



Introduction to Workcred

Roy Swift, Ph.D.
Executive Director
Workcred

WORKCRED'S ROLE AND SERVICES

Workcred Mission & Vision



Mission: To strengthen workforce quality by improving the credentialing system, ensuring its ongoing relevance, and preparing employers, workers, educators, and governments to use it effectively.

Vision: A labor market which relies on the relevance, quality, and value of workforce credentials for opportunities, growth, and development.

Complementary but Separate Programs



ANSI National Accreditation Board

- Assesses against an American National Standard and/or ISO Standard, or other programmatic requirements
- Must comply with ISO/IEC 17011 and remain neutral, objective, and impartial
- Does not provide consultancy

workcred

an affiliate of ANSI

- Maintains separation from and respects the impartiality of the ANSI National Accreditation Board
- Educates stakeholders about quality credentials, when credentials are appropriate and how they fit in career pathways
- Consults regarding:
 - building quality credentials (which includes conformity to accreditation standards)
 - evaluating credentials
 - identifying, aligning, and appropriately stacking credentials
- Conducts research to address industry and public needs

Why Workcred?

- The accreditation process has identified major quality issues with both certificate and certification programs in the U.S.
- Two major problem areas related to **certificate** programs include:
 - the lack of industry involvement to identify valid competencies, and
 - poor assessment of the learning outcomes.
- And for personnel **certification** bodies – it is estimated that less than 10% are accredited or reviewed by a third-party.
- This leads to no common definitions of quality or value, low confidence, and little consistency across industry sectors about what a specific credential means or can do.
- The credentialing system is in chaos.

Higher Education Institutions



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Workcred Services

Connecting Stakeholders

Connecting industry, education, credentialing organizations, and others to create a more integrated and effective credentialing system

Thought Leadership

Presenting at national workforce conferences; serving on national task forces, panels, and boards

Education & Training

Convening credentialing-focused workshops, conferences, and webinars

Quality

Helping stakeholders better understand the quality, value, and effectiveness of credentials, and make informed decisions

Consulting

Building credentialing programs that meet quality standards; helping employers define their competency needs and select appropriate credentials; ensuring credentials match the current body of knowledge for an occupation; and more

