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Connecting credentials, competencies, careers, customers

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Defining Different Types of Credentials and Opportunities to Strengthen Integration of Four-Year Degrees and Certifications
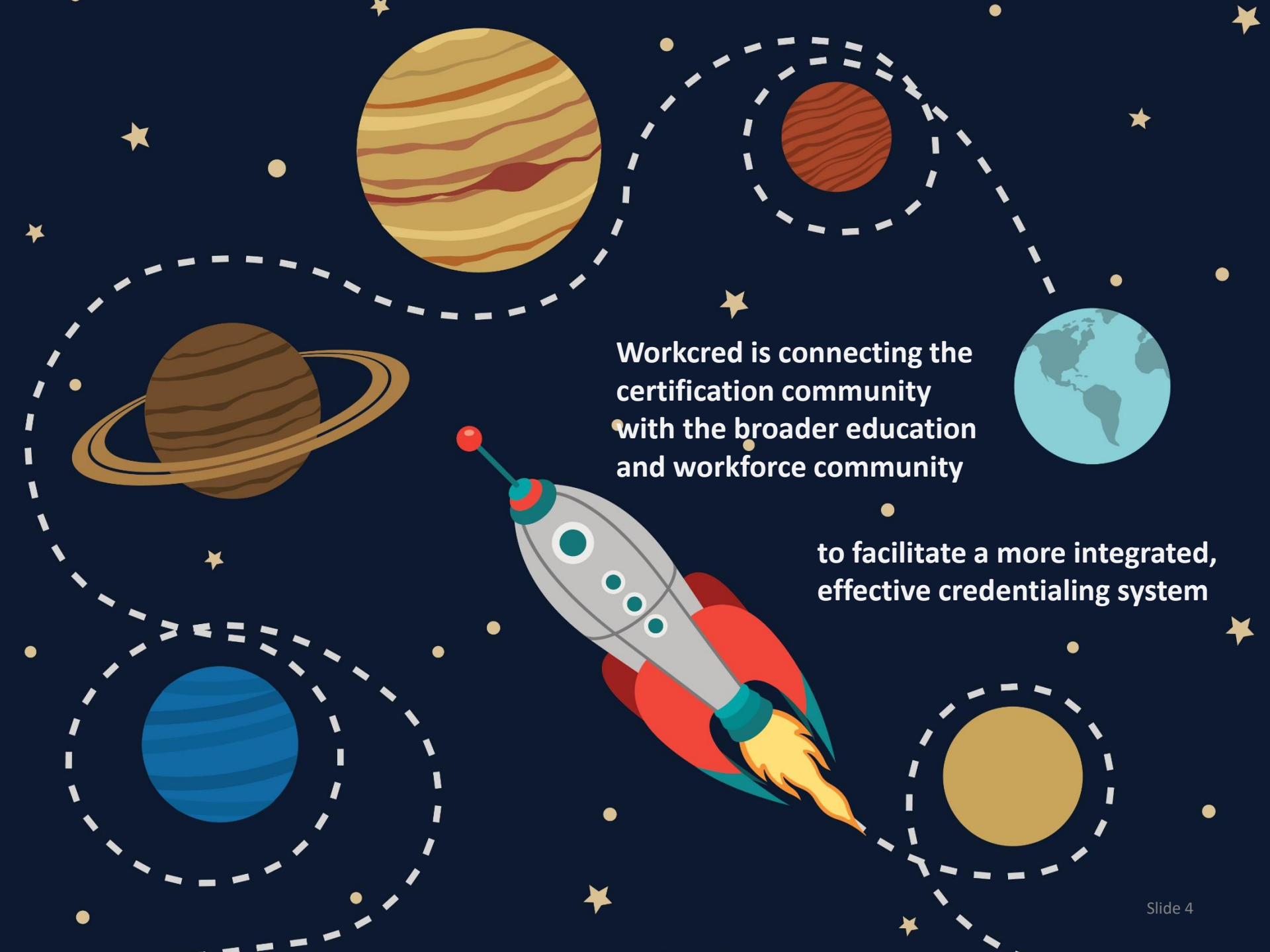
Roy A. Swift, Ph.D., Executive Director, Workcred

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How Do Credentials Differ?

