

## Workcred Voluntary Data Sharing Network

Thursday, May 14, 2020

WebEx Meeting

1:00 – 4:00 p.m. EDT

### Meeting Summary

#### Welcome and Introductions

Karen Elzey, associate executive director of Workcred, opened the meeting, facilitated attendee introductions, and set the context for the Voluntary Data Sharing Network meeting. She also thanked all the attendees for completing the revised survey. Ms. Elzey then summarized the following next steps from the February 13, 2020 network meeting:

- Revise and re-issue the survey about what data is collected by certification bodies to clarify survey questions based on the network member's feedback;
- Build a checklist to guide certification bodies' participation in data sharing efforts;
- Create a template of an agreement between certification bodies and the National Student Clearinghouse (NSC);
- Develop the value proposition for certification bodies to share data with NSC and other data collection initiatives; and
- Identify best practices for data privacy and consent related to certified persons

#### What Type of Data Do Certification Bodies Collect?

Isabel Cardenas-Navia, director of research at Workcred, and Roy Swift, executive director, shared the [results of the survey](#) that network members participated in prior to the meeting. Workcred requested that the certification bodies complete the revised survey in order to provide more clarity about the type of data they collect related to the certifications and to the persons who earn a certification. Dr. Swift mentioned that the certification community's focus has been more on the validity and reliability of examinations, and there has been less focus on how data can be used to help their organizations. Data collected by certification bodies can be used to verify postsecondary education attainment and completion by matching it with the data already collected by the NSC.

The survey results showed that the top ten data elements certification bodies collect from certified persons are: first name, last name, address, personal email, cell phone, date of birth, current employer, certification area experience, home phone number, and gender. According to the survey, certification bodies collect data from certified persons when an individual applies to take a certification exam (68.97%) and each time an individual renews or recertifies (41.38%).

During the discussion, attendees asked about the challenges associated with collecting personal information such as date of birth, social security number, and gender. Vanessa Brown, managing director

of strategic initiatives at NSC, explained that collecting social security numbers is an optional field due to security and privacy concerns. For all personal information, it is important to request consent from individuals to ensure that they know what data is being collected and how that information will be used.

Dr. Swift asked the network members for their input on which data elements certification bodies should be required to collect and which are desirable to collect. One participant asked whether the data field for highest level of education completed should be removed, as it is not relevant to certification bodies at the time of initial application and recertification. Dr. Swift clarified that collecting data on the highest level of education will provide more information about career pathways.

Some network members suggested that it was important to collect data on race and ethnicity, especially due to the socioeconomic gap between different racial and ethnic groups. The Workcred team will develop a survey to send to the network members to gather their feedback on which data elements should be required and which are desired. This information will form the foundation of guidelines for data collection by certification bodies.

### **Preliminary Data from the U.S Census Bureau**

Ms. Brown shared the first results of matching data from certification bodies, educational attainment and enrollment data from universities, and aggregate wage data provided by the U.S. Census Bureau. The pilot project focused on manufacturing credentialing bodies. NSC reviewed cohorts from 2005 to 2018 and analyzed their average aggregate wages over a five-year time span since their last manufacturing credential. Ms. Brown explained that many of the credentials in manufacturing are entry-level credentials, and that credential holders usually do not pursue a postsecondary degree during that five-year time frame. She mentioned that the group of participants who are still in high school or working retail jobs had an increase in wages after receiving their credentials. NSC will analyze cohorts on an annual basis in the future, although the frequency of updating aggregate labor market outcomes is unknown at this stage of the pilot with the Census Bureau. Ms. Brown then shared results on the gender wage gap in manufacturing and healthcare from data collected from 2004 to 2018. Based on the data, there were significant gender gap, although there is a much smaller number of females versus males represented in the data. Manufacturing credentialing bodies should consider increasing marketing efforts to women, and healthcare credentialing bodies should increase marketing efforts to men. She also noted that wages increased across all racial and ethnic groups after earning credentials.