Research

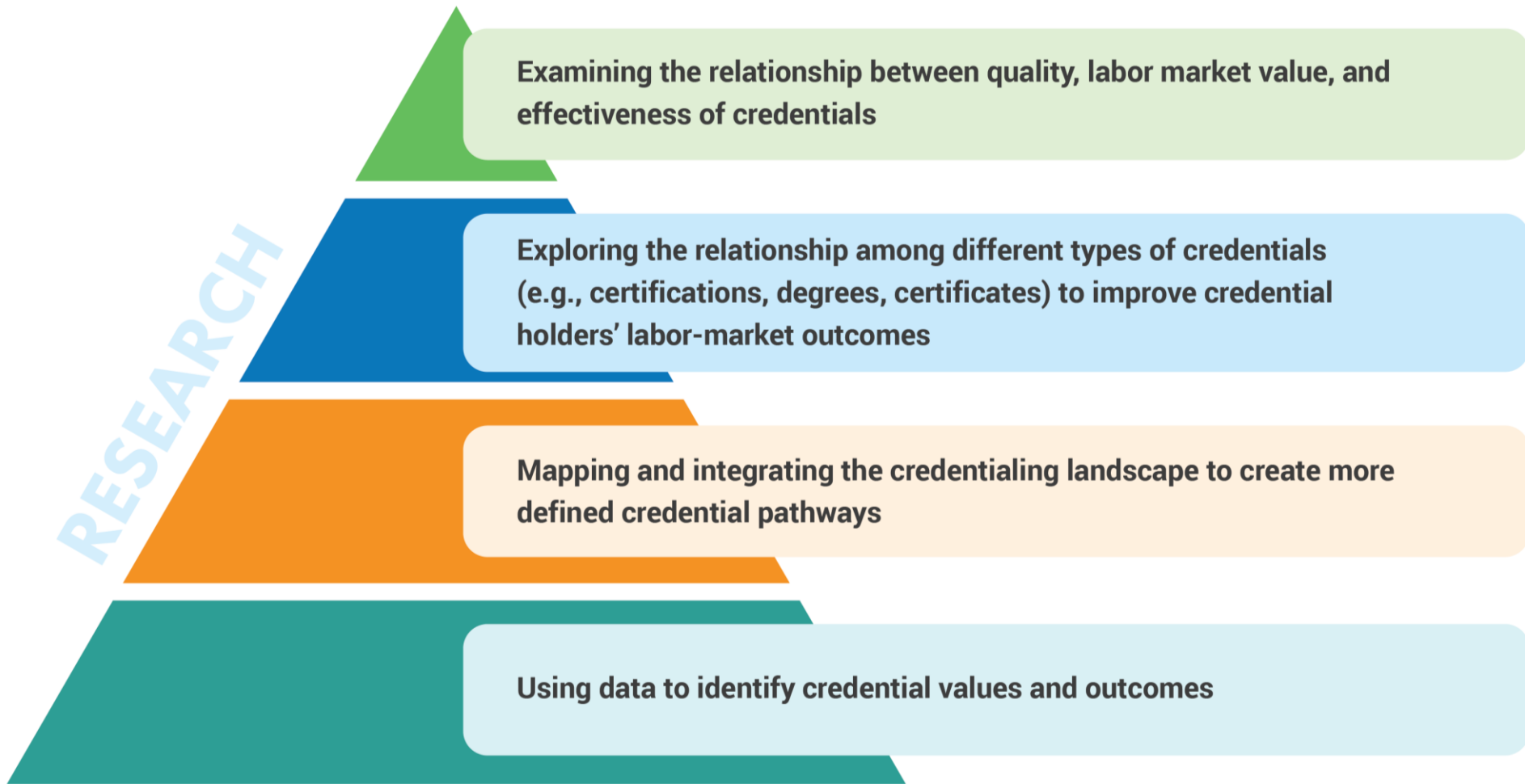
Conducting research to address workforce credentialing issues



