EdTech Advisory Group Charter and Plan

Authors and Change Tracking

Authors:

    Jeff Grann, Credential Solutions Lead, Credential Engine

    Deb Everhart, Chief Strategy Officer, Credential Engine

    Jennifer Briones, Project Manager, Credential Engine

Change Summary	Date	Responsible Person(s)	Status
EdTech Advisory Group Charter drafted	8/9/2022	Jeff Grann, Deb Everhart, & Jennifer Briones	Draft
EdTech Advisory Group Charter presented	9/19/2022	Jeff Grann, Deb Everhart, & Jennifer Briones	Draft
EdTech Advisory Group Charter discussion	10/3/2022	Jeff Grann, Deb Everhart, & Jennifer Briones	Draft

EdTech Advisory Group Charter updated	10/3/2022	Jeff Grann, Deb Everhart, & Jennifer Briones	Accepted
EdTech Advisory Group Charter resolved all comments/suggestions	10/17/2022	Jeff Grann, Deb Everhart, & Jennifer Briones	Completed

EdTech Advisory Group Overview

In 2022-23, the former Credential Engine "Higher Education Advisory Group" will expand its scope to cover all education providers, with a specific focus on educational technology products supporting credential transparency. The group will be renamed the "EdTech Advisory Group" (EAG). This focus is intended to address gaps in the current market guidance for edtech tools regarding the management of credential offering information across the lifecycle of a credential. The EAG can help fill this gap through its outputs, which are expected to help product companies prioritize Credential Registry publishing, drive Credential Engine business partnership growth, and increase product companies' support and advocacy for publishing to the Registry.

The purpose of this advisory group is to advance credential transparency by focusing on how educational technology products can be used to publish data to the Credential Registry. EAG will engage in multi-week projects to focus on particular credential data managed by edtech tools and products. These data may include information about different types of credentials, programs, courses, assessments, competencies, transfer value, costs, financial aid, outcomes, processes, quality assurance, and pathways. Edtech tools vary in their support and particular processes for managing and sharing these data. EAG will focus on a particular category of edtech products for adding information to the Credential Registry (referred to as "publishing") according to a prioritized list of multi-week projects, including categories such as curriculum management tools, career planning and pathway tools, admissions and enrollment tools, student information systems (SIS), catalog products, learning management systems (LMS), student success tools, degree auditing tools, digital credential issuing tools, transfer articulation tools, prior learning assessment tools, and more. All defined projects will ensure the end goals provide explicit value to users.

The proposed initial prioritized project for the EdTech Advisory Group is to focus on publishing Open Badges to the Registry. This project will cover the primary use cases of publishing badges to

the Registry and including links from within badges to data in the Registry. The proposed time frame for this project is September 2022 through January 2023.

Advisory Group Participation

Any individual who oversees or interacts with edtech products to manage credential information and has subject matter expertise in the field should participate. In particular, the advisory group will engage education providers experienced with credential transparency and/or publishing to Registry, product companies, MHEC, SREB, WICHE, NEHBE, 1EdTech (formally IMS Global), ISTE, AACRAO, EDUCAUSE, UPCEA, WCET, CAYG, USCoC T3, and any other interested parties or experts in specific product categories. Participation will consist of attending the EAG meetings, proactively sharing experiences with managing credential data, and commenting on drafts of resources. Additionally, participants with product specific expertise are invited to document Registry publishing workflows and potential connections to product workflows. Advisory Group participation is open to anyone who is interested in joining. All materials for this advisory group will be publically available.

Context for EAG's Focus on EdTech Products

This Advisory Group Plan and Charter, related materials, and ensuing discussion are the result of Credential Engine and our partners' history of communications, engagement, and procurement processes with edtech product organizations. Since December 2016, Credential Engine has a growing range of partnerships, including 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. Credential Engine's "Build" page describes the value of integrating with the Credential Registry and provides supporting resources for product developers. Credential Engine's "Partner" page lists product and service providers that work with Credential Engine to align technologies and build capabilities to advance credential transparency. Procuring such products is promoted via Credential Engine's institutional guidance signaling expectations for credential transparency. In June 2022, the Midwest Credential Transparency Alliance (MCTA) conducted a Request for Information (RFI) concerning education technology products supporting the credentialing life-cycle, and this information will be summarized for the EAG.

This advisory group will focus on specific product categories and the features of those products for supporting credential transparency, including publishing to the Registry and aligning with the Credential Transparency Description Language (CTDL) terms that define the characteristics of a credential, as well as the relationships between credentials, learning opportunities (courses and programs), assessments, transfer value, competencies, jobs, and other resources defined by the CTDL.

Proposed Outputs

The EAG will produce the following outputs for each prioritized product category project, using a series of consecutive meetings (~6 meetings every other week, per project).

- Defined common use cases shared in formats useful for stakeholders.
- Typical education provider workflows and roles for products to support common use cases.
- Profiles of CTDL data needed to support common use cases.
- Expanded Credential Engine website content with the value propositions for edtech products and practical guidance for supporting common use cases.
- Expanded Credential Engine guidance for procurement, such as sample RFP language.
- Documented testimonials, scenarios, value statements, and/or case studies for external communications.
- Recommended product improvements for advancing credential transparency.

Advisory Group Scope

This Advisory Group provides subject matter and technical expertise for:

In Scope:
- Developing use cases for search, discovery, comparability, reusability, and linking of credential information.
- Discovery around how education providers currently store/maintain credential data and how other stakeholders, including state and national agencies/organizations, collect and use it.
- Review and possible expansion of CTDL terms for publishing credential information as human and machine readable linked open data with relationships to other resources.
- Reviewing and as needed updating the benchmark model for publishing credential information.

- Developing and documenting workflows for streamlining publishing of credential information to the Registry and maintaining up to date information in the Registry.
- Expanding publishing credentials and related data to the Registry.
- By producing resources and associated outputs, the EAG will expand use of CTDL and the Registry's linked open data structure as a global source for credential information supporting search, discovery, comparability, reusability, and linking.

Out of Scope:

- Implementing use cases (although partners may decide to do this on their own).
- Legislation and/or policy pertaining to credentials.
- Defining credential earning requirements or ongoing maintenance requirements for issuance.
- Promoting or critiquing particular edtech products or services.
- Defining credential quality or outcomes.

Advisory Group Plan

This Advisory Group will meet via Zoom for scheduled meetings and provide input via Google Drive documents between meetings.

1. The Credential Engine team will develop documentation and facilitate input.

2. Each volunteer Advisory Group participant completes an online form to provide their contact information.

3. The Advisory Group will include:

   a. Advisory Group volunteer participants

   b. Subject matter experts

   c. Technical experts

4. The group will hold meetings in ~12 week defined scope projects.

   a. In the first meeting of each project period, the group will review the charter and plan.

   b. In the subsequent meetings for each project, the group will work together on the tasks and outputs.

5. Advisory Group Participant Tasks:

    a. Come to consensus on the Charter and Plan

    b. Participate in meetings and/or contribute to the group's work between meetings

    c. Identify use cases

    d. Gather real-world and aspirational examples

    e. Contribute to and provide feedback on defined outputs (see above)

    f. Provide input for developing and documenting publishing workflows

    g. Assist with outreach and garnering publishing commitments

Use Cases and Real-world Examples

As use cases are developed and real-world examples are gathered, they will be linked here.

Resources

- Credential Engine's "[Build]" page with linked supporting resources
- Credential Engine's "[Partner]" page listing product and service providers that work with Credential Engine
- Institutional [Guidance] Signaling Expectations for Credential Transparency Sample Language
- *Additional resources will be collected here*