

workcred

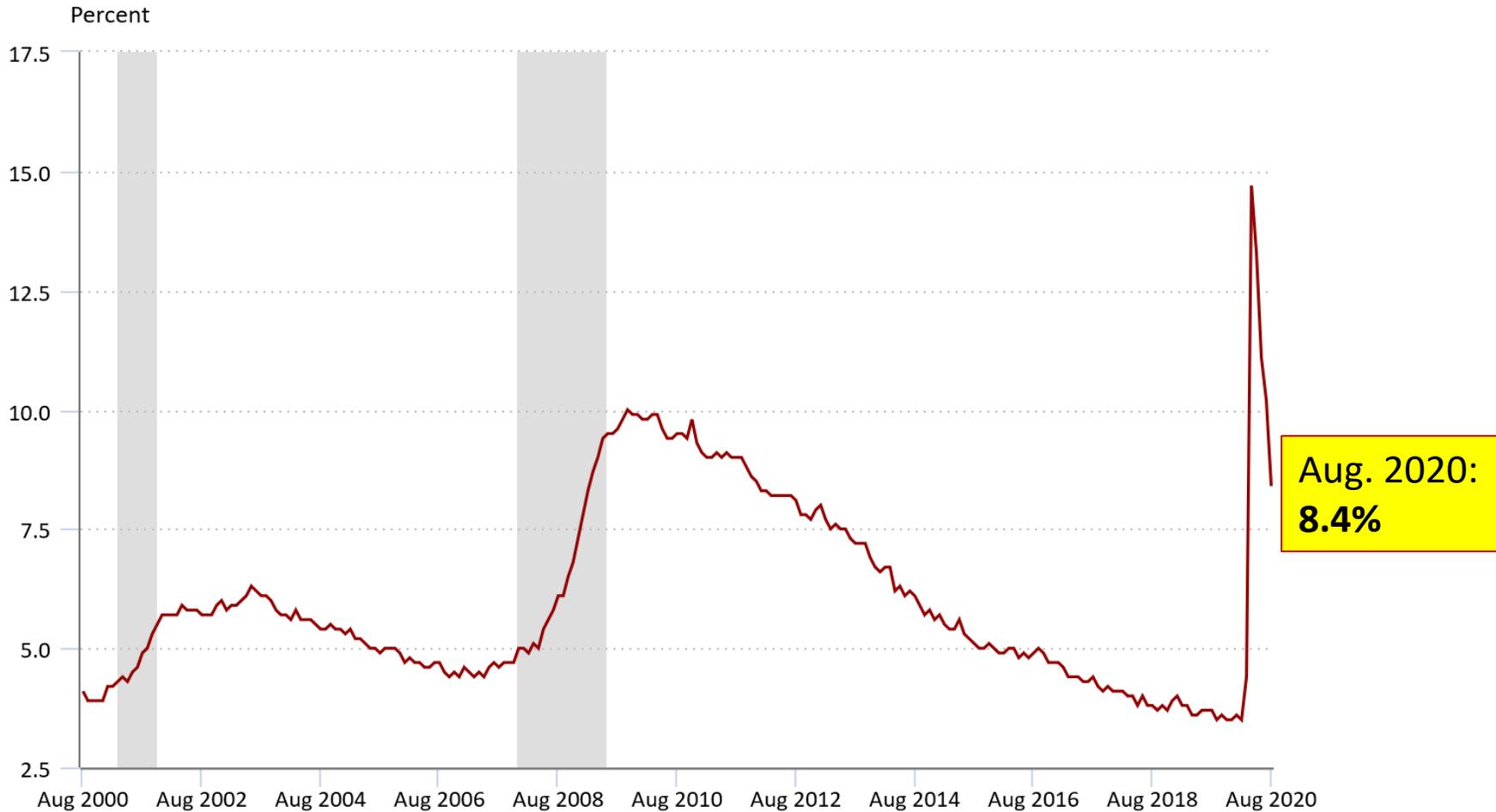
Connecting credentials,
competencies, careers, customers