One of the critical issues in reporting data from the U.S. Census Bureau is that individual data must be protected. As a result, certifications that have fewer certified persons will need to be combined with other certifications to create a larger n-size. Since the February network meeting, Ms. Brown conducted interviews with several network members to discuss how to capture and aggregate credentials to be able to provide aggregate labor market information attached to those credentials. This is an interesting challenge because of the wide variability in credentials and the associated career pathways. Some credentials are stackable, some are not, some have prerequisites, and some do not. These interviews helped to inform the design of a user interface to capture and maintain this information.

After seeing the data from the U.S. Census Bureau, network members mentioned that they saw greater value in collecting more data about certified persons. Several network members stated that the information obtained from the data matching efforts could be used in marketing materials to show wage differences for people who hold multiple credentials. Based on the discussion, network members acknowledged that data is invaluable to the future of credentialing bodies. The more data connections can be made, the more information can be gleaned.

### User Interfaces to Aggregate Labor Market Outcomes

Brandon Dorn, senior product designer at Viget, presented a wireframe of a user interface that a certification body would use to enter information about certifications and to group the certifications. Network members mentioned that there need to be additional options listed as pre-requisites, such as experience. Network members also asked how the user interface will recognize that many certifications have multiple pathways (e.g., degree, degree plus work experience) to meet the pre-requisites. Several members asked if the user interface included opportunities to include proprietary education, technical education, and apprenticeship as pre-requisites for certifications. Dr. Swift suggested an additional category to capture information about whether a certification a prerequisite for state licensure. This information could be useful especially in healthcare as well as some of the technical trades such as plumbing.

A network member mentioned that similar data about certification bodies is already being collected by Credential Engine in its Credential Registry. Is it possible to integrate Credential Engine into this process? Ms. Brown replied that she would explore opportunities to incorporate data from Credential Engine.

### Certification Bodies Response to Covid-19

Dr. Swift asked the certification bodies to share some of the challenges, lessons learned, and experiences as a result of COVID-19 pandemic. Many certification bodies discussed how that have allowed remote proctoring during the pandemic. The National Retail Federation Foundation is providing its foundational learning based program for free to help upskill retail workers. When COVID-19 emerged, SHRM was between testing windows, and decided to close testing windows outside of the U.S. The entire testing window was shifted to remote proctoring. SHRM also strengthened its communication initiatives through emails, news articles, social media and advertising, so participants are aware of expectations. SHRM has also broadened its testing policies, increased recertification opportunities, offered a series of informational webinars, and added a business continuity plan in response to the COVID-19 pandemic.

The American Society for Clinical Pathology Board of Certification (ASCP), shared that ASP was impacted due to the closing of the Pearson VUE during the pandemic. One of ACSP's main challenges is how to proceed with clinical rotations, which usually occur in the final year of student's academic program. Due to the pandemic, most people were unable to complete their clinical rotation. ASCP is also using its social media accounts to reach a younger demographic. The organization started a series of town halls that generated many questions, either technical or educational, and this has generated a great deal of interest.

National Registry of Food Safety Professionals highlighted that the restaurant industry is facing many challenges. The food code has added complexities to some of the certificate programs and the challenge is determining if changes will be temporary or permanent.

CompTIA launched communications efforts with its constituents across the globe, updated policies and clarified information on its website. CompTIA is also working toward remote proctoring but explained that the challenge is that “if your proctor is compromised, then the whole operation is compromised.”

The Building Performance Institute (BPI) mentioned that there is a lot of discussion about new opportunities for contractors and how they can stay safe when working in homes during the pandemic. BPI is launching a Healthy Housing Principles certificate.

### Digital Learning Records

Isabel Cardenas-Navia led a discussion on digital learning records. Universities, secondary education, and employers have launched a number of pilot projects to understand the use of digital learning records or to explore how credentials can be represented in a digital format. Workcred wants to ensure that certification bodies are integrated into these efforts. To understand what the organizations are doing in terms of digital records, Cardenas-Navia asked the network to share their experience with digital learning records. Some network members mentioned that their certification bodies offer digital badges for certifications and that they are a useful marketing tool.

