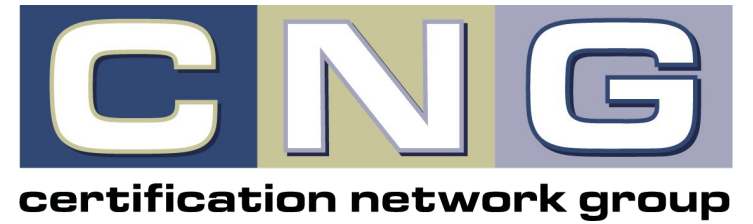


certification network group

May 2023 Meeting

**How Do Credentialing Organizations Enhance
Their Value to the Professions They Serve?**

Schedule For Today's Session



- 9:00 – 9:45 Networking
- 9:45 – 10:15 Welcome & Sponsor Presentations
- 10:15 – 11:30 Panel Presentation
- 11:30 – 11:50 Questions
- 11:50 - 12:00 Announcements & Closing Remarks



Welcome!

Katie Gottwaldt,
American Association of Medical Assistants and
CNG Board Member

Thank you to our Full CNG Sponsors!



Thank you to our Supporting Sponsors!



Thank you to our CNG Program Committee Members!



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Achille Parmentier
Kimberly Farace

Today's Showcase Sponsors



Thank you!



Today's Showcase Sponsor



Thank you!



MEASURE LEARNING

& The Certification Network Group

MEASURE LEARNING

WHO WE ARE

Meazure Learning originated when ProctorU, the world's largest online exam security and identity management company, and Yardstick Assessment Strategies, a leader in psychometrics and computer-based exam administration, merged in 2020.

In 2022, Meazure Learning acquired Scantron Corporation's Certification and Licensure business, increasing its existing network of physical test centers to over 1,400+ test sites globally.

Our goal is to better serve both our higher-ed and professional testing clients by creating the most comprehensive and transformative full-service online test development and delivery solution on the market.

proctorU

yardstick

SCANTRON.



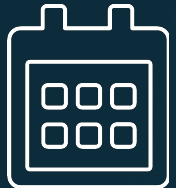
MEA**URE**
LEARNING

WHO WE ARE

Our Experience



2008 – Pioneered Remote Proctoring with ProctorU Platform



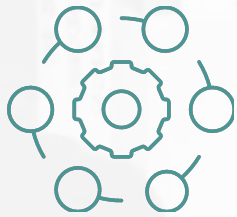
2 Decades – Test Development & Administration Expertise



1,400+ in **110+ Countries** – Test Center Sites

WHAT WE DO

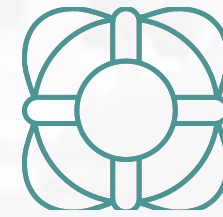
Comprehensive Assessment Solutions



Test development



**Tech-enabled
security**



**Exam
administration**

A woman is sitting at a desk with a laptop, looking stressed with her hands on her face. The image is faded and serves as a background for the text.

