

# Innovations in New England's Credentialing Landscape

College Board New England Forum

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NEW ENGLAND BOARD  
of HIGHER EDUCATION 

Massachusetts  
Business Alliance  
for Education





**What *is* a  
credential?**

# Credential Types



Apprenticeship



Badge



Certificate



Certification



Degree



Diploma



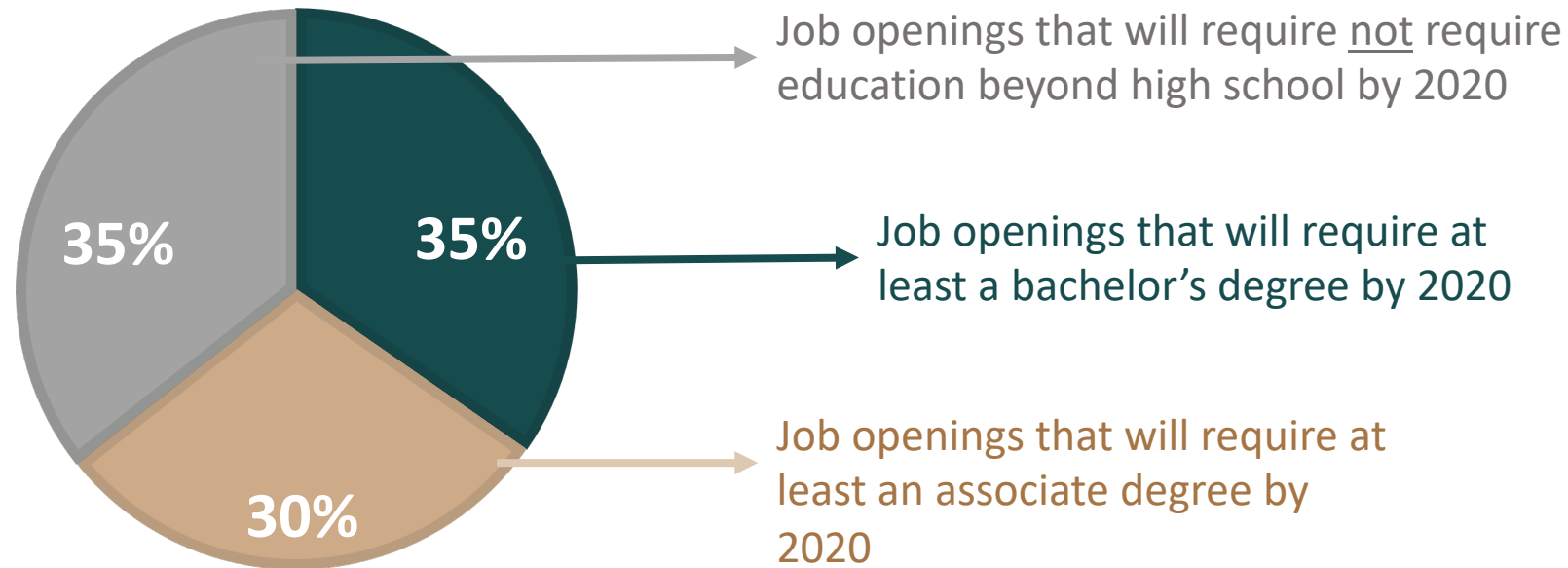
License



Micro-Credential

Current estimates suggest that there are 650,000+ unique credentials in the U.S.

