



Presentation for Credentialing Bodies

ANAB Credentialing Conference

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September 24, 2024

WORKCRED'S ROLE AND SERVICES

Workcred's 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



ANSI National Accreditation Board

- 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

workcred
an affiliate of ANSI

- 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

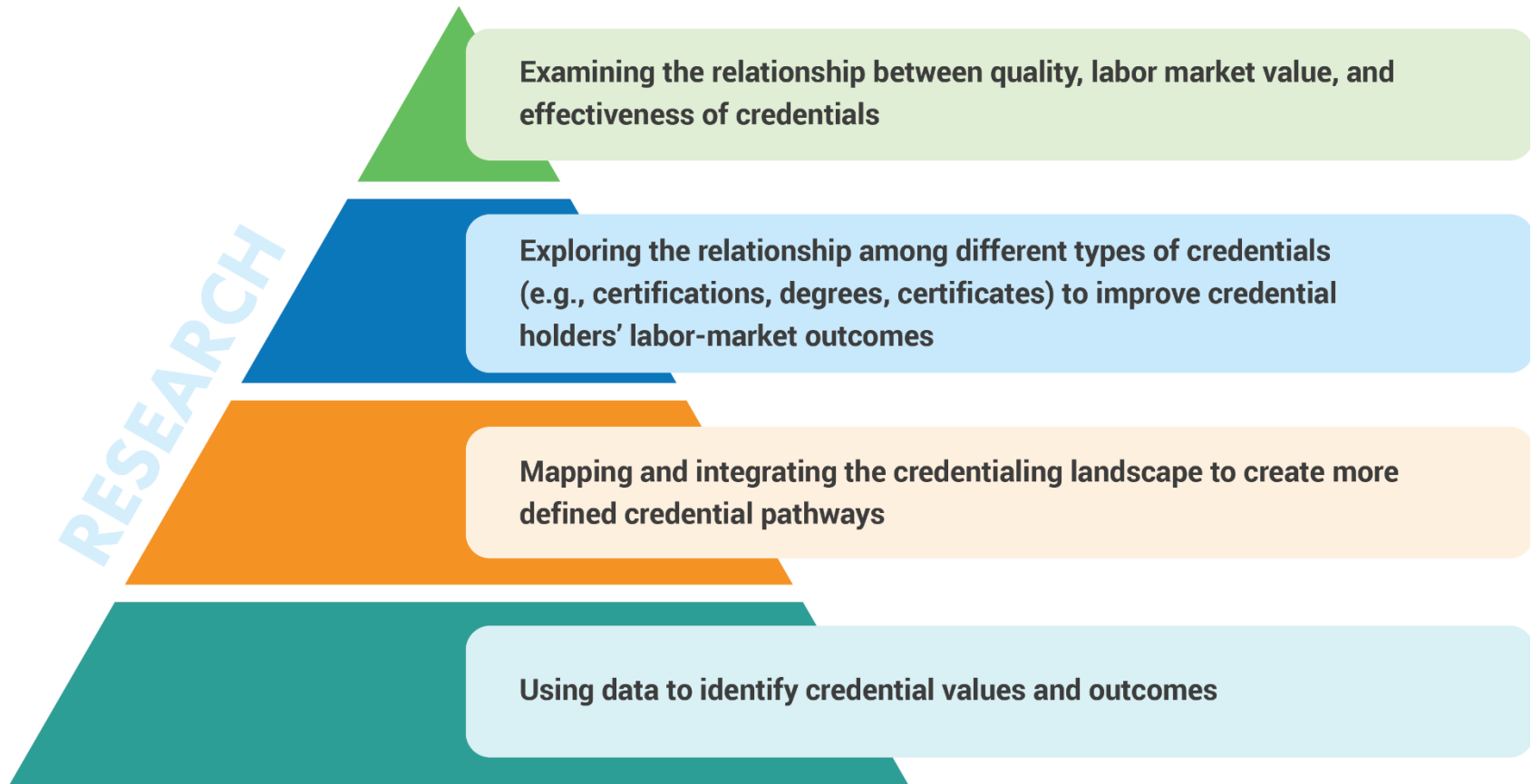
Convening credentialing-focused workshops, conferences, and webinars

Research

Conducting research to address workforce credentialing issues



Workcred's Areas of Research Interest



PROJECT 1: CREDLENS COLLABORATION

Super Badge
State License
Certificate
Degree
Micro-Credential
Certification
Badge

Certificate of Completion
Certificate of Achievement
Nano-Degree
Assessment-Based Certificate

Nearly 1 million credentials in the U.S. today

In December 2023, Strada's board approved and funded the launch of CredLens – one of Strada's largest ever philanthropic investments.



CredLens will address the outcomes gap for workforce credentials.

