Demonstrate Value through Linking Data

Workcred Certification Network

Thursday, September 17, 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 meeting. She thanked the attendees for completing the survey about minimum data requirements and workforce trends and then provided an overview of the agenda.

Share Survey Results on Minimum Data Requirements and Workforce Trends

Isabel Cardenas-Navia, Workcred's director of research, shared the results of the latest survey, Minimum Data Requirements and Workforce Trends, which was sent to all network members asking them to complete it prior to the meeting. Workcred received about 25 responses on topics that included the willingness to collect data elements about certification holders, their engagement with workforce trends around data, and the impact of recent events on certification bodies and their future. All the results were presented in the aggregate.

The survey results showed the minimum data elements needed, such as first name, last name, and credential name were already collected by almost all respondents, and credential purpose, credential award date, and birthdate were collected by more than half. Additional data elements to support matching, such as previous last name, previous first name, middle initial, middle name, cell phone, full address, zip code, email address, and name of the previous educational institution showed a willingness or inclination to collect if a respondent did not indicate those were already being collected. The results also showed an inclination or willingness of those polled to collect optional data elements such as gender, race/ethnicity, military status, date of last recertification or maintenance, and disability status.

Dr. Roy Swift, executive director of Workcred, noted that the results showed a higher percentage of participants who were not inclined to report disability status than the other data elements. In the discussion that ensued, network members voiced a concern for privacy, which is why many organizations said they do not collect information on disability status. Additionally, attendees brought up the fact that collecting disability status data is not needed to determine eligibility for the exam, so it is not viewed as necessary information, however, individuals who need special accommodations can request it. Others suggested it would be best to not start collecting that data during the application stage, as it might appear as being biased or discriminatory.

Attendees noted that a lot of organizations have different approaches in terms of data collection. For example, the Certified Senior Advisors only collect basic information that is relative to qualifying for the exam and ensuring that ethical requirements are met because of the nature of the certification. Other organizations seem to use the data they collect for race and ethnicity to build profiles of prospective candidates and target marketing to them. Some attendees clarified that they collect information on gender, race, and ethnicity mainly to ensure there is no bias in the test. However, most organizations' privacy policies prohibit them from sharing that data.

Further survey results showed that about fifty percent of respondents have seen an increase in the demand for their certification, which is mainly due to an increase in employer demand, loss of employment for individuals, changes in technology, and candidates who need to either upskill or reskill due to the impacts of the COVID-19 pandemic on employment. Sixty-eight percent of members surveyed plan to offer new certifications, mostly as specialized certifications or micro-certifications.

Additionally, upcoming trends and topics in the workforce, such as skill-based hiring, learning and employment records, and digital transcripts were included in the survey. Fifty percent of organizations reported being extremely or fairly familiar with these trends and topics. There was also wide familiarity with topics such as micro-credentials, badges, and data standards for credentials. Other trends and topics, such as distance learning or environmental factors, did not seem to have a significant impact on the current or future planning for most of the organizations surveyed. The one exception was remote proctoring, which results showed as having a significant impact.

Discuss Areas to Explore with the U.S. Census Bureau

Vanessa Brown, managing director at the National Student Clearinghouse, provided an introduction of session leaders, Gardner Carrick, vice president of strategic initiatives for the Manufacturing Institute at the National Association of Manufacturers (NAM/MI), and Maggie Jones, senior economist for the U.S. Census Bureau.

Mr. Carrick provided attendees with a brief overview of the Industry Credentials and Education Performance Data System pilot project NAM/MI is involved in with the National Student Clearinghouse, the National Institute for Metalworking Skills, the Manufacturing Skills Standards Council, the American Welding Society, and the U.S. Census Bureau. The project seeks to answer fundamental questions such as "Where do people earn manufacturing credentials?, What type of career and educational pathways are they in?, What types of wages do they earn?, and Will it make a difference?" Additionally, the goals of this project are to:

- Analyze how wages are impacted geographically;
- Understand the types and sizes of employers based on employees' W2s;
- Assess retention in the industry over time;
- Define a control group of individuals both with and without credentials;
- Explore demographic trends related to race/ethnicity and gender, and the differential impact of the credentials;

- Send new populations of industry credential attainment data to the U.S. Census Bureau, which will help to provide more information to the credentialing community; and
- Continue this pilot research with the Census Bureau into 2021.