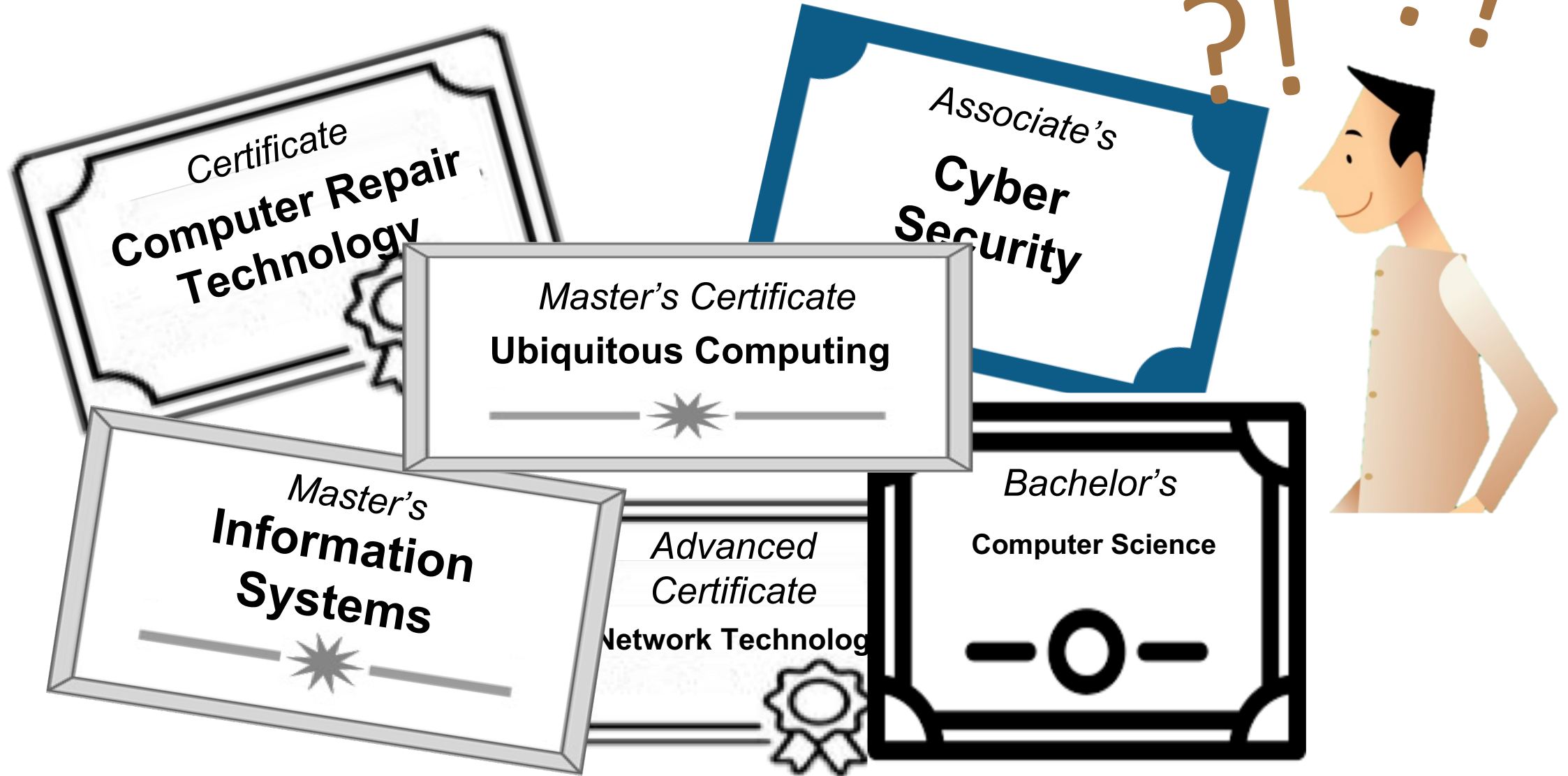
# The value of a postsecondary credential



