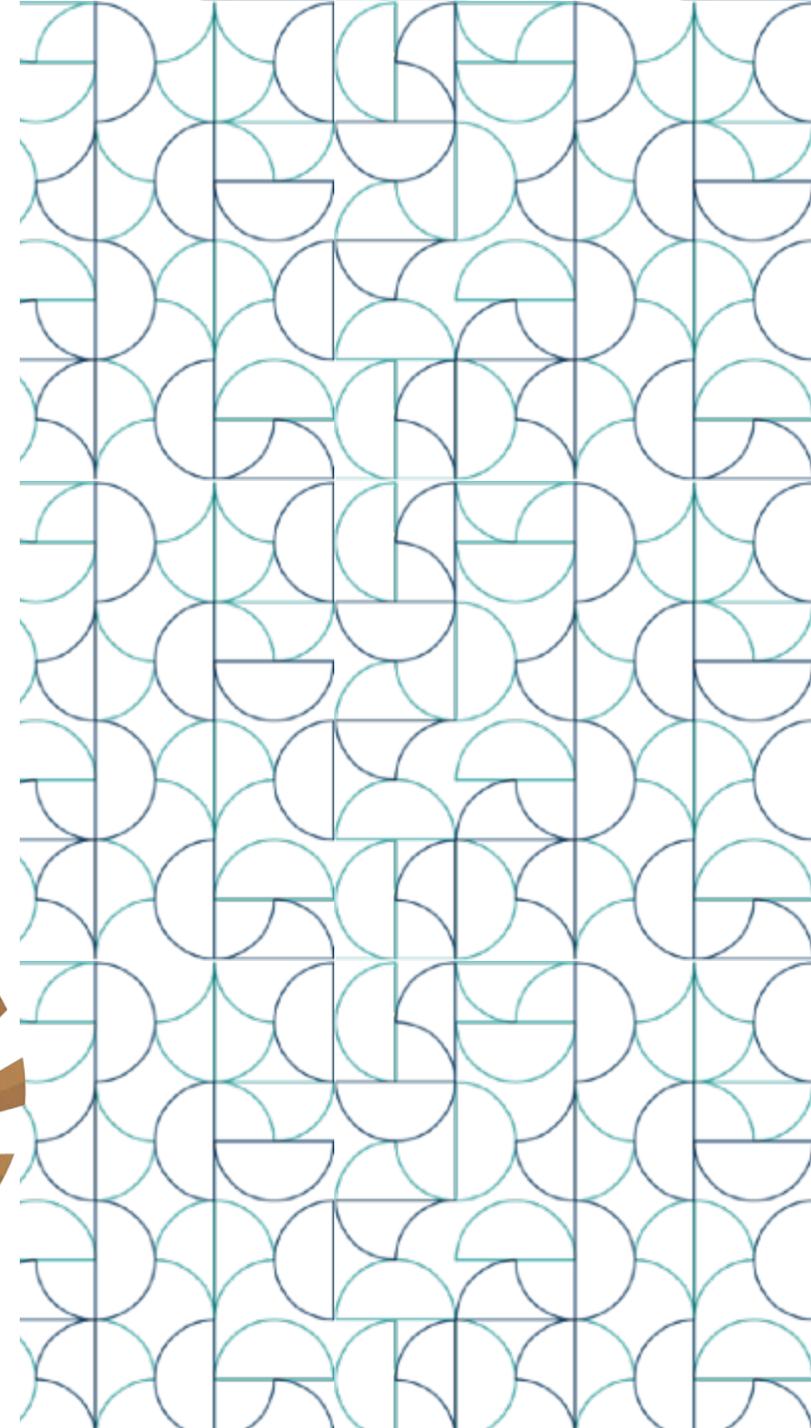


# Partnerships to Improve Credential Transparency

ACT Workforce Summit  
October 30, 2019





# Credential Data: Current State

## Searching for Hotels v. Credentials

Google IT programs in dc

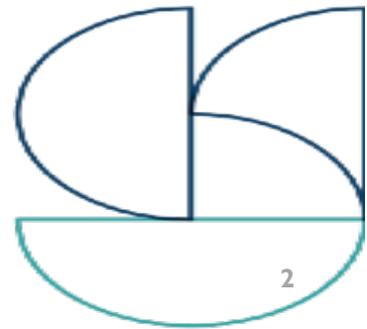
All Images Shopping Maps News More Settings Tools

About 201,000,000 results (0.70 seconds)

- Purdue University Global | Online IT Degrees**  
[Ad go.purdueglobal.edu/InfoTech](https://go.purdueglobal.edu/InfoTech) ▾  
Own Your Education. Explore Purdue Global's IT Programs Today. Apply! Classes Start 6/6.
- IT Programs | South College® Online**  
[Ad apply.south.edu/IT/Programs](https://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. ... Citiwide 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.dcnewhorizons.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
- Credentials currently don't
  - information is not well-organized or comparable.
- With Credential Engine, we're moving the credential marketplace to use linked data, allowing credentials to be found and compared just like cars, flights, or commercial goods.
- To get there, we need a common language

