



Institute for
Credentialing Excellence



Elevating the Visibility, Relevance, and Value of Certifications

A Call to Action

workcred

Connecting credentials,
competencies, careers, customers

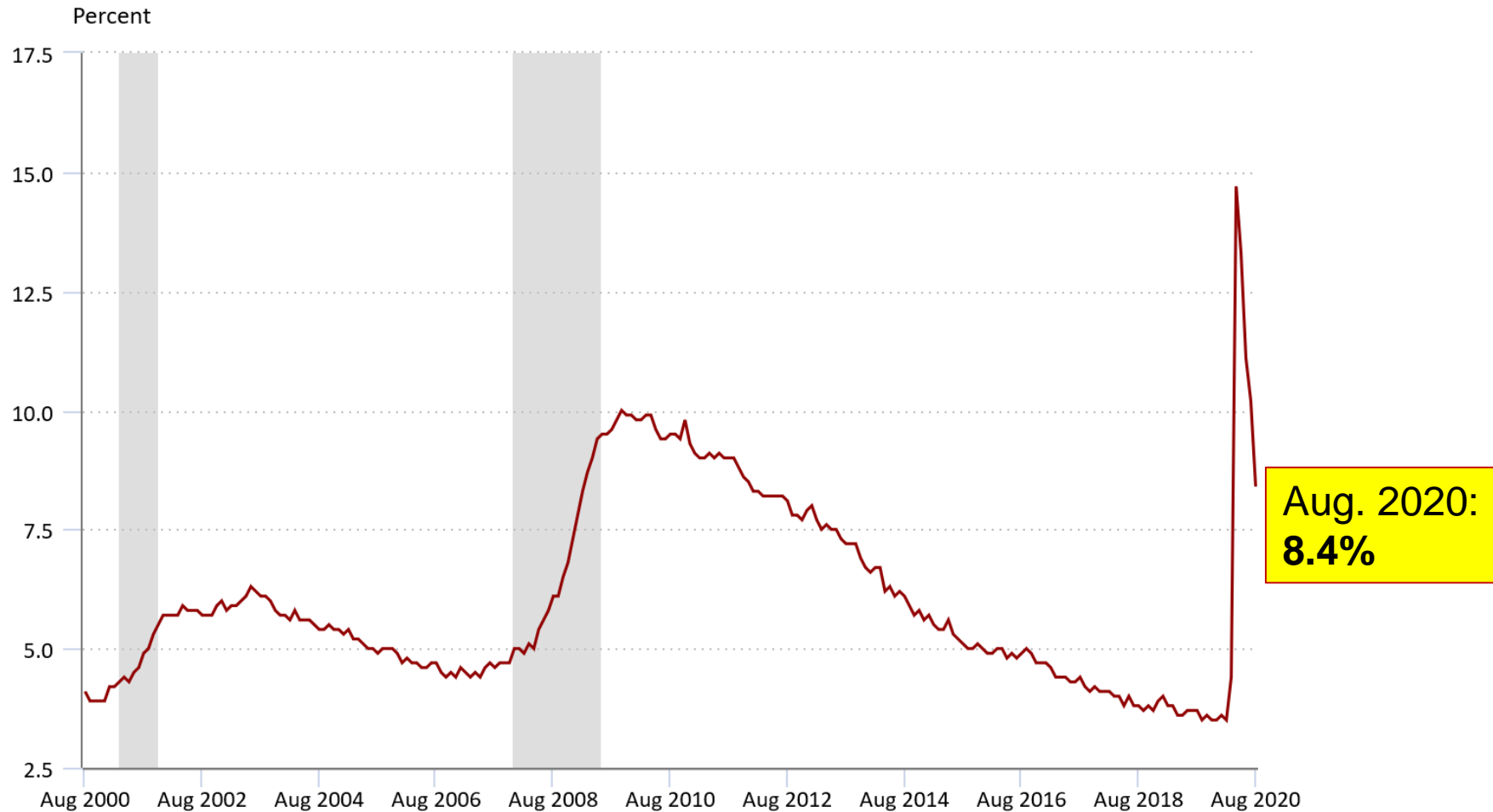
an affiliate of ANSI

Community. Competence. Credibility.

