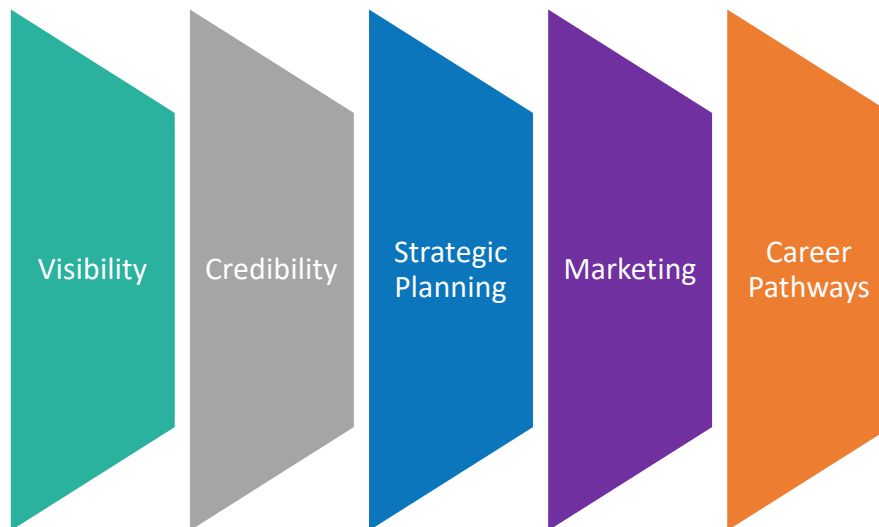


## Industry Credentials Initiative

### Value Proposition

When certification bodies submit their individual credential attainment data to the National Student Clearinghouse (the Clearinghouse), it is matched with enrollment and degree attainment data, and returned to the certification bodies in a student-level detail file. An aggregate-level report that provides insights into the education and credentialing pathways of certification holders also is created. The aggregate report provides information about the most common types of institutions where certification holders were enrolled, the most common programs of study, the highest education credentials attained, and demographic information. In addition, aggregate labor-market outcomes from the U.S. Census Bureau are analyzed and produced through the Clearinghouse's pilot process with the agency. The value proposition to the certification bodies is seen in five areas:



**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

**Strategic Planning:** Use data to improve strategic planning, support decision making, gather information to inform the development of new products, and obtain a more complete picture of the certification holders

**Marketing:** Identify gaps in certifications earned by underserved populations; refine outreach to new and existing markets; show wages before and after earning the certification; and use data to advance the industry and/or occupation

**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; understand tangential careers and how to better target those audiences; and identify people interested in the occupation earlier in their education or career

**Contact:** If you would like more information about the Industry Credentials Initiative, please contact Vanessa Brown, deputy chief data officer, National Student Clearinghouse, [vbrown@studentclearinghouse.org](mailto:vbrown@studentclearinghouse.org) or Karen Elzey, associate executive director, Workcred, [kelzey@workcred.org](mailto:kelzey@workcred.org).