Through his [presentation](#), Mr. Carrick shared aggregate survey results showing the educational patterns that credential earners tend to follow that was collected from 2010 to 2018. The results indicated that 86 percent of those surveyed who earned entry-level manufacturing credentials do not have any other types of credentials, and as many as 57 percent have no post-secondary educational records at all. The results also showed the average wages before and after an individual has earned an entry-level manufacturing credential – a significant increase in wages was found after someone has earned this type of credential. The credential earners who had a college degree prior to earning an industry credential earn more than those without a degree.

The results are also broken down by demographics such as age, education level, and education timing. Maggie Jones then joined Mr. Carrick to reiterate that the data was presented aggregately due to privacy restrictions, so that limits what can be shown in terms of race and gender, like for women who get manufacturing credentials where the sample size is not sufficient. Additionally, the data is based on employees' W2s, which provides insights about credentials related to types and sizes of employers.

Network members noted that there are opportunities for credentialing organizations to redefine their ways of doing things, such as developing micro-certifications or other micro-credentials as quicker ways to help those who are out of work to become more employable. As was demonstrated for the manufacturing industry, the data has value for multiple stakeholders, and Mr. Carrick and Ms. Jones are hopeful that the pilot will encourage people interested in understanding which industry certification pathways are the most meaningful and credible to participate in the pilot.

Developing a Checklist to Guide Certification Bodies to Share Data

Mark Franco, associate at Whiteford Taylor & Preston, LLP, led a discussion about the information that certification bodies should consider as they weigh the risks and benefits of allowing external organizations to access their certification and attainment data, including:

- Perception/understanding of candidates and certificants of data collection and sharing motives
- Capabilities of the information technology systems and staff
- Status of related policies and procedures (e.g., data collection and storage, privacy, breach)
- Comprehensive strategies around data collection and sharing (e.g., written information security plans)

Through the discussion that followed, Dr. Swift stated that one of the issues in the certification body community is the lack of in-depth studies to understand the value and return on investment of data collection and linking different data sets. Understanding and iterating this value, he explained, may help

certification bodies better assess the benefits to linking data to efforts like the National Student Clearinghouse pilot data system.

Mr. Franco asked network members about any unique barriers or concerns that is known or could arise from providing their data. Reiterating previously voiced concerns around data privacy, numerous participants remain skeptical about linking their information due to the potential for data breaches. Several attendees shared the concerns that their organizations have data privacy policies that outline the steps they have taken to protect their certificants and organizations. In addition, many members emphasized that they only collect the necessary and relevant data for certification admittance and attainment, and some do have policies on their websites that outlines the purpose of the types of data that they do collect. Network members then discussed the steps that their organizations take to protect themselves and their certificants against data breaches or other data privacy violations, especially when it comes to remote proctoring. Network members suggested changing some of their policies and testing parameters in order to ensure data and privacy protection, when Mr. Franco explained that policies and procedures do not always have standards that meet legal obligations. In wrapping up the session, Dr. Swift asked members to further consider the discussions and provide any additional feedback to Workcred staff after the meeting, and suggested members consider adding a section about data collection in their policies.

Sharing Data with Credential Engine

Due to time constraints, this discussion was postponed until the next meeting.

Next Steps

Ms. Elzey thanked the group for their active participation and outlined the next steps. Incorporating the information and discussions from the meeting, Workcred staff will continue to

- develop the checklist to help guide certification bodies' participation in data sharing efforts;
- develop a template for participation in the data collection work with the National Student Clearinghouse; and
- develop the value proposition for linking data for review and discussion during the next meeting.