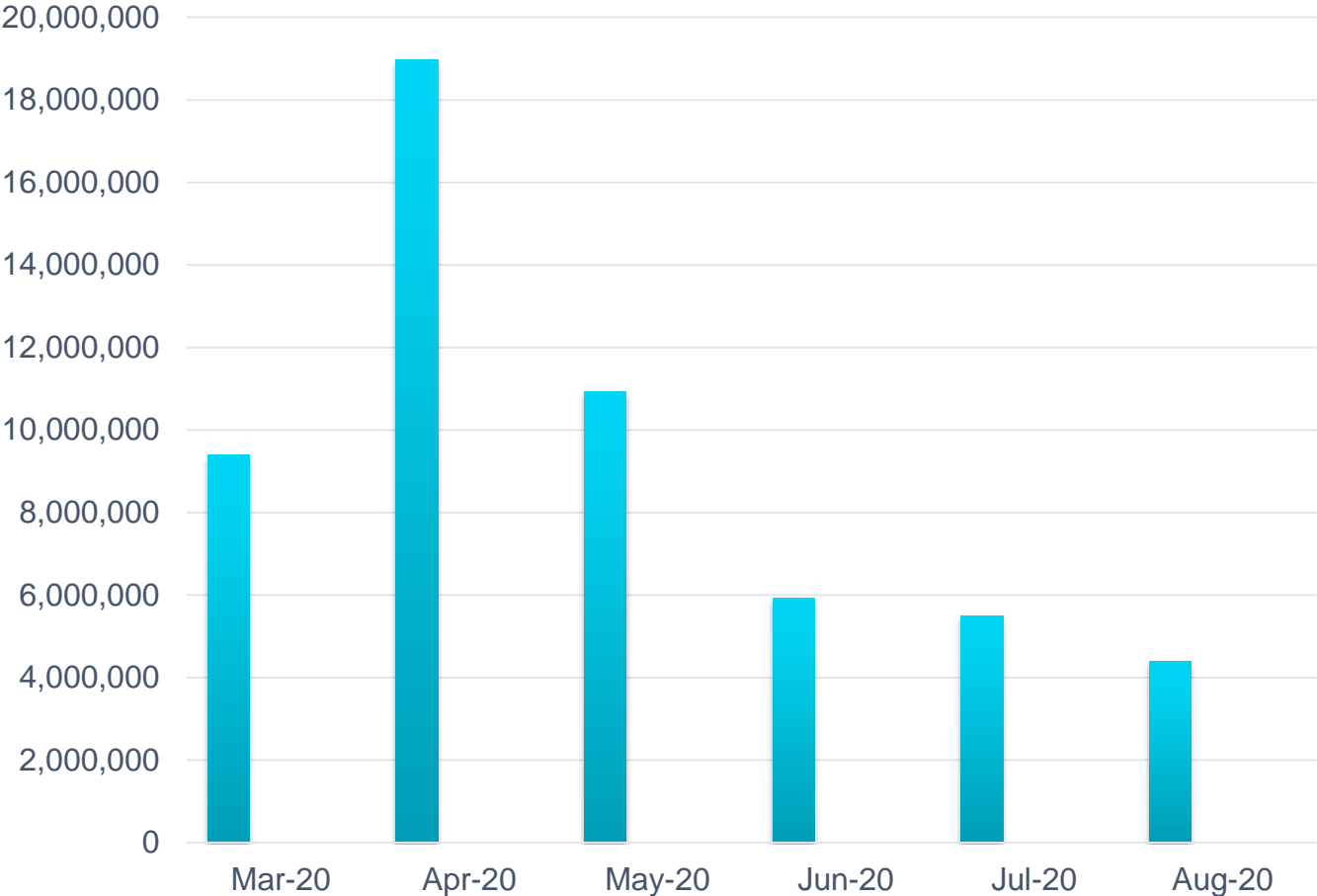
credentialingexcellence.org

Current State of the Workforce

Civilian Unemployment Rate



More than 55 Million Americans Filed for Unemployment Benefits





1/3 of individuals

in the workforce believe they will need additional education and skills to find comparable employment if they lose their job