**65% by 2020  
(55 million job openings)**

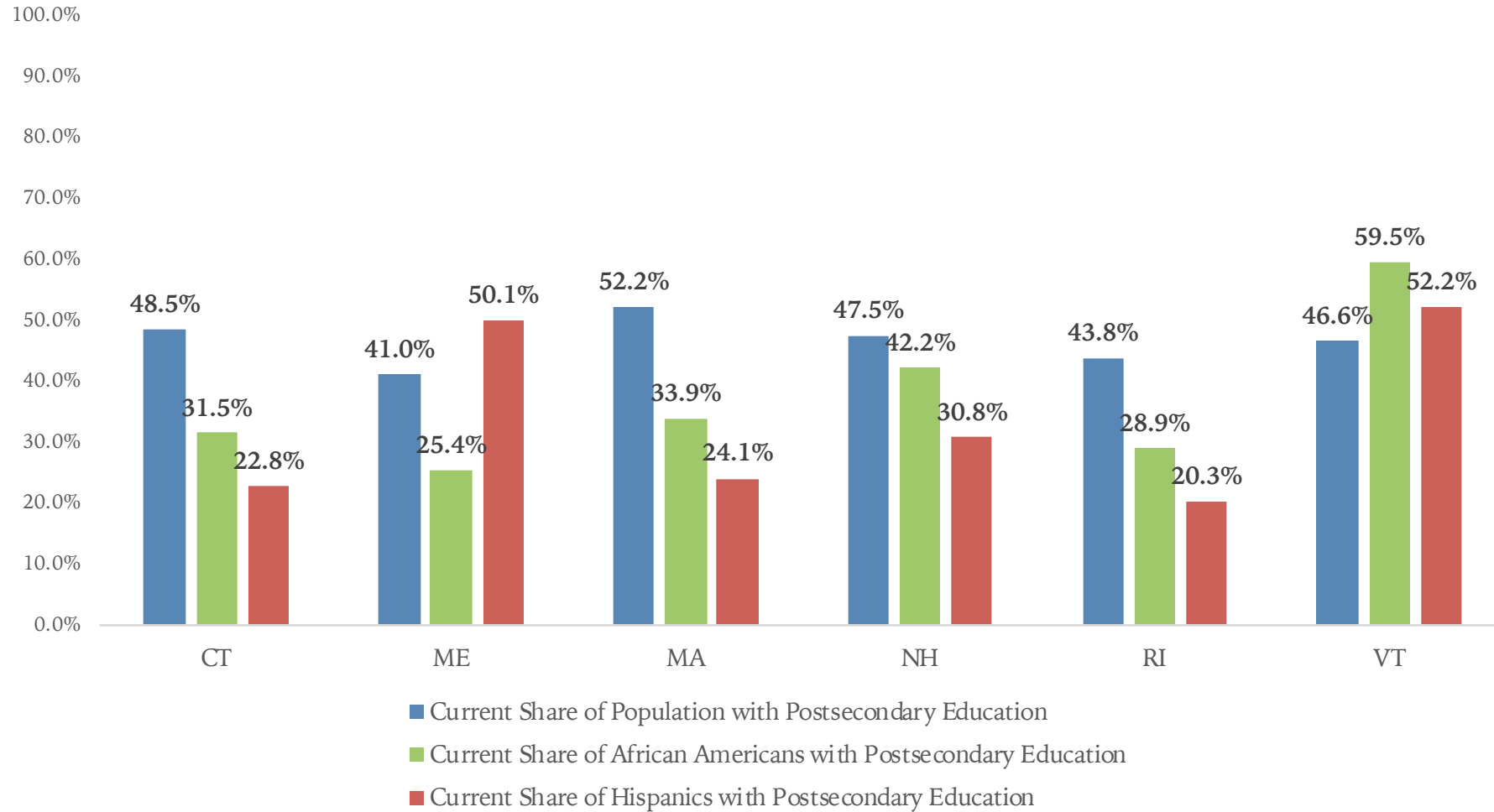


Joe's interested in a career  
in information technology

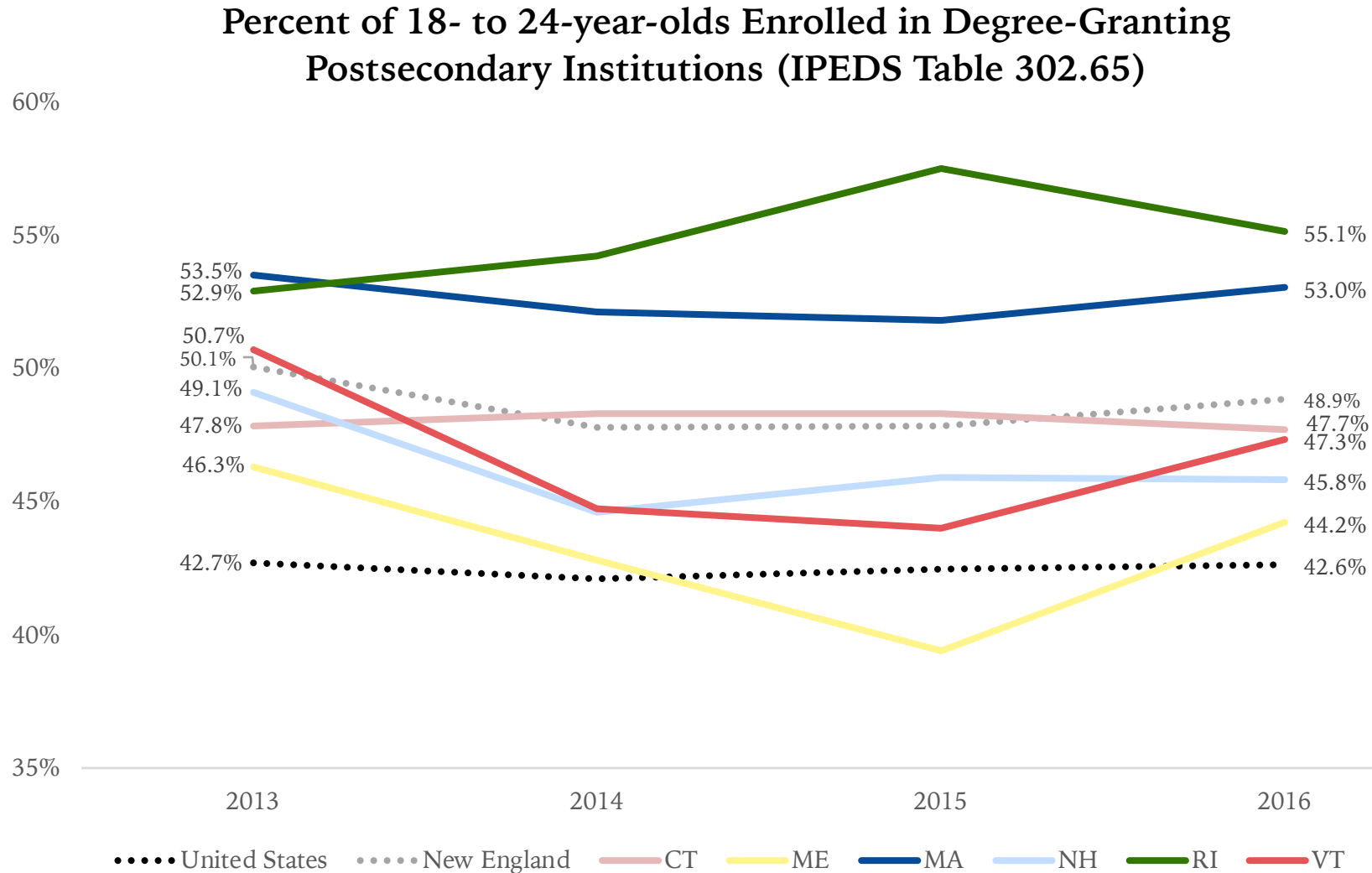


# Expanding Access to Key Groups

## Postsecondary Attainment Rates by Race/Ethnicity

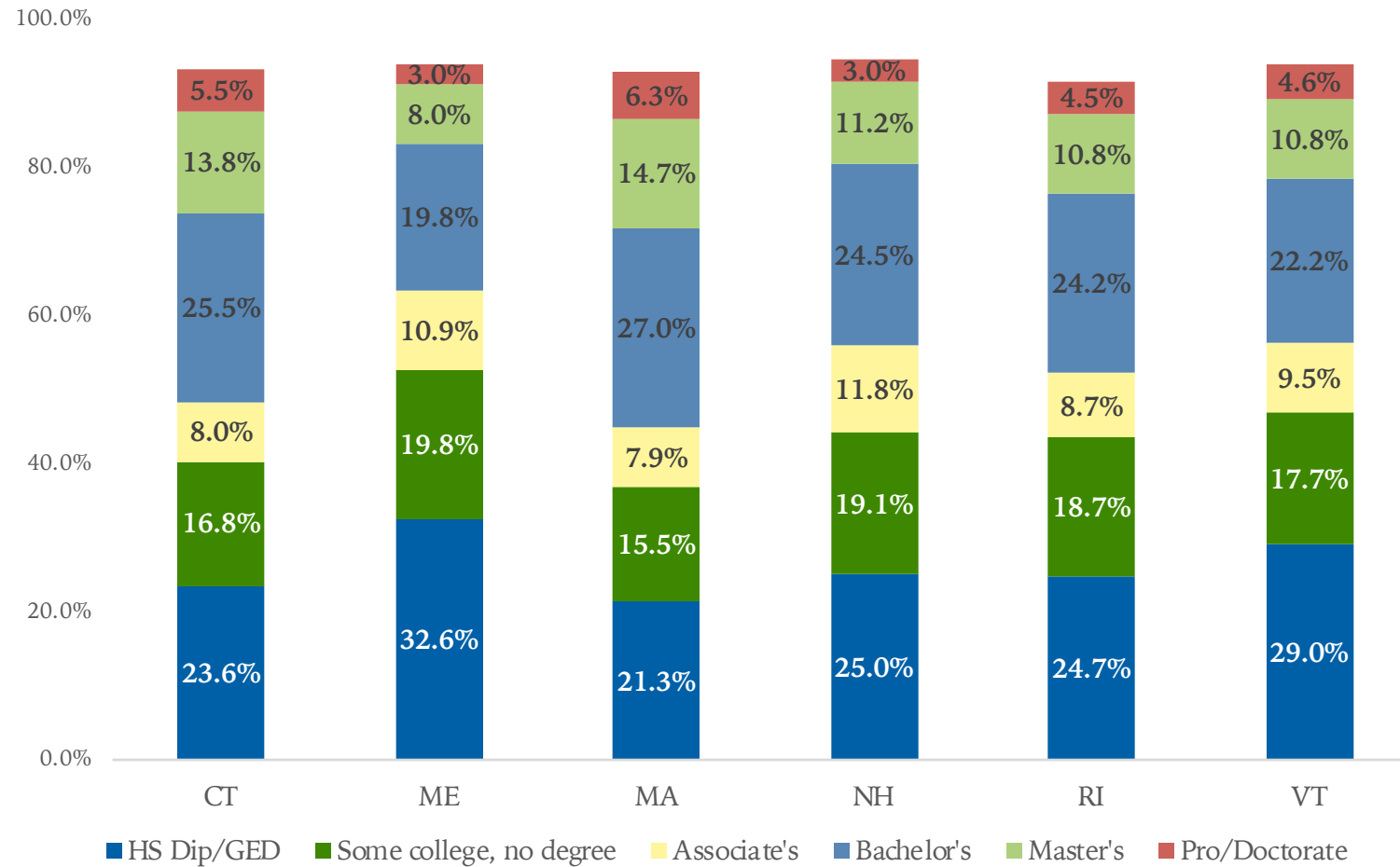


# Expanding Access to Key Groups



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Postsecondary Attainment of Adults (24-64) by State





# Strategies to Increase Access to Affordable Credentials of Value

- Define and identify high value credentials
- Promote credential transparency
- Develop education and career pathways that are:
  - Affordable
  - Lead to careers offering family-sustaining wages



# Gap Between Workforce Needs and Education

A pervasive shortage of skilled workers across multiple industries, threatens MA companies' ability to grow