A few certification bodies indicated that they are looking into digital learning records. SHRM is launching a non-HR people manager program so the learning records appropriately record everything that the person is learning and show evidence that they have earned the qualifications. For all the non-credential programs, SHRM also offers a digital badge and will continue to look at more opportunities as they launch new programs. Swift encouraged the group to think about the types of data that will go into these digital learning records as they become more accessible.

### Next Steps

Ms. Elzey thanked the group for their participation and described the next steps.

- Workcred staff will work on a short survey to identify guidelines for data that certification bodies should collect. The guidelines will divide the data into multiple categories for participation with NSC such as minimum data requirements and desired benchmark data requirements.
- Workcred will continue to work on the checklist to help guide certification bodies' participation in data sharing efforts and the template for participation in the data collection work with NSC.
- Network members interested in providing feedback on the user interface should contact Ms. Brown or Ms. Elzey
- Network members interested in digital learning records should contact Ms. Cardenas-Navia
- The next meeting will be held September 17, and will be either virtual or in-person depending on the status of the COVID-19 pandemic.

Additionally, the following dates have been targeted for the next quarterly meetings of the network, and further details will be determined and shared as developed:

- September 17, 2020
- December 3, 2020
- February 25, 2021
- May 13, 2021

## Meeting Attendance

| Network Member Organization Name   | Representative First Name | Representative Last Name |
|--|---------------------------|--------------------------|
| American Board of Multiple Specialties in Podiatry                             | Stephen                   | Permison                 |
| American Council on Exercise   | Brian                     | Greenlee                 |
| American Health Information Management Association                             | Patrick                   | Irwin                    |
| American Roads and Transportation Builders Association                         | Beth                      | Stinson                  |
| American Society for Clinical Pathology Board of Certification                 | Patricia                  | Tanabe                   |
| American Translators Association   | Caitilin                  | Walsh                    |
| Association for Supply Chain Management  | Mark                      | Imfield                  |
| Board of Certified Safety Professionals  | Marya                     | Ryan                     |
| Board of Certified Safety Professionals  | Christy                   | Uden                     |
| Board of Certified Safety Professionals  | Rob                       | Leonard                  |
| Building Performance Institute, Inc.   | Nancy                     | Kaplan                   |
| Certified Fund Raising Executive International                                 | Jeff                      | Stanger                  |
| Commission for Case Manager Certification                                      | Vivian                    | Campagna                 |
| Commission for Case Manager Certification                                      | MaryBeth                  | Kurland                  |
| Commission for Case Manager Certification                                      | Debby                     | Formica                  |
| CompTIA  | Carl                      | Bowman                   |
| Human Resource Certification Institute   | Lisa                      | Seyfried                 |
| Institute of Hazardous Materials Management                                    | Gene                      | Guilford                 |
| International Association of Privacy Professionals                             | Doug                      | Forman                   |
| National Commission for the Certification of Crane Operators                   | Bob                       | Mahlman                  |
| National Environmental Health Association                                      | Sarah                     | Hoover                   |
| National Healthcareer Association  | Jessica                   | Langley-Loep             |
| National Inspection Testing and Certification, Corp.                           | Laura                     | Braeunig                 |
| National Restaurant Association/National Registry of Food Safety Professionals | Larry                     | Lynch                    |
| National Retail Federation   | Shana                     | Treger                   |
| Pharmacy Technician Certification Board  | Bill                      | Schimmel                 |
| Project Management Institute   | Ashley                    | Forsyth                  |
| Society for Human Resource Management  | Nancy                     | Woolever                 |
| Society of Certified Senior Advisors   | Ann                       | Witherspoon              |
| Society of Certified Senior Advisors   | Christine                 | Niero                    |
| <b>Other Attendees</b>   |                           |                          |
| George Washington Institute of Public Policy                                   | Bob                       | Sheets                   |
| Institute of Credentialing Excellence  | Denise                    | Roosendaal               |
| Lumina Foundation  | Holly                     | Zanville                 |
| Lumina Foundation  | Frank                     | Essien                   |
| National Governors Association   | Amanda                    | Winters                  |
| National Student Clearinghouse   | Vanessa                   | Brown                    |
| National Student Clearinghouse   | Simi                      | Bal                      |
| Viget  | Brandon                   | Dorn                     |
| Whiteford Taylor & Preston, LLP  | Mark                      | Franco                   |

