

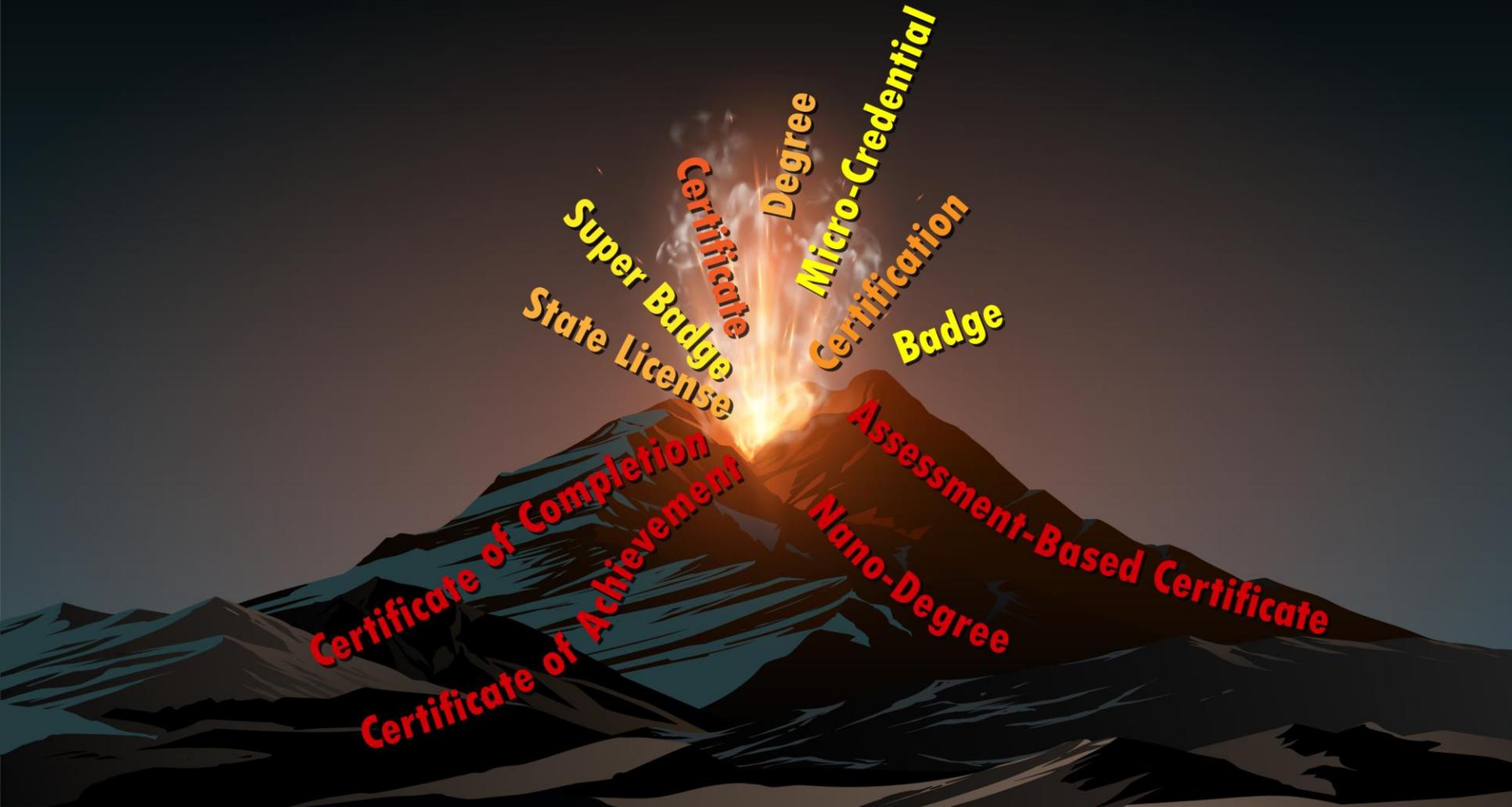


Quality and Relevance

The Keys to Linking CTE to Industry Certifications to Create the Successful Pathway