an affiliate of ANSI

***Elevating the Visibility, Relevance, and
Value of Certifications to Help Close the
Pandemic Divide***

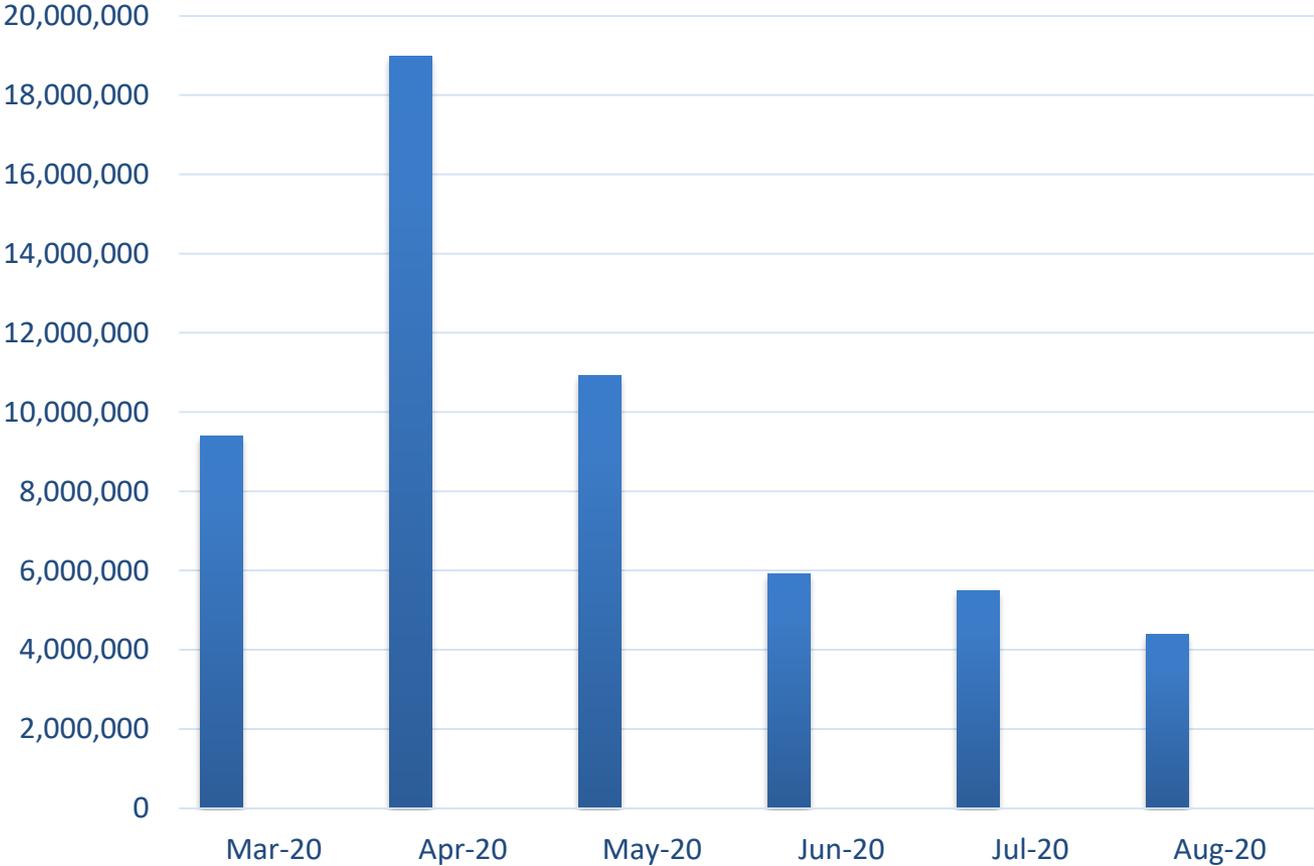
CURRENT STATE OF THE WORKFORCE

Civilian Unemployment Rate



Source: U.S. Bureau of Labor Statistics

More than 55 Million Americans Filed for Unemployment Benefits



Source: <https://oui.doleta.gov/unemploy/claims.asp>



1/3

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



Source: Public Viewpoint: Covid-19 Work and Education Survey," Strada Education Network, April 7, 2020, <https://www.stradaeducation.org/publicviewpoint>

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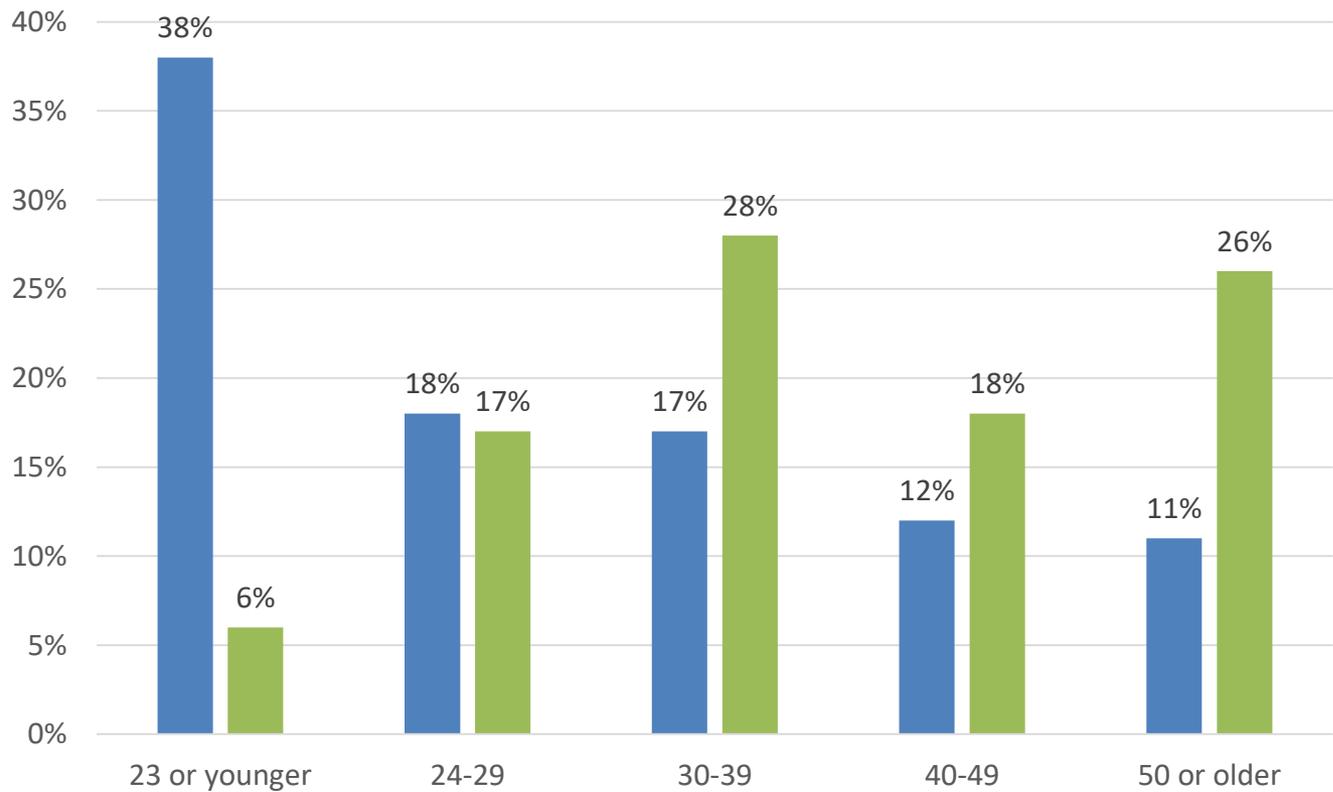
35%