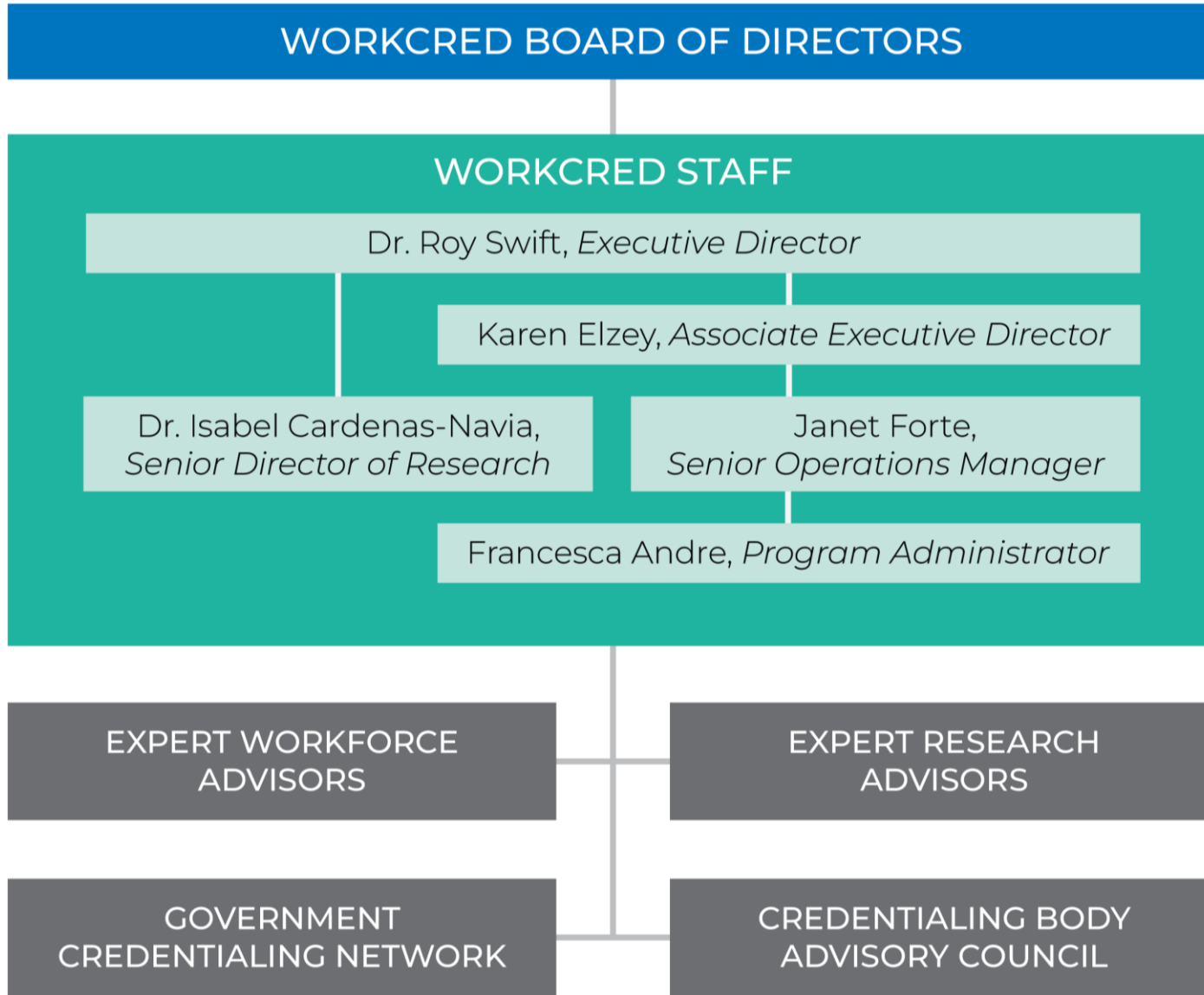
Workcred's Unique Expertise

- ✓ Building quality credentialing (certificate/certification) programs that meet national and/or international standards
- ✓ Helping employers articulate competencies and design or select appropriate credentials
- ✓ Ensuring that credentials are aligned to the current body of knowledge for an occupation
- ✓ Determining the quality, effectiveness, and market value of a credential, and its impact on an industry
- ✓ Assessing competencies/learning outcomes
- ✓ Creating valid qualitative and quantitative research projects
- ✓ Aligning industry, education, and credentialing organizations

Workcred's Areas of Research Interest



Workcred Organizational Chart



Workcred Board of Directors

- **S. Joe Bhatia, Chair**
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- **Beth Carlson**, Corporate Vice President,
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- **Peggy Jensen, CPA, Treasurer**
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- **John Kessler**, Director of Global
Certifications
[Accenture](#)
- **Larry Lynch**, Senior Vice President of
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[National Restaurant Association](#)
- **Liz Mendez**, Principal Consultant, Talent
Strategy Clinical Leader
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- **Fran Schrotter**, Senior Vice President and
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- **Andy Updegrave**, Partner and Co-founder
[Gesmer Updegrave LLP](#)
- **Cindy Woodley, Ed.D.**, COO and
Psychometrician
[Professional Testing, Inc.](#)

