workcred

an affiliate of ANSI

Quality Credentialing: What Is It And What Do You Do With It?

Presentation to the Midwestern Higher Education Compact, Comprehensive Learner Record Advisory Group

June 9, 2021

Roy Swift, Ph.D., Executive Director
Workcred

©2021 Workcred, Inc. All Rights Reserved

WORKCRED'S ROLE AND SERVICES

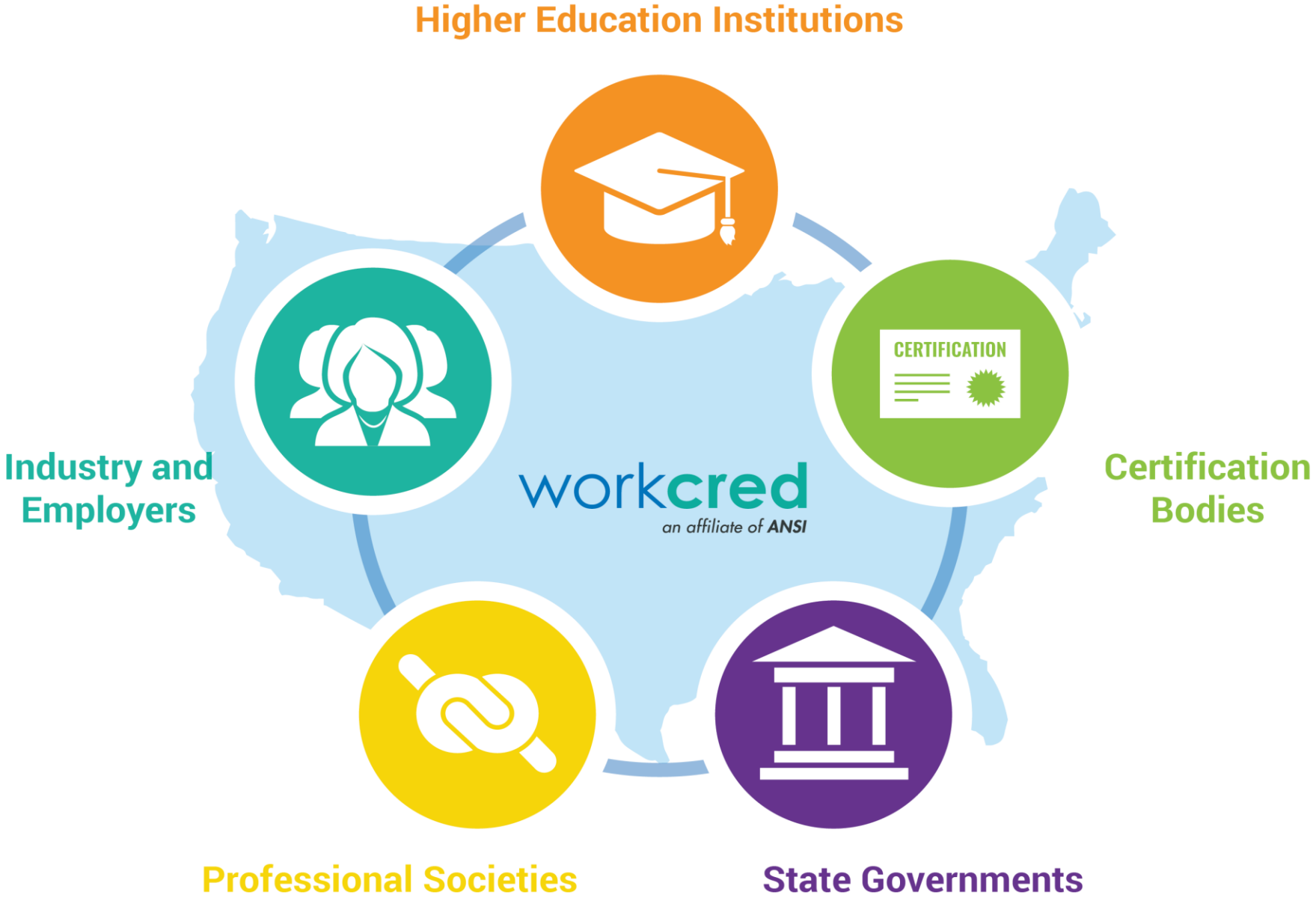
Workcred Mission & Vision

workcred
Connecting credentials, competencies, careers, customers
an affiliate of ANSI

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.

