When a state commits to credential transparency, it unlocks a multitude of opportunities. Below are some of the ways that a common credential language and linked, open-source data can help everyone succeed. You can learn more about how some of these use cases are implemented [here](#).

**Students & Jobseekers**
- Tools and applications that help users navigate and compare education and training opportunities, so they can make critical decisions about their futures.
- Explore and understand career pathways, and the related education and training opportunities and requirements along the pathway.
- Better information to understand the return on investment and quality of different credentials.
- Include more detailed information about credentials and their competencies in digital portfolios or electronic learner records, helping students and workers articulate their skills.

**Employers & Business Community**
- Promote and articulate employer-based training opportunities through the Registry and improve their visibility.
- Compare credentials within the Registry to gain understanding of which credentials best address employer needs, for hiring new employees and up- or re-skilling current employees.
- Search and discover information about credentials and signal credentialing and competency preferences.
- Find credentialing partners who are providing the talent you need to remain competitive, and signal to credential providers labor market demands.
- Integrate credential data into talent management systems to streamline hiring and better identify the credentials and candidates that best suit employers’ needs.
- Utilize technology to match job requirements and job skills in job listings to competencies and learning outcomes connected to credentials, to make better hiring decisions.

**Education & Training Providers**
- Improve a provider’s visibility among employers, guidance counselors, and prospective students.
- Clearly communicate the value of an institution’s credentials by demonstrating how programs lead to successful careers and connect to further educational opportunities.
- Help Registrars understand and communicate the transfer value of a credential at an institution.
- Articulate how an institution provides credit for prior learning.
- 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 and differentiate its programs.
- Help Deans determine best practices for what should go into building new credentials.
- Assist Provosts as they keep tabs on credentialing trends in order to remain competitive.
- Streamline internal data systems to ensure that information about all offerings are up-to-date and comprehensive.
- Facilitate a shared understanding of the skills and competencies needed in the local job market, to ensure offerings are relevant.
- Utilize linked open data in digital representations of credentials such as digital badges.

Policymakers & State Leaders
- Improve interoperability and align data and initiatives across agencies and throughout the entire education and workforce spectrum, reducing redundancies in data collection and improving the data that is available.
- Support statewide initiatives such as increasing credential attainment and identifying credentials of value by utilizing data from the Registry to make decisions about quality.
- Improve and streamline state approving functions, including developing and maintaining the Eligible Training Provider List.
- Link credential data with other essential data (wages, employment, jobs, student outcomes, etc.) to inform policy decisions.
- Ensure that the full inventory of credentials is described and made available via a common, open language for external partners and developers to utilize.
- Support and build tools that use a common source of credential data to serve various audiences.

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