



# Connecting Credential Transparency to Performance and Outcomes: Credential Engine and CredLens Partnership

The nondegree credential market has expanded rapidly, drawing the attention of learners, employers, policymakers, and workforce systems seeking alternatives to the traditional four-year degree. Realizing the promise of these credentials requires clear, trusted information about both what a credential is designed to deliver and the outcomes it produces for learners in the labor market.

Together, Credential Engine and CredLens provide the infrastructure to connect credential transparency to performance and outcomes.

## **What Each Organization Does**

### **Credential Engine: What credentials are**

Credential Engine maintains the national Credential Registry and the Credential Transparency Description Language (CTDL), the common language for describing credentials, competencies, costs, pathways, quality assurance connections, and related information across education and workforce systems. Together, the Credential Registry and CTDL provide the infrastructure that makes credential information transparent, discoverable, comparable, and interoperable.

### **CredLens: What credentials do**

CredLens provides secure outcomes reporting for credential issuers by matching credential data with trusted administrative data sources to measure employment, earnings, and education outcomes. Through a national infrastructure, organizations gain actionable insights that help demonstrate the real-world impact of their credentials.

## **The Current Landscape**

States and credential issuers are increasingly being asked to demonstrate which credentials lead to strong economic outcomes, yet most lack the infrastructure needed to do so efficiently and at scale.

Workforce Pell expansion, growing state Credentials of Value (CoV) initiatives, and increasing Workforce Innovation and Opportunity Act (WIOA) accountability

requirements are all driving demand for a framework that can both describe credentials and connect them to performance and outcomes.

Credential transparency becomes more valuable when paired with trusted outcomes data, while outcomes data becomes more meaningful when connected to a common language for describing credentials. **Together**, Credential Engine and CredLens connect credential transparency with outcome evidence in a scalable and interoperable way.

## **How We Work Together**

### ***For Credential Issuers***

Credential profiles enriched with outcomes metrics give organizations a more complete and credible story to share with learners, employers, funders, and policymakers. Issuers can publish credential data once and support both transparency and outcomes reporting across connected systems.

### ***For States and Policymakers***

A single integrated framework to catalog credentials and evaluate their effectiveness supports CoV initiatives, ETPL decisions, WIOA accountability reporting, and broader workforce and education planning by connecting credential data with outcomes evidence.

### ***For Programs Seeking Federal Funding***

Short-term credential programs pursuing federal eligibility and workforce-related funding opportunities increasingly need both transparent credential information and demonstrated outcomes data. This partnership provides the infrastructure needed to support a stronger and more credible evidence base.

### ***For Learners***

Learners gain access to more complete and connected information about education and training opportunities, including associated outcomes, supporting more informed education, career, and mobility decisions.

## **How We Integrate**

Credential Registry data flows to CredLens to support outcomes analysis and reporting, while aggregate outcomes metrics flow back to the Registry as CTDL metrics linked to related credentials.

## Direction

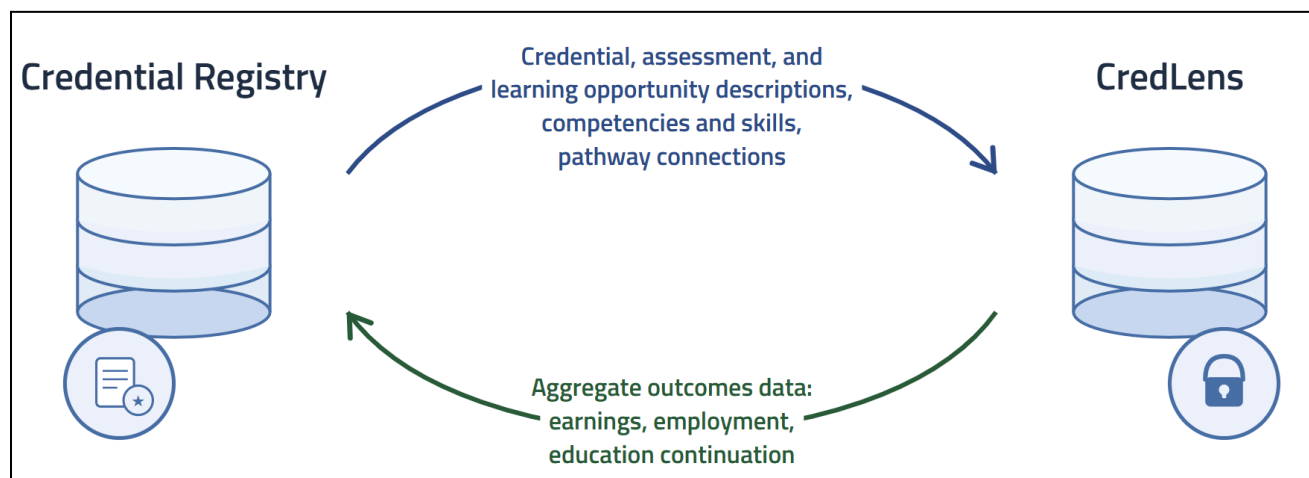
## Data flows

Credential Engine → CredLens

credential, assessment, and learning opportunity descriptions, competencies and skills, pathway connections

CredLens → Credential Engine

aggregate outcomes data: earnings, employment, education continuation



## Contact Us

To learn more and participate, contact either organization.

### **Credential Engine**

General Inquiries: [info@credentialengine.org](mailto:info@credentialengine.org)

Direct Contact: Rachel Vilsack, COO, [rilsack@credentialengine.org](mailto:rilsack@credentialengine.org)

### **CredLens**

General Inquiries: [info@credlens.org](mailto:info@credlens.org)

Direct Contact: Matt Lisk, Director of Engagement, [matt.lisk@credlens.org](mailto:matt.lisk@credlens.org)