



# Credentials: The Currency of the Modern Labor Market

June 8, 2022



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## Vision

We envision a world where every person can achieve their full potential based on verified skills.

## Mission

We help organizations make better decisions based on trusted information about what people know and can do.

# Why This Matters Now More than Ever

There's a rapidly growing focus on the need for real-time, trusted data about skills and access to qualified talent at scale



## Skills

For jobs that power  
the modern  
economy



## Trust

Real-time trusted info  
about talent to drive  
human capital  
decision-making at  
scale



## Equity

Social justice  
and equity is an  
imperative

# Inc.

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**If Your Employees Aren't Learning, You're at Risk of Losing Them** One key factor in the recent barrage of resignations? Lack of training and skill development. [↗](#)

GALLUP®



WORKPLACE JULY 22, 2021

## The 'Great Resignation' Is Really the 'Great Discontent'

BY VIPULA GANDHI AND JENNIFER ROBISON



# FAST COMPANY

08-09-21 | THE FUTURE OF WORK

## How rethinking upskilling can help head off the Great Resignation

Your employees want to learn and grow, says this edtech founder, but for many businesses, training programs are outdated. That may be one reason top talent is heading for the doors.



# The New York Times

## *Workers, in Demand, Have a New Demand of Their Own: A Career Path*

More low-wage employees want opportunities to grow. Big companies are making more promises to help them.



# 400%

Increase in customers issuing digital credentials to their employees on Credly over last two years

# The Movement is Real: A Skills-based Approach to Talent





- **SKILLS:**  
Skills are the “currency” of the modern labor market
- **CREDENTIALS:**  
Verified skills are represented by credentials – which come in different “denominations” and are used for human capital “transactions”.
- **TRUST:**  
Credentials are backed by assessments and “the full faith and credit” of organizations. In digital form, credentials are portable & trusted.



# Digital credentials as workforce currency

- ✓ Trusted Sources
- ✓ Skill Transparency
- ✓ Connect to Jobs
- ✓ New Credentials

Credly



Type: Learning

[Additional Details](#)

## Google IT Support Professional Certificate

Issued by [Coursera](#)

Those who earn the Google IT Support Professional Certificate have completed a program of study that includes all the skills and knowledge developed by Google, that include hands-on, practice-based assessments and prepare them for entry-level roles in IT support. They are competent in foundational IT skills, including troubleshooting and customer service, networking, operating system administration, and security.

### Skills

Computer Networking

Customer Service

IT Infrastructure Services

IT Support

Operating Systems

Security

System Administration

Troubleshooting

### Earning Criteria

 [Successfully complete the 5-course Google IT Support Professional Certificate available on Coursera.org.](#)

### Endorsements



#### [American Council on Education CREDIT](#)

This credential has been successfully evaluated by the American Council on Education for college credit and workplace competencies. It is equivalent to a total of 12 college credits. For more information about ACE evaluations, visit [www.acenet.edu](http://www.acenet.edu).



# Credly Connects People → Opportunities Based on Verified Skills



# The Credly Network

The world's most recognized brands recognize their people on Credly

## Associations



## Businesses



## Training & Education



# Credly's Solutions



## Credly Acclaim

Certification providers create, manage and monitor digital credentialing programs that drive earners to build verified skills and competencies.



## Credly Workforce

Employers leverage Credly network data to engage employees and identify learning and career opportunities for talent.



## Credly Talent Match

Talent acquisition teams and recruiters find top talent for open roles based on verified skills.



CREDLY WORKFORCE

# Workforce Analytics

Verified skill and credential data drives effective workforce planning

Credly

Credly



Lincoln Technologies



Dashboard



Credentials



Earners



Recruit



Analytics



Developers



Account

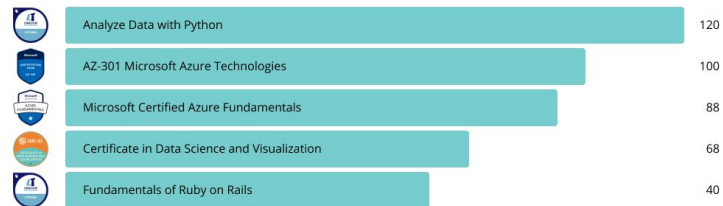


Support

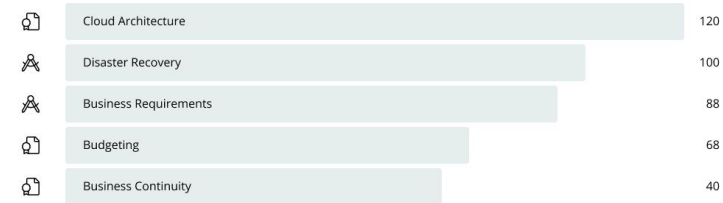
## Earners

Directory Insights

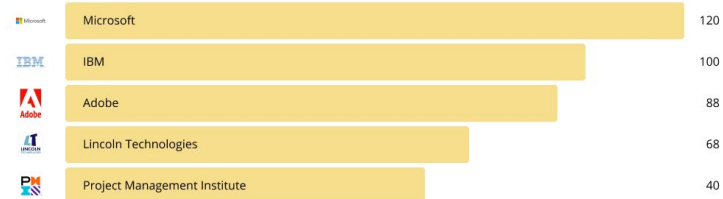
### Top Credentials



### Top Skills



### Top Issuers



# Foster Meaningful Learner & Institutional Outcomes



## Demonstrate employer partnerships

- ☐ Prove labor market relevance
- ☐ Improve trust in program outcomes



## Increase completion rates

- ☐ Increase enrollment
- ☐ Increase completions



## Connect earners with opportunities

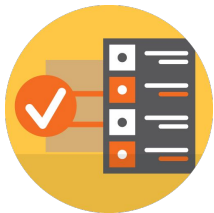
- ☐ Create meaningful pathways
- ☐ Improve learner retention



## Build brand identity

- ☐ Align with the future of work
- ☐ Increase trust in your institution
- ☐ Reduce credential misrepresentation

# Big Opportunities for Higher Education



## **Skill-based Credentials**

- Credential as You Go
- Professional certificates
- Embed or connect to valued industry certifications



## **Employer Pathways & Partnerships**

- Co-branded / co-created offerings with industry leaders
- Employer partnerships for talent pipeline development
- Employer endorsements



## **Shorter Paths for Adult Learners**

- Credit for Prior Learning
- New enrollment pathways
- Example: Prior Learning Network (ACE & Credly)



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