**75%** of MA employers can't find qualified candidates to fill open positions



**72%** of jobs in MA will require a career certificate or college degree by 2020, the fourth highest percentage among all states

# The Pipeline is Broken

At the same time, too many students fail to earn the degree or credential they need to enter, thrive and advance in our knowledge-based workforce

**84%** of students attending Massachusetts public 2-year institutions of higher education do not complete their degree



By 2019, demand for workers to fill middle skills jobs is expected to exceed supply by **150,000** positions

# Set Students Up for Success in MA's High Priority Sectors



Healthcare



Information Technology



Advanced Manufacturing



Finance and Business



# Expanding Career Readiness

Industry recognized credentials can be a tool to expand career readiness to all high school students

## Why Industry Recognized Credentials?



20% of Massachusetts students are enrolled in career/vocational technical schools



Vocational schools are currently at capacity with long waitlists



Earning an industry recognized credential exposes students to careers and real world skills



“Stackable”, multiple credentials can be accumulated over time to build qualifications to pursue career pathways or postsecondary credentials

# Credentials FOR Success

Massachusetts Business  
Alliance *for* Education

An initiative of the Massachusetts Business Alliance for Education to put students on pathways to success by expanding opportunities for all high school students to earn industry recognized credentials in Massachusetts' growing industries.

