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 Higher Education?

Higher education institutions are under increased pressure to balance competing priorities—keep pace with education innovations, stay affordable, maintain high accountability standards, and set students up for success. At the heart of each of these issues is a need to better understand the credentialing marketplace—what are best practices and trends for building new credentials, what transfer value could a credential have at another institution, what skills and competencies will students need be relevant in the labor market, and what careers or other credentialing paths can a credential lead to? To aid higher education institutions in answering these questions, Credential Engine developed a suite of web-based services that when used together provide clear credential information that is centrally stored and easily accessed.

The Credential Registry
This Web-based Registry collects, maintains, and connects up-to-date information on credentials in the marketplace. Higher Education institutions can use this Registry to
- Better position an institution's credentials for improved visibility among employers, guidance counselors, and prospective students
- Clearly communicate an institution's value by demonstrating how programs connect to additional credentials and/or lead to successful careers

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. Higher Education institutions can take advantage of the CTDL and use it to
- Help Registrars understand the transfer value of a credential at an institution
- Allow for universal credential literacy so that employers, guidance counselors, and prospective students can understand the benefits of an institution's credentials
- Increase an institution's ability to be found by major internet search engines

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. Higher Education institutions can use or build apps to

- Help Deans determine best practices for what should go into a new credential
- Assist Provosts as they keep tabs on credentialing trends in order to remain competitive

How Do Higher Education Institutions Get Involved With Credential Engine?

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

- **Add To The Credential Registry**
  - o Become a participant by having the Registrar's office publish any credentials their institutions offer to the Credential Registry

- **Use The Data**
  - o Work with their institutions to develop applications to better inform curriculum development, benchmark their credential offerings against other credentials, and market to prospective students
  - o Encourage their employer partners to build applications that help them better signal their skill needs to education institutions

Ready To Get Started?

Joining the Credential Registry to add your data, improving visibility and demonstrating the value of your programs to students and employers, 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 sharing your data (detailed resources provided)
- Start publishing!

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