High Value Credentials For New England (HVCNE)
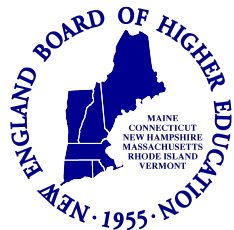
Legislative Advisory Committee

September 2018

Bringing Transparency and Credential Literacy to the Marketplace

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Credential Engine™

NEW ENGLAND BOARD OF HIGHER EDUCATION
MAINE
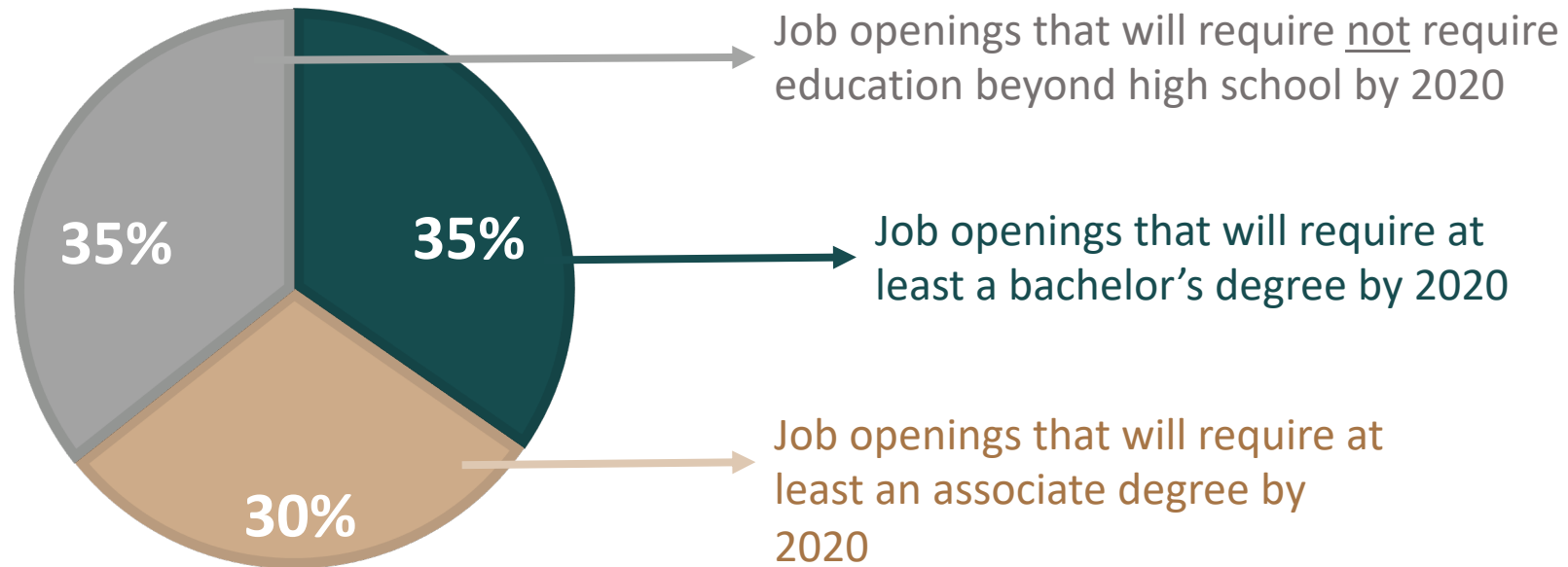CONNECTICUT
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to select a credential/educational pathway to get a stable, well-paying career to support **himself & his family...**

The **value** of a postsecondary credential

35%

35%

30%

Job openings that will require <u>not</u> require education beyond high school by 2020

Job openings that will require at least a bachelor's degree by 2020

Job openings that will require at least an associate degree by 2020

65% by 2020 (55 million job openings)

