



Retail, Restaurant, and Hospitality Credentials and Careers: Lessons from the Field



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Why retail, restaurant, and hospitality?



Retail:

- **6 in 10 Americans have worked in retail**
- **29 million Americans directly employed** in the retail sector
- 45% do not work in a **sales position**

Restaurant:

- **14.7 million employees in the restaurant industry**
- **9 in 10 restaurant managers** started in entry-level positions

Hospitality:

- **8 million jobs** in hotel operations and guest spending support
- **188,000 new hotel jobs** since 2010

Source: [NRF: About Retail Jobs](#), [AHLA: U.S. Hotel Industry](#), National Restaurant Association: 2017 State of the Industry



The problem: lack of understanding for all credentials

The Credential Marketplace Is Complex and Confusing:

- Many different types of credentials with variation in content, quality and value.
- The market is expanding - more than 330K in the U.S. alone.
- No common language to describe or compare credentials.
- Misalignment between industry needs and educational offerings.
- No consistent mechanism for stacking credentials based on competencies.

Searching for Hotels v. Credentials

Google hotel reservation washington dc

Sun, Nov 8 Mon, Nov 9 Price Rating Hotel class

Back to web results for **hotel reservation washington dc**

<p>St. Gregory Hotel \$159</p> <p>3.1 ★★★★★ (45)</p> <p>4-star hotel - M St NW</p> <p>Low-key accommodations, plus casual dining, a fitness center & 3,000 sq ft of meeting space.</p>	
<p>Embassy Suites by Hilton Washington D.C. Ge... \$199</p> <p>4.0 ★★★★★ (60)</p> <p>3-star hotel - 22nd St NW</p> <p>Upscale all-suite lodging with free breakfast, a 24/7 fitness center & an indoor pool.</p>	
<p>Washington Plaza Hotel \$149</p> <p>4.0 ★★★★★ (77)</p> <p>3-star hotel - Thomas Cir</p> <p>Stylish venue featuring a seasonal outdoor pool with a dining scene & a lobby bar with a fireplace.</p> <p>Free Wi-Fi</p>	

Map showing Washington, DC area with red location pins marking hotel locations.

Google IT programs in dc

All Images Shopping Maps News More Settings Tools

About 201,000,000 results (0.70 seconds)

Purdue University Global | Online IT Degrees
go.purdueglobal.edu/InfoTech
 Own Your Education. Explore Purdue Global's IT Programs Today. Apply! Classes Start 6/6.

IT Programs | South College® Online
apply.south.edu/IT/Programs
 Accredited Online Education. Fill Out a Form to Get Started. Military Friendly. Hands-On Career Training. Night & Flexible Classes. Get Started Today! Services: Career Advisors, Modern Technology, Career Fairs.
 Current & Former Military · Military Grant · Financial Aid · First Responder Grant

DC Adult Training Programs Provide Career Certification, Job ...
<https://osse.dc.gov/.../dc-adult-training-programs-provide-career-certification-job-plac...>
 Sep 28, 2012 - WASHINGTON, DC - District of Columbia adult learners were awarded graduate certificates, trade certifications and immediate job placement ...

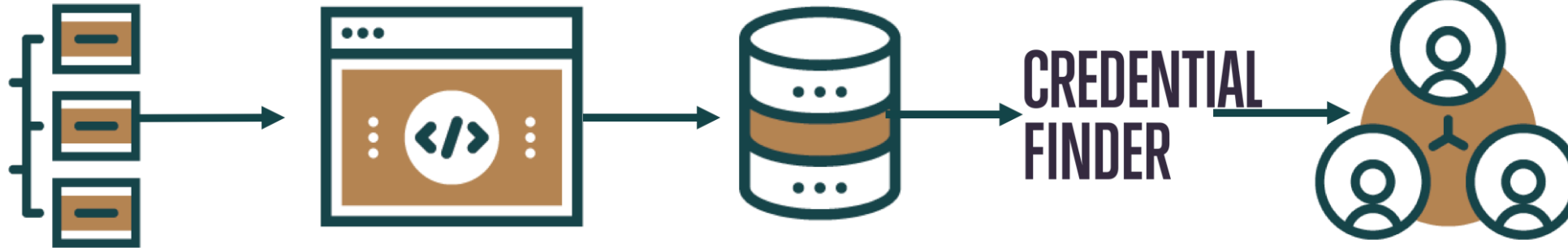
IT certification programs Washington DC, Microsoft Cisco CompTIA ...
<https://www.learn4good.com/.../washington-dc-computer-certification-programs.htm>
 IT certification programs in Washington DC area: Computer training classes. ... Cisco CCNA & CompTIA A+ / Network+ certifications. ... Citivide Computer Training Center in Washington DC is a nonprofit corporation dedicated to helping underprivileged people acquire the skills they need to ...

Computer Training & Certification Courses | Washington, D.C. ...
<https://www.dcnwhorizons.com/training-certifications>
 New Horizons Washington, D.C. is a premier training provider. And, with award-winning instructors and a no-cancellation policy, we are able to utilize the best ...

Paid Training Jobs, Employment in Washington, DC | Indeed.com
<https://www.indeed.com/q-Paid-Training-I-Washington,DC-jobs.html>
 5957 Paid Training jobs available in Washington, DC on Indeed.com. ... Education - Graduate of an

Why are the searches different?

- Travel industry uses linked data, while credentials don't.
- **We're moving the credential marketplace towards using linked data**, allowing credentials to be found and compared just like cars or flights
- **The CTDL is going through the process to become the official schema for describing credentials on the web.**



Credential Transparency Description Language (CTDL) – Common language that describes key features of credentials, credentialing organizations, and quality assurance bodies.

Common descriptors will allow for better apples-to-apples comparison between credentials.

Publishing – After creating a user account, organizations use the API, Registry Publisher, bulk upload, or—in the future—harvest structured data to convert organization, credential and quality assurance information to the common language and publish to the registry.

Organizations will have a suite of options to add information to the registry.

Credential Engine Registry – houses information described by the common language and supports an open applications marketplace.

Developers will create specialized applications for different types of users, like employers, military veterans, and students.

Credential Finder Prototype Application – Basic search to view information in the registry.

The public will use Credential Finder to see all information in the registry.

Community – Receives technical assistance and other services to consume from and publish to the registry.

Credentialing organizations, developers, and other users will have access to resources like best practices, user guides, and staff support.



Retail and Hospitality Credentials Initiative

Identify, collect, and publish all industry-recognized retail, restaurant, and hospitality credentials—from badges to degrees—to the Credential Registry using the CTDL.

Partnering with the National Restaurant Association, National Retail Federation Foundation, and American Hotel and Lodging Association to meet this challenge.



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