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

Source: Public Viewpoint: Covid-19 Work and Education Survey," Strada Education Network, April 7, 2020, <https://www.stradaeducation.org/publicviewpoint>

Some College, No Degree

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



■ At last enrollment ■ As of 2018
Source: National Student Clearinghouse: <https://nscresearchcenter.org/some-college-no-degree-2019>

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.

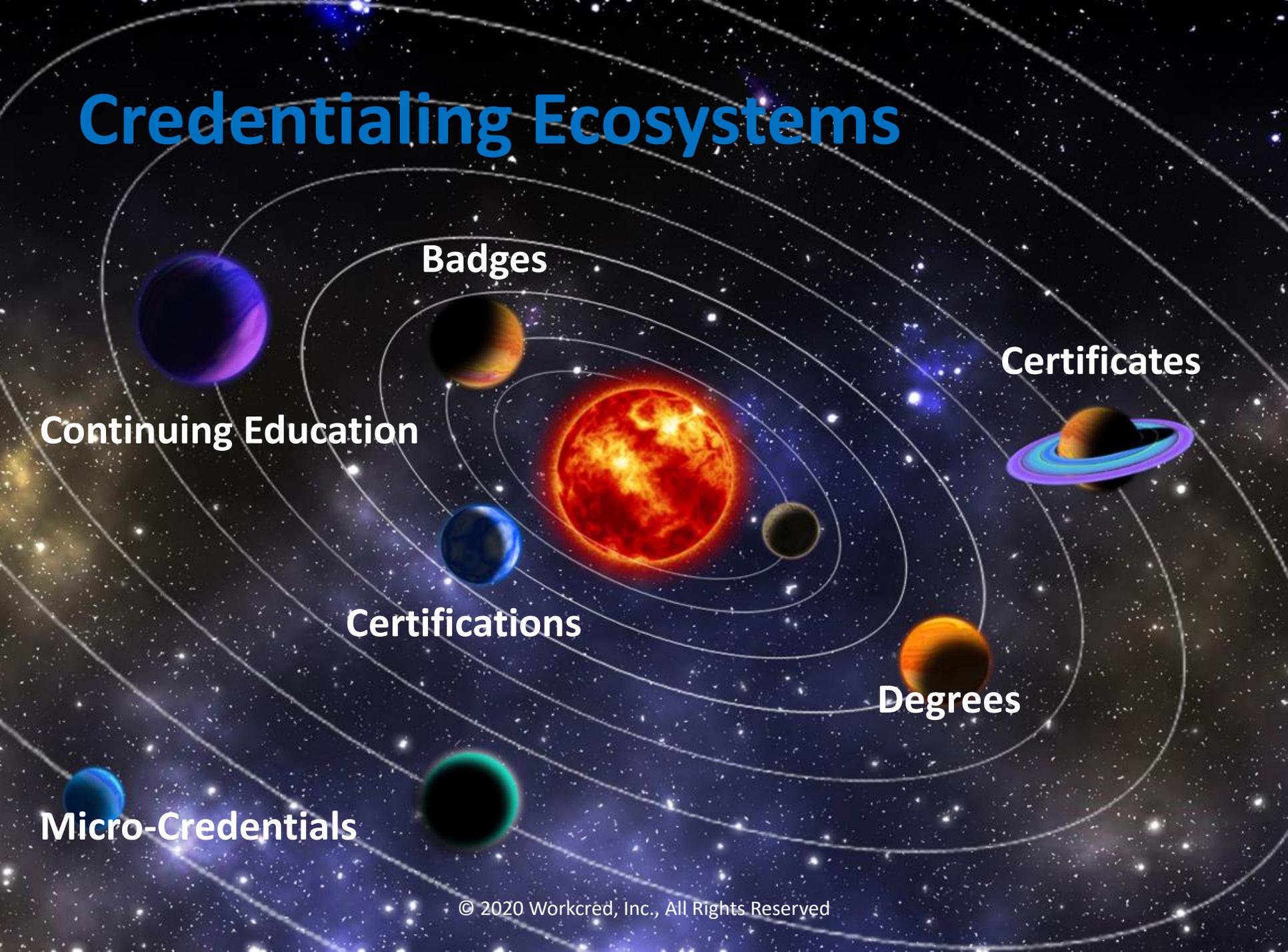
There is an opportunity for certification bodies to help both individuals and employers.