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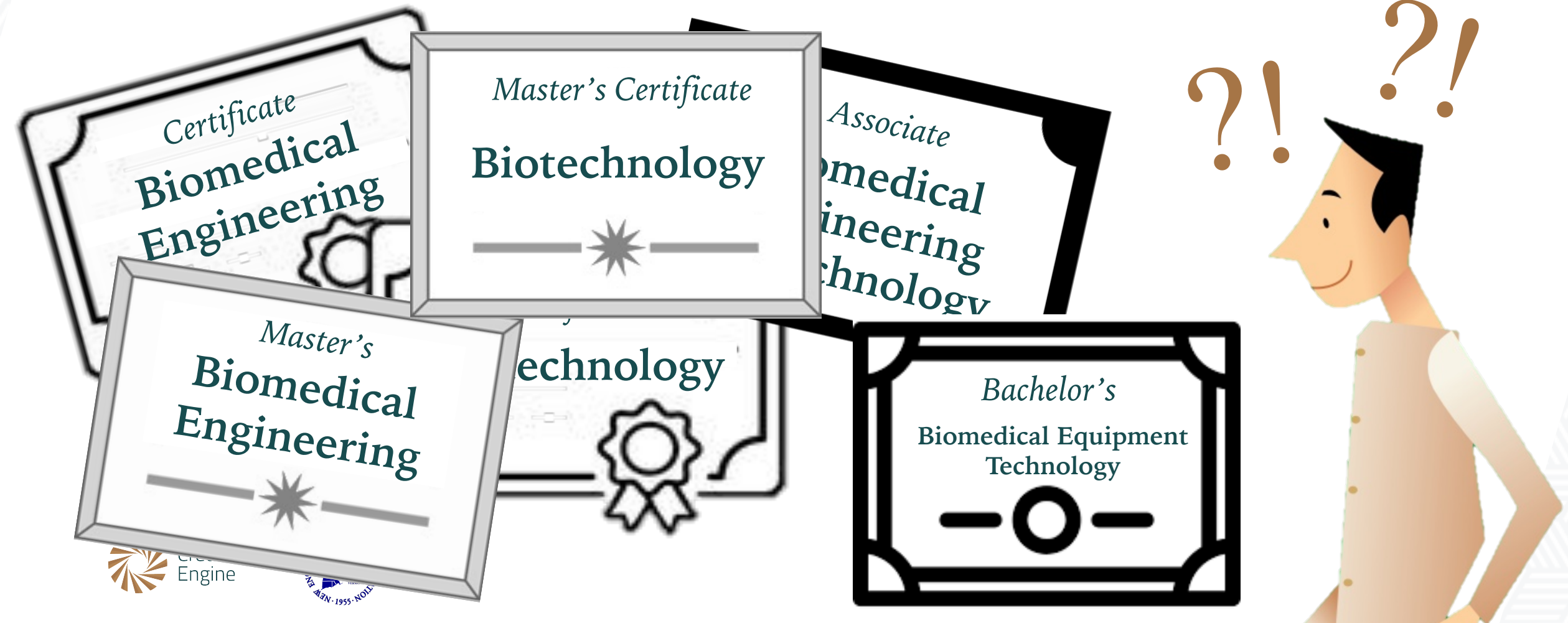NEW ENGLAND BOARD OF HIGHER EDUCATION · 1955 ·

Current estimates suggest that there are:

330,000+ unique credentials in the U.S.

700+ unique credentials in New England

What is the **best** and the **fastest** credential path that will lead me to **the job I want**...

and **how** can you tell me that?

Joe's interested in a career in **biomedicine and biotechnology**

Certificate
Biomedical Engineering

Master's Certificate
Biotechnology

Master's
Biomedical Engineering

Associate
...omedical
...ineering
...chnology

...echnology

Bachelor's
Biomedical Equipment Technology

Challenges addressed by **HVCNE:**

- Credential marketplace **inefficient** and **lacks transparency**.

- Proliferation of **number** and **types** of labor market credentials.

- Confusion about credentials' **meaning**, **content**, **quality**, **value**.

- No standardized, common **framework** to describe credentials.

- **Misalignment** between labor market demands and educational competencies.

- No **mechanism for stacking credentials** based on "competencies."

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HVCNE seeks to **demystify** the credential marketplace

- Transparency

- Standardized framework and language

- Simpler to access and navigate

- Clear linkages between **PATHWAYS – COMPETENCIES - EMPLOYABILITY**

What is a credential?

Bringing Transparency to _all_ Credentials

| Apprenticeship | Badge | Certificate | Certification | Degree | Diploma | License | Micro-Credential |

The registry includes _all_ kinds of
credentials and their competencies.

The information is provided directly by
the organizations issuing credentialing.

