A Vision for the Credentialing Marketplace
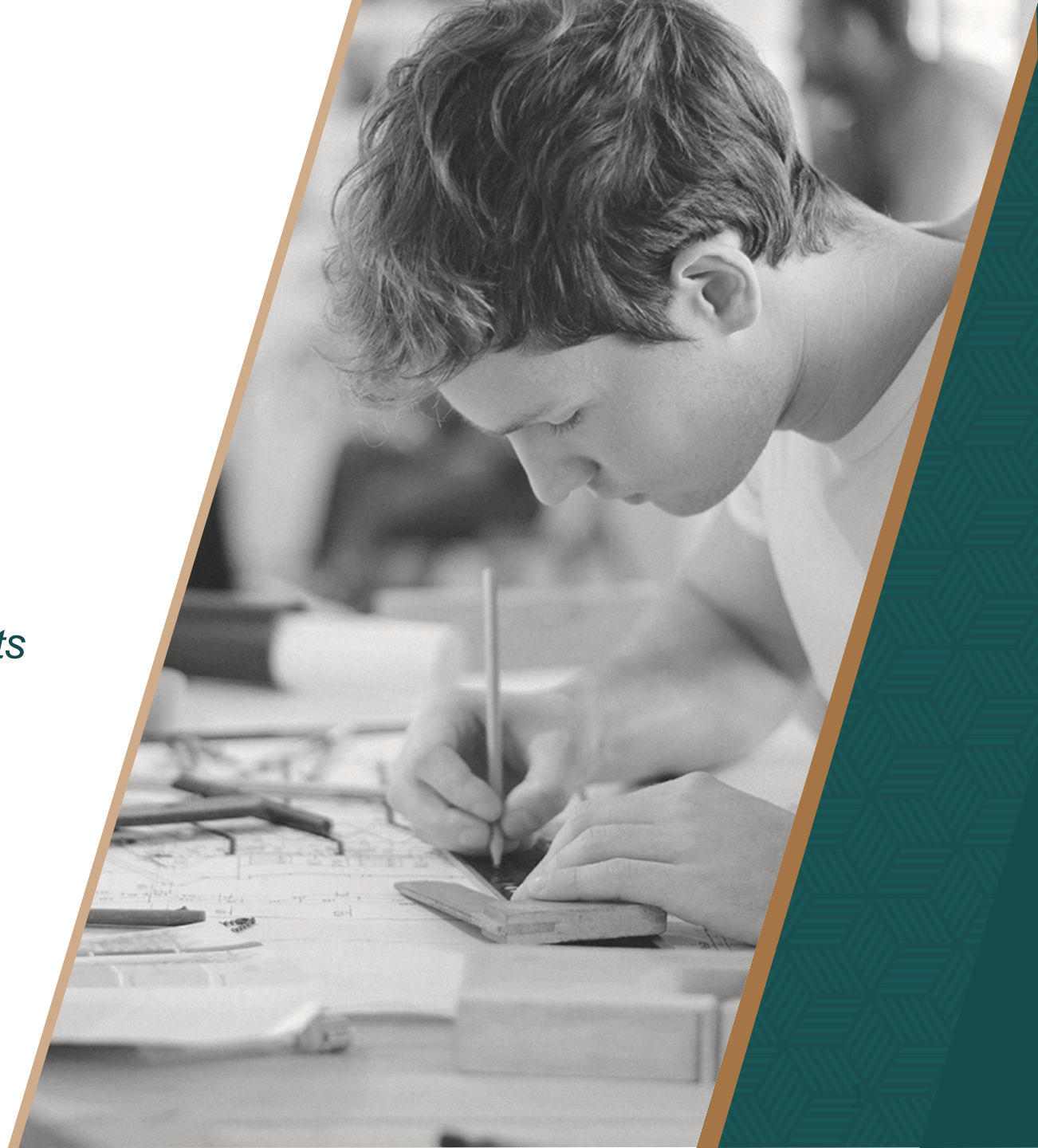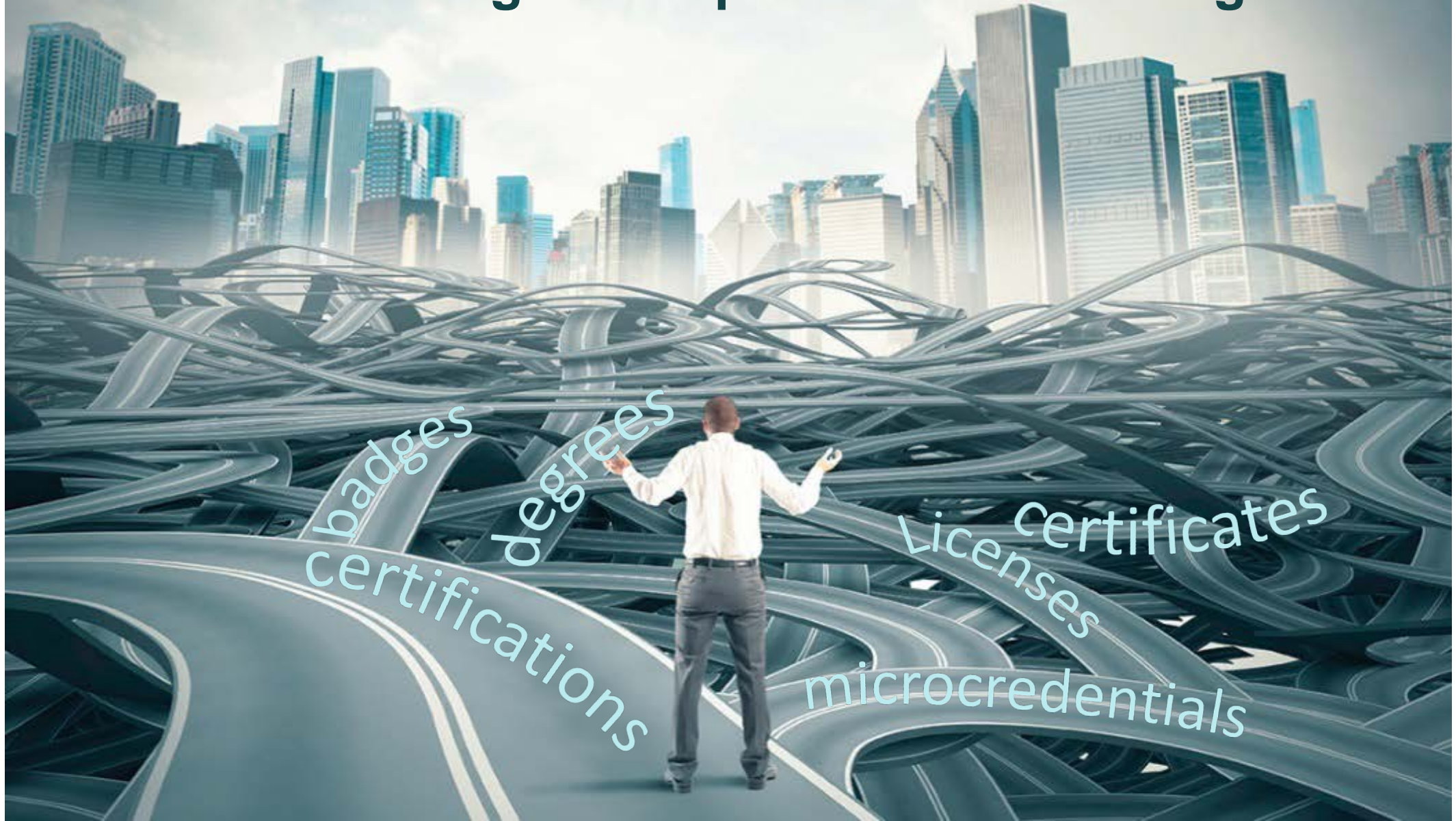
Orientation for Interested Registry Participants