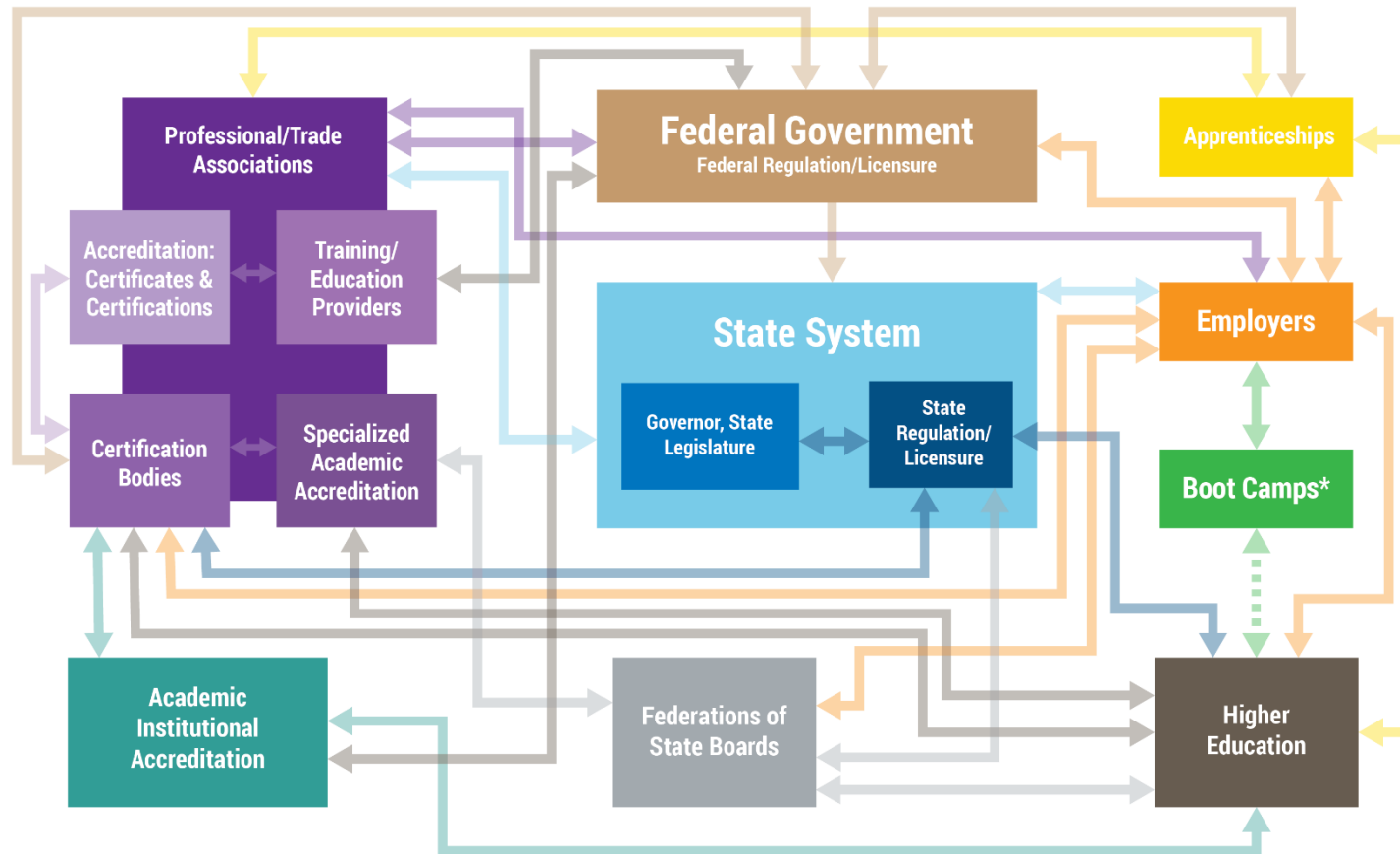
Other Corporate Staff

- ***Gail Matthews, Secretary***
Associate General Counsel
[American National Standards Institute](#)
- ***Jana Zabinski, Director, Communications
and Public Relations***
[American National Standards Institute](#)