THE PROFESSIONAL TESTING LANDSCAPE

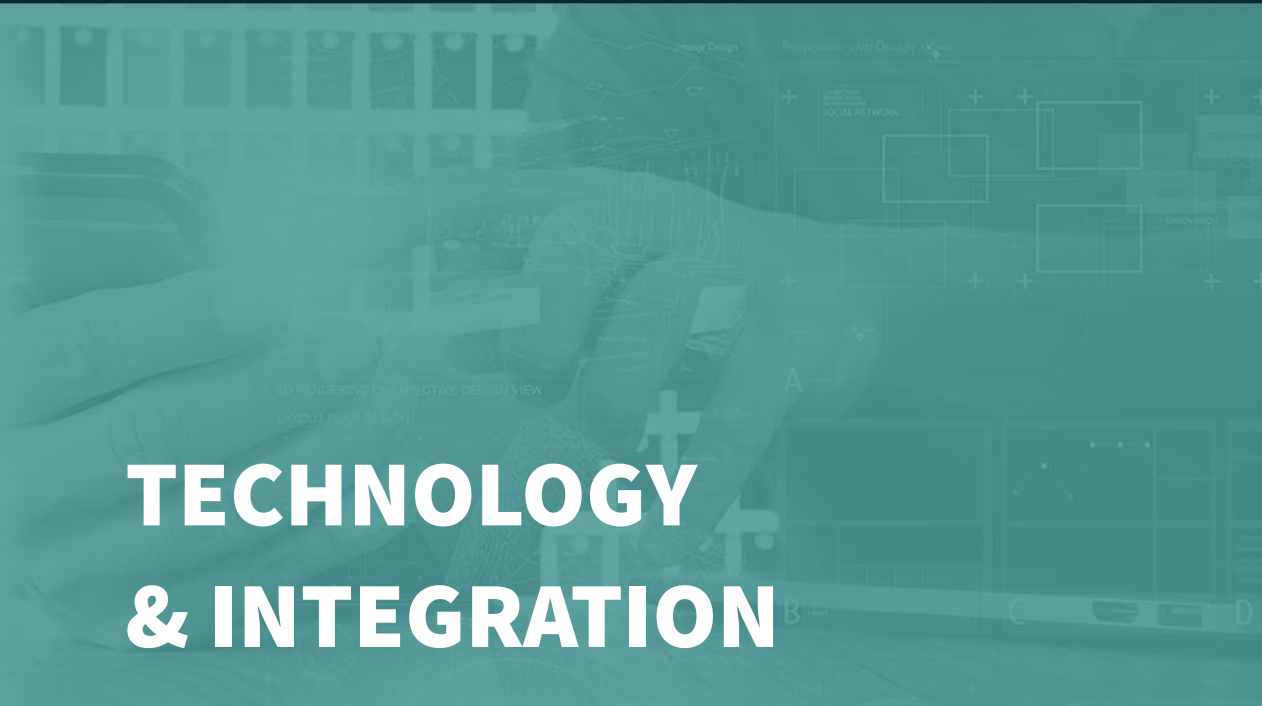
4 Common Pain Points



SECURITY



**TEST-TAKER
EXPERIENCE**



**TECHNOLOGY
& INTEGRATION**



**GROWTH &
HEALTH**

APPROACH



Unmatched
Accessibility
and **Scalability**



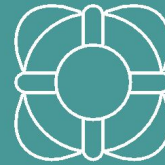
Test-Taker
Experience



Flexibility in Solutions,
Pricing, and Integrations



Tech Enabled
Security Solutions

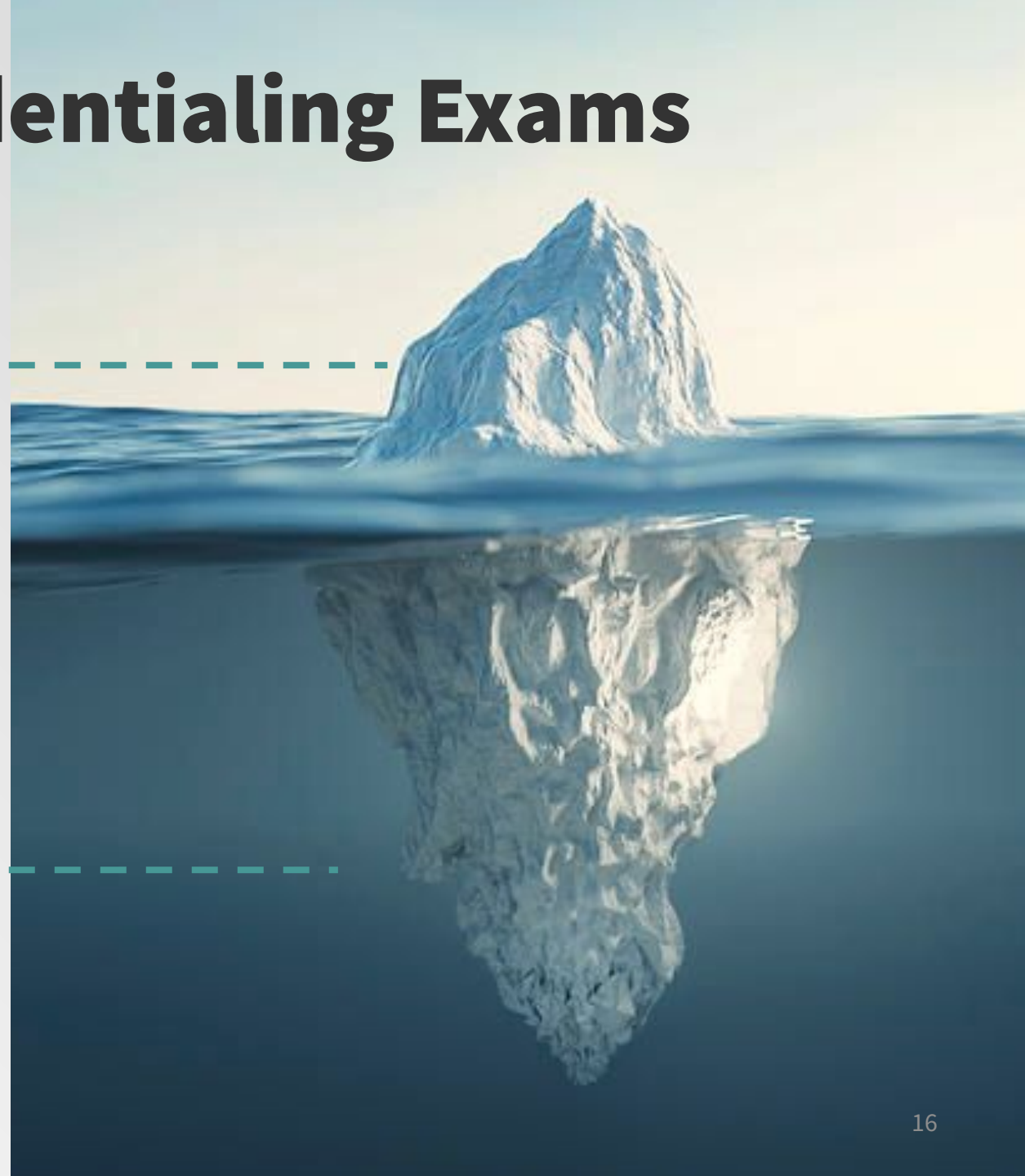


Concierge-Level
Services and Support

The Complexity of Credentialing Exams

*The challenges
you see coming*

**The challenges
you don't expect**



We'd love to chat!



Danielle Geddes

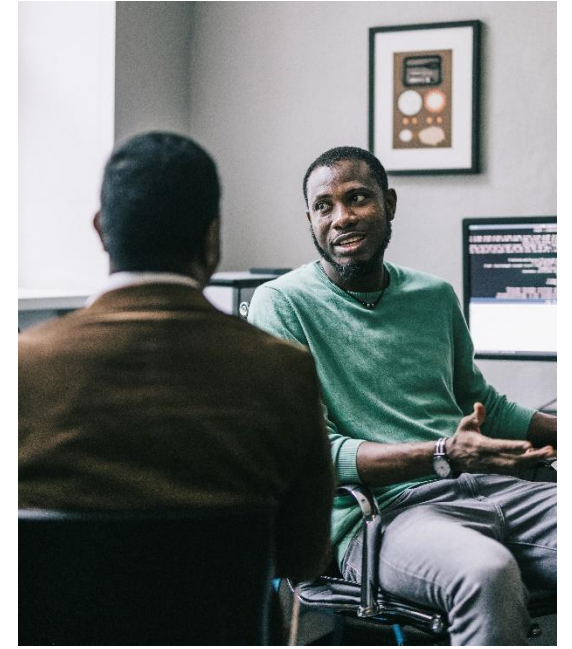
VP of Enterprise Sales

dgeddes@measurelearning.com

Today's Showcase Sponsor



Thank you!



CNG Chicago

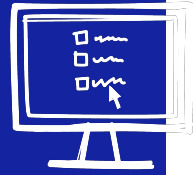
May 17th, 2023



psiexams.com ↗



Over
22 million
tests
delivered annually



Delivered testing
solutions for
leading
organizations
for over
75 years



Global window
testing
experience

Administering
exams to 1000s of
candidates in days

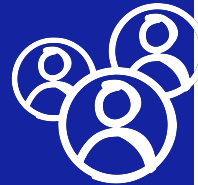


Test Center
Network

Spanning **five**
continents and
154+ countries

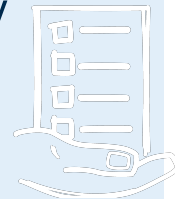


60+
dedicated
psychometricians
and test dev
experts



1,000s

of Proprietary
Exams



Our willingness to listen and adapt means clients can either benefit from a full testing service, or access solutions at any stage of their testing journey.

Dreams deserve

We understand every test is about more than the result. It's about a dream. A dream the test taker believes is worth striving for. And we believe that too. Their dreams deserve trusted science, technology and operational expertise. They deserve PSI.

psiexams.com



Thank you for listening

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psiexams.com ↗

Today's Showcase Sponsors



Thank you!



Proudly sponsors
The Certification Network Group
May 2023

Our Mission

“To improve the assessment experience for everyone”

4+ Million

**high stakes exams
delivered annually**

\$70 Million

**invested in the Surpass
Platform**
(\$14m+ in last 2 years)

144+ Countries

Delivering Surpass exams
(in over 60 languages)

Surpass

The Assessment Platform



SME Task Management
(Item Writing, Item Reviews, Standard Setting)



Item Banking & Publishing



Test Assembly & Delivery



Auto-scoring or Manual Grading



Item & Test Reporting

Extensive API's for integration & automation

Azure Cloud Infrastructure

Surpass: Your Integrator for Best-in-Class Solutions

We have positioned Surpass as an integrator within the sector and have established relationships with best-in-class:

- Test Development Partners
- Delivery vendors (OP & Test Centre)
- Psychometric services

Surpass also promotes self-publishing to other testing vendors or test drivers making us truly agnostic in our approach.

We are leading the evolution from one-stop-shop to best-in-class integration giving true agility and flexibility to the assessment sector





Surpass Community

Improving Assessment Together



Surpass  Conference

Surpass  Conference

Surpass  Conference

Surpass  Conference



Thanks everyone
Enjoy today's CNG Event!



certification network group

How do credentialing organizations enhance their value to the professions they serve?

Four common questions credentialing organizations often ask:

- How do I create a pipeline to the profession and start relationships with candidates sooner than the main certification process, even during undergraduate education?
- How do I develop meaningful relationships with certificants for life?
- How do I prove the value of my credential to industry stakeholders?
- How do I keep up with the increasing pace of change in our profession?

This session will present one possible answer to address these questions: adding a learning & assessment model, either in the form of a robust approach maintenance of certification or a workforce skills program.

A workforce skills model or continuous learning assessment through MOC can be a great addition to the "moment in time" high stakes credential. The variety of advances in curriculum design, test formats, and delivery modes enable implementation of training & assessment models that ensure a continuously upskilled and reskilled workforce, prepared for change instead of reacting to it.

Today's Panelists



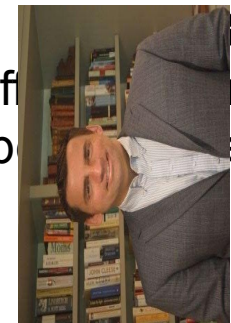
KATIE HALL Katie is the Founder and CEO of **Claira**, a competency analytics platform that helps companies understand their workforce and hire better. She also spent 10 years in talent development.

global



ASMINE ROCKETT is the Deputy Director of the **Inteleos Point-of-Care Ultrasound Academy** and is a STEM education and certification professional that has been working in medical certification for over 10 years.

been working



BILL WEST is EVP, **Global Skills X-Change**, and Chief Credential Services at **Merstone Strategies** and a veteran of the assessment industry, having served in a variety of talent and sales roles.

in a variety of



DAVID WILCOX is the founder and current President & CEO of **Global Skills X-Change**, a consultancy he founded in 2003 for the sole purpose of contributing to the creation of a skilled workforce.

creation of

Enhancing Our Value

Some common questions

- How do I create a pipeline to the profession, start relationships with candidates sooner than the main certification process?
- How do I develop meaningful relationships with certificants for life?
- How do I prove the value of my credential to industry stakeholders?
- How do I keep up with the increasing pace of change in our profession, how do I stay relevant?
- How do I increase (or protect) revenue to support our organization & mission?