	CERTIFICATE	CERTIFICATION	DEGREE	LICENSE	APPRENTICESHIP
Awarded by	Education and training providers	Industry certification bodies	Education institutions	Government agencies	Education institutions, employers, labor unions, consortium of employers, industry associations
Awarded for	An exam at the end of a training or education course or a one-time assessment	Third-party, independent competency assessment	Course of study	Meeting requirements of an occupation	Meeting required hours and/or competencies for work-based learning and education-related courses
Indicates	Education/knowledge/skills	Skill mastery/competencies	Education, successfully passed courses	Legal permission	Knowledge/skills/competencies
Time to complete	Variable, generally less than 2 years	Variable	Variable, generally 2 years or more	Variable	Variable
Time and renewal requirements	Often no time limit, no renewal requirement	Time-limited, includes recertification	No time limit, no renewal requirement	Time-limited, renewal generally required	No time limit, no renewal requirements
Revocation process	Cannot be revoked	Can be revoked for incompetence or unethical behavior	Cannot be revoked	Can be revoked for incompetence or unethical behavior	Cannot be revoked
Examples	CNC Machinist, Global Supply Chain, Mechatronics	AWS Certified Welder, Certified Quality Inspector, Certified Supply Chain Professional	Bachelor of Science in Engineering	Electrician, Professional Engineer	New Zurich Insurance General Insurance Apprenticeship, Health Care Career Advancement Program Community Health Worker Apprenticeship
Standard for accreditation	ANSI/ASTM E2659, a globally recognized American National Standard	ANSI/ISO/IEC 17024, an international and national standard	National, regional, or programmatic	State law defines scope of practice	State, federal, and private-sector recognition

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CHANGING CREDENTIALING LANDSCAPE

Workcred is connecting the certification community with the broader education and workforce community

