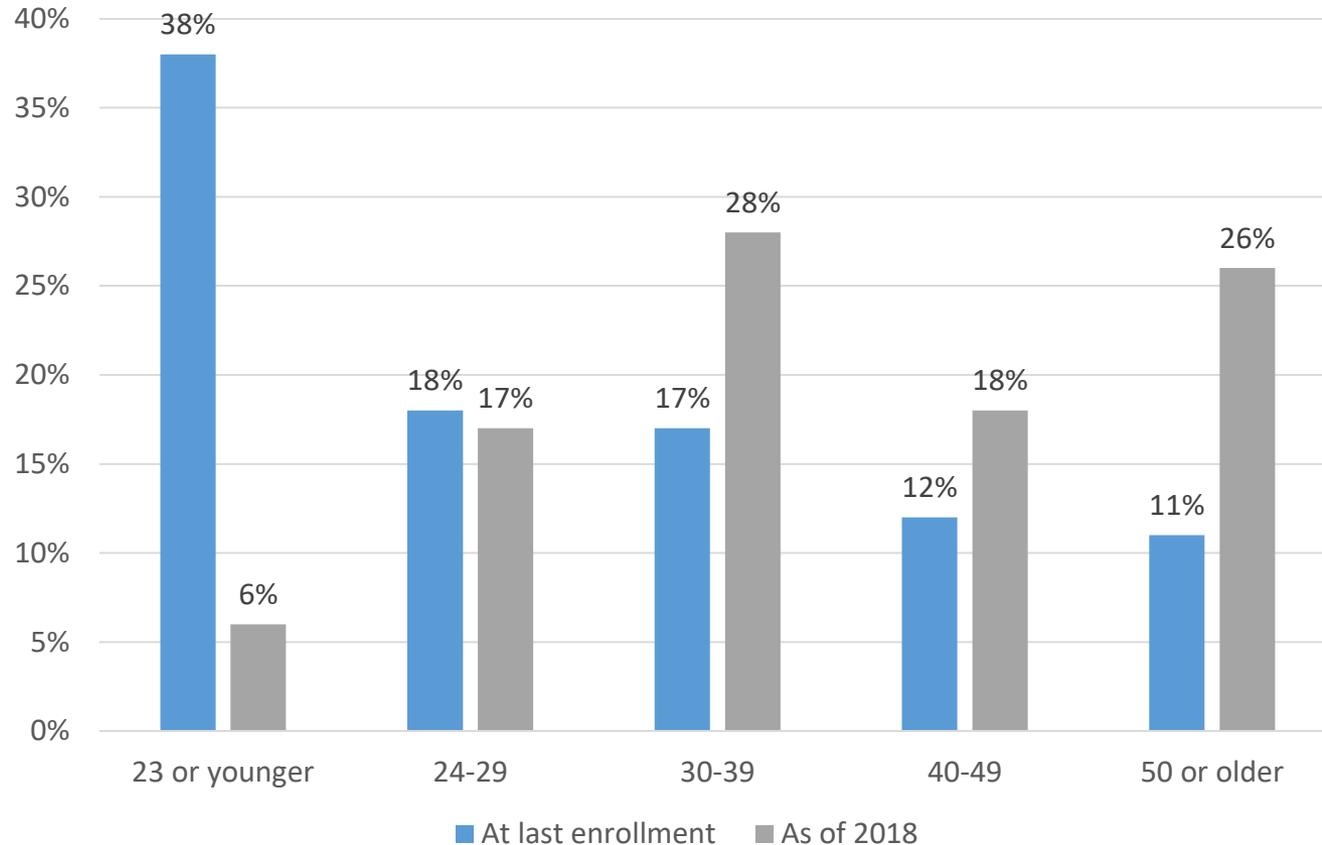
Source: National Student Clearinghouse: https://nscresearchcenter.org/some-college-no-degree-2019