This will help key stakeholders make sense of the space and enable informed, strategic decision-making.

CredLens solves this problem by delivering **verifiable outcomes data** to enable **actionable insights**

EXTERNAL DATA

From credential issuers



Program & administrative information



Verified records of credential holders



Demographic information on credential holders

From verified data providers



Wage & employment records



Longitudinal data and trends over time



Blend of public and private data sets



Data matching



Outcomes measurement



Dashboards & reporting

ACTIONABLE INSIGHTS

For credential issuers



Real-time analytics on outcomes and ROI



Benchmark and counterfactual comparisons

For policymakers, funders & workforce stakeholders



State and portfolio-level outcomes trends



Data source for independent research

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With verified data, we'll be able to answer key questions about employment, economic and education outcomes

Employment

- What jobs do people get after earning the credential?
- How long does it take them to find jobs?
- What % of jobs are in a field related to the credential?

Economics

- How much money do people make after earning the credential?
- How does that compare to what they previously earned?
- How do earnings change and grow over time?

Education

- What additional education do credential earners go on to pursue?
- What % of education credential earners take and pass relevant industry recognized certifications and/or state licensing exams?

Updates: Current Timing + Rest of Year

	Current State / Current Work:	By End of 2024:
Platform / Technology:	<ul style="list-style-type: none"> Environment, tools live; data platform in progress Security program being defined (SOC2, ISO 27001 & 27018 (PII)) Actively working on MVP (login, permissioning, data) 	<ul style="list-style-type: none"> Product AWS hosting system, robust modern data stack Robust security program MVP of Portal Presentation + Application
Dashboard + Insights:	<ul style="list-style-type: none"> Deepening definitions of use cases, key needs Building out data schema and framework 	<ul style="list-style-type: none"> Dashboard, Visualizations for Credential Issuers Initial set of additional analyses
Data Partners:	<ul style="list-style-type: none"> Finalizing Equifax & Steppingblocks agreements Ecosystem alignment to quality + data standards 	<ul style="list-style-type: none"> Onboarding additional 3rd party data providers
Website / Public Announcement:	<ul style="list-style-type: none"> CredLens website definition Announcement event (likely in September) 	<ul style="list-style-type: none"> Website live, support for deeper information Initial use cases and stories live
Credential Issuers	<ul style="list-style-type: none"> Finalizing agreements with "alpha" set of issuers 	<ul style="list-style-type: none"> 20+ agreements in place Visualizations and use cases expanding

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PROJECT 2: ECMC FOUNDATION RESEARCH GRANT

ConneC+D Pathways to Support First-Generation, Low-Income, and Adult Learners

- 3 year grant to develop and implement C+D Pathways in information technology and health science programs at community college
- Partners
 - Workcred
 - League for Innovation in the Community College (League)
 - National Student Clearinghouse (Clearinghouse)
 - Higher Learning Commission (HLC)
 - Community College of Aurora (Aurora, CO)
 - Delta College (University Center, MI)
 - Kirkwood Community College (Cedar Rapids, IA)
 - Moraine Valley Community College (Palos Hills, IL)

The Pathways

- Community College of Aurora
 - NHA Certified Phlebotomy Technician (CPT)/ASCP Phlebotomy Technician (ASCP) + Associate Degree in Nursing
 - Certification TBD + Behavioral health, AAS
- Delta College
 - CompTIA Security+ + Cybersecurity AAS
 - Google IT Support Professional + IT Support AAS +
- Kirkwood Community College
 - CompTIA A+ Certification and Cisco Certified Network Associates + Network and System Administration, AAS (CCNA)
 - Amazon Web Services (AWS) Cloud Practitioner, CompTIA A+ +Computer Support Specialist (CSS) AAS
- Moraine Valley Community College
 - IT-LAN-Microsoft Azure/Cloud Certification + Computer and Local Area Network AAS
 - AHIMA's Certified Coding Associate (CCA), Certified Coding Specialist (CCS), and Certified Coding Specialist-Physician-based (CCS-P) or American Association of Professional Coders' (AAPC) Certified Professional Coder (CPC) + Health Information Technology AAS

Initial Findings

- Developing new curriculum/curriculum revisions take time, effort and resources but sustainability of pathways is less intensive
- Many different ways/structures for how certification is embedded/aligned with degree programs
- Cost of certification is not the largest barrier to pathway completion
 - Free + Accessible \neq Completion
- Learners need support to be successful at earning certification
 - Onsite testing centers, practice testing, individual support

Next Steps for the Project

- Colleges continue to develop pathways, enroll students, and engage faculty
- Workcred partnering with colleges to develop case studies
- Workcred collaborating with partners to draft playbook for developing certification + degree pathways

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Connecting credentials,
competencies, careers, customers

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