Today's Credentialing Marketplace Is Confusing...

Through an increasing array of credentials—such as degrees, certificates, licenses, certifications, badges, and apprenticeships—job seekers, students, and workers have more options than ever. Yet, there has never been an efficient system to collect, search, and compare credentials in a way that keeps pace with the speed of change in the 21st century and is universally understood. With more than 330,000 confirmed credentials in the U.S. alone, this lack of information contributes to confusion and uninformed decision making.

...But It Doesn't Have To Be

Credential Engine is demystifying the credential marketplace by bringing both transparency and common understanding to credentials for the first time in order to provide the information needed to make better credentialing decisions and reveal credentialing and labor trends.

How Will Credential Engine Work For Certification And Licensure Organizations?

One of the primary challenges that certification and state licensure organizations face is finding successful marketing strategies to not only effectively demonstrate the quality and market value of their program but also to keep their program highly visible to their stakeholders, potential applicants and the public. At the heart of this issue is a need for greater visibility of key credentialing information—what is learned, how they connect to other credentials and careers, and whether quality assurance measures have been evaluated. To help address this challenge, Credential Engine has developed a suite of web-based services that provide clear credential information which is centrally stored and easily accessible.

The Credential Registry

This web-based Registry collects, maintains, and connects up-to-date information on credentials in the marketplace. Certification and licensing organizations can use the Registry to

- Improve the visibility, understanding, and value of their programs, processes, and portability to current and new potential customers by posting information
- Demonstrate the value of a certification or license by using the Registry to acknowledge their validated standards and processes within the credentialing marketplace

The Credential Transparency Description Language (CTDL)

This common language provides the "rules of the road" for how credentials, credentialing organizations, quality assurance information, and competencies are described both in the Registry and on the Web. Certification and licensing organizations can use the CTDL to

- More clearly describe how a certification and/or license connects to other types of credentials, national, or state assessments
- Develop greater understanding of credential comparability in order to more efficiently stack credentials and create better career pathways

The Open Applications Marketplace

An open apps marketplace allows organizations to build customized applications that use the Registry's data to access tailored credentialing information. Certification and licensing organizations can use or build apps to

- Search for tailored information around certification and licensure
- Monitor market trends and conduct research to continuously improve programs

How Do Certification And Licensing Organizations Get Involved With Credential Engine?

To help us build a more transparent credential marketplace, certification and licensing organizations can get engaged by adding to the Registry and encouraging the use of its data.

- **Add To The Credential Registry**
  - o Enter certifications and/or licensure information to the Credential Registry
  - o Encourage credentialing organizations that offer programs that will require industry certification or licensure to add information to the Registry
  - o Input information about training programs that prepare individuals for certification or licensure assessments

- **Use The Data**
  - o Develop applications that incorporate information from the Registry to better serve certification and licensing organizations' stakeholders and maintain a competitive edge.

Ready To Get Started?

Joining the Credential Registry to add your data, improving the visibility and understanding of your programs, is quick and easy:

- Go to www.credentialengine.org
- Select "Publish to the Credential Registry"
- Click "Create an Account" to get set up and verified
- Choose your preferred method of uploading your data (detailed resources provided)
- Start publishing!

To learn more, please visit www.credentialengine.org or contact info@credentialengine.org