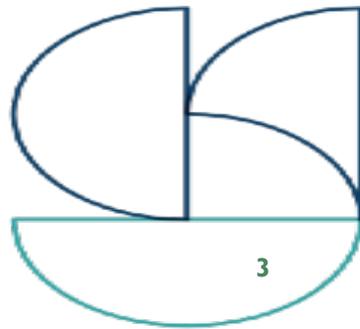


# The Problem – Lack of Understanding for All Credentials



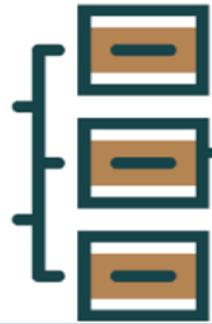
## The Marketplace of Credentials Is Confusing and Complex:

- Many different types of credentials with variation in content, quality and value.
- The market is expanding - over 730,000 confirmed in the U.S. alone.
- Previously no common language to describe or compare credentials
- Misalignment between industry needs and educational offerings
- No mechanism for stacking credentials based on “competencies.”



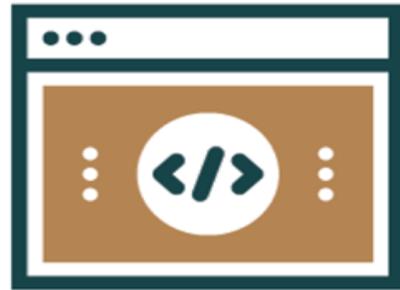


# How We do it: Transparency Through Technology



**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**

**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.*



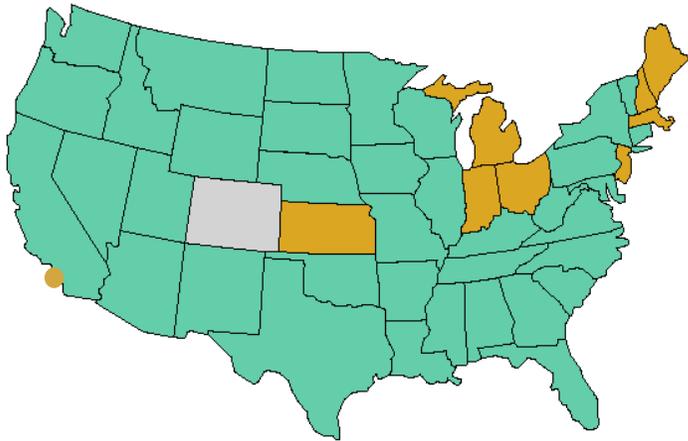
**Community** – Receives technical assistance and other services to consume from and publish to the registry.

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



# Credential Engine's Partnerships

States



Associations



Employers



Industry Sectors



Institutions





# Partnerships to Improve Credential Transparency in Michigan

Department of Labor and Economic Opportunity-Workforce Development  
ACT Workforce Summit  
10.30.2019

# Michigan Partners with Credential Engine – Here's Why

## Closing the Skills Gap

- In 2020, 70% of Michigan jobs will require postsecondary education.
- The demand is there – 47,000 job openings are projected annually in the skilled trades through 2026.
- In 2017, 45% of Michigan workers had a certificate or degree.
- State of Michigan Goal – 60 by 30, 60% of Michiganders achieving postsecondary credentials by 2030 (compared to current 45%).



# Michigan/Credential Engine Partnership Opportunities

- Connect training programs with certifications
- Evaluate credentials to meet “industry-recognized” criteria
- Assist Apprenticeship sponsor identification of imbedded & interim credentials
- Unify terms across educational & workforce arenas