©2021 Workcred, Inc. All Rights Reserved



©2021 Workcred, Inc. All Rights Reserved

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

workcred

an affiliate of ANSI

- 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

©2021 Workcred, Inc. All Rights Reserved

Workcred Services

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 occupation; and more

Education & Training

Convening credentialing-focused workshops, conferences, and webinars

Research

Conducting research to address workforce credentialing issues

©2021 Workcred, Inc. All Rights Reserved

WHAT IS A QUALITY CREDENTIAL?

How Do Credentials Differ?

	CERTIFICATE*	CERTIFICATION	DEGREE	LICENSE
Awarded by	Education and training providers, employers, labor unions, and industry associations	Industry certification bodies	Education institutions	Government agencies
Awarded for	An exam at the end of a training or education course or a one-time assessment	Third-party, independent competency assessment	Course of study	Meeting requirements of an occupation
Indicates	Education/ knowledge/skills	Skill mastery/ competencies	Education, successfully passed courses	Legal permission
Time to complete	Variable, generally less than 2 years	Variable	Variable, generally 2 years or more	Variable
Time and renewal requirements	Often no time limit, no renewal requirement	Time-limited, includes recertification	No time limit, no renewal requirement	Time-limited, renewal generally required
Revocation process	Cannot be revoked	Can be revoked for incompetence or unethical behavior	Cannot be revoked	Can be revoked for incompetence or unethical behavior
Examples	CNC Machinist, Zurich Insurance Apprenticeship	CompTIA Cybersecurity Analyst, Certified Energy Auditor, Medical Laboratory Scientist, MLS(ASCP)CM	Bachelor of Science in Engineering, Associate of Arts in Business Administration	Electrician, Professional Engineer, Registered Nurse
Standard for accreditation	ANSI/ASTM E2659-18, a globally recognized American National Standard	ANSI/ISO/IEC 17024:2012, an international and national standard	National, regional, or programmatic	State law defines scope of practice

* There are many types of certificates. Some examples include: certificates of participation, certificates of achievement, certificates of completion for apprenticeship, and assessment-based certificates.

© 2018, Workcred Inc., All Rights Reserved

©2021 Workcred, Inc. All Rights Reserved

Quality Standards

- The following standards set the bar for quality credentials:
  - ISO/IEC 17024:2012, *Conformity assessment – General requirements for bodies operating certification of persons*
  - ASTM E2659-18, *Standard Practice for Certificate Programs*
- Accreditation is a third-party attestation that an organization has met the requirements of a standard conveying formal demonstration of its competence to carry out its declared functions.

©2021 Workcred, Inc. All Rights Reserved

Standard 17024 For Personnel Certifications

- This standard was developed to establish a globally accepted benchmark for organizations operating personnel certification programs, and ensures:
  - certification bodies operating personnel certification programs function in a consistent, comparable, reliable, and impartial manner
  - applicants and candidates are treated fairly
  - a process that facilitates continued competence
  - due process procedures are in place to “take away” the certification for unethical or incompetent behavior
  - a continuous quality improvement approach

©2021 Workcred, Inc. All Rights Reserved

workcred
Connecting credentials, competencies, careers, customers
an affiliate of ANSI