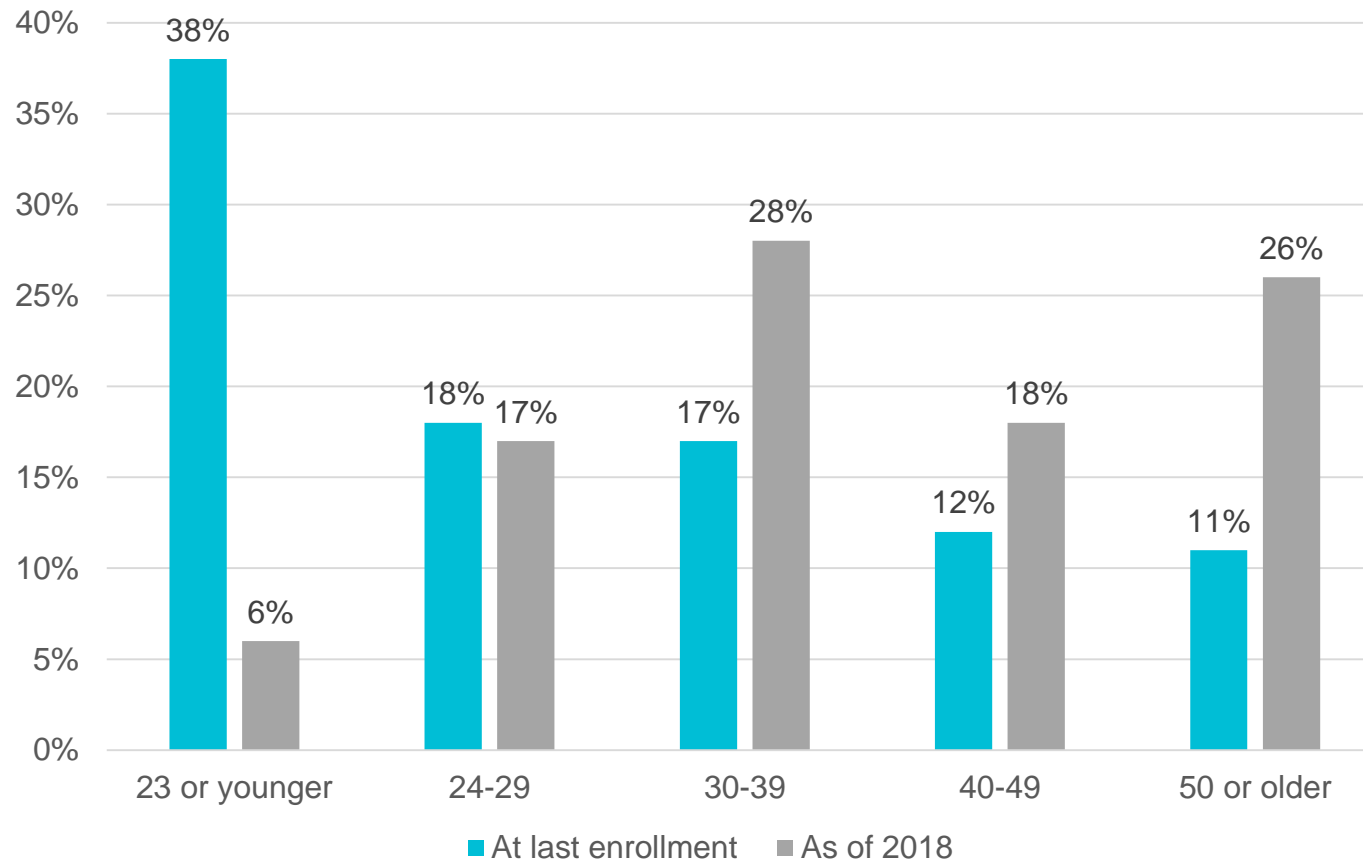
35%

of adults are
planning to change
careers if they lose
their jobs



Some College, No Degree

36 million people hold some postsecondary education and training, but did not complete and are no longer enrolled