ROLE OF CERTIFICATIONS



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

Credentialing Ecosystems



Badges

Certificates

Continuing Education

Certifications

Degrees

Micro-Credentials

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%]

Sources: Professional Certifications Offer Workers with No College Degree a Pathway to Good Jobs, <https://www.luminafoundation.org/resource/professional-certifications-offer-workers-with-no-college-degree-a-pathway-to-good-jobs>; and Professional Certifications Offer Workers with No College Degree a Pathway to Good Jobs, <https://www.luminafoundation.org/resource/professional-certifications-offer-workers-with-no-college-degree-a-pathway-to-good-jobs>

Adults Without a Degree Who Hold a Certificate or Certification



Have higher full-time employment rates than their peers with no credentials (85% versus 78%).

Have a median annual income of \$45,000, compared to \$30,000 for those without a credential.

Perceive their education paths as more valuable and are more likely to recommend them to others than are those without a credential.

Source: Certified Value, When do Adults without Degrees Benefit from Earning Certificates and Certifications?, <https://www.stradaeducation.org/report/certified-value>

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

The Future Will Hold Increased Demand for Integrated Models of Learning

Degrees
embedded with
certifications

Work-based
learning

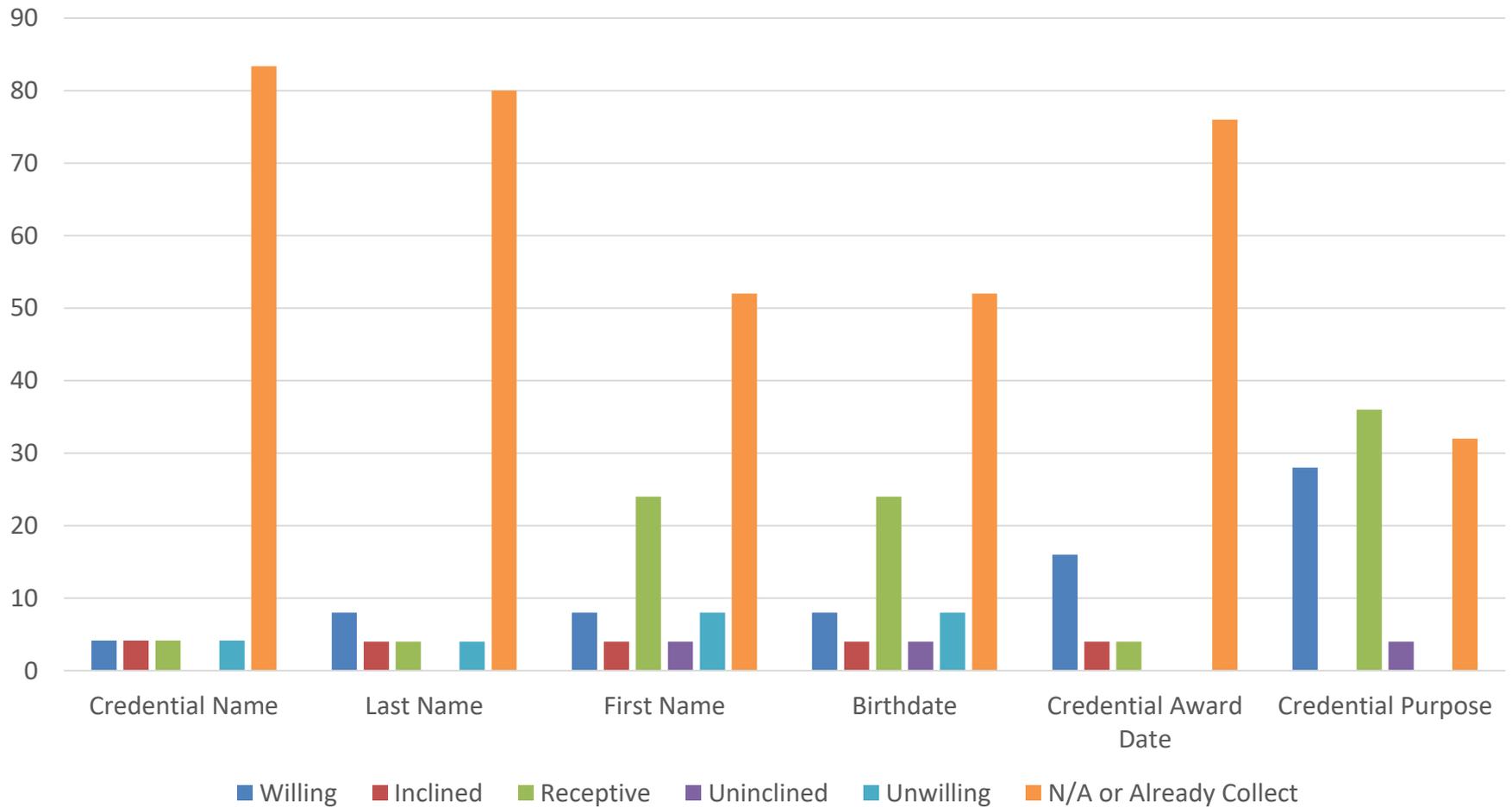
Boot camps

WORKCRED'S RESEARCH PROJECTS

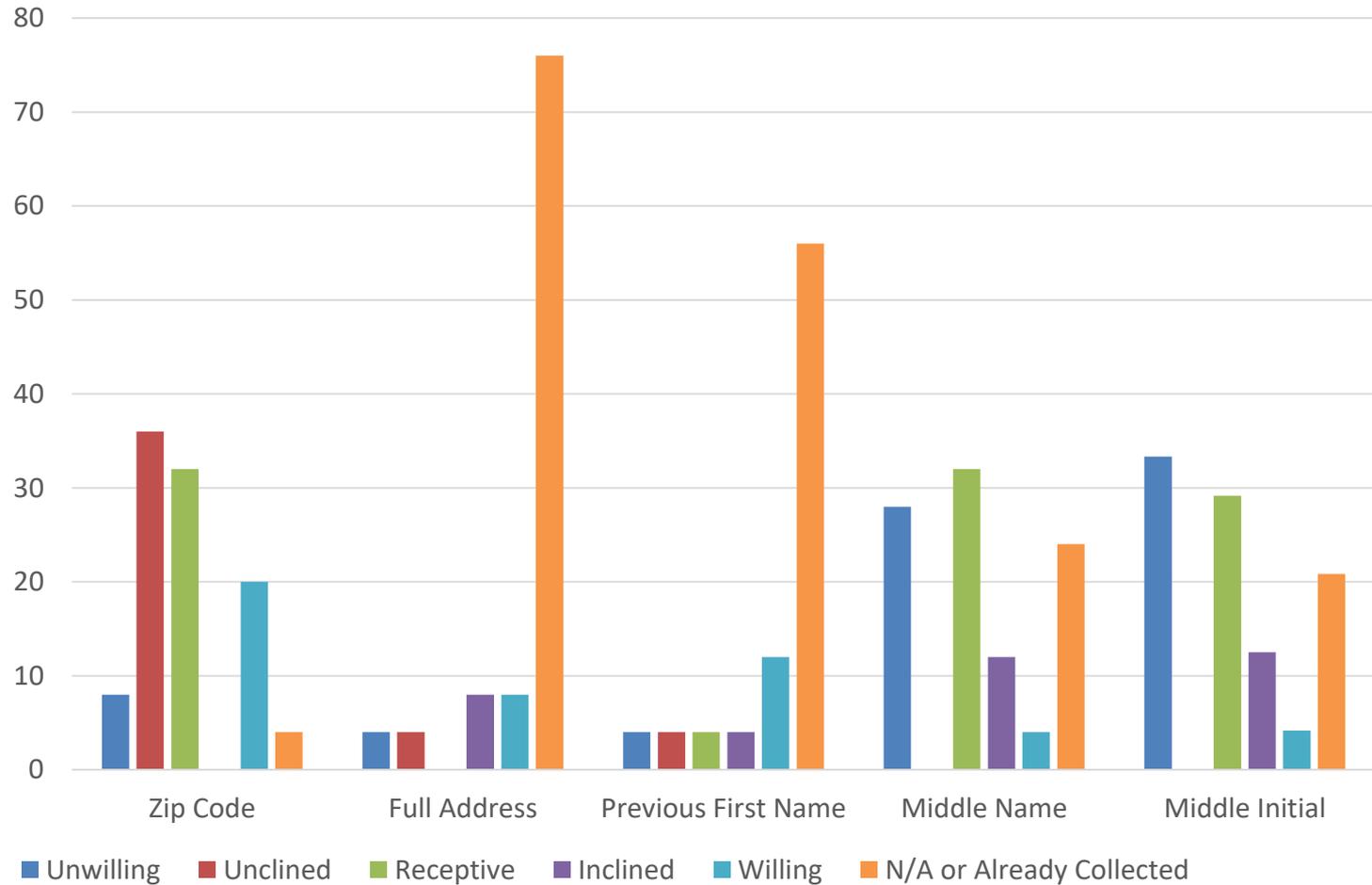
WORKCRED VOLUNTARY DATA SHARING NETWORK

- With the emergence of many different types of credentials, including badges, certificates, and micro-credentials, there is a growing need to understand the value or ROI of certifications.
- Workcred is engaging more than 30 certification bodies in discussions around the value of sharing their data so the information about their credentials can be better understood by policymakers, funders of research, state officials, consumers of certifications, and education and training providers.

