



## Case Study #1: Using Data Insights to Grow the Certification Business

- **Problem statement:** How do we grow our certification business, particularly, for certification bodies that offer multiple certifications that are beyond entry-level?
- **How aggregate labor market data can help?** In the National Student Clearinghouse pilot with manufacturing credentialing organizations, we identified a huge opportunity to market stackable or beyond entry-level certifications. Individuals that continued to stack credentials to receive the MSSC Certified Production Technician (CPT) certification showed increasing wage gains after they completed the CPT (or level 4 credential in the chart below). For the National Institute of Metalworking Skills (NIMS), their “level 2” credentials, which are typically done in the employment setting, also shows a significant increase in wages after attaining the 2<sup>nd</sup> level credential.

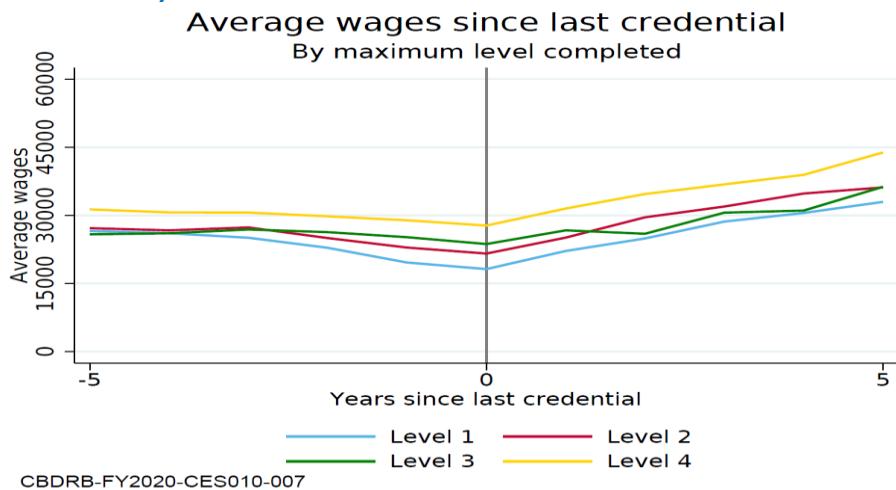
### Certification Pathway Outcomes

Average wages since last credential  
By maximum level completed



*Any opinions and conclusions expressed herein are those of the authors and do not reflect the views of the U.S. Census Bureau. The Census Bureau's Disclosure Review Board has approved all statistics and estimates presented today for public release under approval numbers CBDRB\_FY2020-CES010-007 and CBDRB-FY2020-CES010-012.*

## Certification Pathway Outcomes of Stackable Credentials



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- **How certification bodies can benefit from the same type of data:** This data offers a variety of marketing and outreach opportunities for certification bodies that can help them grow their business, based on actual aggregate labor-market outcomes for individuals who have attained their certifications.

## Case Study #2: Understanding Education Pathways of Certification Holders

- **Problem statement:** How can certification bodies understand the education pathways of the individuals earning their certifications? Which institutions are providing the education prerequisites for their certifications and how can data insights be leveraged to develop closer relationships with those institutions?
- **What the data shows:** The Clearinghouse provides individual-level enrollment status and degree attainment to the certification body for their certification holders. This information, as illustrated below, includes the institution providing that education and awarding any degree.

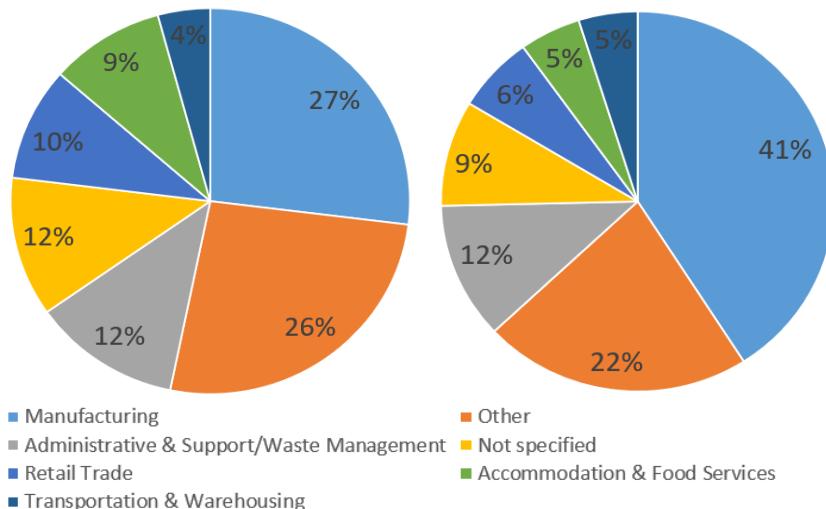
Data Element Name	Sample Student-level Data
First Name	John
Last Name	Doe
Credential Organization	NIMS
Credential Name	Milling 1
Credential Award Date	06/01/2021
Enrollment Record (Y/N)	Y
Organization Name	Ivy Tech Community College
Organization Type	2-year Public
Enrollment Begin Date	01/15/2021
Enrollment End Date	--
Enrollment Status	L = less than ½ time
Enrollment Major	Machine Tool Technology
Enrollment CIP	480503
Degree Title	--
Degree Award Date	--

- **How certification bodies can benefit from the same type of data:** The individual-level data will highlight the institutions where certification holders received their education. That provides the certification bodies with the opportunity to forge closer relationships with those institutions providing the education prerequisites for their certifications.

## Case Study #3: Understanding the Industry Employment and Retention of Certification Attainers

- **Problem statement:** Certification bodies would like to understand the industries and types of employers where their certification holders work to understand the value of their certifications to the labor market.
- **What the data shows:** The pilot data in manufacturing showed that employment in manufacturing, after certification attainment, for this specific cohort of individuals, grew from 27% to 42%. The pilot data also highlighted that there were a significant number of individuals who attained these entry-level manufacturing certifications but did not enter the manufacturing industry.

Industry Employment Before and After Last Credential



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- **How certification bodies can benefit from the same type of data:** This data can help certification bodies understand the value of their certifications by industry, sub-industry, and types of employers. For example, the data can show if an IT certified worker is working in finance, health care, or manufacturing. If there is a substantial group of certification earners who are not entering the industry, like the manufacturing pilot showed, the data provides an opportunity to analyze the underlying causes of individuals not entering the industry after passing the certification exam, particularly, if it will increase their salary and career opportunities. This type of data can be leveraged in marketing and outreach opportunities to highlight career opportunities within various industries.