Key Industries: States Participating:

❤ Healthcare

🧬 Life- and Bio-Sciences

💻 Information Technology

📈 Business and Financial Operations

⚫ Maine

⚫ Massachusetts

⚫ New Hampshire

⚫ Rhode Island

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HVCNE Timeline

Year 1

- 1st advisory committee meeting
- 1st state convening
- NEBHE-state/system/institution MOAs signed
- Press releases
- Begin Registry population with 2- and 4-year publics
- 2nd state convening
- States develop public engagement plans
- Landscape analysis of credentials awarded by private, non-profit and third-party providers
- Ongoing technical assistance
- Identify opportunities for funding to expand project

Year 2

- 2nd advisory committee meeting
- Tabulation of credentials awarded by publics populated to Registry
- States develop use cases
- Begin population of credentials awarded by private, non-profit and third-party providers
- 3rd state convening
- Ongoing technical assistance
- Tabulation of credentials awarded by private, non-profits and third-party providers populated to Registry
- Final report to Lumina

Data Captured in the Registry

Required by Credential Engine	**Required (if available) by Credential Engine + HVCNE**
• Offered by [Institution] • Credential Type • Name • Description • Webpage	• Accredited by • Approved by • Competencies • Availability At • Requirements
Required by HVCNE	**Recommended by HVCNE**
• Audience Level Type • Estimated Duration • Industry Type • Occupation Type • Preparation for • Subjects	• Estimated Cost • Estimated Earnings

Leveraging Available Data

BS Computer Science

- Available at
- Description
- Preparation For
- Recognized By
- Requires
- Competencies
- Duration
- Occupation Type

AS Cyber Security

- Available at
- Description
- Preparation For
- Recognized By
- Requires
- Competencies
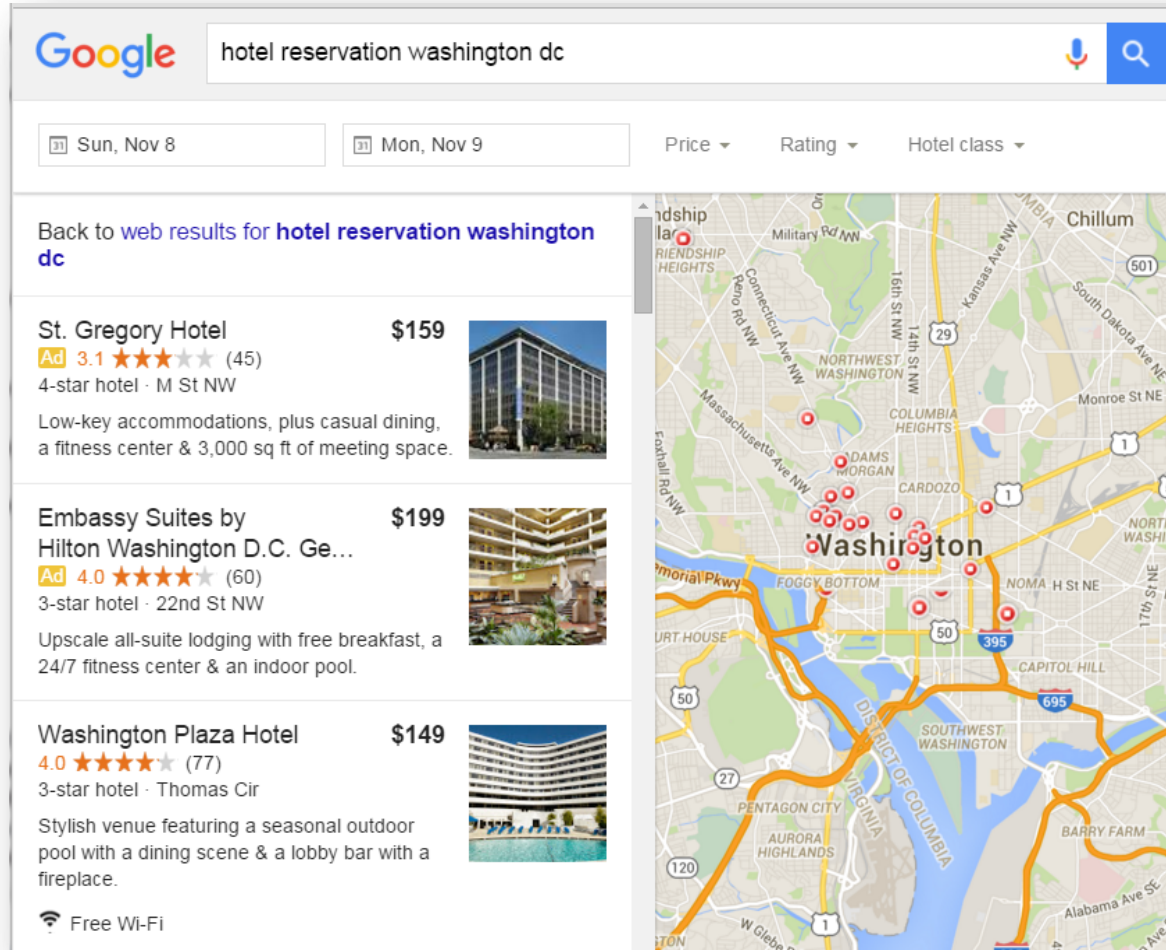- Duration
- Occupation Type