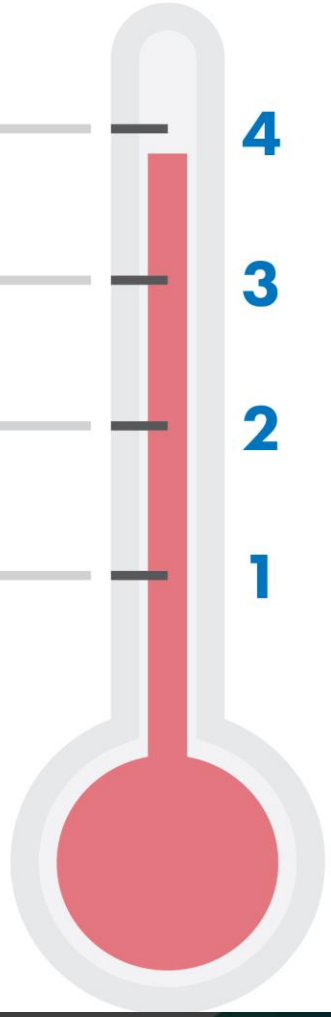
DEGREES OF RIGOR
FOR THE MANY FACES OF CERTIFICATION

Accredited by a third party (e.g., ANSI, NCCA) — 4

Ability to revoke certification for violation or unethical behavior — 3

Recertification requirement — 2

Standardized exam — 1



Note:
Training that is followed by an assessment to measure the learning outcomes is an assessment-based certificate, not a certification as sometimes referred to.

©2021 Workcred, Inc. All Rights Reserved

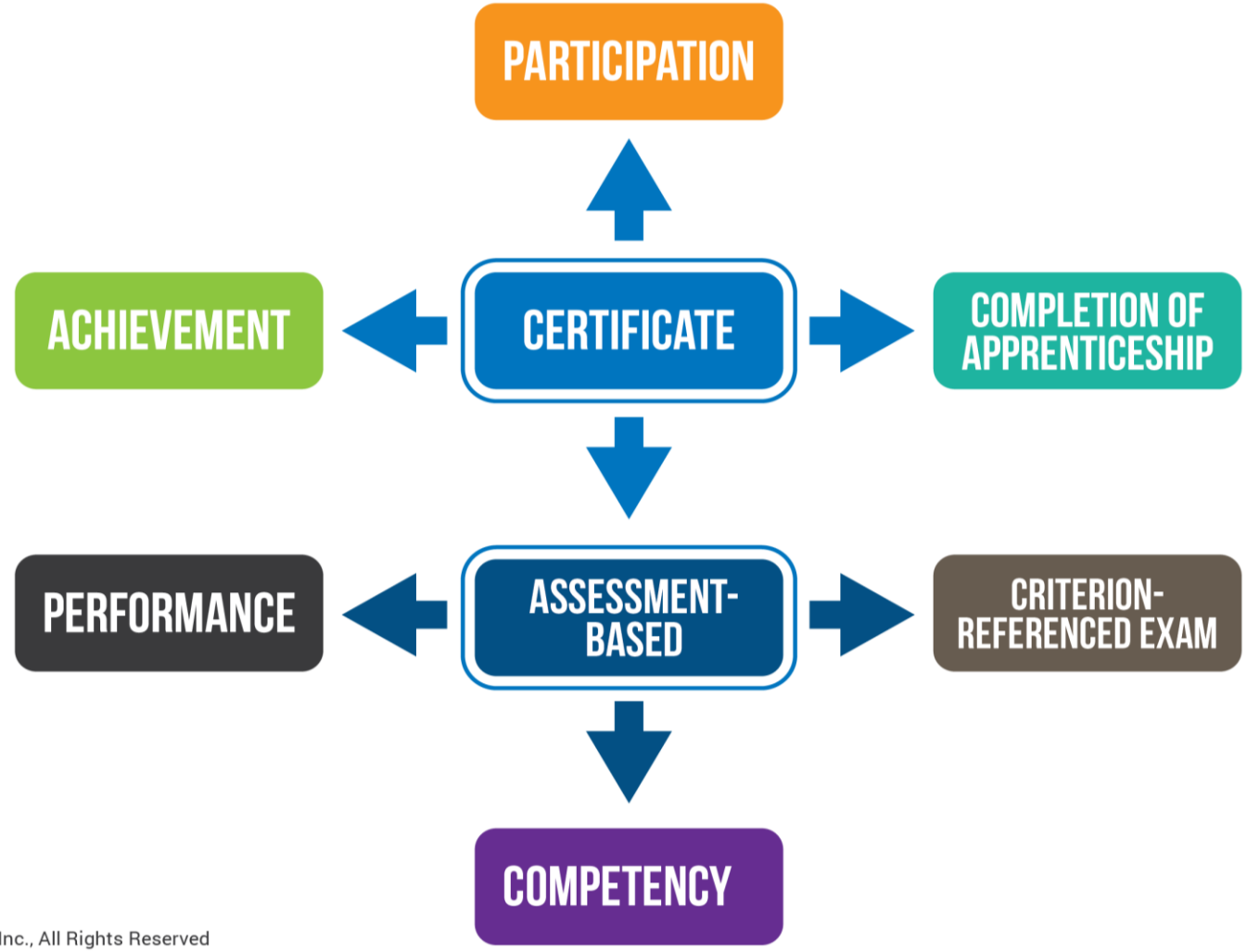
Standard E2659:18 For Certificate Programs