October 2017

Credential Engine™

The Problem:
The Credentialing Marketplace is a Confusing Maze

badges
degrees
certifications
Licenses
certificates
microcredentials

One Solution: Transparency through Technology

Develop common terms (Credential Transparency Description Language - CTDL) to describe key features of:

- Credentials
- Credentialing organizations
- Quality assurance (QA) bodies

Create & populate voluntary, web-based credential registry with credential issuers, QA bodies, and competency frameworks:

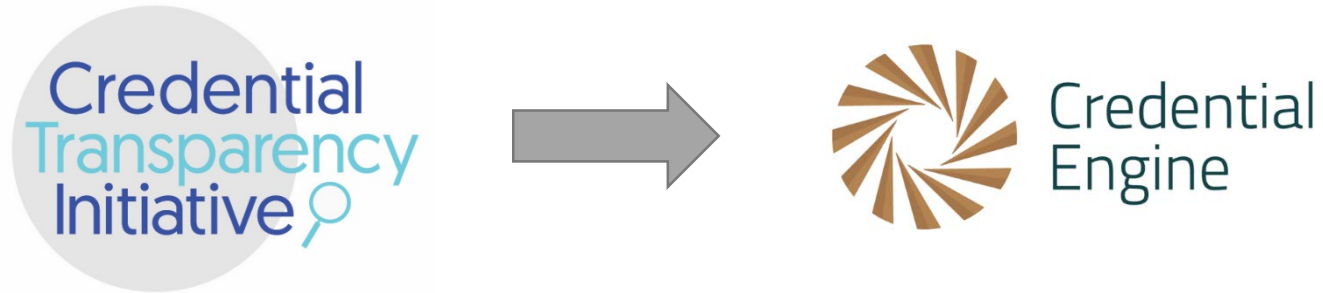- Bring the registry to scale under non-profit governance

Develop, test, & deploy prototype search app to facilitate use of the registry by stakeholders;

- Foster competitive app marketplace

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Credential registry, descriptors, and applications are open-source.