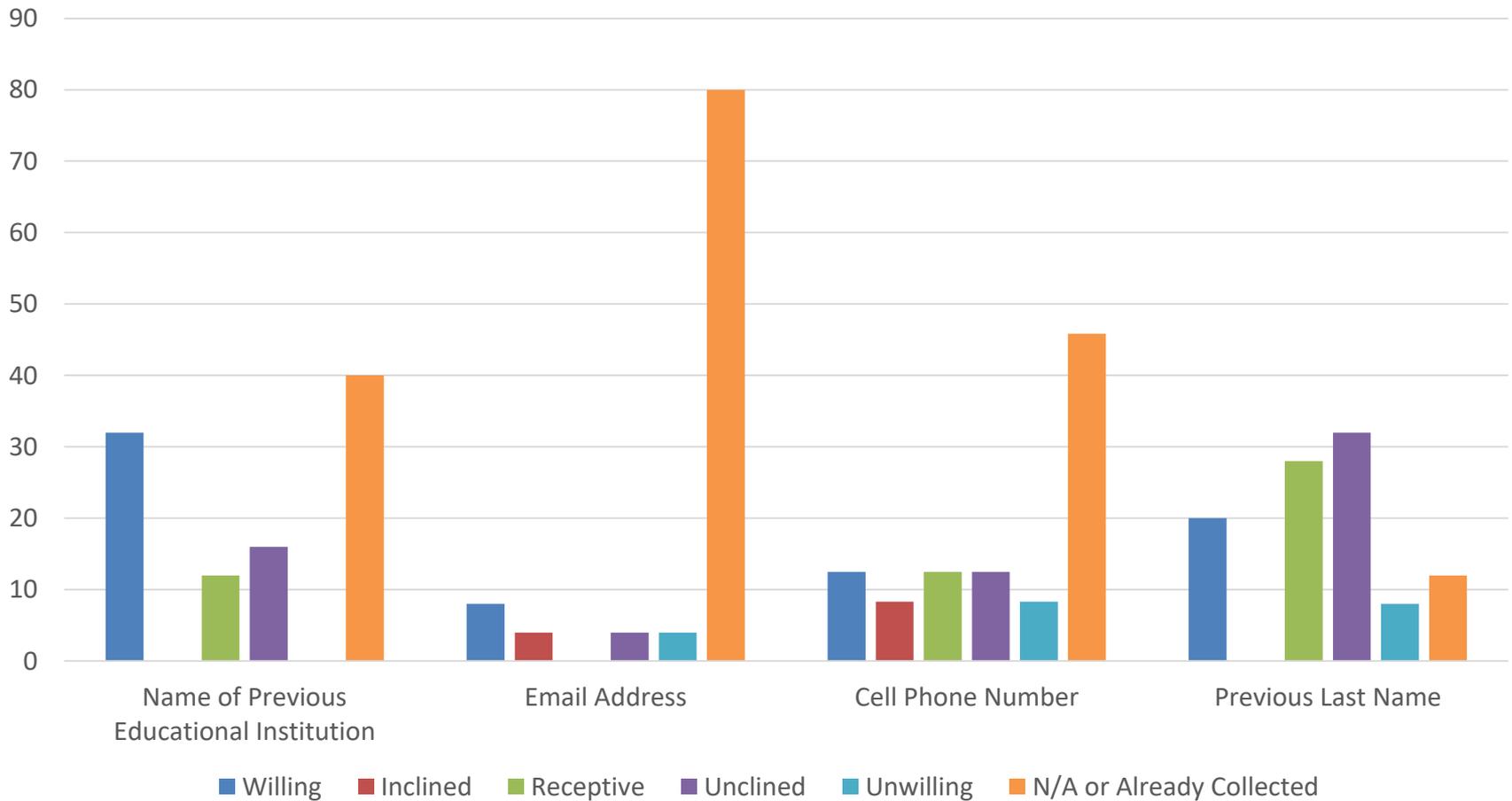
Minimum Data Elements Needed for Data Sharing