- This standard provides requirements for developing and administering quality assessment-based certificate programs
- It was created to distinguish between a certificate and a certification program
  - Some certification programs applying for accreditation were really certificate programs
  - Higher education accreditation says it is a “gap”
- Key elements addressed in the standard:
  - Organizational structure, management system – continuous quality improvement, personnel, financial management, communication to primary stakeholders, outsourcing and commercial support, access to information within records, complaints and appeals, certificate program instructional design to include assessment, certificate program evaluation, and requirements for certificate issuance and use

©2021 Workcred, Inc. All Rights Reserved

TYPES OF CERTIFICATES

workcred
Connecting credentials, competencies, careers, customers
an affiliate of ANSI

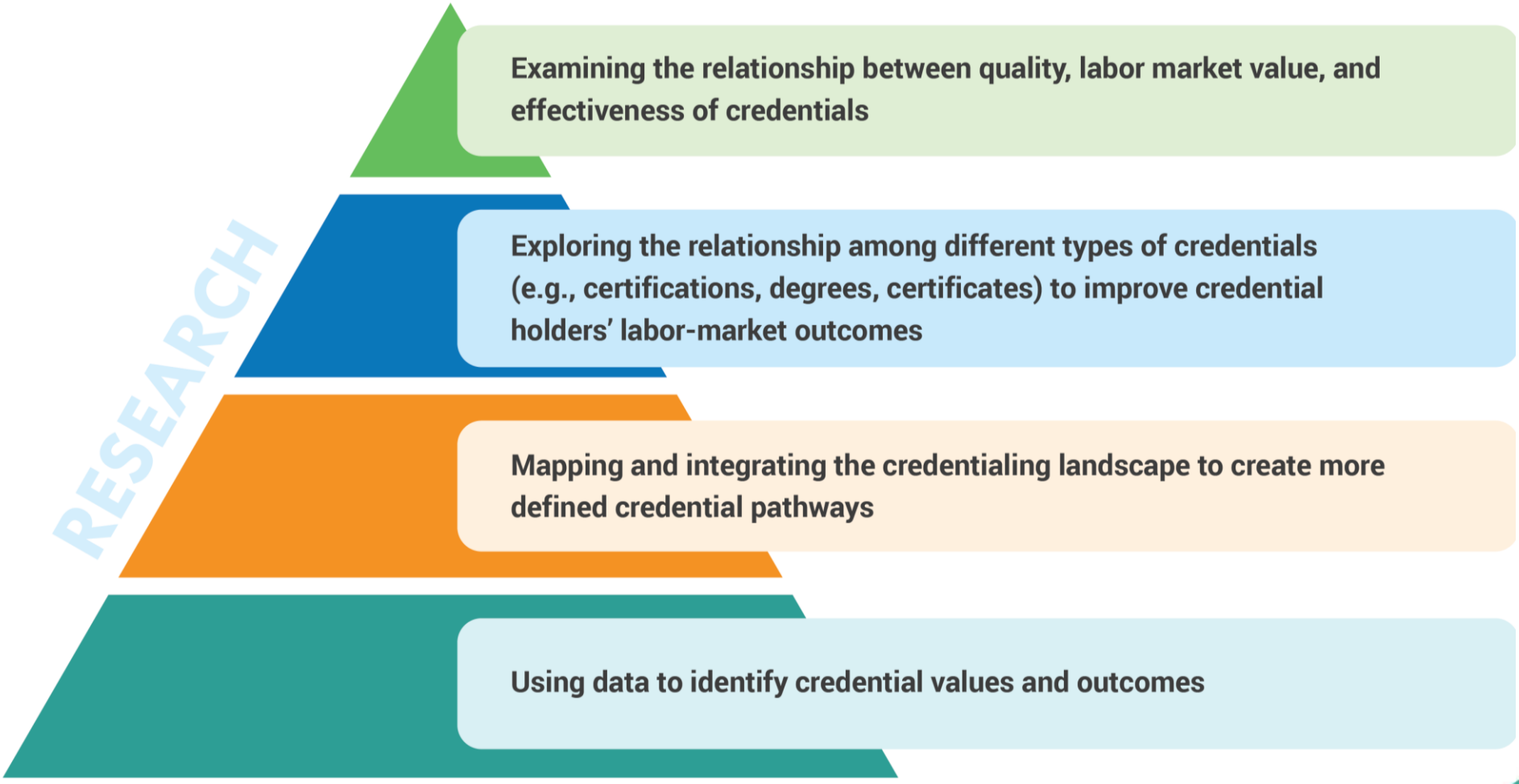


© 2021 Workcred Inc., All Rights Reserved

©2021 Workcred, Inc. All Rights Reserved

HOW CAN WORKCRED HELP?

Workcred's Areas of Research Interest



©2021 Workcred, Inc. All Rights Reserved

Embedding Certifications Into Bachelor's Degree Programs

- Along with APLU, USU, and UPCEA, Workcred convened credentialing bodies and universities to explore how students can earn certifications as part of their four-year degree program

