



# Bringing Transparency And Credential Literacy To The Marketplace

## 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 Can Credential Engine Help?

Through web-based services, Credential Engine provides tools and services to find, understand, and compare information about credentials in a user-friendly format in order to help people get the reliable credentialing information they need in order to decide for themselves what credentials or credentialing pathways work best for their needs.

## The Credential Registry

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

- Credentialing organizations can participate in the Registry to gain visibility of their programs and allow students and employers to see inside the credentials they offer
- Quality assurance bodies can publish information about their services and focuses
- Employers will be able to indicate credential requirements and preferences (coming soon)

## 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.

- Guidance counselors, parents, and students benefit from the CTDL because a common credentialing language makes it easier to understand and compare credentials
- Credentialing organizations—including employers that issue credentials—can use the CTDL to compare their own credentials to others in the field to track trends

## 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.

- Employers can build applications that integrate Registry data with their recruitment and Human Resources (HR) systems to understand what skills and competencies a job applicant has based on their credentials
- Students, parents, and veterans could retrieve reliable career pathway information from an application built to use data from the Registry
- States could build applications that track credentialing changes and connect credentials with labor market demand—making it easier to meet a state's skilled workforce needs
- Credential Engine currently offers the prototype Credential Finder app to demonstrate the breadth and depth of information available for search in the Credential Registry

## How Does It Work?

Think of the Registry as a cloud-based library where all the credentialing information can be housed and organized, and the CTDL as the credentialing language dictionary that defines all the words and terms so the information within the library can be read and understood by both humans and machines. Then, through the open apps marketplace, all this information is available through customized "apps" at the user's fingertips.

Combining such a Registry that uses a common language to collect and connect credentialing data directly from the credentialing organizations with quality assurance information that can identify which credentials have been evaluated, and employer preference data that can highlight a credential's connection to a career, creates a singularly powerful engine capable of driving forward the utility, accessibility, and potential of all credentials.

## Want To Get Involved?

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

### Add To The Credential Registry

Become a Registry participant by publishing credentials or credentialing information your organization issues such as degrees, certificates, badges, industry certifications, quality assurance recognitions, apprenticeships, and employer preferences

### Use The Data

Ask the organizations you work with to incorporate Registry data into their systems by building or using an app to better serve your needs and answer your questions about credential

## Ready to Get Started?

Joining the Credential Registry is quick and easy:

1. Go to [www.credentialengine.org](http://www.credentialengine.org)
2. Select "Publish to the Credential Registry"
3. Click "Create an Account" to get set up and verified
4. Choose your preferred method of sharing your data (detailed resources provided)
5. Start publishing!