Some Common Challenges



- Shifting generational dynamics – workforce skills, continuous development
- Questioning value of higher ed, leaky pathways
- Rapidly changing market & technologies
- Competition for talent
- New Competition – for organizations & traditional certification
- Communicating and measuring value in ways industry understands & values

Tremendous Opportunities



- Create pathways to your profession through higher ed & workforce programs
- Use of a variety of learning & assessment approaches to enable continuous development (and relationship)
- Define & measure value in ways industry understands

Presentation Agenda



- Pathways to our professions – CAYG example – Bill
- Workforce landscape - focus on competencies - Katie
- Relationship for life, ongoing value - Intelios case study – Jasmine
- What our professions value, quality focus – Dave
- AHIMA initiatives – Mike
- Learn from each other – Everyone!



Create pathways, start relationships sooner – Credential As You Go Example

MISSION

To facilitate the development of a nationally adopted incremental credentialing ecosystem that improves education and employment outcomes for all learners.

VISION

- All learners are recognized for what they know and can do
- Learning counts from multiple sources
- The meaning of credentials understood by learners, employers, and educational institutions, policymakers
- Credentials fit learner needs and inform career navigation, education-career planning, and job transitions
- Credentials used by employers in hiring and advancement and recognized within the postsecondary ecosystem as counting towards further learning

Four Drivers of Change

- Degree-Centric Workforce
- Equity
- 21st Century Workforce Needs
- Credential Expansion



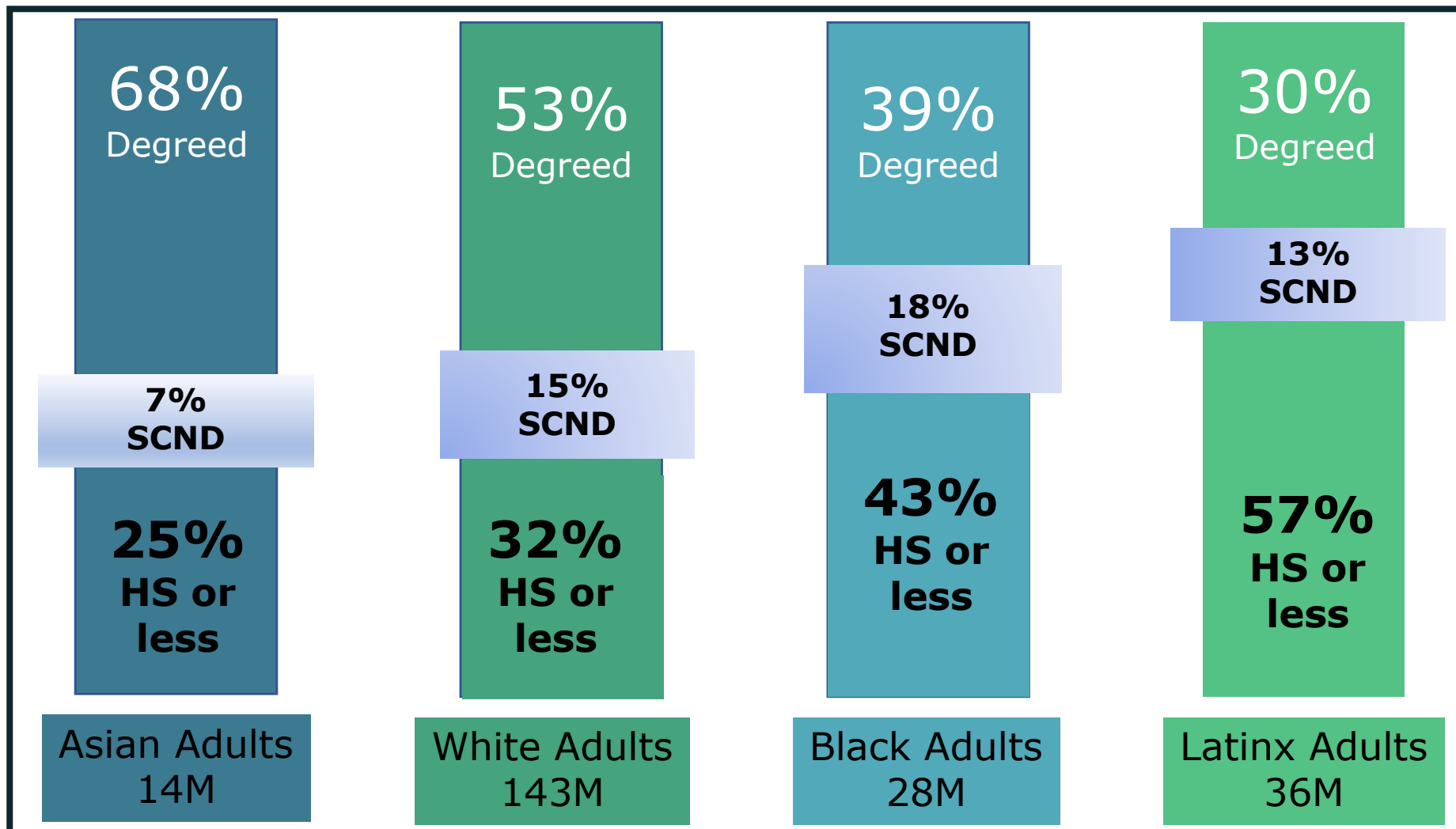
A photograph of a horizontal pipe lying on a green lawn. The pipe is leaking water from several points along its length. On the left side, there is a valve assembly with two handles. Multiple jets of water are spraying out from the pipe, some upwards and some downwards, creating a misty spray. The background is a dense field of green grass.

We have leaky pathways.

What is happening to our learners?

Within Group Comparisons Degreed & Non-Degreed

SCND = Some College No Degree
HS = High School



Data based on 224.5 million adults 25 years and older (U.S. Census Bureau 2020)



CDHE Institutional Retention and Completion Rates

- Fall 2020 to Fall 2021 retention rate = 73%
 - Four-year institutions is 78%
 - Two-year institutions is 55%



- Fall 2015 cohort 6-year graduation rate for 4-year institutions = 53.5%
- Fall 2018 cohort graduation rate for 2-year institutions = 31.3%





21st Century
Skills &
Competencies





Counting U.S.
Postsecondary
and Secondary
Credentials



2022

1,076,358 Unique Credentials in the U.S.

18 detailed credential categories across 4 types of credential providers:

POSTSECONDARY EDUCATIONAL INSTITUTIONS

350,412 degrees, certificates

MASSIVE OPEN ONLINE COURSE (MOOC) PROVIDERS

13,014 course completion certificates, microcredentials, online degrees from foreign universities

NON-ACADEMIC PROVIDERS

656,505 badges, course completion certificates, licenses, certifications, apprenticeships

