FROM CHAOS TO CLARITY

A vision for the U.S. credentialing marketplace

CREDENTIALS HAVE THE POWER TO BUILD EDUCATION AND CAREER PATHS

BUT TODAY THEY’RE ALL OVER THE ROAD

THE CREDENTIAL TRANSPARENCY INITIATIVE IS A PARTNERSHIP LED BY...

For further information, please contact the project team at:
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WITH SUPPORT FROM LUMINA FOUNDATION
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The Credential Transparency Initiative is a partnership led by:

Credentialing Transparency Initiative

A partnership for coherence in the U.S. credentialing marketplace

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CREDENTIALS HAVE THE POWER TO BUILD EDUCATION AND CAREER PATHS

But today they’re all over the road
Navigating the credentialing maze

Credentials may act as the critical connection that both job seekers and employers need to identify real knowledge and skills, and match them with appropriate opportunities. But today’s credential marketplace is a confusing maze of certifications, degrees, certificates, licenses, and badges and other micro-credentials that are difficult to interpret, translate, and differentiate. The past decade has seen an explosion in the number and variety of credentials, intensifying the confusion among employers, workers, job seekers, and students.

WHAT DO DIFFERENT CREDENTIALS EVEN MEAN? HOW MANY CREDITS IS A LICENSE WORTH? WHAT DOES AN UNDERGRADUATE DEGREE MEAN? HOW DO THEY RELATE TO EACH OTHER...TO LEARNING AND PERFORMANCE...TO EMPLOYABILITY? ASSESSMENT STAND BEHIND THEM? ARE THEY TRULY VALUABLE OR WORTHWHILE? HOW IS A COLLECTION OF CERTIFICATIONS EQUIVALENT TO AN ASSOCIATE’S DEGREE?

The Credential Transparency Initiative

The Credential Transparency Initiative is about transparency, and it is working to answer those questions and many more. But you don’t need to wait for the Credential Transparency Initiative to come to fruition in order to start navigating the credentialing maze. There are already signs of hope for clarity and transparency in the credentialing maze.

A coherent and transparent credentialing marketplace – one that all users can understand and use effectively – is essential to advancing the interests of the American workforce and strengthening the economy. This is the vision that drives the Credential Transparency Initiative.

The Credential Transparency Initiative is a project of the American National Standards Institute (ANSI), and Southern Illinois University are leading the Credential Transparency Initiative to create greater coherence and transparency in the U.S. credentialing marketplace. The Initiative will develop common terms for describing key features of micro-credentials and assessments, build a voluntary, web-based registry for sharing the resulting information; and test practical apps (software applications for use in devices or phones) for employers, students, educators, and other credentials stakeholders.

There is a growing consensus among experts that more transparency is needed to make the credentialing system more understandable and useful for all. The Credential Transparency Initiative is one of many groups working to help make the credentialing system more transparent and useful for employers, workers, students, educators, and other stakeholders.

The Credential Registry

One of the projects the Credential Transparency Initiative is working on is the Credential Registry, a voluntary, web-based registry for sharing information about credentials. The Credential Registry will allow users to easily compare the quality and value of different credentials using a web-based system with information provided directly by the institutions issuing the credentials. The registry will encompass all kinds of credentials – from educational degrees and certificates to industry certifications, occupational licenses, and micro-credentials.

Directory and other apps

The Initiative will develop a Credentialing Directory App, which will allow Credential Registry users to access the websites of participating credential issuers, build customized directories of credentials based on their own criteria, and publish the results. Other apps in development are intended to allow students and employers to build customized directories of credentials based on their own criteria, and allow colleges and certification organizations to develop more transparent and assessable competency statements based on employer requirements.

THE GOALS ARE TRANSPARENCY AND CLARITY, AND TO HELP ALIGN CERTIFICATIONS WITH THE NEEDS OF STUDENTS, JOB SEEKERS, WORKERS, AND EMPLOYERS.
WHAT DO VARIOUS CREDENTIALS REALLY MEAN? WHAT KNOWLEDGE AND SKILLS ARE THEY ACTUALLY ASSESSING? ARE THEY TRULY VALUABLE OR WORTHWHILE? HOW MUCH ARE THEY WORTH? DO THEY RELATE TO EACH OTHER...TO LEARNING AND PERFORMANCE...TO EMPLOYABILITY?

The Credential Transparency Initiative

The Credential Transparency Initiative is a project of the American National Standards Institute (ANSI), and Southern Illinois University (SIU) are leading the Credential Transparency Initiative to create a voluntary, web-based registry for sharing the resulting information; and test practical apps (software applications for use on desktops or mobile devices) for employers, students, educators, and other credentials stakeholders.

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Beyond the bottom line: standards impact quality, lead-time, factory flexibility, and allows standards to more readily function as enablers for other major business processes.

Students, job seekers, and workers... need to know what skills and knowledge they rely upon have the knowledge and skills needed to practice their occupations...

Government and the general public... need to be able to determine what skills and knowledge level a particular credential represents, how it compares to other credentials, and whether the credential is recognized by other credentialing organizations...
Navigating the credentialing maze

Credentials can act as a critical connection that both job seekers and employers need to identify real knowledge and skills and match them with appropriate opportunities. But today’s credential marketplace is a confusing maze of certifications, degrees, certificates, licenses, and badges and other micro-credentials that are difficult to interpret, translate, and differentiate. The past decade has seen an explosion in the number and variety of credentials, intertwining the confusion among employers, workers, job seekers, and students.

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Beyond the bottom line: standards impact quality, lead-time, factory flexibility, how it compares to other credentials, and whether the credential is a stepping stone to higher levels. Young adults and career-changers...need to know what credentials will get them where they want to go, how best to obtain them, and how much money and time is needed to practice their occupations.

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CREDENTIALS CAN ACT AS THE CRITICAL CONNECTION THAT BOTH JOB SEEKERS AND EMPLOYERS NEED TO IDENTIFY REAL KNOWLEDGE AND SKILLS AND MATCH THEM WITH APPROPRIATE OPPORTUNITIES. BUT TODAY'S CREDENTIAL MARKETPLACE IS A CONFUSING MAZE OF CERTIFICATIONS, DEGREES, CERTIFICATES, LICENSES, AND BADGES AND OTHER MICRO-CREDENTIALS THAT ARE DIFFICULT TO INTERPRET, TRANSLATE, AND DIFFERENTIATE. THE PAST DECADE HAS SEEN AN EXPLOSION IN THE NUMBER AND VARIETY OF CREDENTIALS, INTERTWINING THE CONFUSION AMONG EMPLOYERS, WORKERS, JOB SEEKERS, AND STUDENTS.

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