# MBAE's Proposal – Focus on High Value Credentials

Legislation will create a financial incentive and require the state to:



Produce an annual list, available to all school districts and the public, of high need occupations that require an industry-recognized credential



Award each school district a financial incentive for each student who earns an industry certification for an occupation that has high employment value or recognized by a higher education institution

# Opportunity for All Students...

Our proposal will expand access for **ALL** high school students to earn industry-recognized credentials that:



Link to local labor market demand in fields and jobs that pay higher living wages



Enable students to earn college credit and save on tuition costs



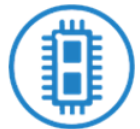
Provide students multiple pathways to work and earn



# Credentials Can Align with MA's High Priority Sectors



Healthcare – Certified Nursing Assistant



Information Technology – CompTIA A+ Technician



Advanced Manufacturing – Autodesk Certified User – AutoCAD



Finance and Business – Quickbooks Certified User

# Benefits to Students, Schools and MA Economy



Students gain career exposure, preparation and real world skills



Mutually beneficial school/business partnerships



Close the skills gap by ensuring students are both college AND career ready



# High Value Credentials for New England (HVCNE) seeks to **demystify** the credential marketplace

- Transparency
- Standardized framework and language to describe credentials
- Open source data and information
- Clear linkages: **PATHWAYS - COMPETENCIES - EMPLOYABILITY**



# Key Industries:



Healthcare



Life- and Bio-Sciences



Information Technology



Business and Financial

Operations

# States Participating:



Maine



Massachusetts



New Hampshire



Rhode Island





# Leveraging Available Data



Certificate - Computer Repair

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



AS Cyber Security

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



BS Computer Science

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

# Data Captured in the Registry

## Required by Credential Engine

- Offered by [Institution]
- Credential Type
- Name
- Description
- Webpage

## Required (if available) by Credential Engine + HVCNE

- Accredited by
- Approved by
- Competencies
- Availability At
- Requirements

## Required by HVCNE

- Audience Level Type
- Estimated Duration
- Industry Type
- Occupation Type
- Preparation for
- Subjects
- Learning Opportunity

## Recommended by HVCNE

- Estimated Cost
- Estimated Earnings

## Basic Info

Connect to this Credential

### About this Credential

Students in the Health Information Technology program at Ivy Tech get instruction using the American Health Information Management Association Virtual Lab which provides students with hands-on learning using the most current technology in healthcare facilities today. Students are also provided the opportunity to extern in our community healthcare facilities that could lead to a permanent position after graduation. Since our students have been exposed to so many hands-on learning opportunities, our students pass the Registered Health Information Technician certification at rates well above the national average.

The Health Information Technology program is a selective admission program. When you apply to the College, you will be accepted into Healthcare Support with a concentration in Health Information Technology while you complete the prerequisite requirements. The Health Information Technology program accepts a limited number of students each year and there is a separate application process. Contact your campus of interest below for more details. In addition the Health Information Technology associate degree programs are accredited by the Commission on Accreditation for Health Informatics and Information Management Education (CAHIIM). Please check the locations below for accreditation status.

Students who are admitted to the program will be required to pay for and submit to a criminal background check, drug testing and physical exam. The details and process will be provided at an orientation. Please contact the program faculty for more detailed information.

### Credential Status Type

Active

### Credential Type

Associate's Degree

### Additional Information

In Language: English

## Location Info



- 3800 N. Anthony Blvd., Fort Wayne, Indiana 46805, United States
- 50 W Fall Creek Pkwy N Dr, Indianapolis, Indiana 46208, United States

## Owned By

### Ivy Tech Community College of Indiana

Ivy Tech Community College is the state's largest public postsecondary institution and the nation's largest singly accredited statewide community college system. Ivy Tech has campuses throughout Indiana. It serves as the state's engine of workforce development, offering affordable degree programs an...