THE CREDENTIALING SYSTEM

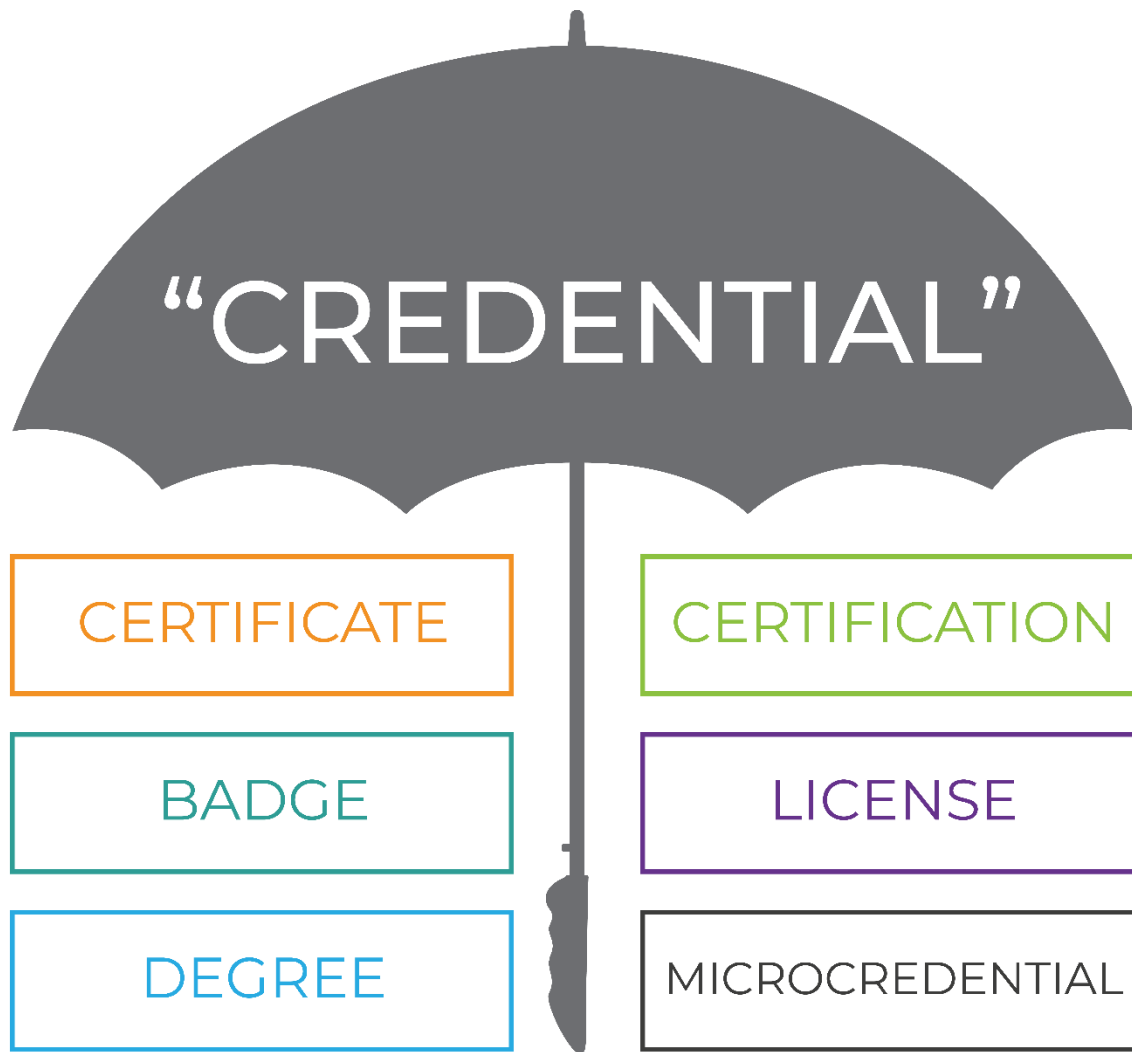
The U.S. post-secondary credentialing system is a confusing maze. Understanding how to navigate it can be difficult. *Workcred is here to help.*

THE U.S. POST-SECONDARY CREDENTIALING SYSTEM



* Although boot camps initially existed outside of the higher education system, there is increasing interest of universities to develop partnerships with boot camps.