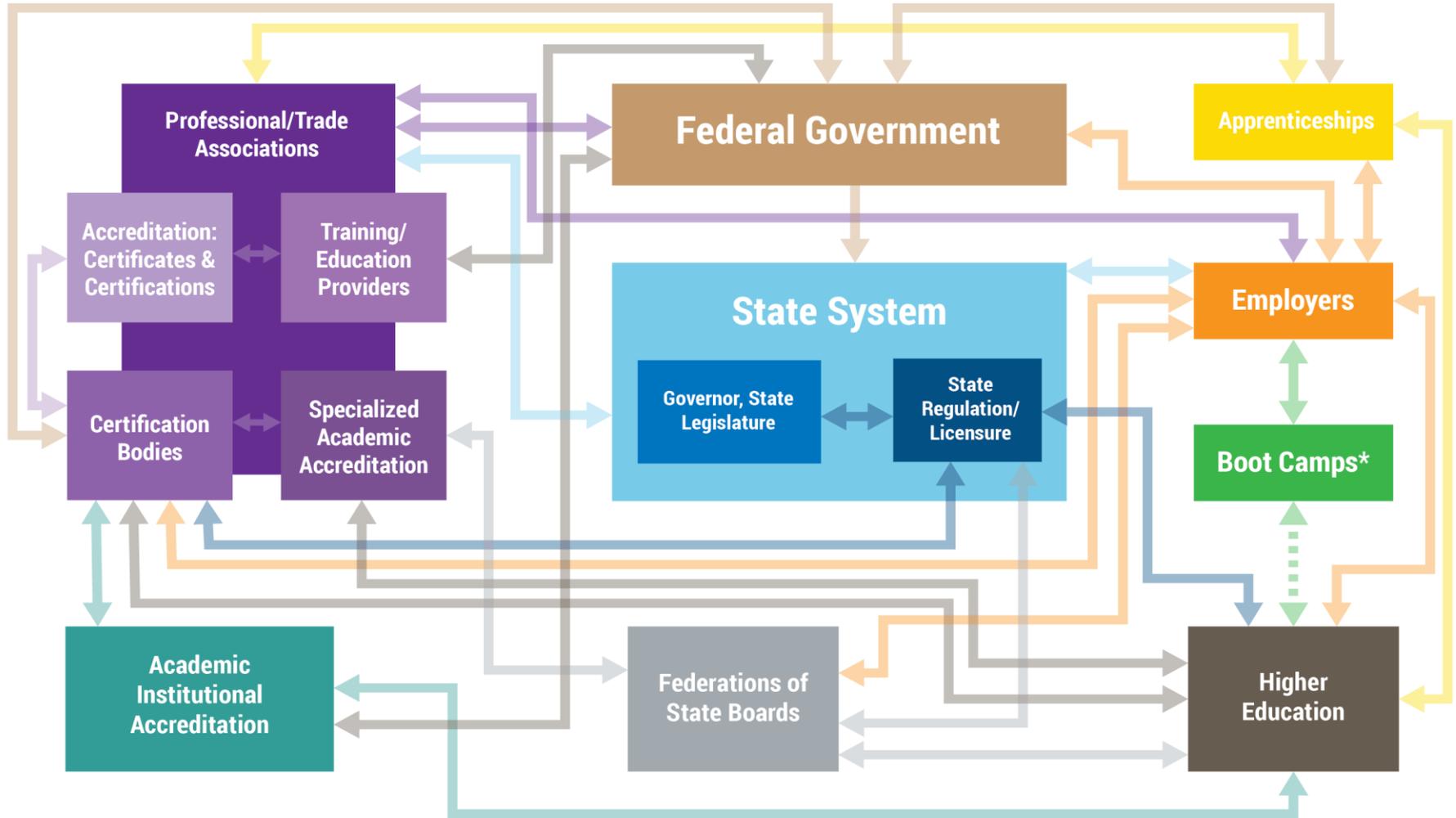
Presentation to the New Hampshire CTE
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Workcred



Nearly 1 million credentials in the U.S. today.

THE U.S. POST-SECONDARY CREDENTIALING SYSTEM



* Although boot camps initially existed outside of the higher education system, there is increasing interest of universities to develop partnerships with boot camps.

“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 not the same as a certification.
 - They cannot be used interchangeably
- A certification is a type of credential.

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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.

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HOW TO IDENTIFY QUALITY?

DEGREES OF RIGOR

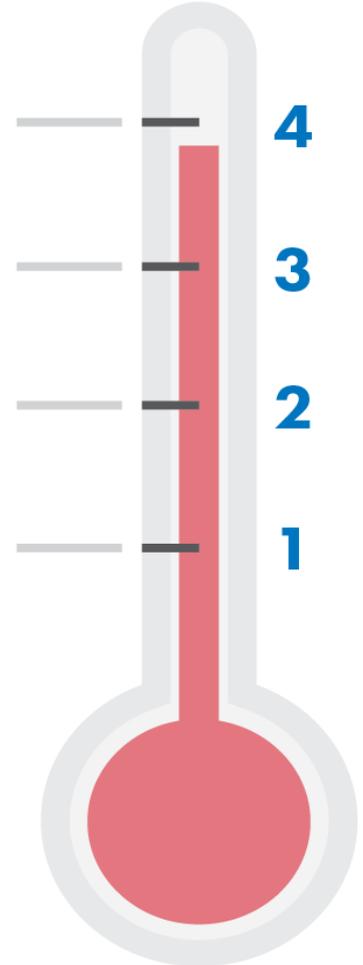
FOR THE MANY FACES OF CERTIFICATION

Accredited by a third party (e.g., ANAB, NCCA)

Ability to revoke certification for violation or unethical behavior

Recertification requirement

Standardized exam



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.