Owned By Offered By

## More Info

### Quality Assurance

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Quality Assurance



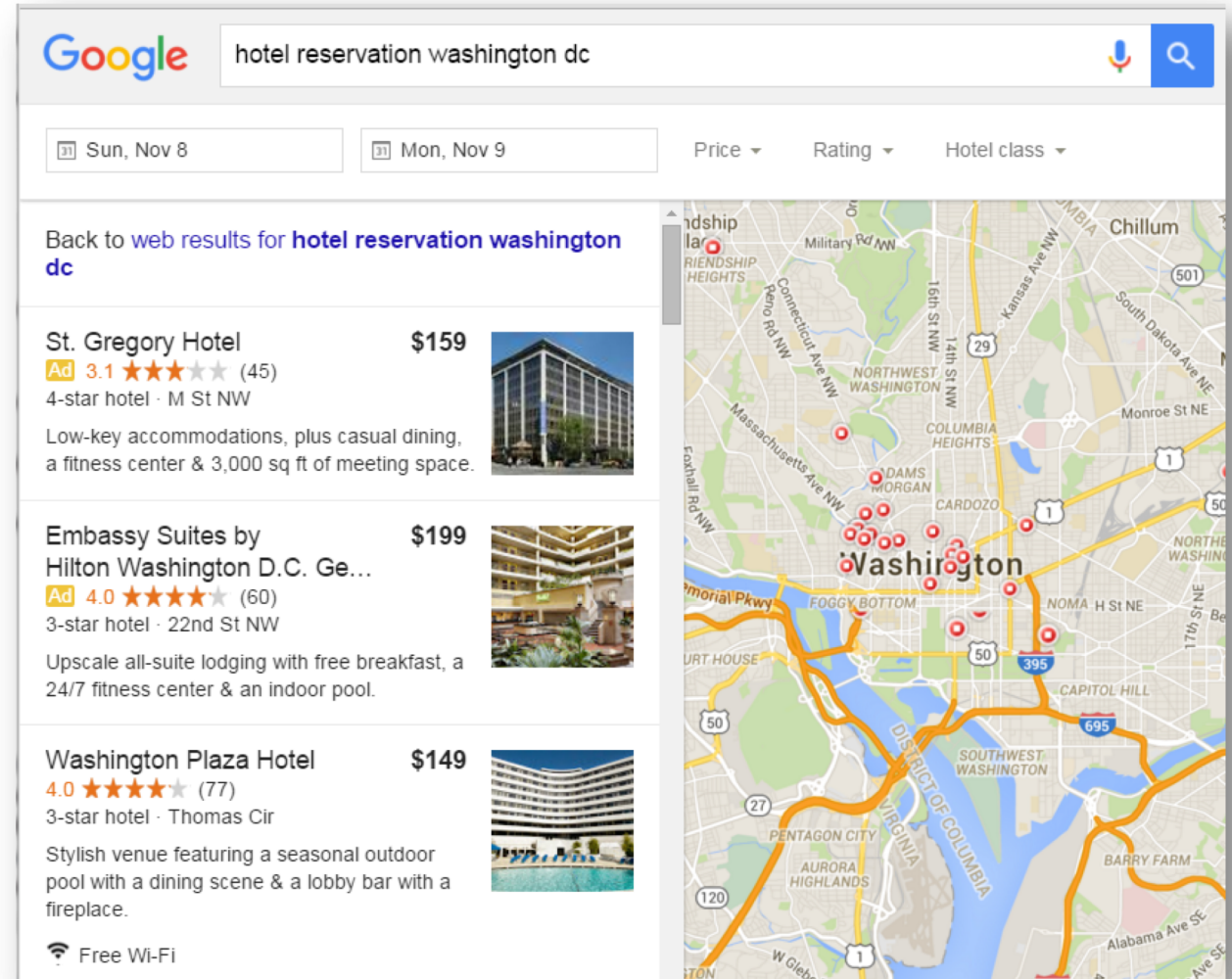
# Credential Engine's Registry



# Moving Credentials to Linked Data

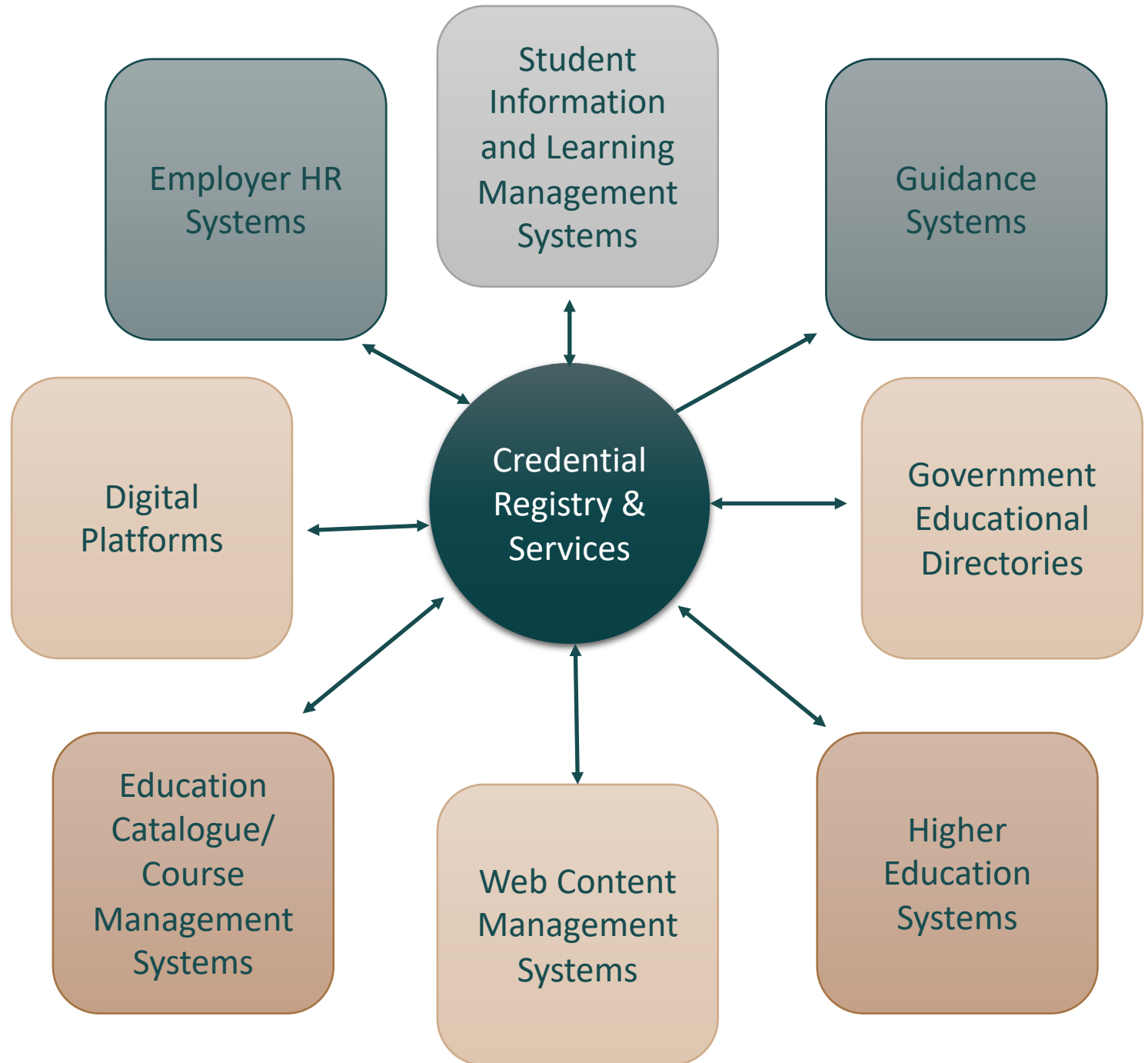
The World Wide Web is moving away from links to documents and **toward “linked data.”**

- 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.



# 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.



# 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

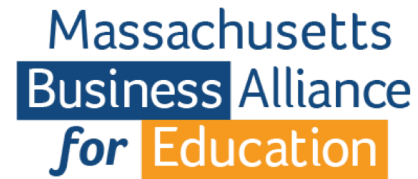


# QUESTIONS?

Contact us!



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