A Vision for the Credentialing Marketplace

Orientation for Interested Registry Participants

October 2017
The Problem:
The Credentialing Marketplace is a Confusing Maze
One Solution: Transparency through Technology

Develop common terms (Credential Transparency Description Language - CTDL) to describe key features of:

- Credentials
- Credentialing organizations
- Quality assurance (QA) bodies

Create & populate voluntary, web-based credential registry with credential issuers, QA bodies, and competency frameworks:

- Bring the registry to scale under non-profit governance

Develop, test, & deploy prototype search app to facilitate use of the registry by stakeholders:

- Foster competitive app marketplace

Credential registry, descriptors, and applications are open-source.
Transitioning to Scale

**Credential Transparency Initiative (CTI)** was a pilot project to engage key stakeholders in designing, developing, and piloting a Credential Registry, common terms (CTDL), and prototype application (Workit™)--and evaluating the potential for scaling the initiative under non-profit management.

**Credential Engine (CE)** is a 501C3 non-profit organization whose mission is to improve transparency in the credentialing marketplace, building on the CTI pilot. Credential Engine will pursue this mission by (1) scaling the web-based, open-licensed Credential Registry (CR), (2) maintaining the Credential Transparency Description Language (CTDL), (3) maintaining Workit, the prototype open-source credential search app to demonstrate the power of the registry, and (4) promoting an open applications marketplace.

Three years of funding have been secured, sponsored by Lumina Foundation and JP Morgan Chase & Co., and planning is underway for long-term sustainability. Key metrics and outcomes through 2020 have been identified.
Leadership Transition

Credential Transparency Initiative

Managed by:

With Initial CTI strategic direction from:

- American Association of Community Colleges (AACC)
- American Council on Education (ACE)
- Business Roundtable
- Committee for Economic Development of the Conference Board
- The Manufacturing Institute
- University Professional and Continuing Education Association (UPCEA)
- U.S. Chamber of Commerce Foundation

Credential Engine

Managed by:

Under the leadership of Executive Director Scott Cheney

With strategic direction from:

- Board of Directors
- Advisory Groups:
  - Business
  - Higher Education
  - Certification and Licensure
  - Quality Assurance
  - Technical
  - Philanthropic

With support from:

Lumina Foundation

JPMorgan Chase & Co.
What’s in the Registry?

Registry Includes All Kinds of Credentials, Credentialing Organizations, and Quality Assurance Bodies
# Credential Transparency Description Language (CTDL)

## V1.0 – Credential Descriptors

### Declaring Name, Purpose, Type of Credential and Credentialing Organization
- Credentialing organization identification
- Credential organization type
- Credential identification
- Credential type
- Purpose of credential
- Where credentialing is offered
- Jurisdiction

### Declaring What Is Inside the Credential
- Credentialing eligibility requirements
- Competencies/learning outcomes required to attain credential
- Assessments required to attain credential
- Education and training for the credential
- Time required to attain credential
- Credentialing costs
- Maintaining credential
- Credential removal
- Credential holder authentication
- Version management
- Employer engagement

### Declaring Other Key Characteristics and Connections
- Primary scope of application: subject/discipline area
- Primary scope of application: career preparation and advancement
- Role of occupational regulation and licensing
- Geographic portability of credential use
- Connections to other credentials
- Career Pathway Connections*
- External quality assurances
- Employer recognition
- Number and characteristics of credential holders*
- Employment and earnings of credential holders*

*Italicized descriptors are not yet in use
### Credential Transparency Description Language (CTDL) V1.0 – Quality Assurance Descriptors

<table>
<thead>
<tr>
<th>Purpose &amp; Scope of the QA Body</th>
<th>QA Process</th>
<th>Public Information about QA Decisions</th>
<th>Additional Info</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type of QA body</td>
<td>Activities used to assess credential in QA process</td>
<td>Types of decisions made and how they are defined</td>
<td>General Info</td>
</tr>
<tr>
<td>Main purpose</td>
<td>Process used to validate quality criteria?</td>
<td>Directory of accredited, approved, recognized and/or endorsed providers and their current status</td>
<td>Policies and procedures for managing conflicts of interest, complaints, appeals</td>
</tr>
<tr>
<td>Missions/Objectives</td>
<td>Quality criteria, standards, and requirements used in QA process</td>
<td>Information about QA body made public with request</td>
<td>External recognition</td>
</tr>
<tr>
<td>What is accredited, endorsed, approved, recognized?</td>
<td>Outcomes reviewed as part of QA process</td>
<td>Information about QA body made public without request</td>
<td></td>
</tr>
<tr>
<td>How is QA used?</td>
<td>Stakeholders involved in developing quality criteria</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Primary geographic scope</td>
<td>Criteria for selecting and evaluating assessors and reviewers?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Maximum period of approval, recognition, endorsement, accreditation?</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Year body began operating</td>
<td></td>
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</tr>
</tbody>
</table>

**Credential Transparency Description Language (CTDL) V1.0 – Quality Assurance Descriptors**
Discover Credentials

[Credential Finder Prototype App] is the ultimate toolkit for students, job-seekers, professionals, and employers who want to build a path toward the right career or new hire.
Benefits to Participants

✓ Gain greater visibility to vast market of students, employers, others
✓ Demonstrate commitment to credential and QA transparency
✓ Be at forefront of groundbreaking technology effort driving new credentialing ecosystem
✓ Receive suite of services beneficial to short- and long-term technology planning, including
  • technical and non-technical materials
  • information about Web 3.0 technologies
  • roadmap document showing where they are now and what steps can be taken to enable W3C vision for Linked Data
✓ Influence initiative by providing feedback throughout the process
For more information

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