



CULTIVATING QUALITY

IS THE ROOT

OF EVERYTHING
WE DO

workcred
an affiliate of ANSI

SUPPORTING QUALITY CREDENTIALS
THROUGH RESEARCH AND INSIGHT

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DETERMINING THE VALUE OF NON-DEGREE CREDENTIALS

The number and types of non-degree credentials (e.g., certifications, certificates, microcredentials) continues to grow. Yet, there is a lack of information about the quality and value of non-degree credentials. Workcred is focused on bringing greater clarity about non-degree credentials by working with organizations that issue these credentials to:

- ◆ Explore opportunities to use third-party data to make decisions about outcomes and the value of credentials
- ◆ Connect administrative data sets to provide information about the effectiveness of credentials
- ◆ Foster a new mindset among credentialing bodies about collecting and using data

CREATING A CULTURAL SHIFT FOR NON-DEGREE CREDENTIALING BODIES

For decades many non-degree credentialing bodies did not collect detailed personally identifiable information about individuals who earned credentials. Instead, the goal was to collect the minimal data necessary for someone to apply for and earn the credential, while adhering to privacy regulations. Recently, policymakers and others are demanding more data to determine the value of credentials. Workcred is working to change the culture of credentialing bodies by:

- ◆ Educating them to focus on the outcomes of credential holders, which better positions individuals to meet their career goals
- ◆ Demonstrating that credentials prove credential holders have the necessary skills and competencies
- ◆ Showcasing how credentials can help professionalize an occupation

BUILDING QUALITY CREDENTIAL PATHWAYS

Individuals may earn multiple credentials (both degree and non-degree—e.g., certificate, degree, certification, microcredential, license) as they pursue their career goals. But, it is important to understand how different credentials can be aligned or integrated into career pathways. Workcred helps organizations develop or improve pathways that:

- ◆ Are rooted in skills
- ◆ Provide learners opportunities to gain a broad-based education and technical skills
- ◆ Incorporate industry-recognized credentials