SECONDARY SCHOOLS

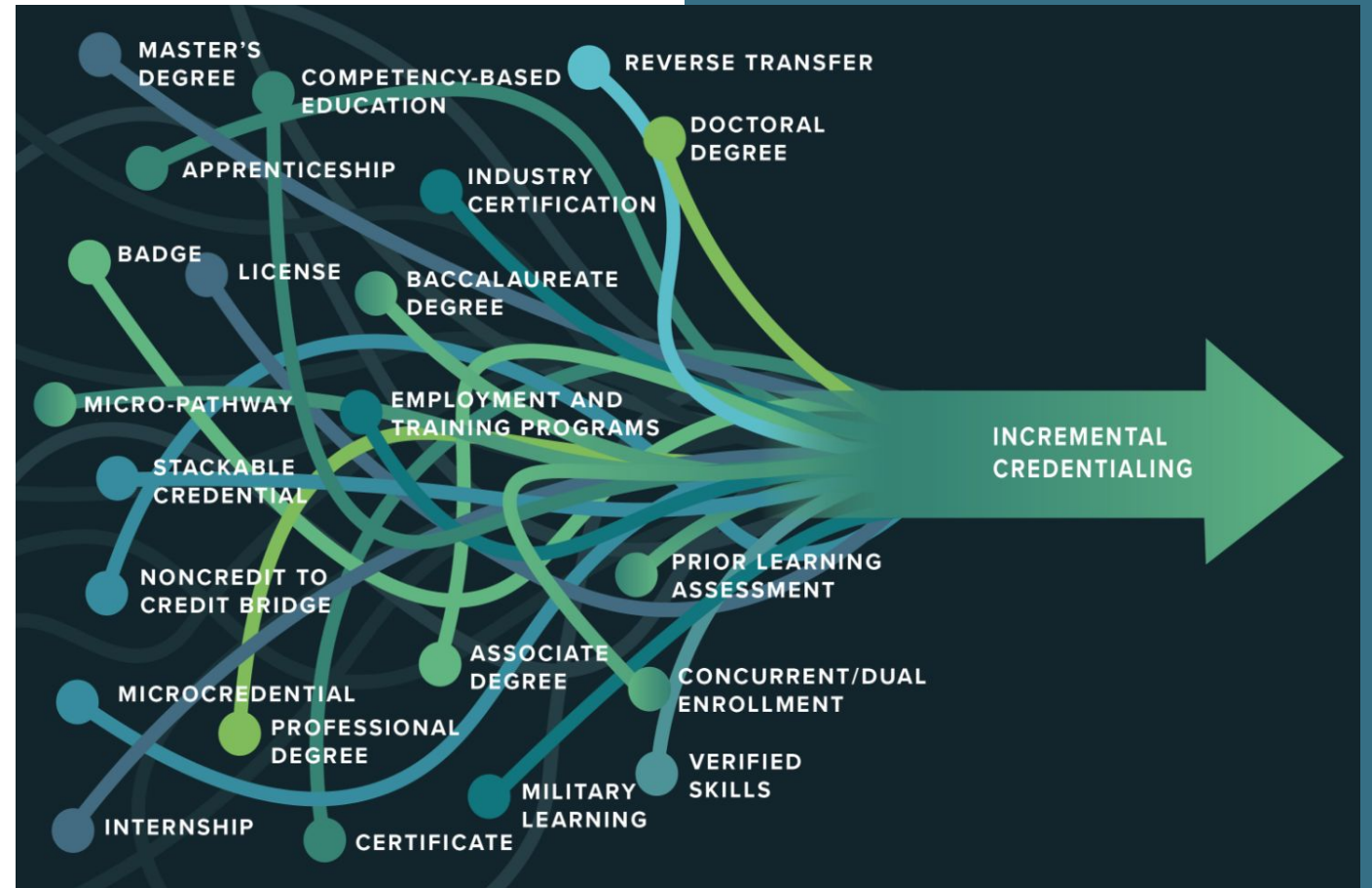
56,179 diplomas from public and private secondary schools, alternative certificates from secondary schools, high school equivalency diplomas



What are Incremental Credentials?

Incremental Credentials capture learning as it is acquired along the learning pathway and formally recognizes and connects that learning to a larger context of work and education.

The **purpose of incremental credentials** is to ensure learners are recognized for what they know and can do as they acquire the learning and not leave learners without formal documentation of that learning.



Credentialing Areas Across CO, NC, NY

Information
Technology (21)

Health Care (17)

Business (17)

Education (12)

Hospitality/Culinary
(8)

Science Lab (5)

Human Services (4)

Communication (4)

Trades (4)

Art (3)

Design Thinking (2)

Advanced
Manufacturing (2)

Veterinarian (2)

Criminal Justice (1)

Space Flight (1)





Incremental Credentialing Framework

The incremental credentialing process formally credentials learning that individuals acquire along the way so that they can be recognized for employment and further education. The framework provides six approaches to developing and implementing incremental credentials.

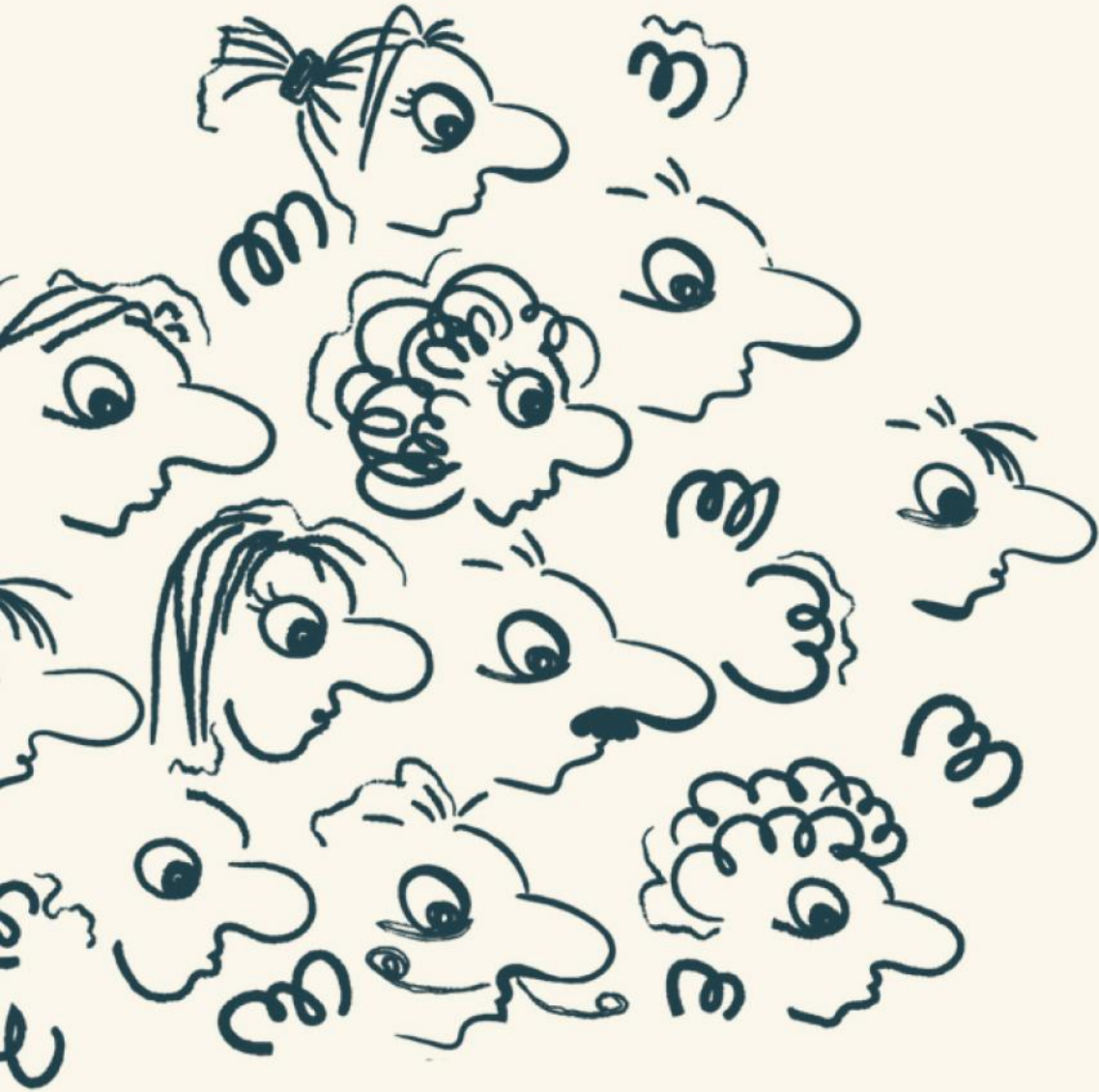
Auto-Award

Prior Learning





your workforce wizard

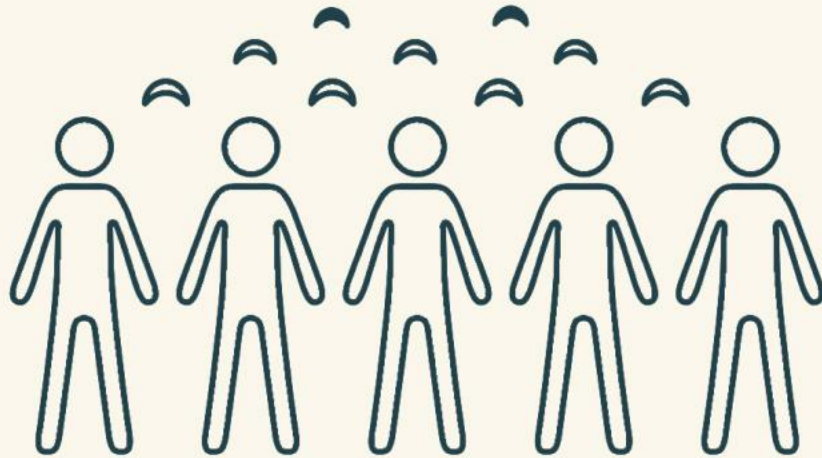


did you know that
sam in accounting
can code?

did you know kayla has
bandwidth to help on
line 2?