Quality Certification Programs: Appropriate Documentation and Structure

- Embedded within a membership organization or independent corporation
- A specific scope that relates to current job roles
- Detailed policy and procedures to ensure equity and objectivity
- Determination of prerequisites based on data
- Creation of a code of conduct/ethics for certification holders
- Development of due process procedures for revocation as needed

Quality Certification Programs: Job Task Analysis

- Involvement of experts, practitioners, and other appropriate individuals representative of the population
- Process to create the task lists includes related regulation or standards
- Involves a validation survey
- Translates the analysis into an examination that includes domains with task statements
 - Domains usually indicate the number of questions on the exam in that domain
 - Knowledge, skills, and abilities

Quality Certification Process: Examinations

- Items are written against each task statement
 - Items are analyzed on an on-going basis
- Detailed rubrics to ensure objectivity
- More than one evaluator
 - Evaluators are trained to observe alignment with rubric – “inter-rater reliability”
- Cut-score process determines pass/fail rates

Quality Certification Process: Building a Recertification Process

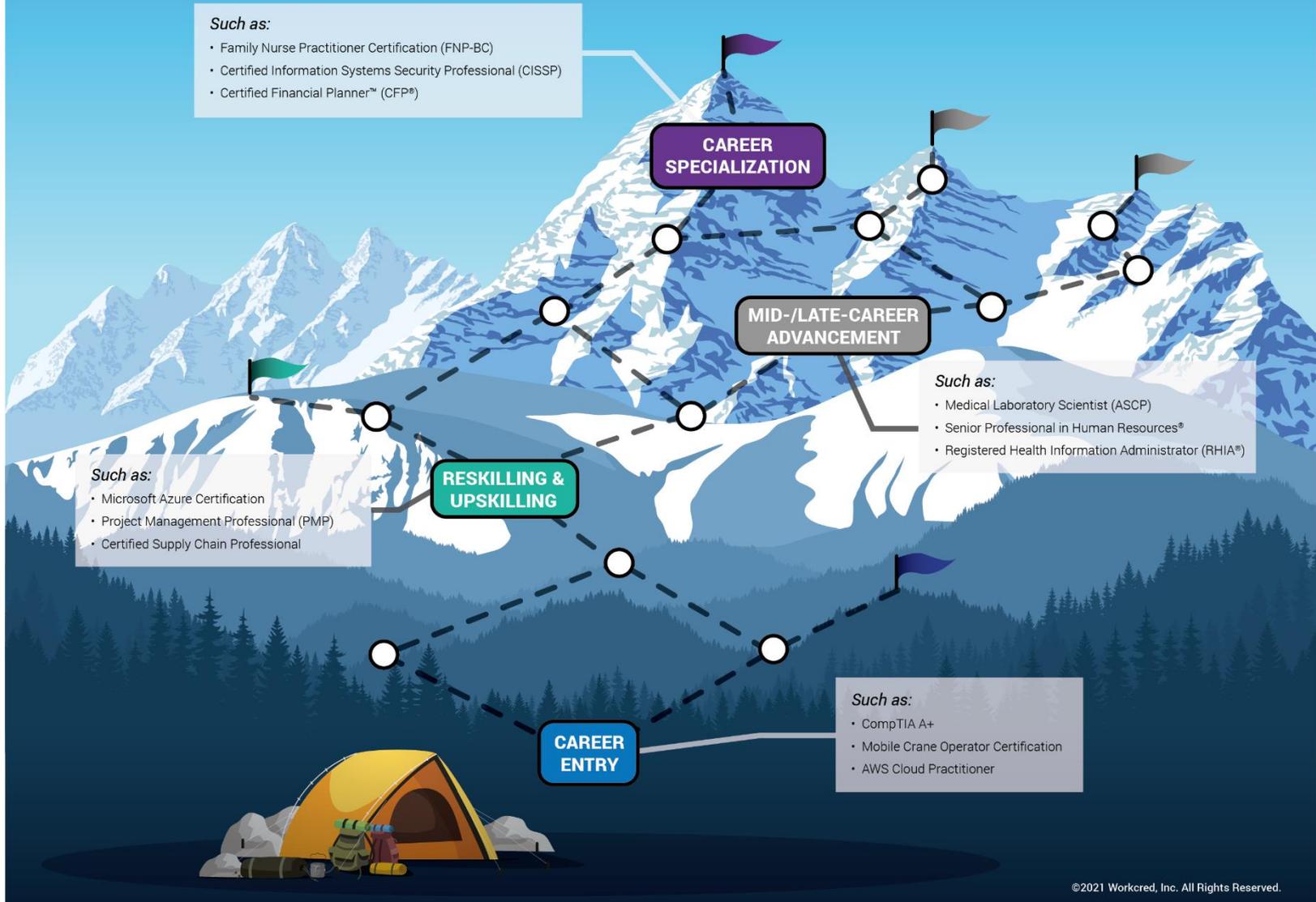
- Determine the methodology
 - Examinations
 - Continuing professional education
 - Work products
 - Security clearances
 - Fees
 - Health examinations

