



Credential
Engine™



Credential Engine Strategic Plan 2025-2027

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Introduction

This strategic plan, approved by the Credential Engine Board in November 2024, was updated as part of the strategic planning process facilitated by Credential Engine staff in 2024. The forward-looking projections in this strategic plan are based on a 3-year timeframe (2025 through 2027).

Vision

We envision a world where everyone has access to clear information about credentials, qualifications, and skills, unlocking opportunities for learning, advancement, and meaningful careers.

Mission Statement

Credential Engine is a non-profit whose mission is to map the credentials, qualifications, and skills landscape with clear information, fueling the creation of resources that empower people to discover and pursue the learning and career pathways that are best for them.

Strategic Priorities

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

*Credential Engine enables and supports stakeholders building valuable **solutions that use the Credential Transparency Description Language (CTDL) to empower people.***

- Credential Engine works to ensure that **data in CTDL is actively used** to the benefit of learners, workers, job-seekers, employers, educators, counselors, policymakers, and the general public.
- Credential Engine supports the use of **CTDL data and Registry technologies** by global, national, state, provincial, and regional government agencies, workforce development organizations, educational institutions, training providers, certification and licensure bodies, quality assurance organizations, product and service companies, developers, researchers, and other credential, qualification, and skill stakeholders.
- Credential Engine provides **repeatable processes and services** that enable stakeholders to achieve their goals using CTDL.
- Credential Engine provides **support for developing products and tools** that use CTDL data for education, training, workforce development, competency and skill attainment, learning and career pathways, quality assurance, and related solutions.
- Credential Engine encourages adoption of solutions that provide credential, qualification, and skill transparency **empowering people in nations and regions around the world.**

*Credential Engine advances **policy and advocacy** for enduring impact and sustainability.*

- Credential Engine engages in strategic partnerships to **ensure enduring use of CTDL.**
- Credential Engine supports **development and enactment of policies, practices, and procedures** that advance our mission.
- Credential Engine leads, facilitates, and contributes to **thought leadership and research** that advance clear understanding of credential and skill ecosystems.
- Credential Engine **catalyzes advocates around the world** to communicate their commitments to credential, qualification, and skill transparency.

*Credential Engine builds and supports technologies and resources to enable **long term success and scalability** of the mission.*

- Credential Engine drives **scale and ubiquity** that make CTDL more valuable the more it is used.
- Credential Engine leads the ongoing development of **CTDL schemas** in order to enable effective uses of CTDL data in credential, qualification, and skill ecosystems.

- Credential Engine leads **open and collaborative advisory and feedback processes** that inform and support our work and that provide open, transparent resources for others to build upon our work.
- Credential Engine encourages **creative and adaptive innovations** to advance the mission, fostering new approaches and solutions.

Key Activities

Solutions that use CTDL to empower people

Key Activities:

- Support stakeholders using **CTDL data and Registry technologies** around the world
- Provide **services** that generate sustainable revenue for Credential Engine
- Enable **product and service providers** to develop solutions that use CTDL

Policy and Advocacy

Key Activities:

- Support **policy development and enactment**
- Lead and contribute to **research and thought leadership**
- Empower **advocates** for credential, qualification, and skill transparency

Long-term success and scalability

Key Activities:

- Drive the **scale and ubiquity of CTDL technologies** provided by Credential Engine and by others around the world
- Develop **CTDL schemas** through open processes that actively involve community input
- Lead **open advisory and feedback processes**

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 3 years to fulfill specific functions/projects, dependent on identified growth opportunities and in consultation with the Board. New employees are sought through equitable hiring processes.

Credential Engine has always partnered with a diverse range of contractors and supporting partners to accomplish our mission, strategic priorities, and key activities, and to meet essential technical needs such as managing and

expanding CTDL and supporting our Registry. We will continue to strike a balance between hiring full-time staff and contracting for specific expertise and projects, ensuring flexibility and access to external specialists and providers when needed.

Board of Directors

Our Board size is allowed to be up to 15 people. We seek representation across all major stakeholders in credentialing ecosystems. New Board members are sought through equitable selection processes.

Advisory Groups

Credential Engine has facilitated open advisory groups since before its establishment as a non-profit organization, and this practice will continue. The focus, structure, and duration of these groups vary according to how they are needed to support the mission. For example, advisory groups have focused on areas such as CTDL, equity, technology providers, higher education, certification and licensure, data currency, and quality assurance.

Public Relations and Communications

Our communications efforts are designed to reinforce and advance our strategic priorities through consistent messaging and stakeholder engagement. Credential Engine's communications strategy directly aligns with and supports this plan to show our value, highlight our impacts, and seize new opportunities. Credential Engine recognizes that effectively communicating our value requires a variety of channels, and we collaborate with our partners to promote credential, qualification, and skill transparency, further advancing our mission and vision. We can be reached via our Contact page (<https://credentialengine.org/about-us/contact-us/>).

Through our strategic communications, partnerships, and innovative solutions, Credential Engine is committed to driving the global adoption of credential, qualification, and skill transparency, empowering individuals and shaping the future of learning and work ecosystems.



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