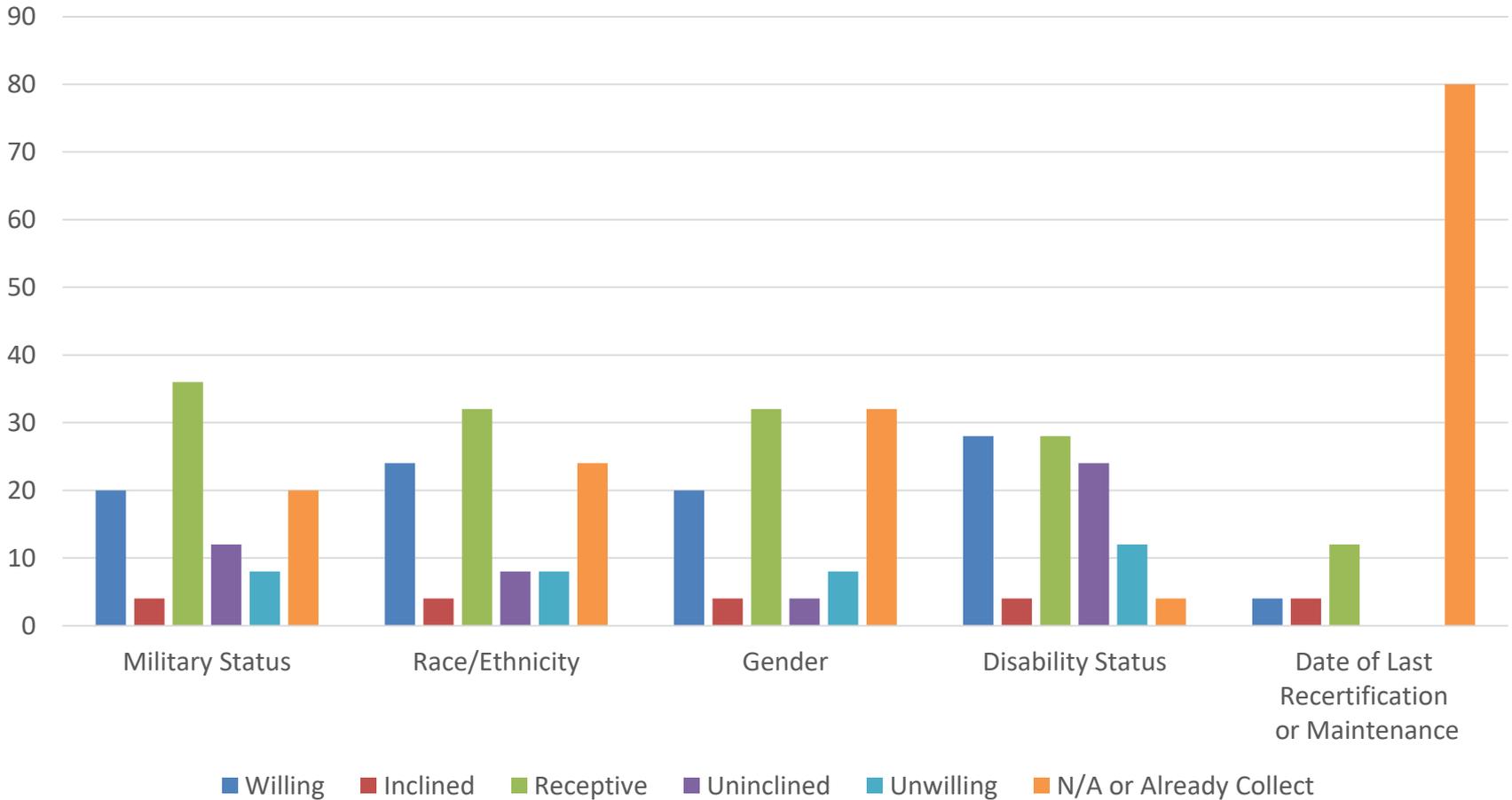
Additional Data to Support Data Matching



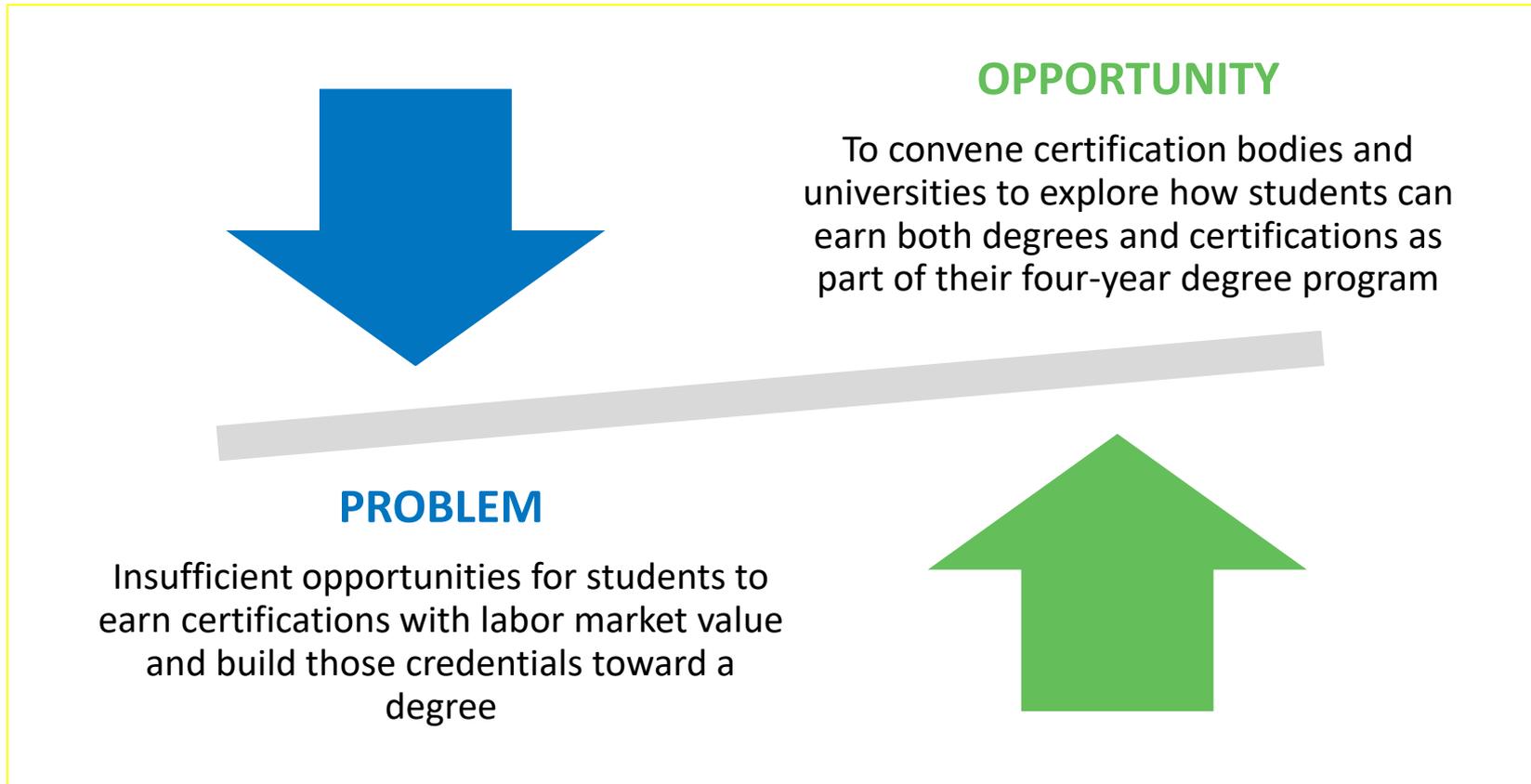
Additional Data to Support Data Matching Cont'd



