



LEADING the CONVERSATION

Workforce Skills Credentials

The State of the Field, Developing Frameworks,
and Why ATP Advocates for Assessment

Framing the Topic and the Session

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- Workforce
- Skills
- Credentialing
- Many Stakeholders, many disparate interests, a few core needs
- Format for this presentation

About the Presenters...

■ Moderator

Robert Pedigo, VP for Psychometrics
Castle Worldwide, Inc.

■ Panelists

Rachel R. Watkins Schoenig, CEO
Cornerstone Strategies, LLC

Bob Mahlman, Director
Center on Education & Training for Employment
The Ohio State University

Roy Swift, Executive Director
Workcred



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**ATP Workforce Skills Credentialing Division:
The Burgeoning Interest in Workforce Skills Credentialing**

Burgeoning Interest in WSC

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The use of workforce credentials is widespread, and stakeholders are many, including employers, the public, the workforce education community, state and federal governments, trade associations with specific interests in the credentialing industry, and foundation-funded initiatives.

Burgeoning Interest in WSC

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- **Employers-** For years employers have looked at degrees and certifications as indicators of competence, and have used them in hiring, promotion, and placement decisions. More active fields include healthcare and information technology.
- **The Public-** Key stakeholder in the credentialing industry. The stated goal of many credentialing programs, especially licensing, is the protection of the public.

Burgeoning Interest in WSC

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- **Career-Technical Education Community-** Used for program accountability, demonstrating program effectiveness. Used as a marketing tool for postsecondary programs.
- **Federal Government-** Accredited certification programs are preferred in cases where quality is established (esp. Dept of Defense)

Burgeoning Interest in WSC

- **State Governments-** Several examples of states supporting credentialing in order to upgrade the workforce and increase competitiveness
- **Trade Associations-** Trade associations in general are interested in credentialing, because many are credential providers.
 - A trade association for the certification industry is the Institute for Credentialing Excellence (ICE). For licensing the association is the Council on Licensure, Enforcement & Regulation

Burgeoning Interest in WSC

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- Association of Test Publishers- Certification and Licensure Division; Workforce Credentialing Division.
- Foundation funded initiatives in the U.S.
 - Connecting Credentials
 - Credential Engine
- European Commission
 - European Qualifications Framework



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A Vision for the Credentialing Marketplace

Credential Engine

What's in the Registry?

Registry Includes All Kinds of Credentials,
Credentialing Organizations, and
Quality Assurance Bodies



Apprenticeship



Badge



Certificate



Certification



Degree



Diploma



License



Micro-Credential

QA Bodies



Credential Transparency Description Language (CTDL) V1.0 – Credential Descriptors

Declaring Name, Purpose, Type of Credential and Credentialing Organization	Declaring What Is Inside the Credential	Declaring Other Key Characteristics and Connections
<ul style="list-style-type: none"> ▪ Credentialing organization identification ▪ Credential organization type ▪ Credential identification ▪ Credential Type ▪ Purpose of credential ▪ Where credentialing is offered ▪ Jurisdiction 	<ul style="list-style-type: none"> ▪ Credentialing eligibility requirements ▪ Competencies/learning outcomes required to attain credential ▪ Assessments required to attain credential ▪ Education and training for the credential ▪ Time required to attain credential ▪ Credentialing costs ▪ Maintaining credential ▪ Credential removal ▪ Credential holder authentication ▪ Version management ▪ Employer engagement 	<ul style="list-style-type: none"> ▪ Primary scope of application: subject/discipline area ▪ Primary scope of application: career preparation and advancement ▪ Role of occupational regulation and licensing ▪ Geographic portability of credential use ▪ Connections to other credentials ▪ <i>Career Pathway Connections*</i> ▪ External quality assurances ▪ Employer recognition ▪ <i>Number and characteristics of credential holders*</i> ▪ <i>Employment and earnings of credential holders*</i>

**Italicized descriptors are not yet in use*



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**ATP Workforce Skills Credentialing Division:
Security and Privacy Committee**

Workforce Credentials

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800% increase

Survey

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- Gaps in perspectives
- Opportunities for transparency
- Opportunities to improve trust

More than 85% aware of cheating

Employers



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More than 60% aware of cheating

Security Highly Valued

LOSS

Test Publishers and Credential Issuers

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GAPS

Survey

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- Gaps in perspectives
- Opportunities for transparency
- Opportunities to improve trust

Credentialing Security Framework

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- Test Taker Identification
- Assessment Administration
- Secure Test Design
- Score Results Validation & Credential Authentication
- Investigation and Remediation
- Credential Sustainability

Test Taker Identification

- .1 Examinee self-identifies or is recognized
- .4 Examinee presents government issued photo ID
 - Biometrics are collected
 - Data analytics
 - Hotline for reporting concerns

Area	Level
1. Test Taker Identification	.4
1. Assessment Administration	.4
1. Secure Test Design	.4
1. Score Results Validation and Credential Authentication	.2
1. Investigation and Remediation	.4
1. Sustainability	.3
Security Framework Score (add each level and divide by 6)	.35

Use of the Framework →

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Increase **trust** and **use** of credentials

Question & Answer



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This presentation is being recorded.

Members of the live audience at Innovations 2017 may ask questions of the panelists by writing them and passing them to the moderator.

Thank You

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For more information, including how to become involved in ATP's Workforce Skills Credentialing division, please join us at the Divisional meeting

Wednesday, 8 March at 7:30 a.m. in Trailblazer C



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