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Credential is an “umbrella term” to denote many types of credentials such as degrees, licenses, and certifications.

Credential is not the same as a certification or a certificate. The terms cannot be used interchangeably.

Certifications and certificates are **types** of credentials.

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How Do Credentials Differ?

	CERTIFICATE*	CERTIFICATION	DEGREE	LICENSE
Awarded by	Education and training providers, employers, labor unions, and industry associations	Industry certification bodies	Education institutions	Government agencies
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
Indicates	Education/ knowledge/skills	Skill mastery/ competencies	Education, successfully passed courses	Legal permission
Time to complete	Variable, generally less than 2 years	Variable	Variable, generally 2 years or more	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
Revocation process	Cannot be revoked	Can be revoked for incompetence or unethical behavior	Cannot be revoked	Can be revoked for incompetence or unethical behavior
Examples	CNC Machinist, Zurich Insurance Apprenticeship	CompTIA Cybersecurity Analyst, Certified Energy Auditor, Medical Laboratory Scientist, MLS(ASCP) ^{CM}	Bachelor of Science in Engineering, Associate of Arts in Business Administration	Electrician, Professional Engineer, Registered Nurse
Standard for accreditation	ANSI/ASTM E2659-18, a globally recognized American National Standard	ANSI/ISO/IEC 17024:2012, an international and national standard	National, regional, or programmatic	State law defines scope of practice

* There are many types of certificates. Some examples include: certificates of participation, certificates of achievement, certificates of completion for apprenticeship, and assessment-based certificates.

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DEGREES OF RIGOR FOR THE MANY FACES OF CERTIFICATION

Accredited by a third party (e.g., ANAB, NCCA)