Apprenticeship



Badge



Certificate



Certification



Degree



Diploma



License



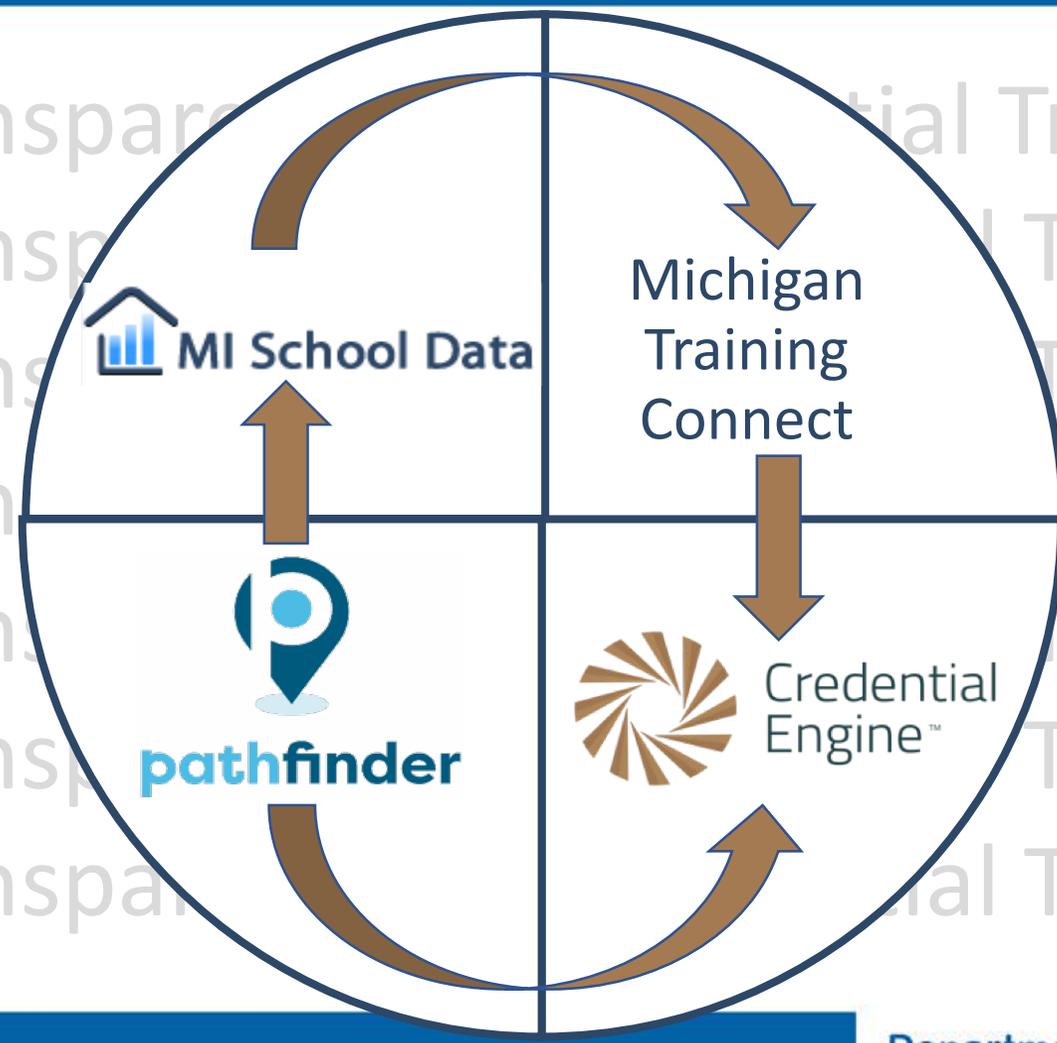
Micro-Credential

# Three Credential Engine Business Cases

1. Expand Registered Apprenticeships in Michigan
2. Enhance Pure Michigan Talent Connect (PMTTC), Pathfinder, Michigan Training Connect (MiTC), & One-Stop Management Information System (OSMIS)
3. Define Career Pathways in Michigan



# Credential Engine Results = Win, Win, Win, Win...



# Credential Engine Partnerships



Department of Labor and Economic Opportunity  
**Workforce Development**

# Lessons Learned



- Decentralized systems require a different approach
- Strong partnerships and champions are key
- Full-time focus moves the needle

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# PARTNERSHIPS TO IMPROVE CREDENTIAL TRANSPARENCY IN LOS ANGELES, CA



*ACT Workforce Summit*  
October 30, 2019

# Need for Credential Transparency in Los Angeles, CA

## ➤ Skills Gap

- 83% of jobs in CA require post-secondary education
- 50% are middle skill jobs, 39% of workers are trained to middle skill

## ➤ Equity Gap

- 24% poverty rate in LA (highest in CA)
- Overrepresentation of communities of color (6% unemployment in region vs. 16% among people of color)

# Need for Credential Transparency (continued)

- Students of color, first-generation college bound, and/or come from low-income families less likely to have high-quality education and career planning resources
- Transparency around which credentials support employment & career pathways would:
  - Help guide personal & public education & workforce investments
  - Ensure a diverse, skilled workforce
  - Support inclusive economic growth



# L.A. Credential Registry Goals

- Map & public data at L.A. regional community colleges, California State University campuses, and University of California campuses – acquiring data at state-level
- Work with other L.A. area stakeholders to publish information that augments the data provided at the system level, such as competencies and pathways
- Support credential transparency at the state level
- Connect to implementation of statewide longitudinal data system

# Partnerships for Credential Transparency



- Employers
- Post-secondary institutions
  - California Community Colleges
  - California State University & University of CA
  - Private, non-profit
- Workforce development practitioners supporting students & families
  - Including non-profit & community-based organizations serving youth, low-income communities, and special populations



**LOS ANGELES AREA**  
CHAMBER OF COMMERCE



# Reflections

- Registry needs to meet local & regional needs for a variety of stakeholders (students, families, and employers) while working to build state-level systems & infrastructure
- Combining Credential Engine's technical expertise & experience, including national network, with local trusted intermediary is critical
- Need to shift culture around possibilities of credential transparency

# QUESTIONS?

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**UNITELA**  
Education Innovation Through Collaboration