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THE ROLE OF CERTIFICATIONS

Adults Without a Degree Who Hold a Certificate or Certification
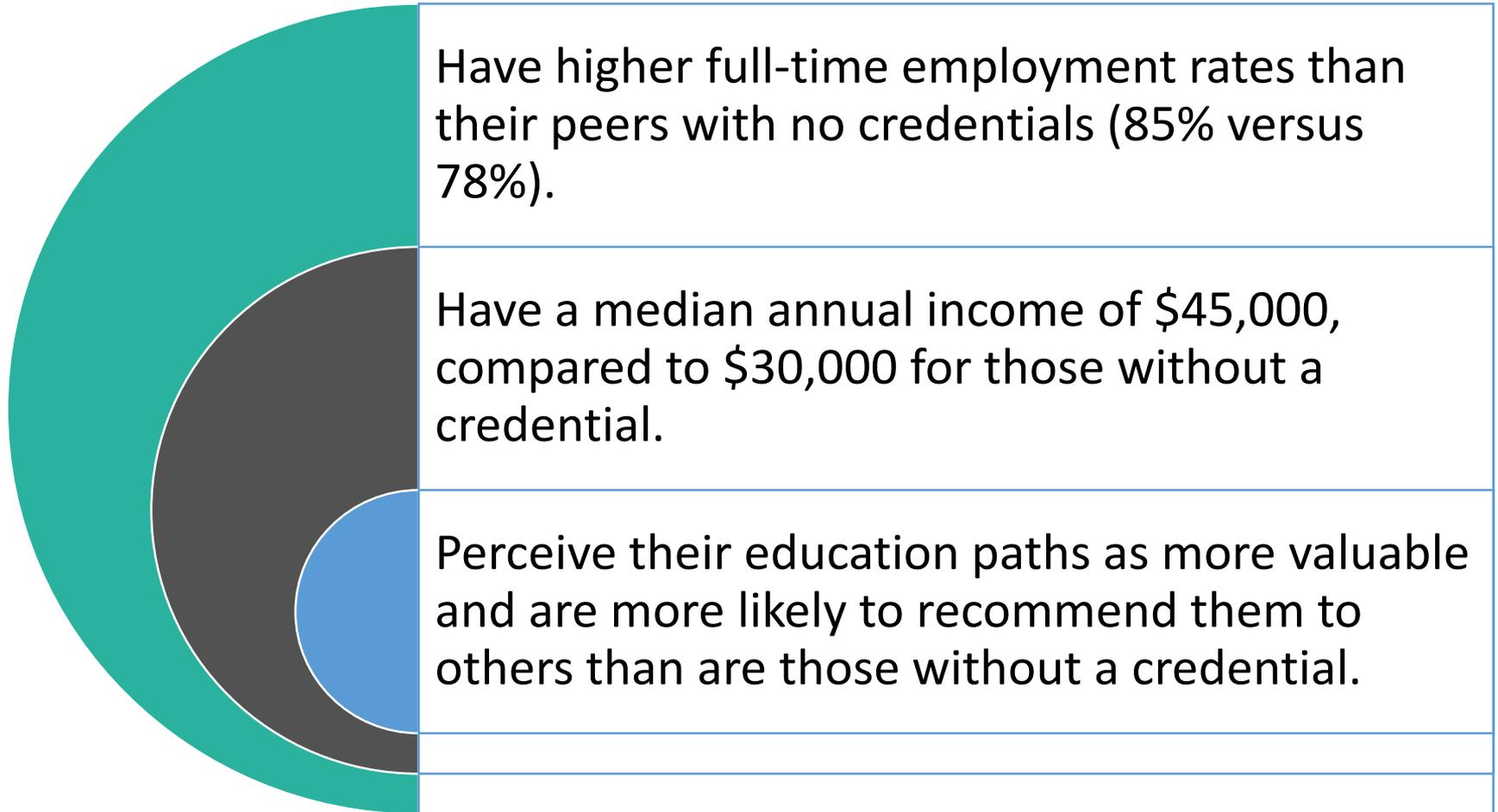
Have higher full-time employment rates than their peers with no credentials (85% versus 78%).

Have a median annual income of $45,000, compared to $30,000 for those without a credential.

Perceive their education paths as more valuable and are more likely to recommend them to others than are those without a credential.

Certifications in the Current State of the Workforce

The pandemic has created an economic and social divide that disproportionately affects workers in industries that may not bounce back to previous employment levels.

Certifications can assist workers in finding jobs.

There is an opportunity for certification bodies to help both individuals and employers.