Transitioning to Scale

Credential Transparency Initiative (CTI) was a pilot project to engage key stakeholders in designing, developing, and piloting a Credential Registry, common terms (CTDL), and prototype application (Workit^{TM})--and evaluating the potential for scaling the initiative under non-profit management.

Credential Engine (CE) is a 501C3 non-profit organization whose mission is to improve transparency in the credentialing marketplace, building on the CTI pilot. Credential Engine will pursue this mission by (1) scaling the web-based, open-licensed Credential Registry (CR), (2) maintaining the Credential Transparency Description Language (CTDL), (3) maintaining Workit, the prototype open-source credential search app to demonstrate the power of the registry, and (4) promoting an open applications marketplace.

Three years of funding have been secured, sponsored by Lumina Foundation and JP Morgan Chase & Co., and planning is underway for long-term sustainability. Key metrics and outcomes through 2020 have been identified.

Leadership Transition

Credential Transparency Initiative

Managed by:

With Initial CTI strategic direction from:

- American Association of Community Colleges (AACC)
- American Council on Education (ACE)
- Business Roundtable
- Committee for Economic Development of the Conference Board
- The Manufacturing Institute
- University Professional and Continuing Education Association (UPCEA)
- U.S. Chamber of Commerce Foundation

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Managed by:

Under the leadership of Executive Director Scott Cheney
[news item]

With strategic direction from:

- Board of Directors
- Advisory Groups:
  - Business
  - Higher Education
  - Certification and Licensure
  - Quality Assurance
  - Technical
  - Philanthropic

With support from:

What's in the Registry?

Registry Includes All Kinds of Credentials, Credentialing Organizations, and Quality Assurance Bodies

Apprenticeship | Badge | Certificate | Certification | Degree | Diploma | License | Micro-Credential | QA Bodies

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Credential Transparency Description Language (CTDL)
V1.0 – Credential Descriptors

Declaring Name, Purpose, Type of Credential and Credentialing Organization	Declaring What Is Inside the Credential	Declaring Other Key Characteristics and Connections
▪ Credentialing organization identification	▪ Credentialing eligibility requirements	▪ Primary scope of application: subject/discipline area
▪ Credential organization type	▪ Competencies/learning outcomes required to attain credential	▪ Primary scope of application: career preparation and advancement
▪ Credential identification	▪ Assessments required to attain credential	▪ Role of occupational regulation and licensing
▪ Credential type	▪ Education and training for the credential	▪ Geographic portability of credential use
▪ Purpose of credential	▪ Time required to attain credential	▪ Connections to other credentials
▪ Where credentialing is offered	▪ Credentialing costs	▪ *Career Pathway Connections**
▪ Jurisdiction	▪ Maintaining credential	▪ External quality assurances
	▪ Credential removal	▪ Employer recognition
	▪ Credential holder authentication	▪ *Number and characteristics of credential holders**
	▪ Version management	▪ *Employment and earnings of credential holders**
	▪ Employer engagement	

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Italicized descriptors are not yet in use

Credential Transparency Description Language (CTDL)
V1.0 – Quality Assurance Descriptors

Purpose & Scope of the QA Body	QA Process	Public Information about QA Decisions	Additional Info
▪ Type of QA body ▪ Main purpose ▪ Missions/Objectives ▪ What is accredited, endorsed, approved, recognized? ▪ How is QA used? ▪ Primary geographic scope ▪ Maximum period of approval, recognition, endorsement, accreditation? ▪ Year body began operating	▪ Activities used to assess credential in QA process ▪ Process used to validate quality criteria? ▪ Quality criteria, standards, and requirements used in QA process ▪ Outcomes reviewed as part of QA process ▪ Stakeholders involved in developing quality criteria ▪ Criteria for selecting and evaluating assessors and reviewers?	▪ Types of decisions made and how they are defined ▪ Directory of accredited, approved, recognized and/or endorsed providers and their current status ▪ Information about QA body made public with request ▪ Information about QA body made public without request	▪ General Info ▪ Policies and procedures for managing conflicts of interest, complaints, appeals ▪ External recognition

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Benefits to Participants

✓ Gain greater visibility to vast market of students, employers, others

✓ Demonstrate commitment to credential and QA transparency

✓ Be at forefront of groundbreaking technology effort driving new credentialing ecosystem

✓ Receive suite of services beneficial to short- and long-term technology planning, including

- technical and non-technical materials

- information about Web 3.0 technologies

- roadmap document showing where they are now and what steps can be taken to enable W3C vision for Linked Data

✓ Influence initiative by providing feedback throughout the process

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Q&A

For more information

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