



# Bringing Transparency And Credential Literacy To The Marketplace for Quality Assurance Bodies

## 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 Quality Assurance Bodies?

As new credentials come into the marketplace quality assurance bodies face the challenge of trying to track and evaluate each new credential to keep the public informed. At the heart of this issue is a need to better understand credentials—what is in them, who is validating their quality, and how can this information be made more visible to the public? To aid quality assurance bodies 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. Quality assurance bodies can use this Registry to

- Raise the visibility and improve understanding of the quality assurance process by adding information detailing a quality assurance body's services and focuses

## 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. Quality assurance bodies take advantage of the CTDL and use it to

- Spread knowledge about how the quality assurance process works by joining with Credential Engine to ensure the use of a common description language that students, parents, employers, and other stakeholders will be able to understand and value

- Increase a quality assurance body's accessibility through 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. Quality assurance bodies can use or build apps to

- Demonstrate their commitment to transparency in quality assurance
- More effectively execute their mission to help students, parents, guidance counselors and employers recognize and understand credential quality

## How Do Quality Assurance Bodies Get Involved With Credential Engine?

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

Make their quality assurance process information available to the Credential Registry

### Use The Data

Develop applications that demonstrate to the public how to recognize and understand credential quality based on the quality assurance body's standards



## 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!