## Meeting Agenda

### Voluntary Data Sharing Network

May 14, 2020

1:00 p.m. – 4:00 p.m. ET

[JOIN WEBEX MEETING](#)

Meeting number (access code): 477 005 972; Meeting password: siJFZfs647

Phone: 1-866-469-3239

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| <b>WELCOME AND INTRODUCTIONS</b><br>(1:00-1:20 p.m.)<br><br>Karen Elzey will open and set the context for the meeting, provide a recap of next steps from the February meeting, and take attendance.  | <b>Karen Elzey</b><br>Associate Executive Director,<br>Workcred   |
| <b>WHAT TYPE OF DATA DO CERTIFICATION BODIES COLLECT?</b><br>(1:20-1:50 p.m.)<br><br>Isabel Cardenas-Navia and Roy Swift will share the results of the revised survey about data that certification bodies collect. A period of discussion will follow.   | <b>Isabel Cardenas-Navia</b><br>Director of Research, Workcred<br><br><b>Roy Swift</b><br>Executive Director, Workcred  |
| <b>PRELIMINARY DATA FROM THE U.S. CENSUS BUREAU</b><br>(1:50-2:30 p.m.)<br><br>Vanessa Brown will share the first results of matching data from certification bodies, educational attainment and enrollment data from universities, and aggregate wage data provided by the U.S. Census Bureau. Attendees will be asked to react to the results and discuss how the information can be used to provide opportunities for certification bodies.            | <b>Vanessa Brown</b><br>Managing Director, Strategic<br>Initiatives, National Student<br>Clearinghouse  |
| <b>USER INTERFACES TO AGGREGATE LABOR MARKET OUTCOMES</b><br>(2:30-3:00 p.m.)<br><br>Vanessa Brown will share some preliminary designs for a user interface to capture and maintain information about each certification body's credentials to be able to easily attach aggregate labor market outcomes to them. Attendees will be asked to respond to the different designs and discuss what user interface is the most useful for certification bodies. | <b>Vanessa Brown</b><br>Managing Director, Strategic<br>Initiatives, National Student<br>Clearinghouse<br><br><b>Brandon Dorn</b><br>Senior Product Designer, Viget |
| <b>CERTIFICATION BODIES RESPONSE TO COVID-19</b><br>(3:00-3:30 p.m.)<br><br>Roy Swift will facilitate a discussion with participants to learn how certification bodies are responding to the COVID-19 pandemic. The discussion will focus on changes made to both policies and practices.   | <b>Roy Swift</b><br>Executive Director, Workcred  |

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| <p><b>DIGITAL LEARNING RECORDS</b><br/>(3:30-3:45 p.m.)</p> <p>Isabel Cardenas-Navia will facilitate a discussion with participants to gather information about which certification bodies use digital learning records.</p> | <p><b>Isabel Cardenas-Navia</b><br/>Director of Research, Workcred</p>   |
| <p><b>NEXT STEPS</b><br/>(3:45-4:00 p.m.)</p> <p>Karen Elzey will discuss the next steps and future activities of the Network, and bring the meeting to a close.</p>   | <p><b>Karen Elzey</b><br/>Associate Executive Director,<br/>Workcred</p> |
| <p><b>ADJOURNMENT</b><br/>(4:00 p.m.)</p>  | <p><b>Karen Elzey</b></p>  |