Value of Certifications

Workers with certifications are more likely to see their job as a career [54%] than those without certification [37%].

Workers with certifications are more likely than those without certifications to say they are expected to be creative or innovative in their jobs [58% versus 43%].

Sources: Professional Certifications Offer Workers with No College Degree a Pathway to Good Jobs, https://www.luminafoundation.org/resource/professional-certifications-offer-workers-with-no-college-degree-a-pathway-to-good-jobs; and Professional Certifications Offer Workers with No College Degree a Pathway to Good Jobs, https://www.luminafoundation.org/resource/professional-certifications-offer-workers-with-no-college-degree-a-pathway-to-good-jobs

What Workforce Issues Should the Certification Community be Paying Attention to?

Confusion about terminology

Equity

Fast pathways to employment

Unbundling of credentials

Regionally accepted credentials

Employability and soft skills

Upskilling

On-going and systemic feedback from employers

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The Future Will Hold Increased Demand for Integrated Models of Learning

Degrees embedded with certifications

Work-based learning

Micro-credentials

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WORKCRED'S PROJECTS

WORKCRED VOLUNTARY DATA LINKING NETWORK

- With the emergence of many different types of credentials, including badges, certificates, and micro-credentials, there is a growing need to understand the value or ROI of certifications.

- Workcred is engaging more than 30 certification bodies in discussions around the value of sharing their data so the information about their credentials can be better understood by policymakers, funders of research, state officials, consumers of certifications, and education and training providers.

DATA ELEMENTS NEEDED FOR LINKING DATA

Required Minimum Data	Additional Data that Supports Finding More Matches	Optional Data that Provides Additional Insights on Reporting	Data Elements Collected by Your Certification Body (check all that apply)
First Name			
Last Name			
Credential Organization Type			
Credential Name			
Credential Type			
Credential Purpose			
Credential Award Date			
Credential Expiration Date			
	Date of Birth		
	Name of Educational Institution		
	Middle Name or Middle Initial		
	Previous First Name		
	Previous Last Name		
	Address		
	Zip Code		
	Cell Phone		
	Email Address		
		Race/Ethnicity	
		Gender	
		Military Status	

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UNDERSTANDING CERTIFICATIONS

Workcred and partners – Corporation for a Skilled Workforce and the George Washington Institute of Public Policy – released late last year a primer called *Understanding Certifications* to help navigate the complex and little understood "wild west" of certifications.

Building from the first publication, the team is set to release a series of in-depth issue briefs later this year covering:

- Quality assurance
- Career pathways
- Recertification
- Labor market value

Each issue brief will also include a set of recommendations relevant to policymakers and certification bodies.

UNDERSTANDING CERTIFICATIONS

WORKCRED AND NATIONAL GOVERNORS ASSOCIATION REPORT ON QUALITY

Recommendations

Develop standardized definitions of the different types of non-degree credentials.	Understand and access the quality of credentials.	Ensure that non-degree credentials are accepted as college credit and embedded into degree programs.

Understanding Quality: The Role of States in Supporting Quality Non-Degree Credentials

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CERTIFICATION-DEGREE (C+D) PATHWAYS

Funded by: Lumina FOUNDATION

Partners: workcred — Connecting credentials, competencies, careers, customers — *an affiliate of ANSI*   Coalition of Urban Serving Universities   ASSOCIATION OF PUBLIC & LAND-GRANT UNIVERSITIES   UPCEA®

Goals: Convene credentialing bodies and universities to:

- Explore how students can earn both degrees and certifications as part of their four-year degree program
- Create new opportunities for students to earn credentials with labor-market value

PROJECT OUTCOMES

Gained knowledge about the relationships between universities and certification bodies, and among credentials

Fostered an emerging community of practice

Developed value propositions for C+D pathways for multiple stakeholders

Developed a framework that identifies C+D pathway examples, challenges, and opportunities to build these pathways

CERTIFICATION-DEGREE PATHWAYS

Get leadership buy-in	Create a common language	Align competencies
Determine appropriate "fit"	Allocate resources	Identify how credentials will be communicated

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RESOURCES

The report and associated documents can be found at
https://workcred.org/Our-Work/Aligning-and-Embedding-Industry-Certifications-with-Bachelor-Degrees.aspx

