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## Today's Credentialing Marketplace Is Confusing...

Through an increasing array of credentials—such as degrees, certificates, licenses, certifications, badges, and apprenticeships—job seekers, students, and workers have more options than ever. Yet, there has never been an efficient system to collect, search, and compare credentials in a way that keeps pace with the speed of change in the 21st century and is universally understood. With an estimated 250,000 credentials in the U.S. alone, this lack of information contributes to confusion and uninformed decision making.

## ...But It Doesn't Have To Be

Credential Engine is demystifying the credential marketplace by bringing both transparency and common understanding to credentials for the first time in order to provide the information needed to make better credentialing decisions and reveal credentialing and labor trends.

## How Will Credential Engine Work For Employers?

Today's employers need a better way to find qualified talent that can keep the business competitive, identify opportunities that can efficiently up-skill their current workers, and build a diverse workforce. At the center of these issues is a need to better understand the credentials employees receive—what is learned, how they connect to other credentials, and what careers they can lead to. To aid employers in answering these and other questions, Credential Engine developed a suite of web-based services that, when used together, provide clear credential information that is centrally stored and easily accessed.



### The Credential Registry

This Web-based Registry collects, maintains, and connects up-to-date information on credentials in the marketplace. Employers can use this Registry to

- Share the credentials they provide with the Registry to promote training opportunities
- Indicate credential requirements and preferences (coming soon)



### The Credential Transparency Description Language (CTDL)

This common language provides the “rules of the road” for how credentials, credentialing organizations, quality assurance information, and competencies are described both in the Registry and on the Web. Employers can take advantage of the CTDL and use it to

- Describe the credentials they offer to gain visibility in the marketplace
- Compare credentials within the Registry to gain understanding of which credentials best address their needs



### The Open Applications Marketplace

An open apps marketplace allows organizations to build customized applications that use the Registry's data to access tailored credentialing information. Employers can use or build apps to

- Search and discover information about credentials and signal employer credentialing and competency preferences
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- Find credentialing partners who are providing the talent they need to remain competitive, and signal to credential providers their labor market demands
- Integrate with your HR systems to better understand and identify the credentials that best suit your company's needs

## How Do Employers Get Involved With Credential Engine?

To help us build a more transparent credential marketplace, employers can get engaged by adding to the Registry and encouraging the use of its data.

- **Add To The Credential Registry**
  - Become a Registry participant by publishing any credentials their company issues (e.g., badges, certificates, certifications, apprenticeships, etc.)
  - Encourage education and training partners and industry associations to participate in the Credential Registry by publishing their credentials with us
- **Use The Data**
  - Ask HR/talent acquisition vendors to incorporate use of the data from the Registry into their systems and applications

To learn more, please visit [www.credentialengine.org](http://www.credentialengine.org) or contact [info@credentialengine.org](mailto:info@credentialengine.org)