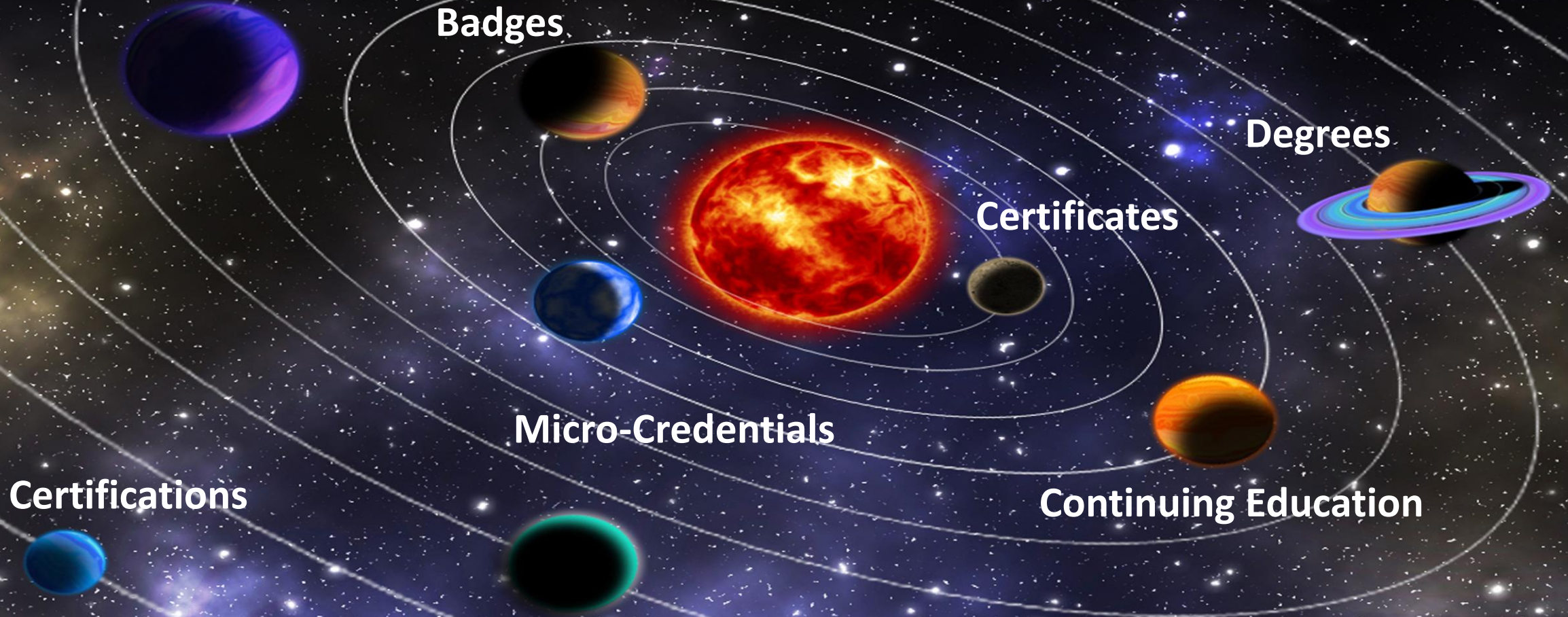


Certifications in the Current State of the Workforce

- The pandemic has created an economic and social divide that disproportionately affects workers in industries that may not bounce back to previous employment levels.
- Certifications can assist workers in finding jobs.
- There is an opportunity for certification bodies to help both individuals and employers.