Ability to revoke certification for violation or unethical behavior

Recertification requirement

Standardized exam

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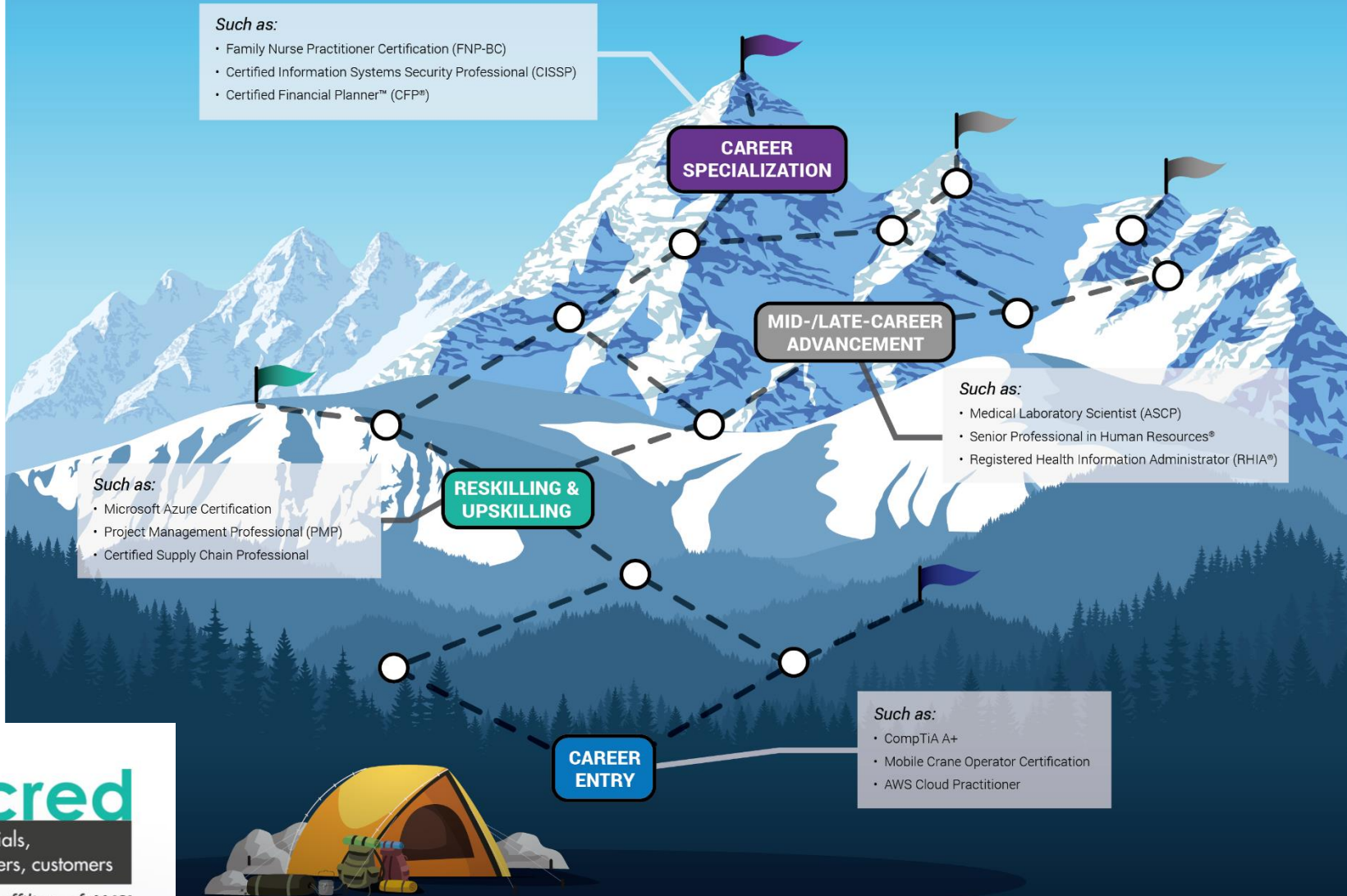
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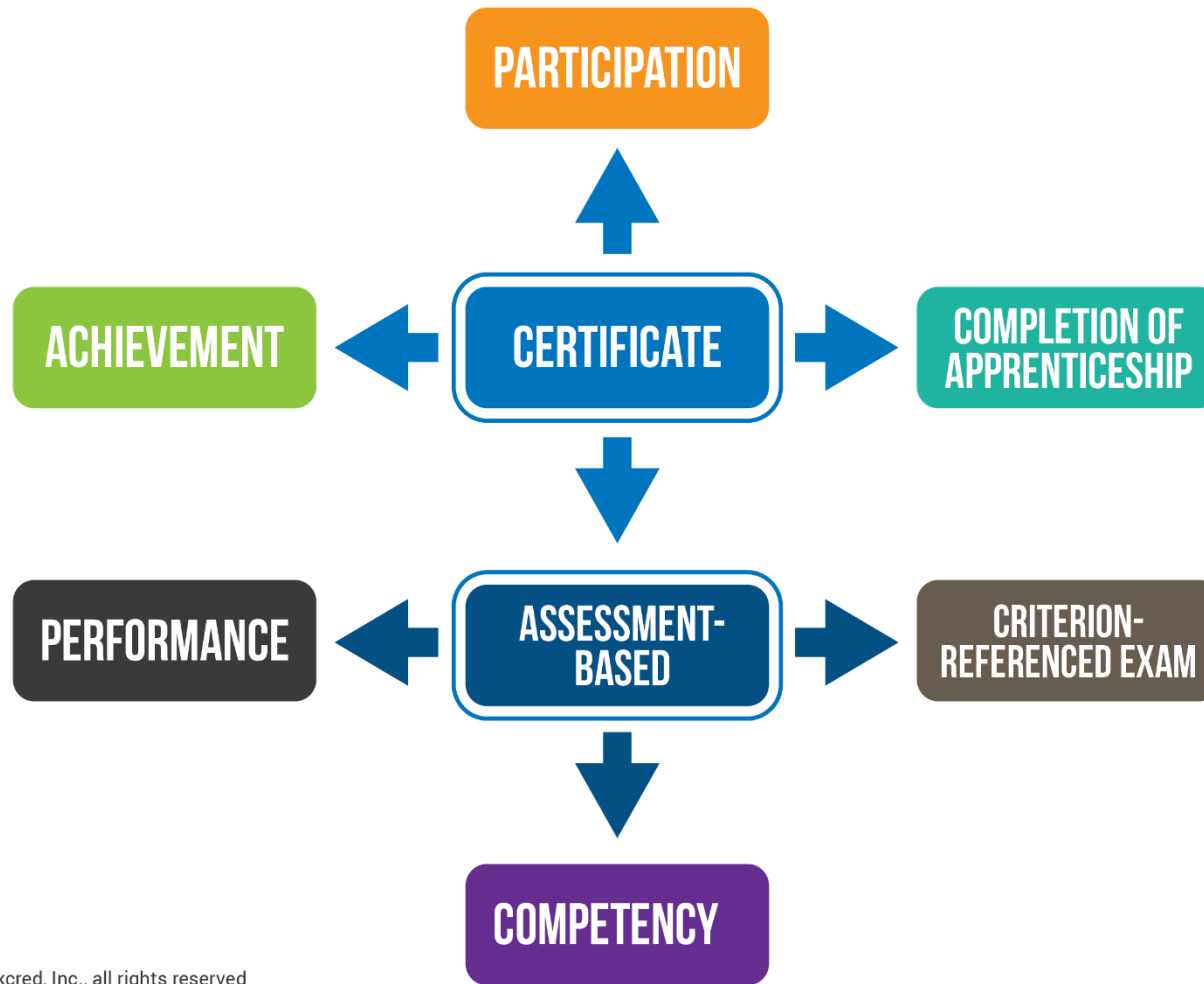