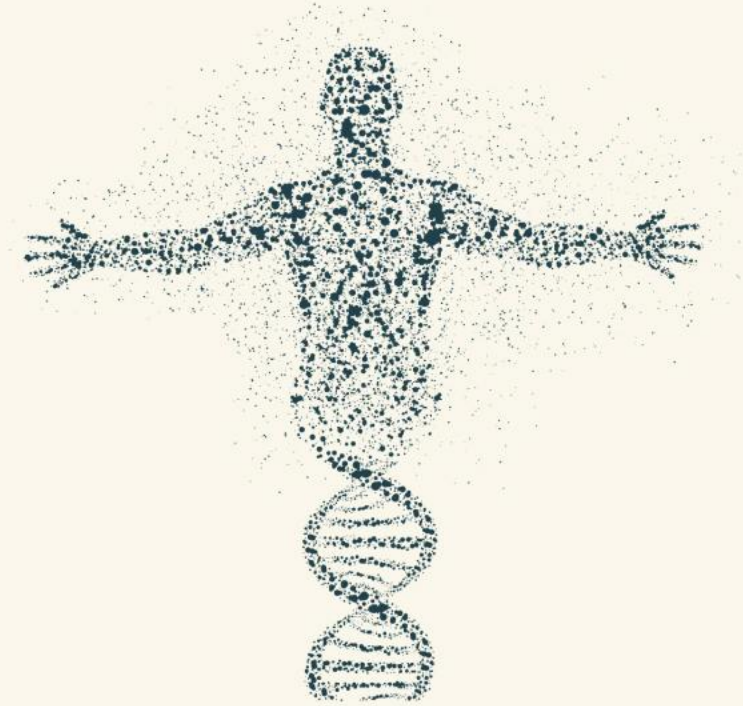
the future is here

problem



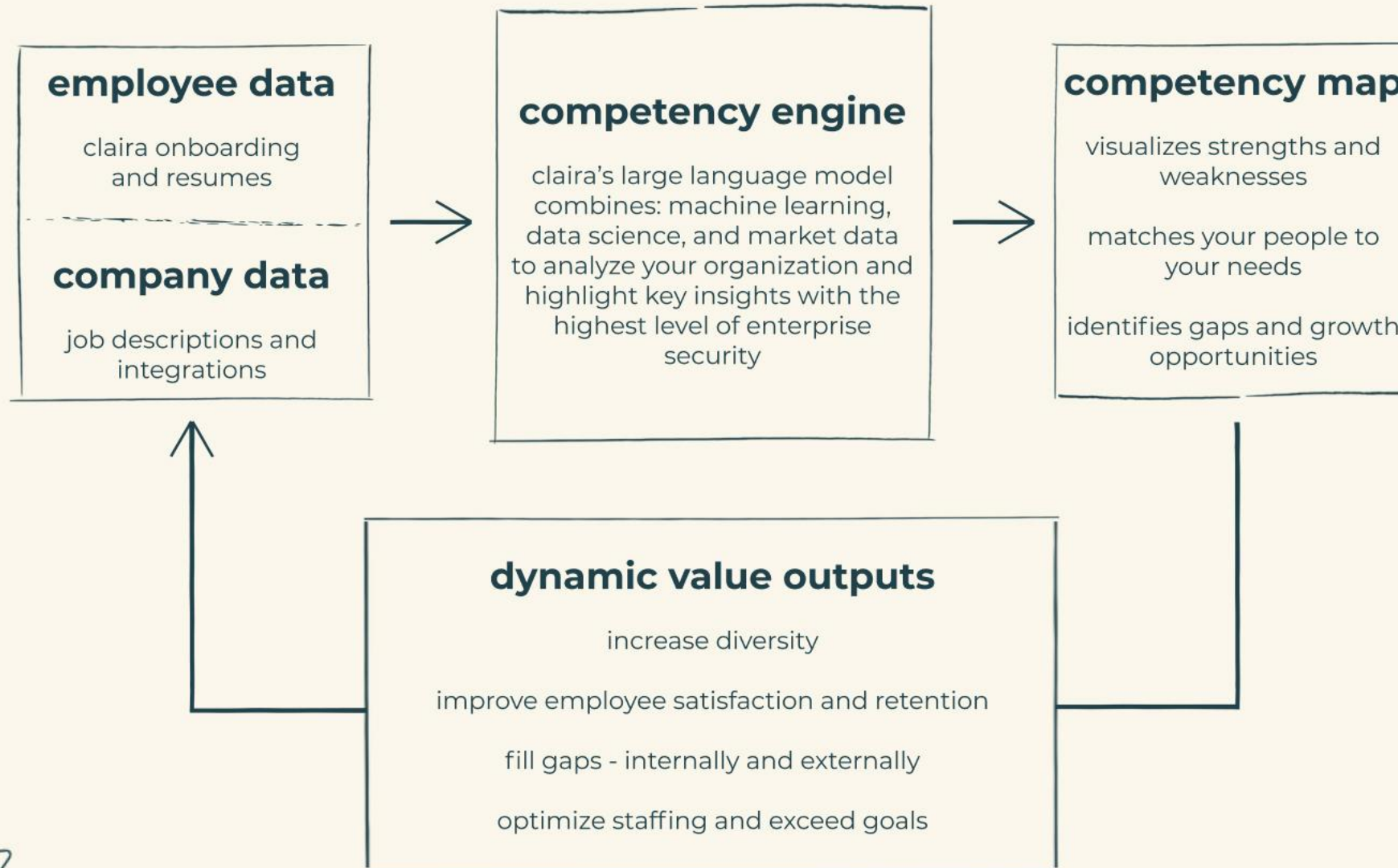
underutilized workforce, invisible talents
wrong model, antiquated system

solution



dynamic competency digital twin
remove bias, optimize with speed

self learning system



competency hiring - overview

67%

decrease in time to hire with competencies

21%

increased retention due to improved fit

27%

increase in diversity through blind screening

77%

hire rate of leads in claira marketplace pilots

87%

of companies struggle to fill competency gaps

69%

of hr execs are hindered by their inability to attract middle-skill talent

worker feedback

“you might be the answer to my prayers. I had to quit my job and things are tight, I need to make more money while I stay at home. you could really be saving our lives.” -**cheryl f. (nederland, co)**

“do you guys have jobs for people with, like, no competencies? because that's kinda my biggest hurdle in finding work, and I'm sure I'm not the only one...” -**errol w. (tacoma, wa) who later matched with work on claira**

“this is a fascinating way to look for work. I just went through the process and found it refreshing. good on claira. I hope this is successful for everyone.” -**carron o. (fenton, mo)**

“wow! if i didn't already have a job... i'll just save this post.” -**dana w. (nacogdoches, tx)**

