Today’s credentialing ecosystem is a maze of degrees, certifications, certificates, licenses, badges, and other micro-credentials. Job seekers, students, and workers have more choice than ever to help them get ahead, but a lack of transparency in credentials causes confusion for them and employers looking to build their workforce. Likewise, colleges and universities struggle to help both prospective applicants and employers easily understand the distinct features, quality, value, and effectiveness of the credentials they award.

To help solve this problem, the non-profit organization Credential Engine is improving transparency in the credentialing marketplace by scaling and maintaining a web-based Credential Registry that – through software apps built on the registry’s data – enables users to search for and compare credentials, just as travel apps are used to compare flights, rental cars, and hotels.

Momentum and support are building fast. A major September 2016 event1 debuted Workit™, a prototype credential search app powered by the registry, to an audience of more than 800 business, higher education, and credentialing stakeholders. More than ninety percent of survey respondents reported the registry and Workit app add value to the credentialing system, with ninety-six percent saying the registry and app are particularly useful to institutions of higher education.

**Join the Movement**

Dozens of colleges, universities, and other credentialing organizations are already posting information about key features2 of their credentials to the registry. Benefits of participating include:

- Being at the forefront of a national movement driving the new credentialing ecosystem
- Gaining greater visibility to a vast market of students, employers and others
- Demonstrating a commitment to credential and quality assurance transparency

Visit [www.credentialengine.org](http://www.credentialengine.org) for a full list of participants (partial list on reverse) and testimonials.

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1 On the Road to Improving the Credentialing Ecosystem: Next Steps for the Credential Registry (September 19, 2016)

2 These include, for example: learning or competency requirements, location of those requirements in selected competency frameworks, primary scope of the competency set’s application, labor market value, transfer value, location in education and career pathways, third-party approval status, and credential holder verification. More information about these descriptors, known as the CTDL, is available at www.credentialengine.org.
as of May 2017

PUBLIC COLLEGES AND UNIVERSITIES
- Arizona State University
- Central Michigan University
- Charter Oak State College
- Dallas County Community College District
- El Paso Community College
- Ferris State University
- Front Range Community College
- Gateway Community & Technical College
- Institute of Certified Professional Managers (JMU)
- Ivy Tech Community College of Indiana
- LaGuardia Community College
- Madison Area Technical College
- Miami Dade College
- Mississippi Gulf Coast Community College
- Monroe Community College (SUNY)
- Rio Salado College
- Rowan College at Burlington County
- Polk State College
- Purdue University
- South Plains College
- Thomas Edison State University
- University of California – Riverside Extension
- University of Maryland University College
- University of Wisconsin – Extension
- Washington County Community College
- Western Kentucky University
- West Hills Community College District
- York County Community College

FOR-PROFIT COLLEGES AND UNIVERSITIES
- American Public University System
- Capella
- Kaplan University
- University of Phoenix/Apollo Education Group

PRIVATE COLLEGES AND UNIVERSITIES
- Bellevue University
- Brandman University
- DePaul University
- Elon University
- Lipscomb University
- Moravian College
- Southern Methodist University
- Stanford University
- Texas Lutheran University
- University of Advancing technology
- University of La Verne
- Western Governors University
- Wilmington University

OTHER
Many other organizations that award certificates and certifications are also participating. They include, for example: CompTIA, Microsoft, the National Restaurant Association, the Manufacturing Skills Standards Council, and the National Registry of Food Safety.

For a full list, visit www.credentialengine.org