Note:
Training that is followed by an assessment to
measure the learning outcomes is an assessment-based
certificate, not a certification as sometimes referred to.

CERTIFICATIONS: CAREER-LONG CREDENTIALS



TYPES OF CERTIFICATES



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Workcred Helps Education and Training Providers . . .

Strengthen partnerships with industry that increase learning and employment prospects through quality work-based learning opportunities.

Create conceptual frameworks for curricula that lead to industry-endorsed programs and validated credentials.

Define competencies and align assessment tools with learning outcomes.

Evaluate methods for assessing learning to ensure that competencies have been measured and achieved.

Develop working relationships with credentialing bodies, industry, and other key players in the credentialing system.

Workcred Helps Employers and Industry Associations . . .

Build capacity to identify and articulate competency needs on an ongoing basis, and determine the need for new credentials.

Build quality credentialing programs that meet national and international standards.

Establish transparent career pathways with stackable, competency-based credentials.

Understand different types of credentials and their appropriate use.

Ensure that credentials are aligned to the current body of knowledge for an occupation.

Identify quality credentials that are effective and have market value.

Workcred Helps Government . . .



Workcred Helps Credentialing Bodies . . .

Build quality credentials that are effective and have market value.

Advance the industry of certification and certificates through research and educational activities.

Define competencies and align assessment tools with learning outcomes.

Raise awareness of the value of quality credentials for employers and workers.

Evaluate methods for assessing learning to ensure that competencies have been measured and achieved.

Create conceptual frameworks for curricula that lead to industry-endorsed programs and validated credentials.

For More Information

Roy Swift, Ph.D.
Executive Director

rswift@workcred.org
202-331-3617

workcred

Connecting credentials,
competencies, careers, customers

an affiliate of ANSI

1899 L Street, NW
Washington, DC 20036

www.workcred.org
info@workcred.org

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