Recap of Interviews with Network Members

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What is the value proposition of linking certification bodies' administrative data with data from the National Student Clearinghouse and the U.S. Census Bureau?

Visibility

Credibility

Strategic Planning

Marketing

Career Pathways

Visibility

Bring increased awareness and visibility to the certification and the profession

Credibility

Use third-party validated data to provide evidence about the value of the certification

Educate policymakers, employers, government agencies, and individuals about the value of the certification and the profession

Demonstrate to employers that if they hire certified persons, they will have higher employee retention rates

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Strategic Planning

Use data to improve strategic planning and marketing and support decision making

Gather information to inform the development of new products, including needs assessments for new certifications

Obtain a more complete picture of the certification holders

Marketing

Identify gaps in certifications earned by underserved populations

Refine targeted outreach to new and existing markets

Show wages before and after earning the certification

Use data to advance the industry

Showcase the career pathways

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Career Pathways

Understand career pathways and earnings of certified persons

Gather information on what certification holders studied, how they prepared for their career, what other certifications they hold

How do people end up in the profession and what are their job titles

Understand tangential careers and how to better target those audiences with the certification

Identify people interested in the occupation earlier in their education or career

What barriers would prevent a certification body from linking administrative data with other data sets?

Staff Resources	Board Approval
Data Security and Privacy	Data Collection
Accreditation	Technology

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Staff Resources

Time

Lack of staff

Board Approval

Demonstrate the ROI to the leadership team and/or board of directors

Address concerns about data privacy

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Data Security and Privacy

Protect the certified person's privacy and understand how the data will be secured

Must have opt-in security

Maintain compliance with GDPR and other data privacy laws

Data security concerns need to be balanced with the value of how the data can be used to help the certification body grow and be a stronger organization over time

Provide the risk-benefit analysis of linking data and how the data helps people make better decisions

May need to change internal data privacy policies

Data Collection

Does the certification body need to collect additional data?

Will the additional data collection require the certification body to change internal policies?

Some certification bodies don't collect date of birth. Is data matching still possible?

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Accreditation

Ensure there is no negative impact to accreditation by linking certification body data with other data sets

Technology

Unsure of the process to share data when a certification body works with a third-party data collection organizations

Technology needs to be as automated as much as possible to link data from the certification body to NSC

Existing data collection systems are antiquated

What type of reports would you expect from National Student Clearinghouse that would make this relationship valuable?

Educational Attainment

Relationships to Other Credentials

Comparisons

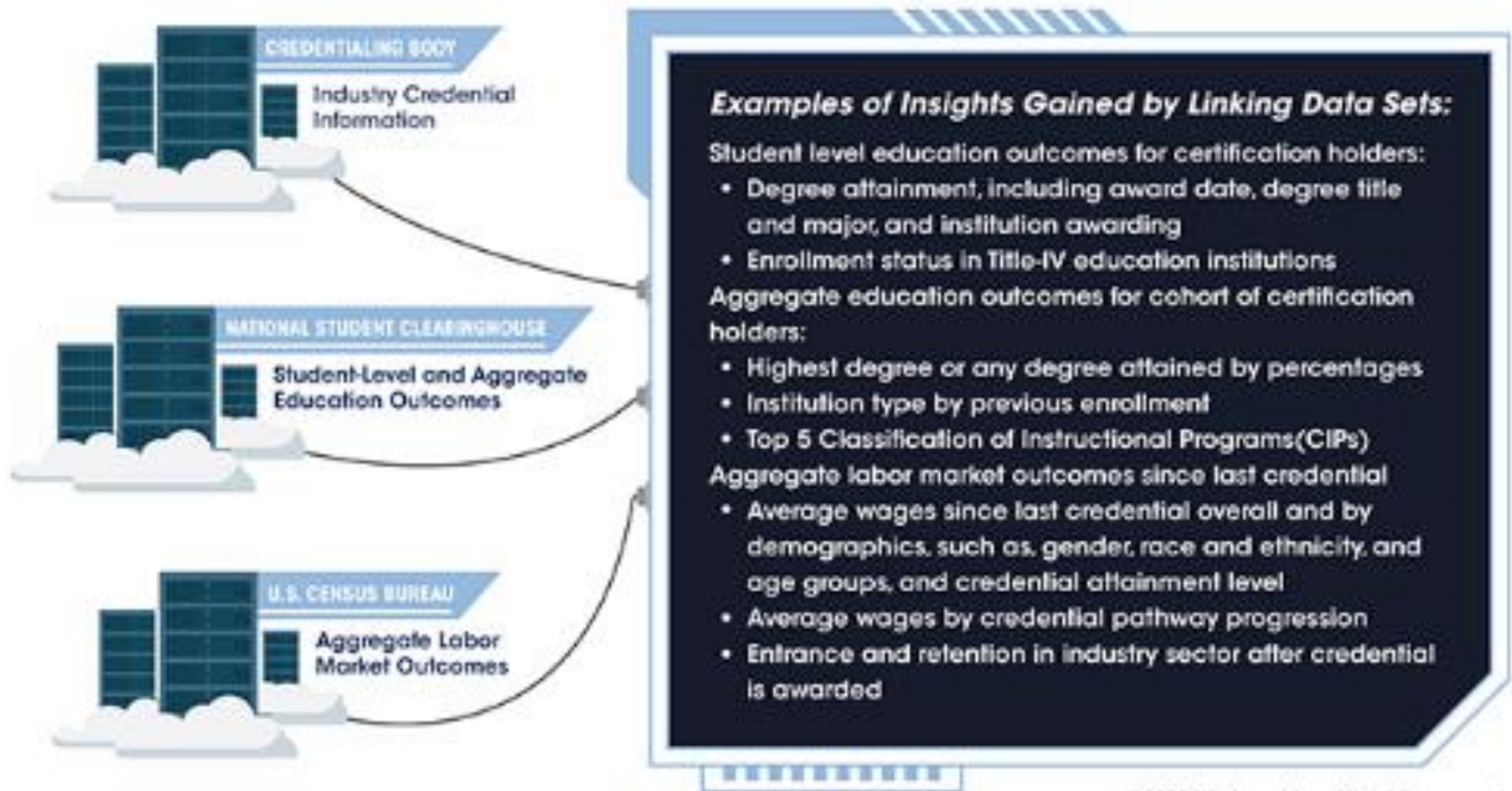Career Pathways

Employment and Wage Data

Demographic Trends

Retention and Promotion

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What tools would be helpful for Workcred to develop?

Checklists	Why is the data being collected and how will it be used?	Value proposition
Benefits to certification holders	A PPT for boards of directors	Opt-in language
Draft agreement with National Student Clearinghouse	Compliance with ISO17024	Examples of how others are implementing the data collection process
Outline the vision of best case scenario after year 1, 2, and 3	Sample report of the data	Infographics

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Infographic: Linking Data Sets

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for more information

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