As a reminder, the following dates have been targeted for the next quarterly meetings of the network, which will be virtual:

- 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	Amy	Mosser
American Society for Clinical Pathology Board of Certification	Patricia	Tanabe
Association for Supply Chain Management	Mark	Imfield
ASIS International	Gayle	Rosnick
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	MaryBeth	Kurland
CompTIA	Carl	Bowman
Human Resource Certification Institute	Lisa	Seyfried
International Board of Specialty certification	David	Bump
International Association of Privacy Professionals	Doug	Forman
National Commission for the Certification of Crane Operators	Bob	Mahlman
National Environmental Health Association	Rance	Baker
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
Other Attendees		
American Welding Society	Denny	Smith
George Washington Institute of Public Policy	Bob	Sheets
Institute of Credentialing Excellence	Denise	Roosendaal
Lumina Foundation	Holly	Zanville
Lumina Foundation	Frank	Essien
National Association of Manufacturers	Gardner	Carrick
National Student Clearinghouse	Vanessa	Brown
National Student Clearinghouse	Simi	Bal
SUNY Empire State College	Ashley	Frank
SUNY Empire State College	Patricia	Pillsworth
United States Census Bureau	John	Voorheis
United States Census Bureau	Maggie	Jones
Whiteford Taylor & Preston, LLP	Mark	Franco

Meeting Agenda

September 17, 2020
1:00 p.m. – 4:00 p.m. EDT

WEBEX MEETING

WELCOME AND INTRODUCTIONS (1:00-1:15 p.m.) Karen Elzey will open and set the context for the meeting, provide a recap of next steps from the May meeting, and take attendance.	**Karen Elzey** Associate Executive Director, Workcred
SURVEY RESULTS ON MINIMUM DATA REQUIREMENTS AND WORKFORCE TRENDS (1:15-1:45 p.m.) Isabel Cardenas-Navia will share the results of the survey about the minimum set of data that certification bodies could collect to increase matching between certified persons, education attainment, and wage information. A period of discussion will follow to discuss the minimum set of data and the current workforce trends and policies which could impact certifications.	**Isabel Cardenas-Navia** Director of Research, Workcred
DISCUSS AREAS TO EXPLORE WITH U.S. CENSUS BUREAU (1:45-2:30 p.m.) Maggie Jones will share her insights about the value of connecting certification, education, and wage data. In addition, Ms. Jones will engage participants in a discussion about specific areas, outside of the manufacturing sector, that should be explored during the Industry Credentials Initiative pilot of the National Student Clearinghouse. Ms. Jones will be joined by Gardner Carrick, who will provide additional information about what has been learned from the manufacturing sector and the value to other industry sectors.	**Maggie Jones** Senior Economist, U.S. Census Bureau **Gardner Carrick** Vice President of Strategic Initiatives for The Manufacturing Institute, National Association of Manufacturers
DEVELOPING A CHECKLIST TO GUIDE CERTIFICATION BODIES TO SHARE DATA (2:30-3:15 p.m.) Mark Franco and Roy Swift will lead a discussion about the information that certification bodies should consider as they weigh the risks and benefits of voluntarily sharing their data with external organizations. The information from this discussion will be used to create a checklist for any certification body exploring data sharing opportunities.	**Mark Franco** Associate, Whiteford, Taylor & Preston, LLP **Roy Swift** Executive Director, Workcred
SHARING DATA WITH CREDENTIAL ENGINE (3:15-3:45 p.m.) Karen Elzey will facilitate a discussion about the information Network members have shared with Credential Engine, focusing on the reasons that Network members have or have not added their data to Credential Engine's Credential Registry and the value proposition for certification bodies to engage with Credential Engine.	**Karen Elzey** Associate Executive Director, Workcred

NEXT STEPS (3:45-4:00 p.m.) Karen Elzey will discuss the next steps and future activities of the Network, and bring the meeting to a close.	**Karen Elzey** Associate Executive Director, Workcred
ADJOURNMENT (4:00 p.m.)	**Karen Elzey** Associate Executive Director, Workcred