Optional Data Elements for Additional Insights



ALIGNING AND EMBEDDING CERTIFICATIONS IN BACHELOR'S DEGREES



PROJECT PARTNERS



Coalition of
Urban Serving Universities



ASSOCIATION OF
PUBLIC &
LAND-GRANT
UNIVERSITIES



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Key Themes from the Project

Certification bodies and universities gained knowledge and better understand each other;

Fostered an emerging community of practice between universities and certification bodies;

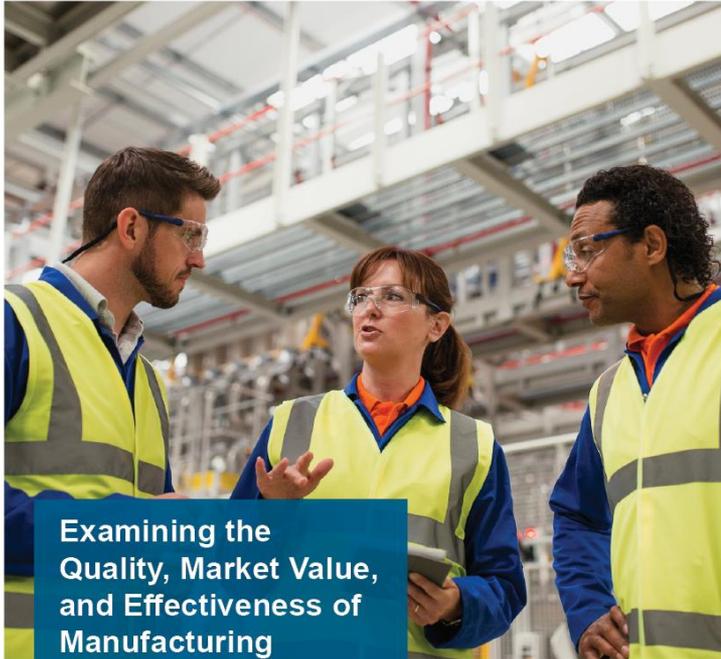
Developed a framework that identifies certification-degree pathway examples, challenges, and opportunities associated with building these pathways;

Identified value propositions for students, certification bodies, universities, employers, accreditors, and society as a whole; and

Discovered examples of partnerships between certification bodies and universities.

MANUFACTURING RESEARCH STUDY

July 2018



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

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

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**MEP • MANUFACTURING
EXTENSION PARTNERSHIP***

The National Institute of Standards and Technology (NIST)
Hollings Manufacturing Extension Partnership (MEP)

In partnership with

workcred

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WORKCRED AND NATIONAL GOVERNORS ASSOCIATION REPORT ON QUALITY

Recommendations

Develop standardized definitions of the different types of non-degree credentials.

Understand and access the quality of credentials.

Ensure that non-degree credentials are accepted as college credit and embedded into degree programs.



Understanding Quality: The Role of States in Supporting Quality Non-Degree Credentials

THE FUTURE IS NOW

A Call to Action!

Join the
Workcred
projects

Work with
universities

Reach out
to industry
beyond the
job
analysis

Establish
relationships
with state
officials

Apply to be
on states'
eligible
training
provider
lists

FOR MORE INFORMATION

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