The Role of Certifications

Credentialing Ecosystems





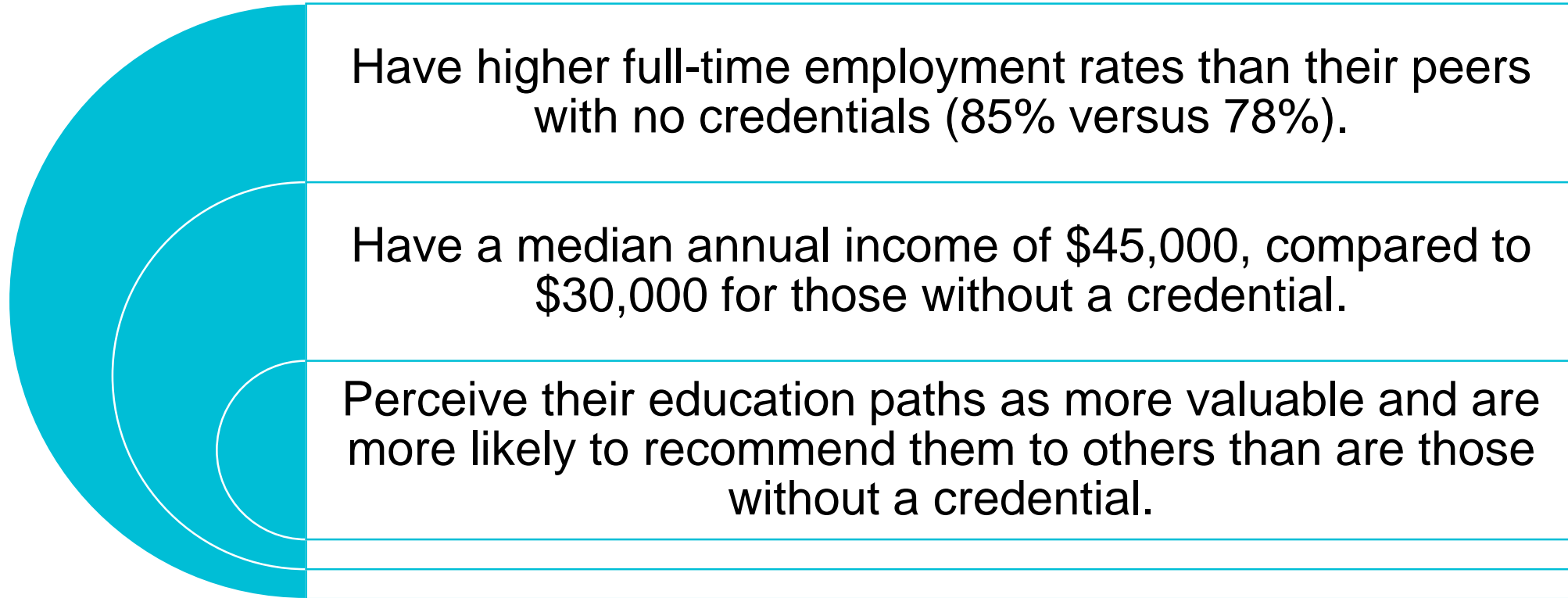
**The Certification
Community Often Acts as
a Planet Unto Itself**

Value of Certifications

Workers with certifications are more likely to see their job as a career [54%] than those without certification [37%]

Workers with certifications are more likely than those without certifications to say they are expected to be creative or innovative in their jobs [58% versus 43%]

Adults Without a Degree Who Hold a Certificate or Certification



What Workforce Issues Should the Certification Community be Paying Attention to?