“i love this idea, the concept has been needed for a very long time!” -**lisa m. (fort wayne, in)**

competency library - validation of data

users self attest with 80%+ accuracy

formal assessments have major flaws

resumes, jds are not scientific

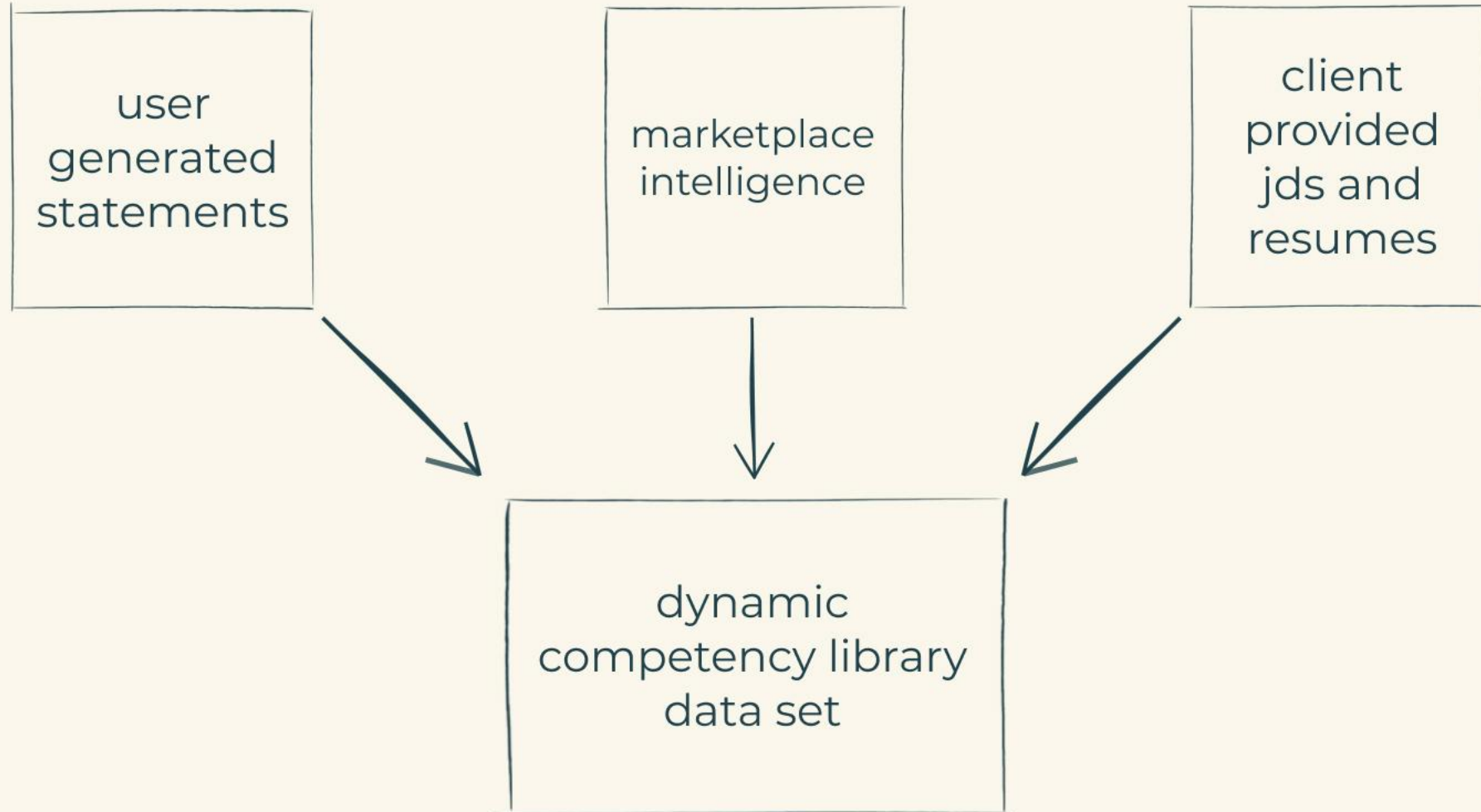
speed is main focus, worth accuracy drop

employee created profile contains invisible talent

data becomes ultimate validator over time



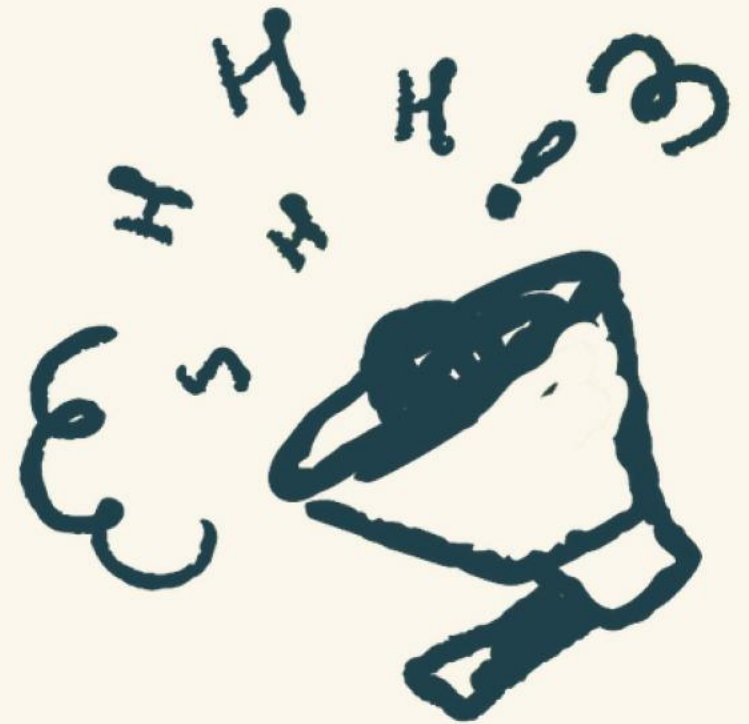
competency library - data sources



questions?

katie hall, founder & ceo
katie@claira.ai

www.claira.ai



Strategies for Enhancing Value to the Professions We serve

An Inteleos Case Study

Jasmine Rockett

Inteleos POCUS Certification Academy Deputy Director



Inteleos™



Inteleos™
Foundation



ARDMS®



APCA™



POCUS™

DISRUPTIONS

Demographics
Technology
Culture
Shift in priorities
Delivery
Skill-based needs
Time



What disruptors are impacting the profession you serve?

The POCUS Certification

Roadmap

ONLINE PROGRAM
SIMULATED CASES
ON-DEMAND
STACKABLE
MICROCREDENTIALS

Lessons Learned:
Silo
Traditional Model
Community Needs



The POCUS Certification Roadmap



LET'S TRY THIS AGAIN

Transactional vs. Interaction
Shared value with stakeholders

Community

Resources

Relevant

Portability/Flexibility

Are there Industry Makers are stakeholders you can collaborate with to build value for your profession?