April 23-24 2019

Healthcare convening in Washington, District of Columbia

Hosted by APLU

40+ stakeholders participated

July 9-10 2019

Cybersecurity convening in San Jose, California

Hosted by San Jose State University

40+ stakeholders participated

October 10-11 2019

Liberal arts convening in Indianapolis, Indiana

Hosted by Lumina Foundation

35+ stakeholders participated

December 10-11 2019

Manufacturing convening in Atlanta, Georgia

Hosted by Georgia Tech University

40+ stakeholders participated

March 26-27 2020*

Hospitality convening in Miami, Florida

To be hosted by Florida International University

**Canceled due to the pandemic, but replaced with interviews.*

©2021 Workcred, Inc. All Rights Reserved

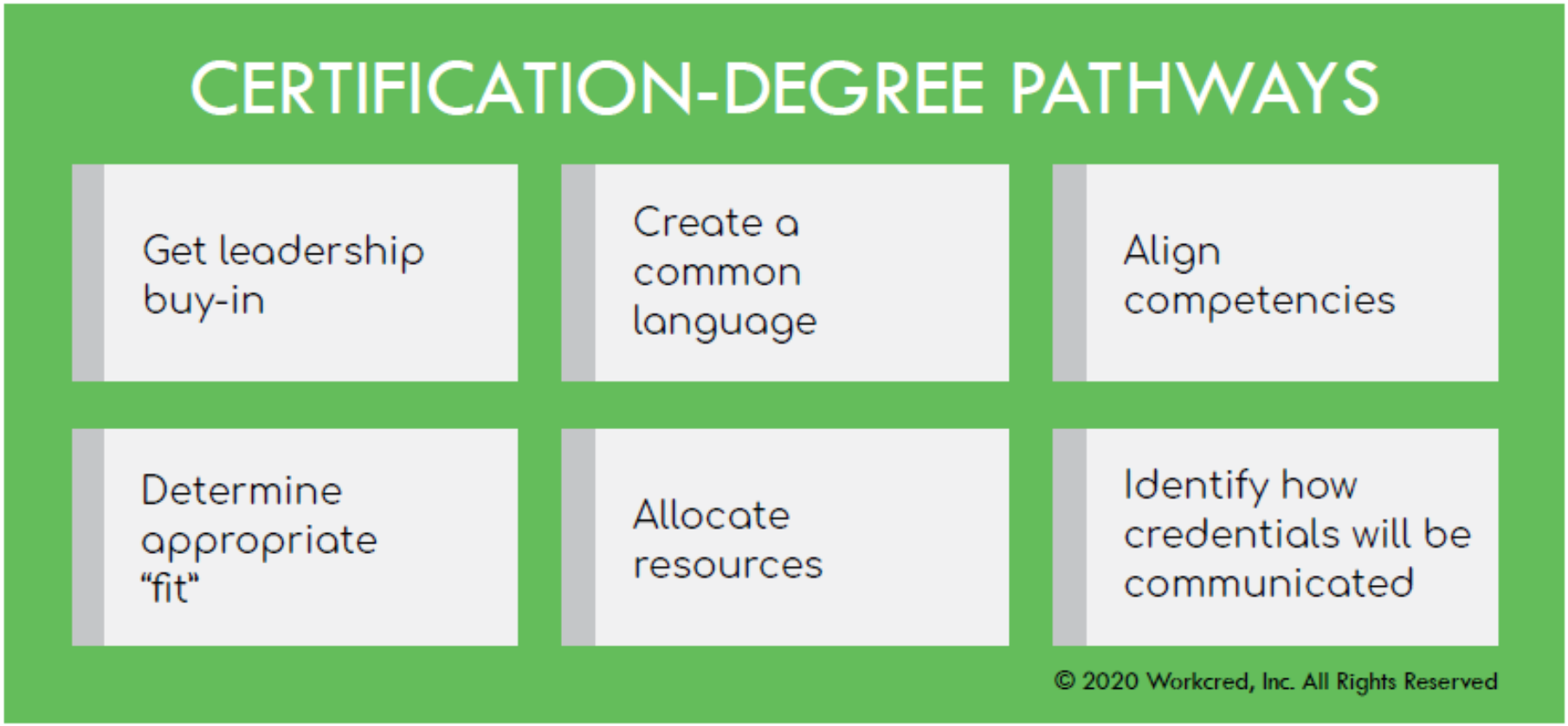
Embedding Certifications Into Bachelor's Degree Programs, Cont'd

- Outcomes of the project:
  - Gained knowledge about the current landscape of relationships between universities and certification bodies, and among credentials
  - Fostered an emerging community of practice between universities and certification bodies
  - Discovered examples of C+D (certification-degree) pathways
  - Developed value propositions for C+D pathways for multiple stakeholders
  - Synthesized convening outcomes and themes into a framework that identifies C+D pathway examples, challenges, and opportunities to build these pathways

©2021 Workcred, Inc. All Rights Reserved

Embedding Certifications Into Bachelor's Degree Programs, Cont'd

C+D pathways framework:



©2021 Workcred, Inc. All Rights Reserved

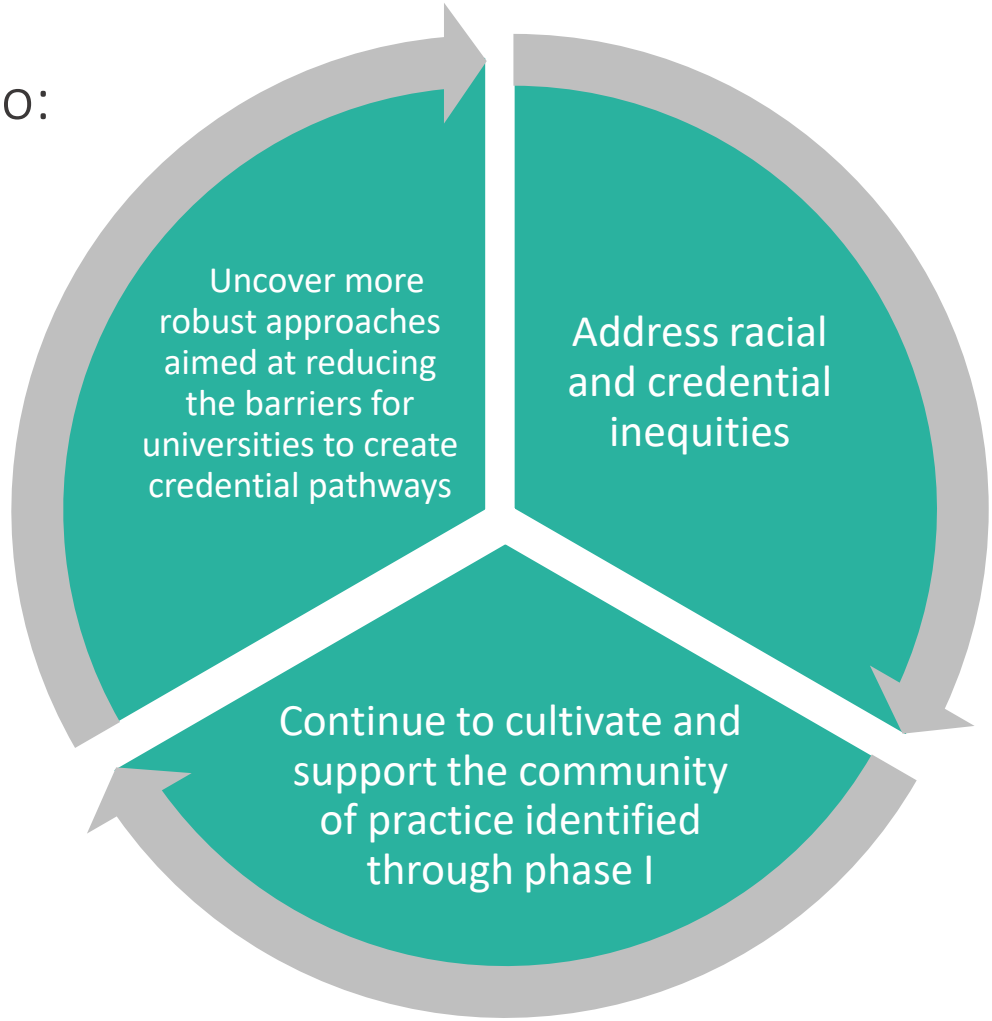
Embedding Certifications Into Bachelor's Degree Programs, Cont'd

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

©2021 Workcred, Inc. All Rights Reserved

Embedding Certifications Into Bachelor's Degree Programs, Cont'd

- Phase II seeks to:



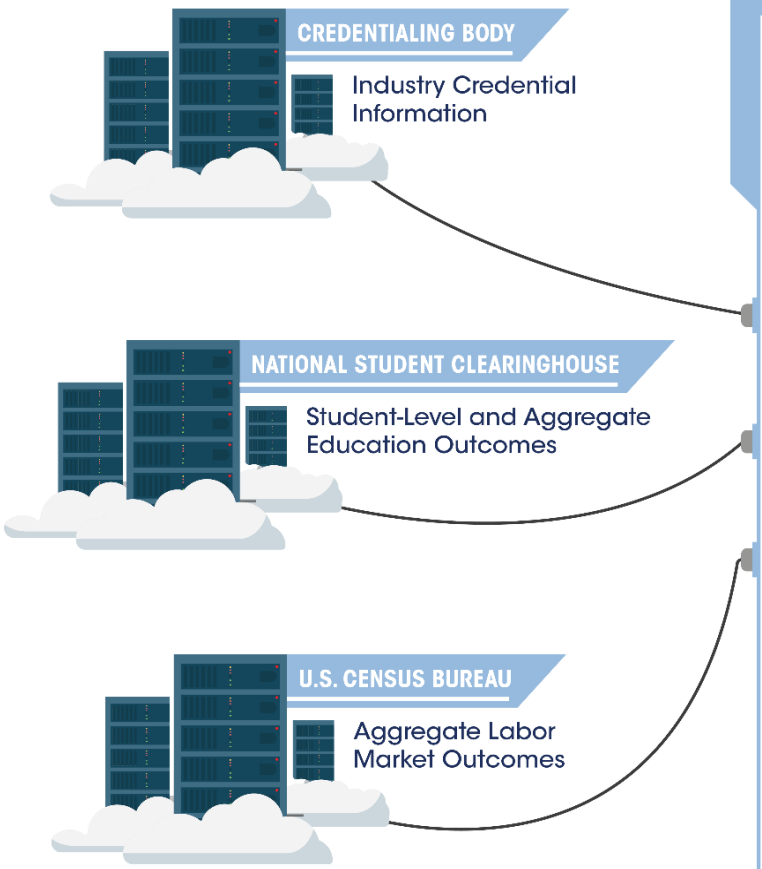
©2021 Workcred, Inc. All Rights Reserved

Connecting Certification And Education Attainment Data To Understand Successful Career Pathways

- Workcred convenes a network of certification bodies to explore the potential for linking different administrative data sets that would provide information about the value of certifications, the labor-market outcomes of individuals who hold them, and insights into successful career pathways in to the workforce.
- The network is working with the National Student Clearinghouse to link data from certification bodies, educational attainment and enrollment data from universities, and aggregate wage data from the U.S. Census Bureau.
- The overarching goal is to create a public-private data infrastructure that connects education attainment data with industry recognized credential attainment data and, ultimately, aggregate labor market outcomes for the purposes of understanding successful student pathways to the workforce.

©2021 Workcred, Inc. All Rights Reserved

Connecting Certification And Education Attainment Data To Understand Successful Career Pathways, Cont'd



Examples of Insights Gained by Linking Data Sets:

Student level education outcomes for certification holders:

- Degree attainment, including award date, degree title and major, and institution awarding
- Enrollment status in Title-IV education institutions

Aggregate education outcomes for cohort of certification holders:

- Highest degree or any degree attained by percentages
- Institution type by previous enrollment
- Top 5 Classification of Instructional Programs(CIPs)

Aggregate labor market outcomes since last credential

- Average wages since last credential overall and by demographics, such as, gender, race and ethnicity, and age groups, and credential attainment level
- Average wages by credential pathway progression
- Entrance and retention in industry sector after credential is awarded

©2021 Workcred, Inc. All rights reserved.

©2021 Workcred, Inc. All Rights Reserved

Connecting Certification And Education Attainment Data To Understand Successful Career Pathways, Cont'd

- How does a credential help an individual get a job or advance in his/her career?
- Are there wage gains associated with specific credentials and what are they?
- Are there differences in wage outcomes for men and women or among different racial groups who hold the same credential?
- By linking data, we can gain insights and answers to those questions. We can gather more information about the return on investment for a credential. And, we get obtain a better understanding of successful career pathways.

©2021 Workcred, Inc. All Rights Reserved

For More Information

Roy Swift, Ph.D.
Executive Director

rswift@workcred.org
202-331-3617

workcred
Connecting credentials, competencies, careers, customers
an affiliate of ANSI

1899 L Street, NW
Washington, DC 20036
www.workcred.org

©2021 Workcred, Inc. All Rights Reserved