Confusion about terminology

Equity

Fast pathways to employment

Unbundling of credentials

Regionally accepted credentials

Employability and soft skills

Upskilling

On-going and systemic feedback from employers

Digital Credentials

Stackable Credentials

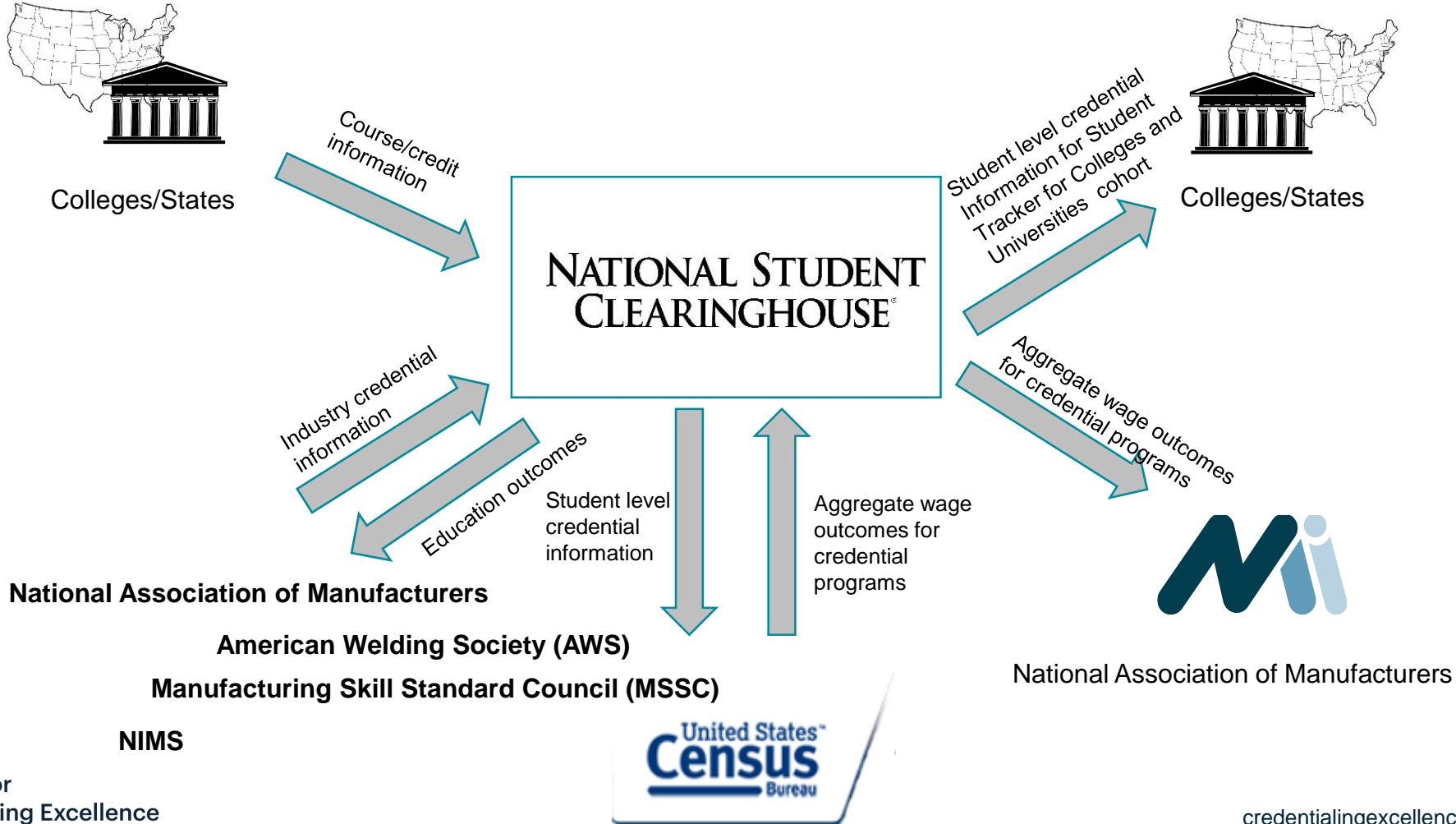
Key Workcred Research Projects

Demonstrating Value of Industry Credentials

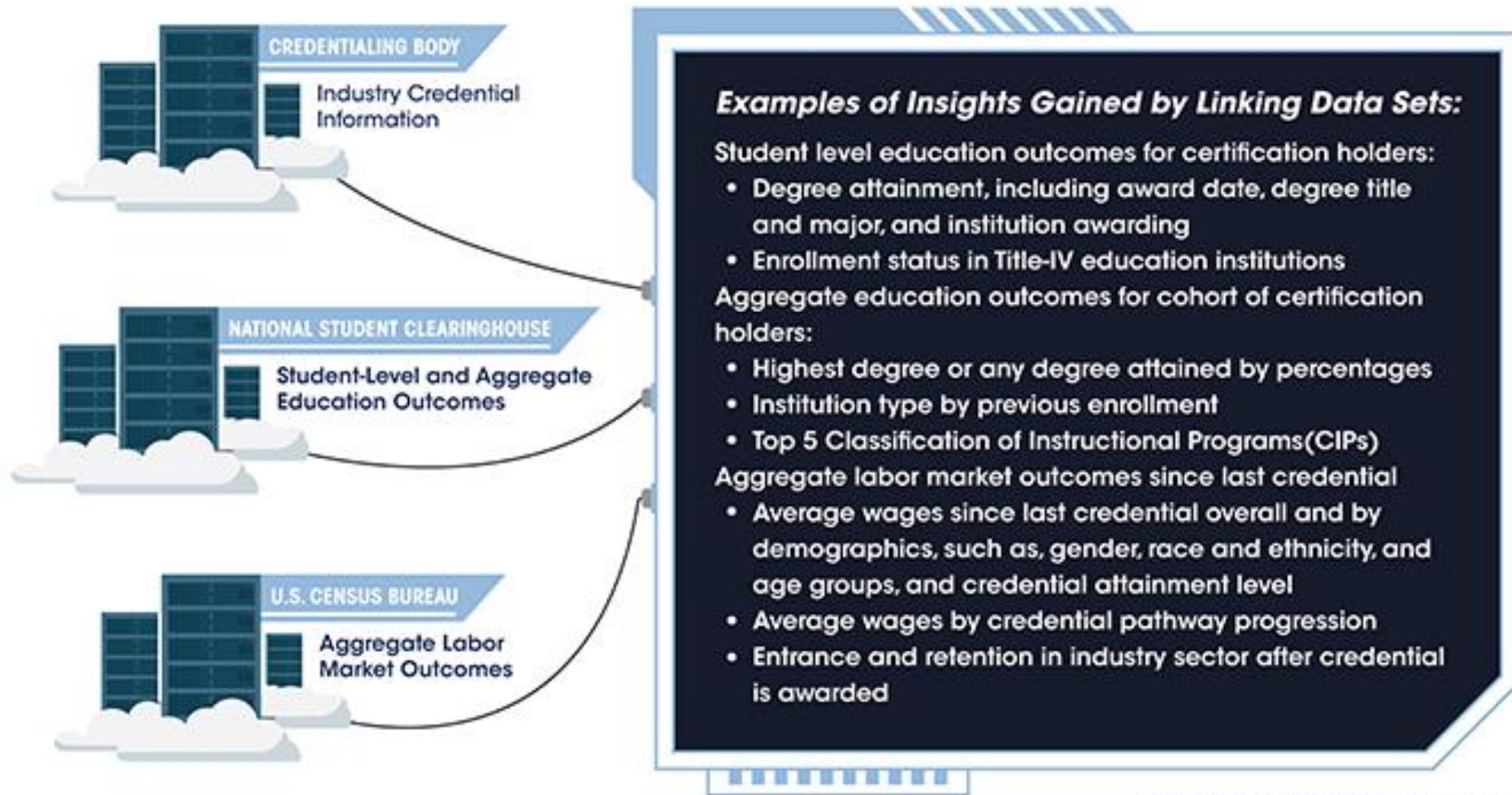
Workcred is engaging certification bodies around the value of linking their data