Leveraging Available Data

Biotechnology Technician, Associate in Science

Website description includes:
- Location
- Description
- Industry and occupation types
- Helpful hints
- Competencies
- Required Courses
- Total Credits
- Admission Information

Moving Credentials to Linked Data

The World Wide Web is moving away from links to documents and onto "linked data."

- Google, job, travel, commerce and other aggregators use common terminology (metadata) that has been accepted as web standard (e.g., Schema.org).
- Using consistent metadata for key features of credentials, the registry enables job seekers, students, workers, and employers to search for and compare credentials.
- Credential Engine has started the process of gaining recognition from schema.org for the CTDL to be the first means to search and compare all credentials on the web.

Project Update

- Maine -- The Maine Community College System formalized their participation in HVCNE in August 2018. Publishing is expected to begin in late Fall, with a focus on the system's recent badging initiative. The University System of Maine follows right behind -- a pilot of at least five of the universities is expected to kickoff this Fall, as well.

- Massachusetts -- NEBHE has been engaging the Department of Higher Education, Commonwealth Corporation and a number of community colleges to launch HVCNE in Massachusetts. There is significant alignment between HVCNE and pathways initiatives, including Guided Pathways to STEM (GPSTEM) and Innovation Pathways.

- New Hampshire -- Both the Community College System of New Hampshire and the University System of New Hampshire plan to participate in HVCNE, using DXtera as a technical assistance provider to map program information to the CTDL and publish credentials to the Registry. A formal agreement will likely be signed in early October. New Hampshire is keenly focused on its 65 by 25 attainment plan and sees HVCNE as a vehicle for strengthening relationships with employers.

- Rhode Island -- Similarly to both Massachusetts and New Hampshire, NEBHE has been working closely with the Office of the Postsecondary Commissioner to get publishing underway in Rhode Island in light of its aggressive attainment strategy. Identifying high-value credentials is a key aspect of the state's attainment strategy, in order to prepare Rhode Islanders for well-paying, future-oriented jobs. NEBHE will also be partnering with the Association of Independent Colleges and Universities of Rhode Island to support the participation of private institutions.

Open Applications Marketplace

- Credential Engine will accomplish it's mission by supporting an open applications marketplace. Applications can publish to and pull from the Credential Registry.