to facilitate a more integrated, effective credentialing system

Issues Impacting Certification Bodies

Variety of Credentials

- More than 650,000 unique credentials offered in the U.S.
  - Traditional degrees
  - Boot camps
  - Digital badges
  - For-credit certificates
  - Non-credit certificates
  - Certifications
  - Nanodegrees
  - MicroMasters™ degrees
  - Registered apprenticeships
  - Unregistered apprenticeships
  - Licenses
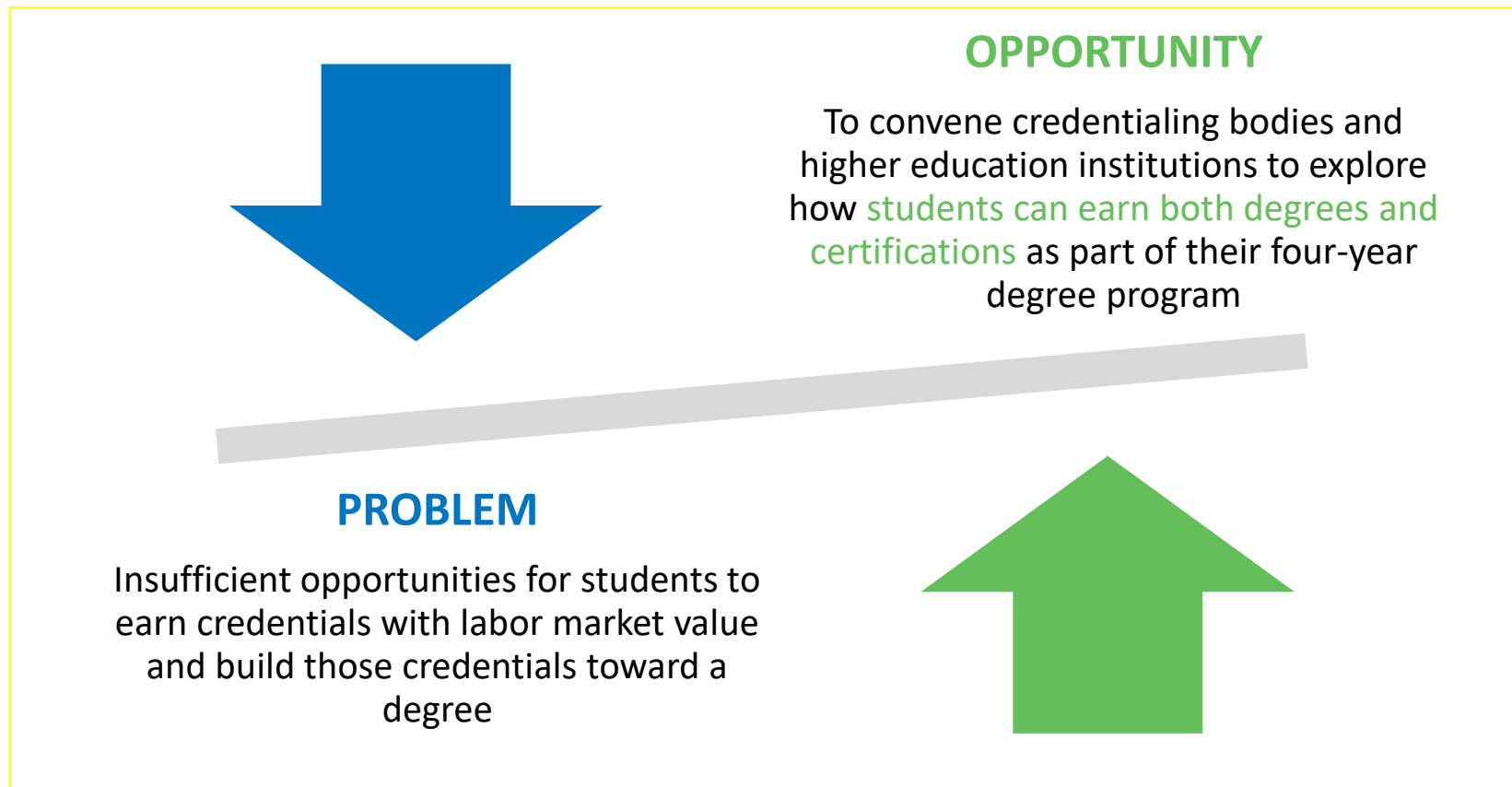 - High school diplomas

Return on Investment (ROI)

- Policymakers, employers, and consumers want to the know the value of credentials.
- These stakeholders want to measure the ROI of certification attainment.
- What is the role of credentials in the hiring and promotion process?
- Does having a specific credential result in a wage gain?

Data

- Schools can use data to expand and improve educational programs.
- Employers can use data to identify high-performing institutions and quality sources of talent to improve hiring and training decision making.
- Students can use data on program outcomes to make more informed decisions about what credentials to earn and where to obtain them.

CONVENINGS TO STRENGTHEN INTEGRATION OF CERTIFICATIONS AND DEGREES

Creating New Opportunities

OPPORTUNITY

To convene credentialing bodies and higher education institutions to explore how students can earn both degrees and certifications as part of their four-year degree program

PROBLEM

Insufficient opportunities for students to earn credentials with labor market value and build those credentials toward a degree

CONVENING PARTNERS

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Coalition of Urban Serving Universities

