Credential Engine™

Strategic Plan

2021-2023

Contents

If you would like to know more about Credential Engine, ways to get involved, or have general questions about our strategic plan, please contact info@credentialengine.org.

Introduction

This strategic plan has been approved by the Credential Engine Board in June 2021. The forward-looking projections in this strategic plan are based on a 2-year timeframe (July 2021- June 2023).

Mission

Credential Engine is a non-profit whose mission is to map the credential landscape with clear and consistent information, fueling the creation of resources that empower people to find the pathways that are best for them.

Vision

We envision a future where millions of people worldwide have access to information about credentials that opens their eyes to the full range of opportunities for learning, advancement, and meaningful careers.

Strategic Priorities

To achieve our mission and vision, we have established these strategic priorities that direct our work.

1.) Credential stakeholders build valuable ecosystems using CTDL:

► The Credential Transparency Description Language (CTDL) is the preeminent credential schema, the go-to credential data structure globally
► CTDL data is user-friendly and human readable
► CTDL data helps with decision-making
► Credential Engine provides a robust support structure for stakeholders building valuable ecosystems of education, training, workforce development credentials, competencies, and links to jobs and skills
► Credential Engine supports and gathers input and feedback from advisory groups and others

2.) The Credential Registry provides CTDL linked open data to address problems:

► The Credential Registry (Registry) is the preeminent credential data source, the go-to credential data structure globally
► Stakeholders building valuable ecosystems continuously evaluate and provide feedback on the breadth and depth of data in the Registry for addressing problems, including the reliability of information and how it empowers people to make more informed decisions about the full range of opportunities available for learning, advancement, and meaningful careers
► Credential Engine supports evolving benchmarks for publishing increasingly valuable data to the Registry
► Credential Engine supports higher education institutions, training providers, and other credentialing organizations to include their data in the Registry
► Credential Engine supports use of the Registry by international, federal, and state government agencies, certification and licensure bodies, quality assurance organizations, technology companies, workforce development organizations, industry sectors, and other credential stakeholders

3.) Credential Engine leverages strategic partnerships for policy and consulting impact:

► Credential Engine supports and advocates for policy development and enactment that advances our mission
► Credential Engine advocates for policies and practices, especially within higher education and workforce development, that make the Registry as robust as possible and ensure the data in the Registry is used for good towards our mission and vision
► Credential Engine supports state and federal agencies, business and labor organizations, and other stakeholders using CTDL data to inform decisions related to the intended outcomes of the policies

Programs & Services

Ecosystems Using CTDL

- State and regional partnerships
- National and federal partnerships
- Institutional and/or system partnerships
- International partnerships
- Advisory Groups and Task Groups
- Freely available resources and support
- Strategy and project management services
- Technical and implementation services

Registry

- Ecosystems using CTDL publishing data to and consuming data from the Registry
- Partnerships with technology and service providers
- Technical services for technology providers

Policy & Consulting

- Policy development, advocacy, and implementation at the local, institutional, system, state, and federal levels
- Support for using CTDL to inform decisions related to policies
- Thought leadership and ecosystem influence
- Targeted research
- Expert consulting

Staffing

Credential Engine uses a combination of full-time staff, contractors, and strategic partners to achieve our mission in an agile, targeted way. We anticipate expanding full-time staff over the next 2 years to fulfill specific identified functions/projects, dependent on specific growth opportunities. New employees are sought through equitable hiring processes.

Credential Engine has always partnered with a wide range of contractors and strategic partners to address our strategic priorities and meet critical technical requirements related to managing and expanding CTDL and developing and supporting the Registry. Over the next 2 years, we expect to expand our set of contractors and partners who will support both our internal technical and operational needs, as well as the publishing, data management, consumption, and application needs of credential providers around the world.

Board of Directors

Credential Engine's Board of Directors is expected to expand over the next 2 years from 8 to 12-15 members. The Board seeks to include representatives from education, workforce, state agencies, military/veterans, licensing/certification bodies, businesses, labor/workers, faculty/students, and international organizations. New Board members are sought through equitable selection processes.

Advisory Groups

Credential Engine has facilitated multiple advisory groups since before its inception, and this will continue. As of June 2021, we have advisory groups around: 1) technology, 2) higher education, 3) business, 4) certification and licensure, and 5) quality assurance. As we review the best structure, membership, and role of these groups, we will consider additional advisory groups.

Financial History & Strategy

Since December 2016, Credential Engine has revenues from a growing range of sources. The number and types of funders continues to diversify from the two founding funders, the Lumina Foundation and JPMorgan Chase. Funders to date include the Lumina Foundation, JPMorgan Chase, The Bill & Melinda Gates Foundation, ECMC Foundation, Google.org, Microsoft, Northrop Grumman Foundation, Walmart.org, Siegel Family Endowment, the National Science Foundation, and Ascendium.

Credential Engine is actively diversifying revenue sources to include one-time and recurring services contracts with state and federal agencies, military, non-profit organizations, educational institutions, and businesses. We also have revenue agreements through business partnerships with product and service providers whose solutions include CTDL and the Registry. In addition, Credential Engine staff provide expert consulting with regard to linked open data for credentials, competencies, pathways, and other related information.

Public Relations & Communications

Our communications efforts reinforce and advance our strategic priorities. Through consistent messaging and constant stakeholder engagement, Credential Engine's communications strategy directly aligns with and supports this strategic plan to show our value, highlight our impacts, and pursue opportunities. Our communications include general announcements and releases, research reports, blogs, op-eds, conference and webinar presentations, outreach to state and federal agencies, and thought leadership across the rapidly evolving landscape of credential and competency transparency. We can be reached via our Contact page (https:// credentialengine.org/contact).

Credential Engine™

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