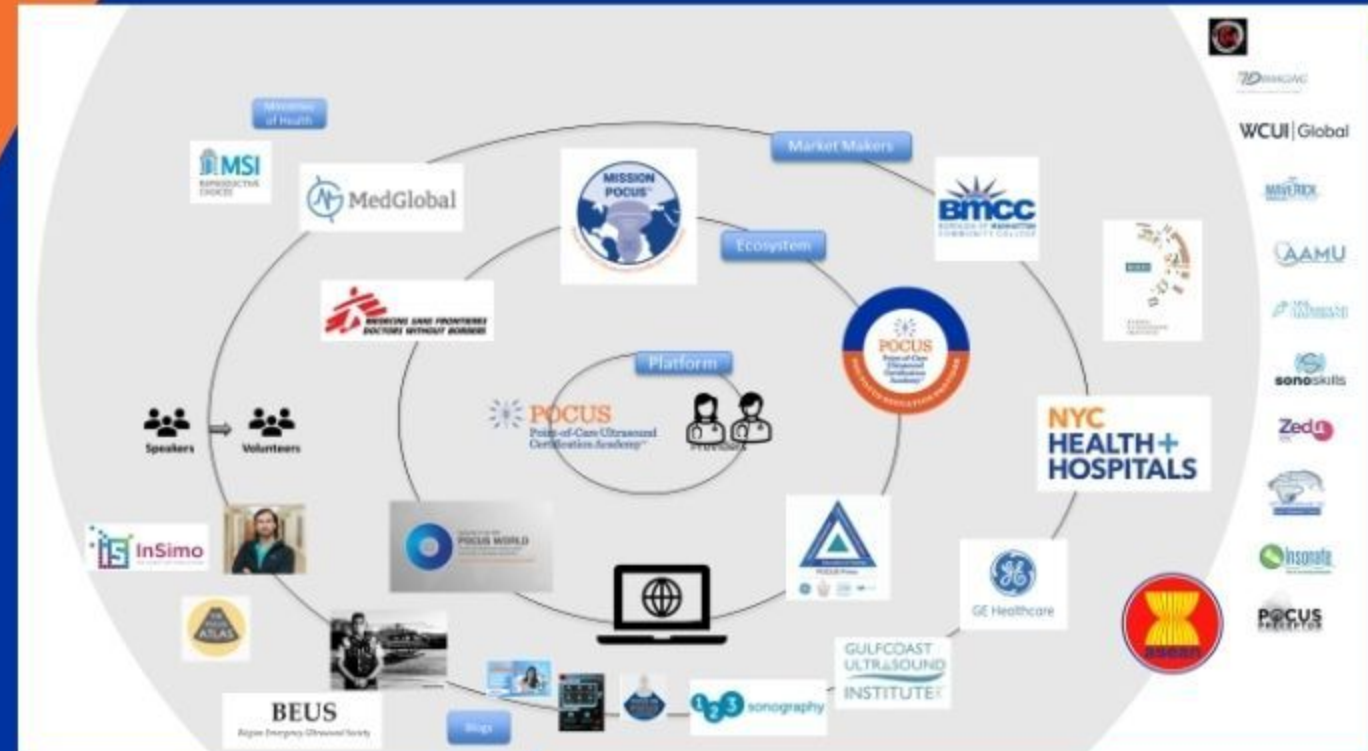


Interaction Field

The
Interaction Field

The Revolutionary
New Way to Create
Shared Value for
Businesses, Customers,
and Society

**Erich
Joachimsthaler**



POCUS Certification Academy



Assessment

- Builds all certifications
 - Certification Outline
 - Case Media and Questions
 - Case Reviewing
- Maintenance of Certification



Education

- Education Provider Network
- POCUS World Conference
- Learning Library
 - Blog
 - Webinar
 - Podcast
 - Infographics
 - Tip and tutorials



Community

- POCUS Ambassadors
- MissionPOCUS
- Events
- Member Engagement
- Volunteering
- Social Media
- Partnership

Our mission and impact has gone global...

222 COUNTRIES AND TERRITORIES
13000 WEBSITE VISITS A MONTH
500+ WEBINAR ATTENDEES
1000+ CONFERENCE ATTENDEES
150 ACTIVE VOULUNTEERS



The National Skills Coalition reports that African American and Hispanic workers are less likely to hold industry-recognized certifications than their white counterparts.



LESSONS LEARNED



- Profession wants community
- Life long learning
- Listen to their needs and identify gaps
- Embrace technology
- Efficiency
- Interactive model
- Few find value in just the exam
- Alternative pathways can increase accessibility

A SURVEY CONDUCTED BY PEARSON VUE IN 2018 FOUND THAT 49% OF MILLENNIALS HAVE PURSUED A PROFESSIONAL CERTIFICATION OR LICENSURE, COMPARED TO 39% OF GEN X AND 30% OF BABY BOOMERS.

THANK YOU

Connect
with Me on
LinkedIn



or

Jasmine.Rockett@Inteleos.org

Certification Program Quality: An End-to-End Look at Quality Assurance

- Current State of the Certification Landscape
- Definition of Quality
- Rethinking Quality
- The Employer Demand Signals
- Framework for Ensuring Continuous Quality

Certification Program Quality: Shifting Role of Certification

1. The purpose of certification has expanded from being used merely as a tool for “self-regulation” to become a solution for combating the ubiquitous “skills gap” issues
2. Certifications are fast becoming the instrument of choice for demonstrating work-relevant competence
3. 6000+ certifications have been developed for multiple purposes and in most economic sectors. Hiring websites have been scanned with evidence that approximately 40 are mentioned as a hiring requirement.

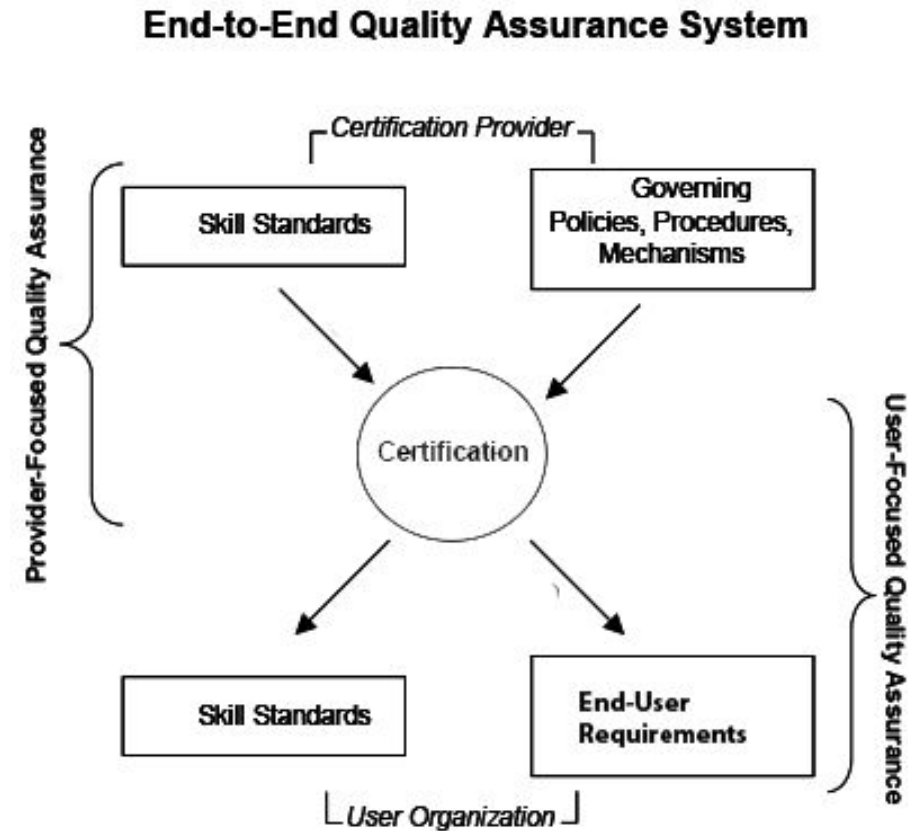
Certification Program Quality: Revisit of Total Quality Management

- A definition of quality in TQM terms:
 - “An excellent product or service that meets or even exceeds customer expectations. These expectations are based on the intended use of the goods or services.”
- Translation: A well designed certification is only of quality if it *“meets or exceeds the intended use of the certification”*
- Hence: Certification Community
Transition to an end-to-end quality assurance system