- There is no complete, centralized source of administrative data on the outcomes or impacts of certifications
- Certifications are not understood by policymakers, funders of research, state officials, consumers of certifications, and education and training providers
- There is a need to understand the role of certifications in credentialing pathways, including the impact on wages, which will help the certification bodies serve their clients better

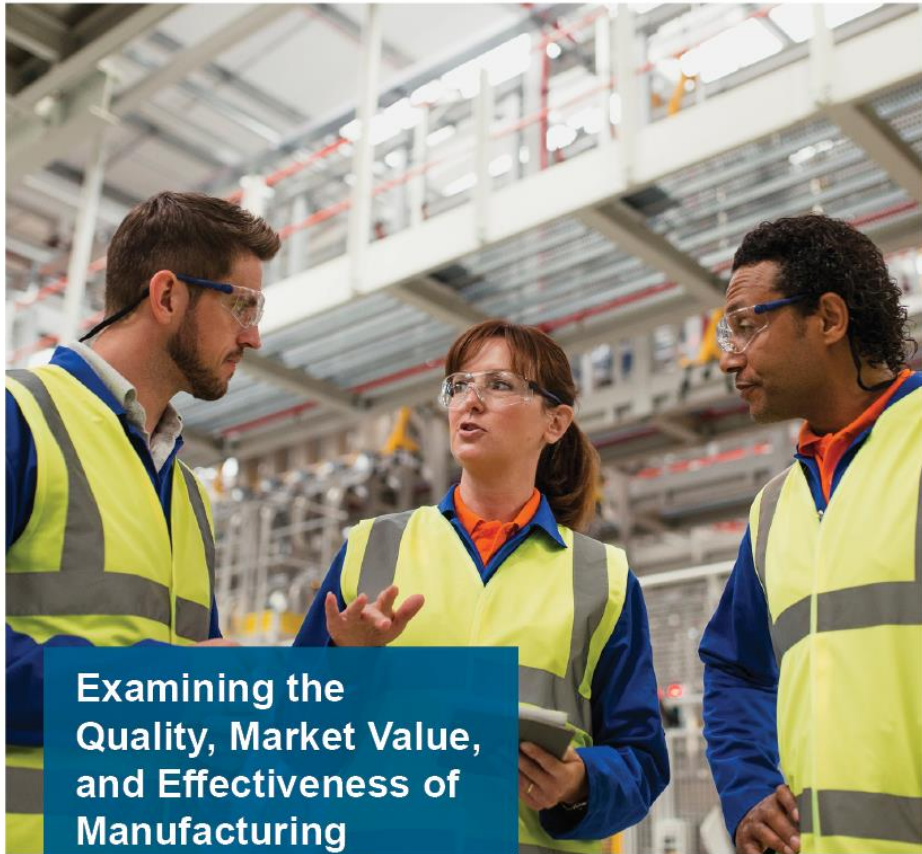
How the Industry Certification and Education Performance Data System Works



Examples of Insights Gained by Linking Data Sets



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Examining the Quality, Market Value, and Effectiveness of Manufacturing Credentials in the United States

Manufacturing Research Study

- In follow up to the first report in 2018, Workcred and partners are now conducting a research study to better quantify the return on investment of credentials in manufacturing.
- The project will result in a better understanding of how credentials can serve as an important resource in identifying skilled workers.