Other Signals of Quality

- Number of certifications in the database
- Percent of individuals that re-certify
- Required/preferred in job postings
- Accepted by state licensure as applicable
- Longevity of the certification
- Transparency of the certification data
 - Pass rate
 - Availability of the exam outline
 - Comprehensive candidate handbook

**CERTIFICATION: NOT AN END,
BUT A PATHWAY**

CERTIFICATIONS: CAREER-LONG CREDENTIALS



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American Society of Clinical Pathology (ASCP) Board of Certification (BOC)

- Phlebotomy Technician, PBT (ASCP)
 - Certificate and experience
- Medical Laboratory Assistant, MLA (ASCP)
 - Certificate and experience
- Medical Laboratory Technician, MLT (ASCP)
 - Associate's degree
- Medical laboratory Scientist, MLS (ASCP)
 - Bachelor's degree

Behavioral Analyst Certification Board (BACB)

- Registered Behavior Technician[®] (RBT[®])
 - High school level
 - Training overseen by a qualified BACB certificant
- Board Certified Assistant Behavior Analyst[®] (BCaBA[®])
 - Bachelor's degree level
- Board Certified Behavior Analyst[®] (BCBA[®])
 - Master's degree level
- Board Certified Behavior Analyst-Doctoral[™] (BCBA-D[®])
 - Doctoral level

APICS Certifications (offered through the Association for Supply Chain Management – ASCM)

- Certified in Production and Inventory Management (CPIM)
 - No eligibility requirements
- Certified Supply Chain Professional (CSCP)
 - 3 years of experience, a bachelor's degree, or hold another APICS certification
- Certified in Logistics, Transportation and Distribution (CLTD)
 - No eligibility requirements

National Restaurant Association (NRA)

- Certificates
 - ProStart for Students by the NRA Educational Foundation
 - ServSafe® Food Handler
- Certifications
 - ServSafe® Food Protection Manager
 - Certified Restaurant Professional (CRP)
 - Industry experience in at least two positions in the front of the house and back of the house and valid ServSafe Food Handler certificate or equivalent
 - Certified Restaurant Supervisor (CRS)
 - Industry experience in a supervisory role (hours) and valid ServSafe Food Protection Manager or equivalent
 - Certified Restaurant Manager (CRM)
 - Industry experience in a management role (hours) and valid ServSafe Food Protection Manager or equivalent

ABOUT WORKCRED

Why Workcred?

- The accreditation processes identified major quality issues with both certificate and certification programs.
- Two major problem areas related to “certificate” programs are: (1) the lack of industry involvement to identify valid competencies, and (2) poor assessment of the learning outcomes.
- Of the more than 4,000 personnel certification bodies in the U.S. – a number which is rapidly increasing – less than 10% are accredited or reviewed by a third-party accreditation body.
- There is no common definition of quality or value, little confidence, and little consistency across industry sectors.

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

Workcred's Unique Expertise

- ✓ Building quality credentialing (certificate/certification) programs that meet national and/or international standards
- ✓ Helping employers articulate competencies and design or select appropriate credentials
- ✓ Ensuring that credentials are aligned to the current body of knowledge for an occupation
- ✓ Determining the quality, effectiveness, and market value of a credential, and its impact on an industry
- ✓ Assessing competencies/learning outcomes
- ✓ Creating valid qualitative and quantitative research projects
- ✓ Aligning industry, education, and credentialing organizations

Higher Education Institutions



For More Information

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workcred

Connecting credentials,
competencies, careers, customers

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