ASSOCIATION OF PUBLIC & LAND-GRANT UNIVERSITIES

UPCEA®

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Convenings

Health Care
- Washington DC
- **April 23-24, 2019**

IT/Cybersecurity
- San Jose State University
- **July 9-10, 2019**

Liberal Arts
- Indianapolis
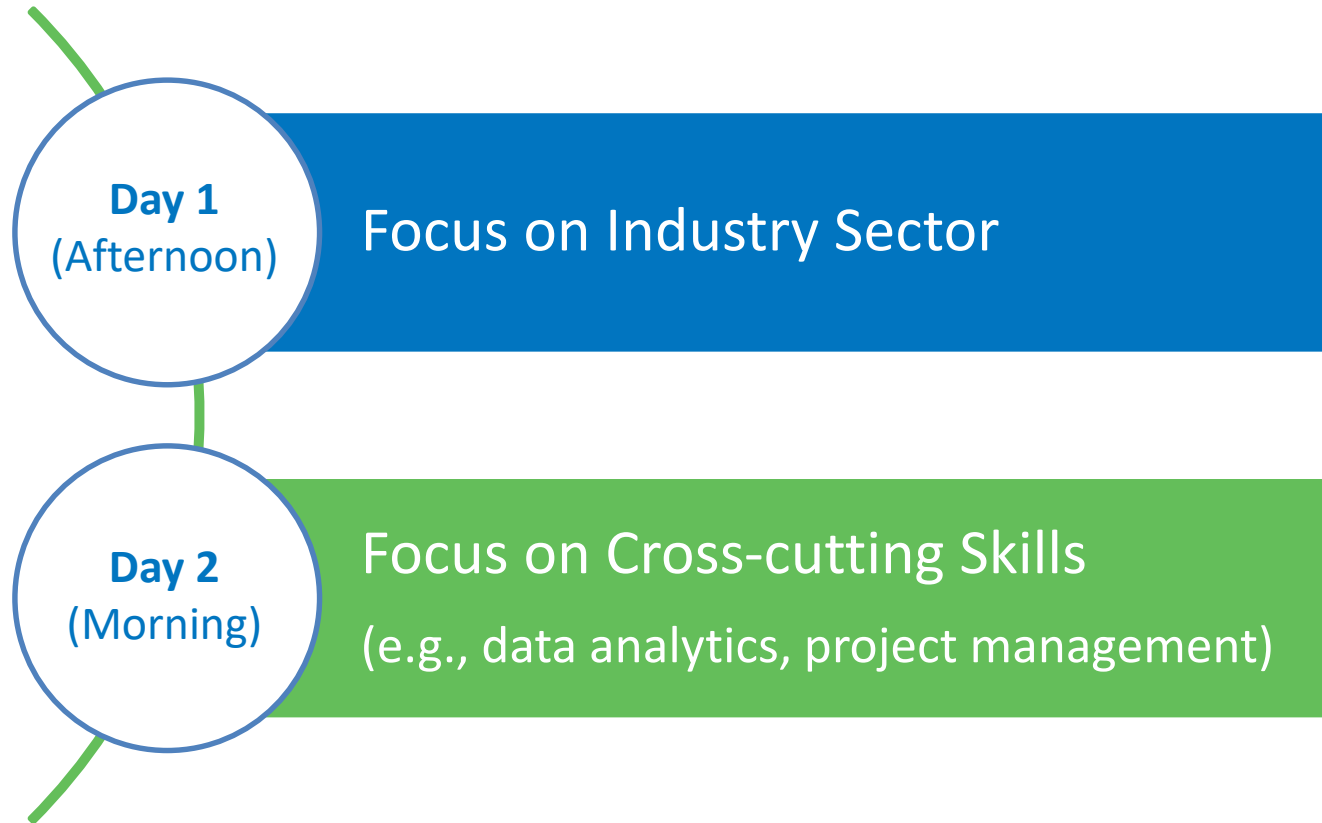- **October 9-10, 2019**

Manufacturing
- South Carolina
- **December 2019**

Retail/Hospitality
- Florida
- **Q1 2020**

Interested in participating in other convenings?
Send a note to arodriguez@aplu.org,
juranis@upcea.org, or kelzey@workcred.org.

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Convening Format

Day 1
(Afternoon)

Focus on Industry Sector

Day 2
(Morning)

Focus on Cross-cutting Skills

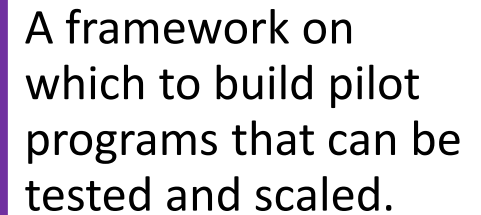(e.g., data analytics, project management)

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Expected Outcomes

Better understanding of current relationships between higher education institutions and certification bodies.

Stronger relationships and improved dialogue between these entities.

A framework on which to build pilot programs that can be tested and scaled.

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