C+D PATHWAYS PHASE TWO*

- Uncover more robust approaches aimed at reducing the barriers for universities to create credential pathways
- Address racial and credential inequities
- Continue to cultivate and support the community of practice identified through phase I
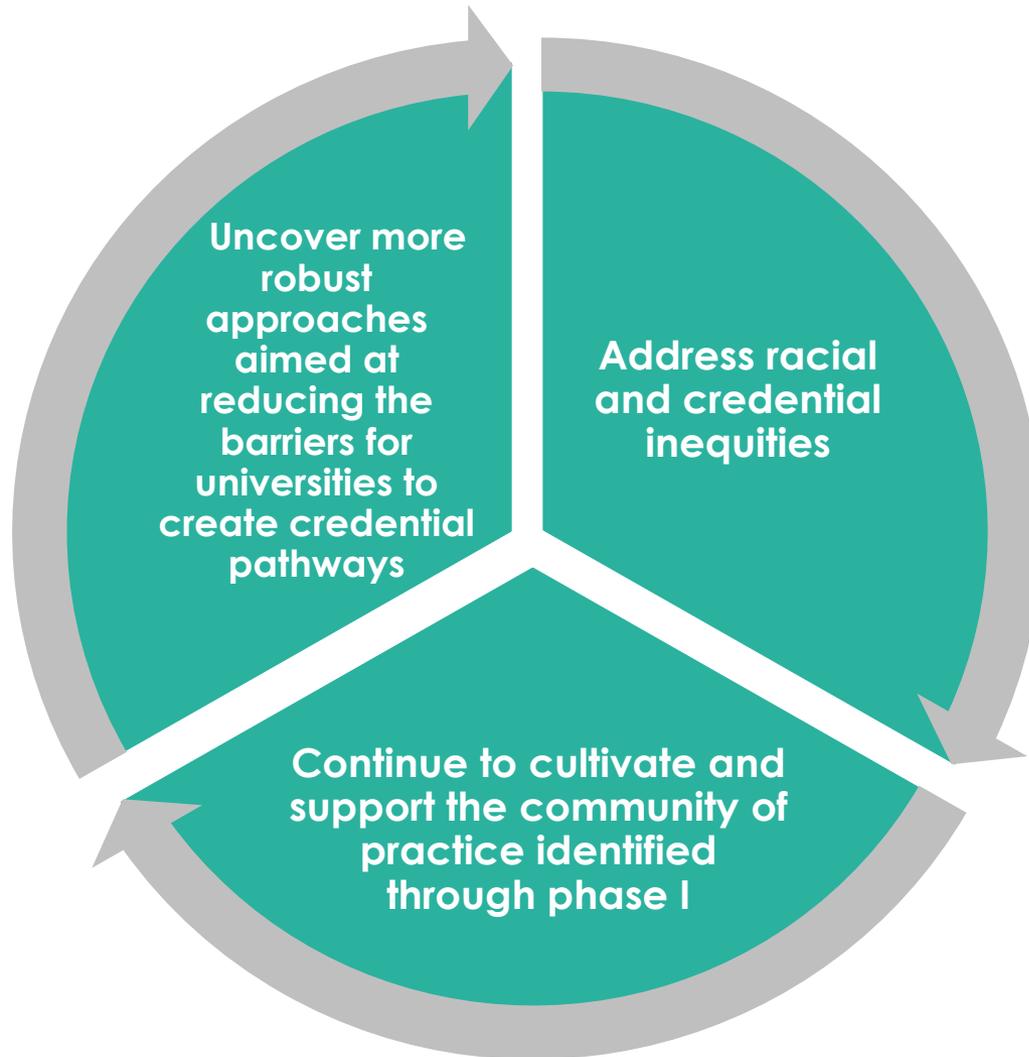
*Workcred and partners are currently seeking funding for this phase of work.

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THE FUTURE IS NOW

A Call to Action!

Join the Workcred projects	**Work with community colleges and universities**	**Reach out to industry beyond the job analysis**	**Establish relationships with state officials**	**Work with training providers to ensure your credential is included on state eligible training provider lists**

QUESTIONS?

For More Information

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