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Creating New Pathways at Community Colleges

- Partnering with the League for Innovation in the Community College, the Higher Learning Commission, and the National Student Clearinghouse, Workcred will support the development of 10 certification-degree pathways in community colleges by embedding certifications into associate degree programs in IT, logistics, and health science.
- These pathways will support first-generation, low-income, and adult learners in earning these credentials and entering the workforce.

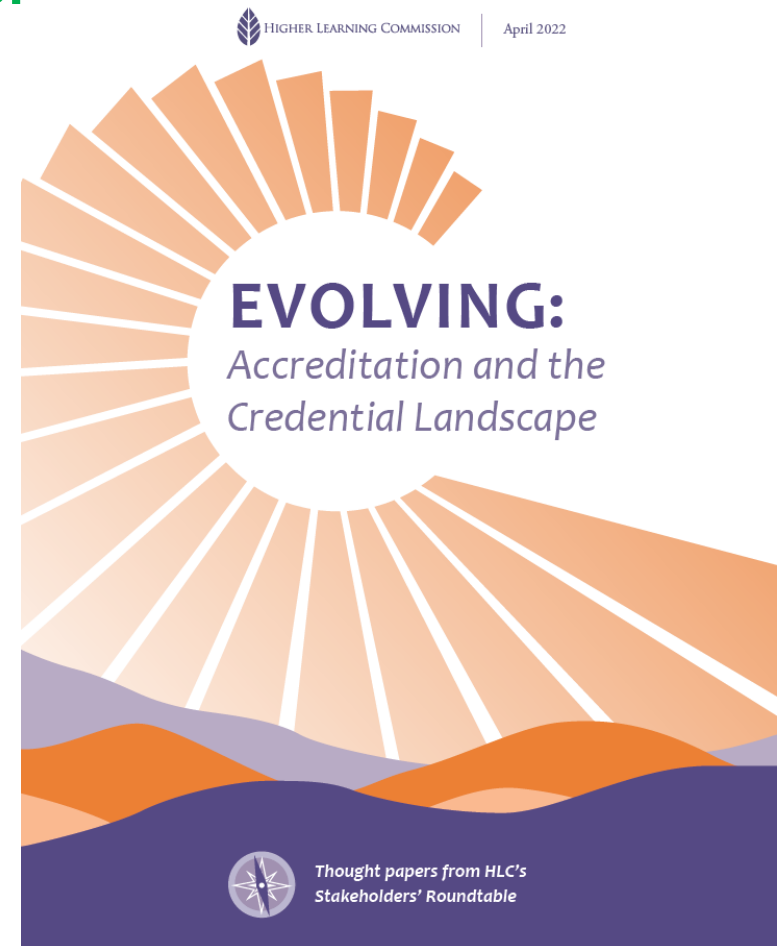
Creating New Pathways at Community Colleges Continued

- Currently, the project team is selecting the five community colleges that will work over the next three years to launch two new certification and degree pathways and enroll up to 200 learners.
- Workcred and its partners will also develop tools for efficient and effective replication of scaling of certification and degree pathways at community colleges.
- The project will also collect metrics to evaluate the impact of these pathways on learner education and workforce outcomes.

Evolving: Accreditation and the Credential Landscape

Higher Learning Commission (HLC) Thought Paper

- One major action principle from the paper related to the certification community:
 - HLC will broaden and expand the scope of quality assurance, particularly with regard to non-degree credentials provided by traditional higher education institutions and other providers outside the higher education ecosystem. **This approach recognizes that important learning also occurs outside traditional higher education institutions.**



The Future is Now

A Call to Action!

Join the
Workcred
projects

Work with
colleges and
universities

Reach out to
industry
beyond the
job analysis

Establish
relationships
with state
officials

Apply to be
on states'
eligible
training
provider lists

Questions?

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