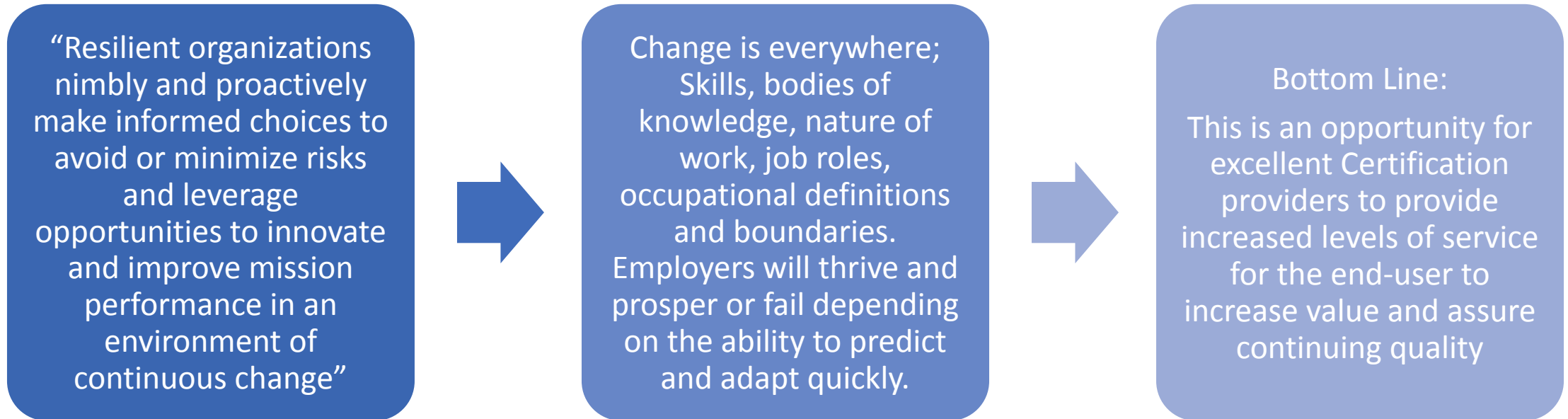
Certification
Provider

Certification
User

Certification Program Quality: End-to-End Quality Assurance System

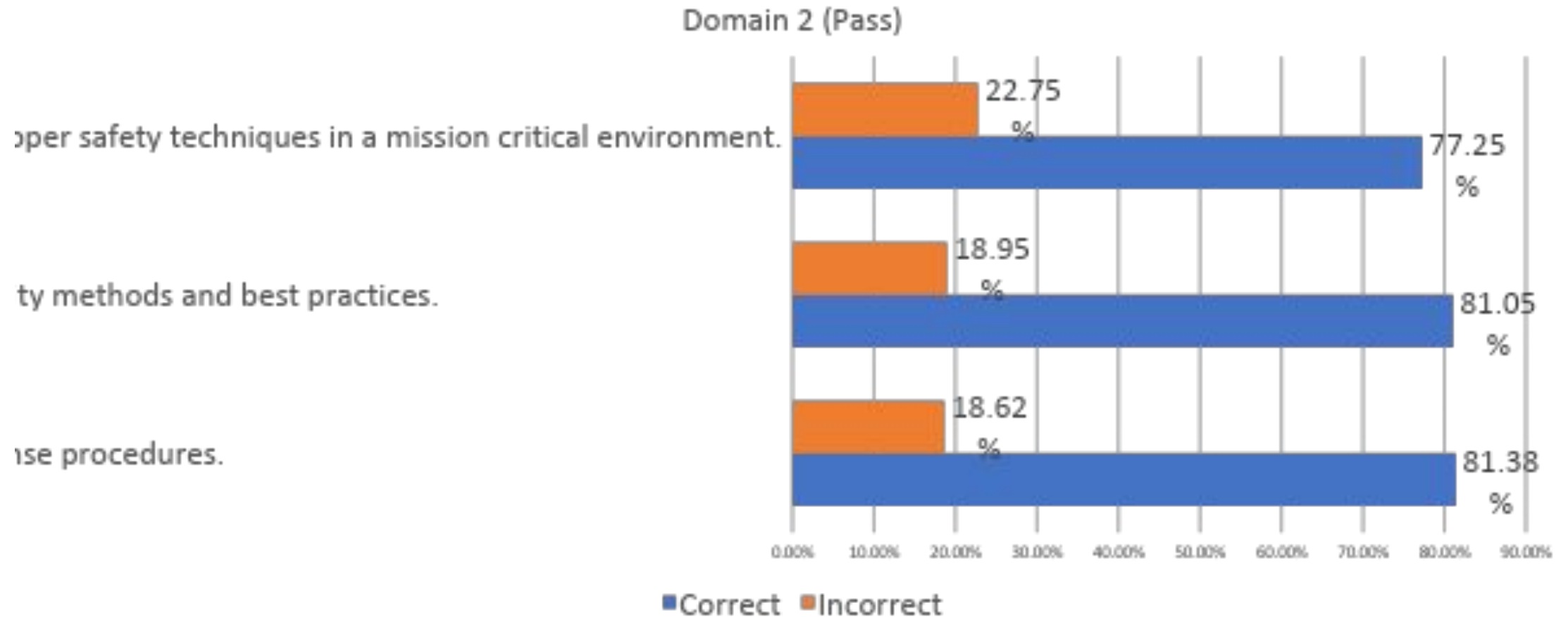


Demands: Organizational Resilience



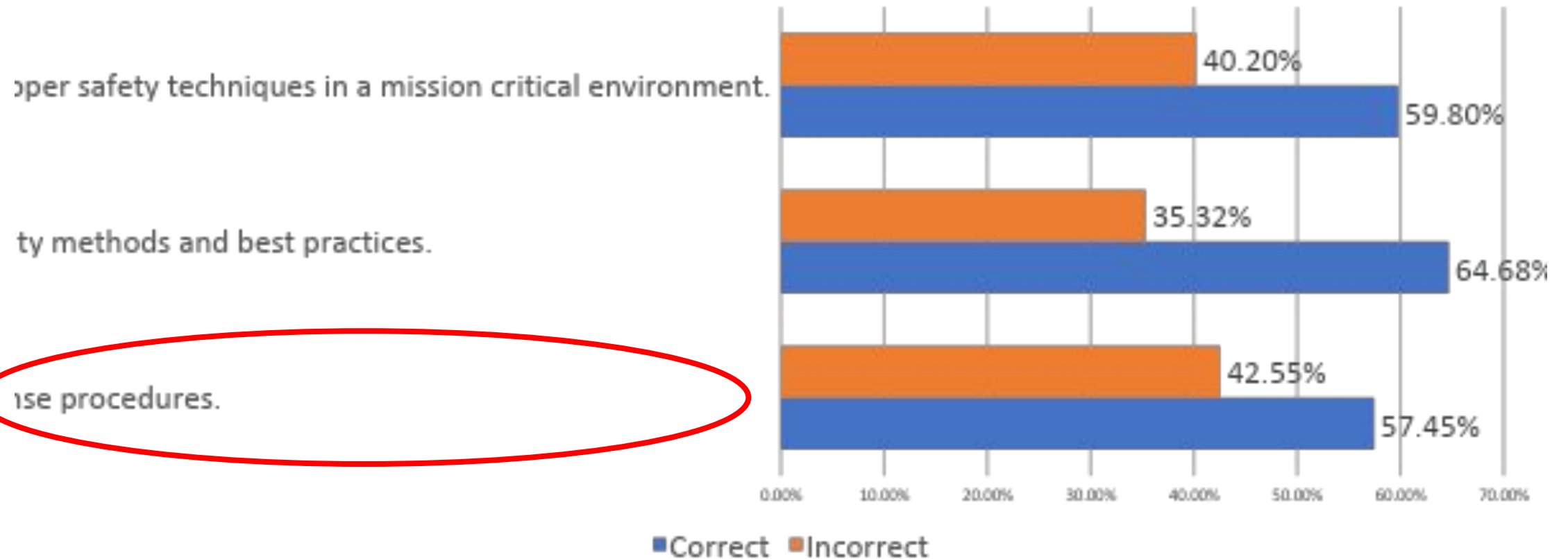
Data Analysis:

Domain 2 – Safety, Security, & Emergency Response - 14%



Data Analysis: Domain 2 – Safety, Security, & Emergency Response - 14%

Domain 2 (Failed)



GSX Model: Enhancing Value Proposition of Certification Programs to Support End-to-End Quality

Objectives

- Help organizations become more resilient, agile, and effective with their workforce and human capital strategies
- Leverage business process improvement, human-centered design, and change management principles/practices
- Design, implementation, and maintenance of innovative credentialing and learning solutions

Certification as the Core Vector in the Workforce Ecosystem

Organizational Impact Opportunities



DoD Example of Leveraging Certification for Enhanced Value

U.S. Department of Defense Certification Program (Security) Fundamentals

- The certification renewal model was designed and is in place. Using the end user military “readiness standards” the certifying agency now develops targeted micro credentials and training units that are aligned with Certification program defined domains. Readiness means –right person—right place—right purpose—right skills. Again, extending value –real and perceived.

We'd Love to Follow Up!



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DAVID WILCOX

dwilcox@gsexcorp.com

Next CNG Meeting

- When: August 16, 2023
- Where: Chicago
- Topic: Certification Roundtables

Thank you for attending!



certification network group