- Applications pulling from the Registry will integrate data from multiple sources to address their customer's needs.
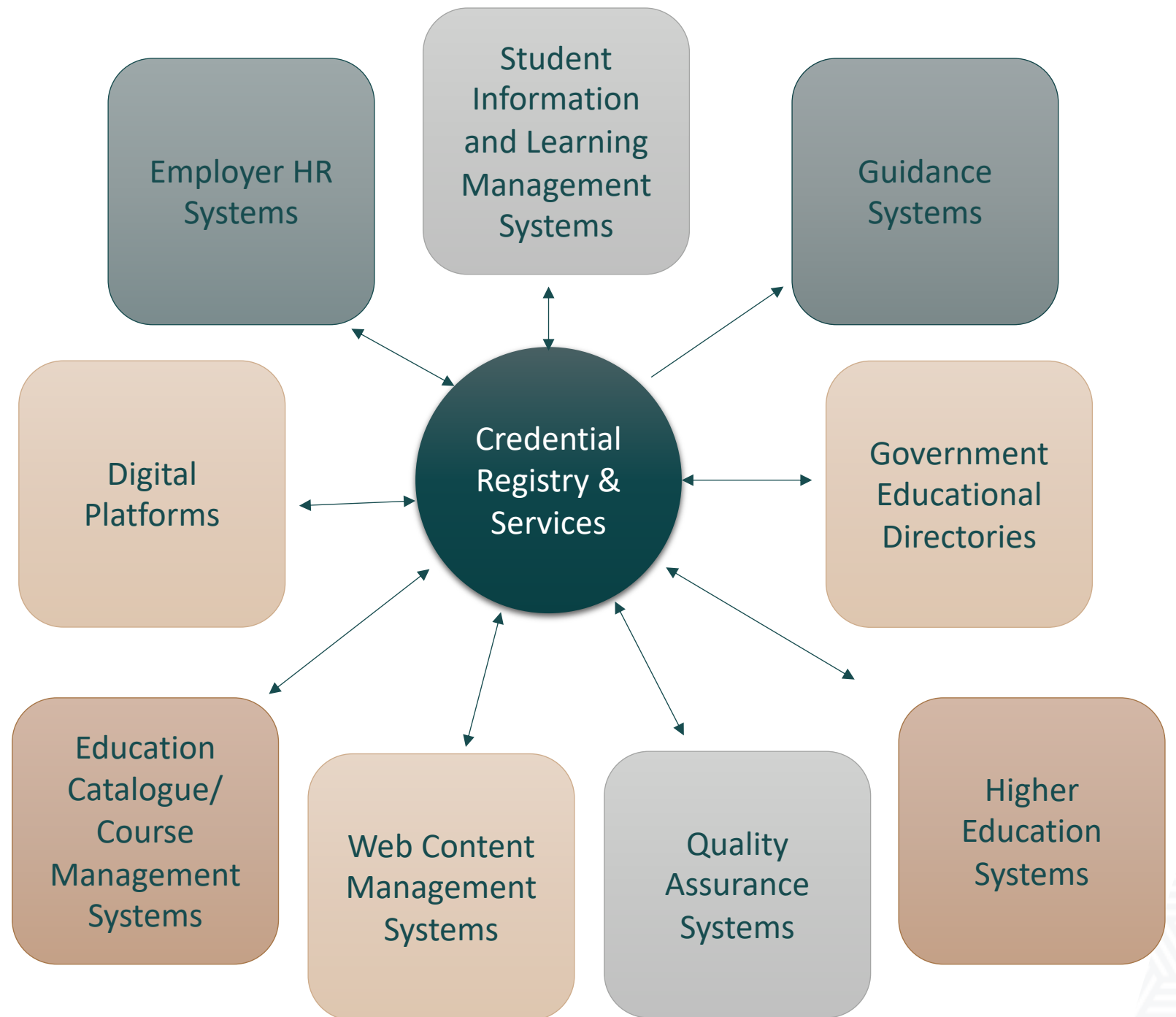
Credential Engine Partnerships

States: Credential Engine is currently working with Indiana, New Jersey, Michigan, Kansas and Ohio. HVCNE is the first regional effort to use the Registry to bring transparency to the credential marketplace.

Credential Issuers: 170+ entities, including traditional and new model colleges/universities (i.e. Stanford and edX), licensing boards, apprenticeship sponsors, certification bodies, industry credential providers, and companies.

Vendors: Credential Engine is building partnerships with a wide variety of entities who help manage data for credential providers, including systems and institutions of higher education.

Employers / Industry Sectors: Credential Engine works with a number of Industry Associations, as well as industry sectors (i.e. healthcare, IT, advanced manufacturing, etc.) as part of our state partnerships.

App Developers / Service Providers: Credential Engine is working with a wide variety of organizations who provide services to "end-users", such as students, workers, employers, career/guidance counselors, educators, policymakers, etc.

Use Cases

Through the open app marketplace, we anticipate a wide range of uses of the data in the Registry, including but in no way limited to:

- **Students / Workers**
  - By publishing health, IT, life/biosciences and business credentials in New England on the Registry, prospective students can better search for and understand their education and training options in the region and the competencies acquired through these credentials, helping them make more informed decisions
- **Career Exploration**
  - In the future, the Registry can be connected to career exploration tools used by students, academic advisors and career counselors to identify career pathways and relevant credentials
- **Employers**
  - Assessing credentials and their competencies via the Registry, employers can expand their view of credentials to a wider range of providers and make more informed hiring decisions.
- **Educators**
  - By reviewing credential offerings within an institution and across systems at secondary and postsecondary education and training levels, institution leaders can make more informed choices about course offerings, competencies and delivery models.
- **States**
  - Registry data can inform public policy decisions around workforce development, career pathways, and strategies to meet attainment goals

Questions for Legislators

Does your state have a strategy around identifying high value credentials?

How might HVCNE support your states' higher education and workforce development goals? For example, attainment and retention strategies.

Do these industries resonate in your state? Which institutions excel in offering credentials in these fields? Are there exemplary higher education-industry partnerships in these fields?

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Q&A
About
HVCNE

For More Information

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Credential Finder Search App Prototype:
http://credentialfinder.org