



# workcred



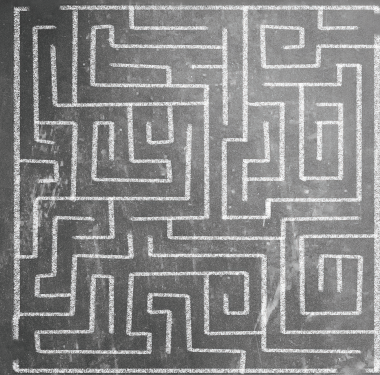
SOLUTIONS FOR A RELEVANT, HIGH-QUALITY U.S. CREDENTIALING SYSTEM AND A STRONGER WORKFORCE



**The credentialing system is a confusing maze.**  
Understanding how to navigate it can be difficult.

INDUSTRY

JOB SEEKERS



EDUCATION

CREDENTIALS



Our nation faces a skills mismatch.

Job seekers can't find quality credentials that will help them obtain employment and demonstrate their competencies.

Employers can't find credentials that will ensure that employees know what a piece of paper says they know.

**To help solve these issues, Workcred is dedicated to increasing the quality, market value, and effectiveness of credentials.**



workcred

Connecting credentials,  
competencies, careers, customers

**The U.S. needs a competency-driven credentialing system.**

- ✓ We need consistent terminology describing credentials
- ✓ We need credentials that have quality, market value, and are proven to be effective in the workplace
- ✓ We need transparent career pathways with stackable, competency-based credentials
- ✓ We need an open, transparent exchange of information
- ✓ And we need better alignment between industry, education, and credentialing organizations

**That's what Workcred is here to accomplish.**

**Our expertise includes:**

- Building quality certificate and certification programs that meet national and/or international standards
- Ensuring credentials match the current body of knowledge for an occupation
- Helping employers define their competency needs and build or select appropriate credentials
- Determining the need for new credentials
- Improving alignment between industry, education, and credentialing organizations

[www.workcred.org](http://www.workcred.org)

#### CONSULTING

Consulting services assist corporations, professional and trade organizations, government, and educational institutions identify and design quality credentialing programs; establish transparent career pathways with stackable credentials; and more.

#### RESEARCH

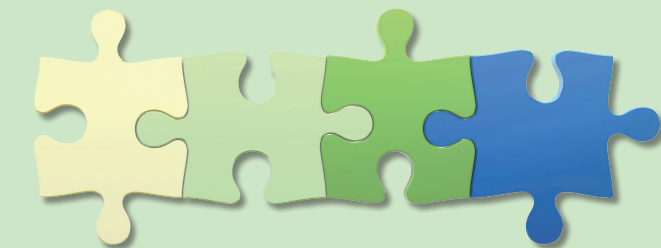
Research services include partnerships and grants to examine key workforce credentialing issues and needs.

#### EDUCATION & TRAINING

Services include workshops, conferences, and webinars; lectures at academic institutions; presentations at professional conferences; and appointments on national task forces, panels, and boards.

#### STAKEHOLDER COLLABORATIVES

Cross-sector groups identify and respond to workforce credentialing issues that require industry consensus and solutions.





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Formed in 2014, Workcred's mission is to strengthen workforce quality by improving the credentialing system, ensuring its ongoing relevance, and preparing employers, workers, educators, and governments to use it effectively.

Our vision is a labor market which relies on the relevance, quality, and value of workforce credentials for opportunities, growth, and development.

An affiliate of the American National Standards Institute (ANSI), Workcred is a 501(c)3 not-for-profit corporation. Workcred's independence as a legal entity maintains separation from and respects the impartiality of ANSI's accreditation services.

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