



## Why States and Training Providers Need Credential Finder Widgets

The [Credential Finder](#) tool, developed by Credential Engine, is intended to serve as an inspiration for the types of custom applications that product developers, institutions, agencies, and others can develop based on data published to the Credential Registry, a public database that makes credentials easy to find and compare. The goal of these tools is to make it easy for people—learners, workers, educators, providers, employers, and more to find and act upon the various credential opportunities available to them.

Credential Engine also makes available a **Credential Finder Widget**, which can be customized by Credential Registry publishers and others for the purpose of exploring specific information. *A Credential Finder Widget has its own URL that can be shared or embedded into your website.*

Land of Sky P20 Council: <https://www.losp20.org/workforce-credentials>

Texas 2036: <https://texas2036.org/credentials/>

## How Credential Finder Widgets Can Help

Since the Credential Finder is not intended to be your public-facing solution, Credential Finder Widgets allow you to deliver a branded, easy-to-navigate experience for showcasing your data. Here are some ways a Credential Finder Widget can help:

- **Stand Out in a Crowded Market:** Offer an interactive experience that helps learners understand exactly how your credentials compare to alternatives.

- **Boost Economic Development:** Help jobseekers find career pathways faster. Easily discover and compare state-approved training programs and credentials that lead to higher employment rates and stronger economic outcomes for your state or region.
- **Build Trust Through Transparency:** Show taxpayers and stakeholders exactly what training opportunities their investment has created.
- **Reduce Support Burden:** Cut down on confusion. When students can find answers through intuitive search and comparison tools, staff can focus on higher-value activities.

## Where to Put Credential Engine Widgets for Impact

**Connecting credential information to stakeholders who need it is the goal of credential transparency.** There are many ways and places where you can share what you've published to the Credential Registry. Below are some ideas for state and training provider partners.

### For States:

- *Department of Labor websites:* Where job seekers already go for employment resources
- *State education department portals:* Capture students exploring post-secondary options
- *Economic development agency sites:* Connect business attraction efforts with workforce development
- *Governor's workforce initiative pages:* Showcase administration priorities with interactive tools

### For Training Providers:

- *Homepage hero sections:* Replace static "Our Programs" with dynamic exploration
- *Program pages:* Let visitors compare your offerings side-by-side
- *Student services portals:* Help current students discover additional opportunities
- *Partner organization websites:* Extend your reach through consortium partnerships
- *Social media landing pages:* Drive traffic from campaigns to interactive experiences

## Easy to Build and Keep Current

While others struggle with outdated program catalogs and PDF lists, you'll offer a Netflix-style discovery experience for credentials. Users can filter, compare, save, and share opportunities—exactly what modern consumers expect from digital platforms.

**Implementation is simple.** No complex development projects or lengthy IT initiatives. The customizable widgets can integrate seamlessly into your existing website, including some options for brand colors and design.

**Widgets are updated when you update your data in the Credential Registry.** Forget about updating static content. The widget automatically reflects new additions to the Credential Registry, ensuring your audience always sees the most current information.

## **Want a Credential Finder Widget?**

Let a Credential Engine team member know if a custom Credential Finder Widget is right for your organization - reach out to your Partnerships Manager or contact [publishing@credentialengine.org](mailto:publishing@credentialengine.org).