Trends in Credentialing

A Call to Action

Presentation to ANAB 2021 Credentialing Conference
October 1, 2021

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Workcred
WORKCRED’S ROLE AND SERVICES
Workcred Mission & Vision

**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

- 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

- 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
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
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 or a certificate.

- They cannot be used interchangeably.

A certification and a certificate are types of credentials.
Higher Education Institutions

Industry and Employers

Certification Bodies

Professional Societies

State Governments
THE STATE OF THE WORKFORCE
of individuals in the workforce believe they will need additional education and skills to find comparable employment if they lose their job.

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.

Some College, No Degree

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

Credentialing Ecosystems

The Certification Community Often Acts as a Planet Unto Itself

- Continuing Education
- Degrees
- Certificates
- Micro-Credentials
- Badges
- Certifications
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.** |

*Source: Certified Value, When do Adults without Degrees Benefit from Earning Certificates and Certifications?, [https://www.stradaeducation.org/report/certified-value](https://www.stradaeducation.org/report/certified-value)*
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%].

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
The Future Will Hold Increased Demand for Integrated Models of Learning

Degrees embedded with certifications

Work-based learning

Micro-credentials
WORKCRED’S PROJECTS
• 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

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<tr>
<th>Required Minimum Data</th>
<th>Additional Data that Supports Finding More Matches</th>
<th>Optional Data that Provides Additional Insights on Reporting</th>
<th>Data Elements Collected by Your Certification Body (check all that apply)</th>
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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.
**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. |
CERTIFICATION-DEGREE (C+D) PATHWAYS

Funded by:  

Partners:  

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

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<th>Get leadership buy-in</th>
<th>Create a common language</th>
<th>Align competencies</th>
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<td>Determine appropriate “fit”</td>
<td>Allocate resources</td>
<td>Identify how credentials will be communicated</td>
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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.*
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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workcred
Connecting credentials, competencies, careers, customers
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