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 Credential Engine Benefits Credential Providers

When state systems use the Credential Registry, providers see a number of benefits that will make their programs more visible, their reporting less burdensome, their credentials more transparent, and their systems better connected.

Through Credential Engine, technologies are now available to:

- Collect credential data in a common language across institutions;
- Connect credential data across systems;
- Compare credential data in real-time; and
- Curate credential data in new ways to meet state educational and economic needs.

For education and training providers, working with Credential Engine will enable:

- Clear understandings of your credentials, their connections to each other, and to the credential marketplace at large;
- Increased visibility of credentials to potential students;
- Efficient differentiation capabilities between your credentials and credentials that look like yours;
- Decreased state reporting burden by using the Credential Registry as the central reporting location for all state agencies;
- Employers to have visibility into your credentials, allowing for them to better understand why your graduates meet employer needs;
- Visibility into existing gaps in program offerings; and
- Insights into best practices and credential trends within the state.
How [State] Will Use the Registry

- [State to fill out use cases]. Some examples: Use the credential data in the registry as a backbone for ETPL requirements – easily accessing all credential data within the state in one place – from badges to certificates to degrees; Integrate credential data into state-specific career pathway tools and resources; Utilize credential data to identify high value, in-demand credentials; Make policy recommendations for improving programs and filling gaps to better align with employer demand; Map credentials to employment outcomes to inform workforce and education policy; Demonstrate the value of specific credentials to employers looking for qualified hires.

By using the power of technology to link credential data in new ways, both states and credential providers will be better equipped to communicate internally, with each other, and with their stakeholders. Through this improved communication and connectivity, we can ensure [state] is ready to meet the challenges of today and prepare for the new economy of tomorrow.

Ready To Get Started?

Joining the Credential Registry to add your data 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