

Credential Transparency

Marina Parr

Director of Workforce System Advancement

Feb. 18, 2025





State Plan includes Credential Transparency

State Workforce Plan – **Talent & Prosperity for All** (TAP)

Guiding Principles

Close economic disparities | Comprehensive support | System-wide metrics and accountability

Strategic Priorities

System

Integrate system services, data, accountability, and resources with clear partners and roles.

Industry

Support business development and competitiveness by aligning with economic development and growth activities.

Youth

Improve opportunities for young people to transition to an economically successful adulthood.

Credential Transparency

Explore credential transparency to improve equitable access, mobility, and long-term economic success.

Job Quality

Develop a job quality framework to guide decisions and key investments in the delivery of business services.



Credential Transparency summary

- Is learner-centered and can meet a learner's needs throughout working life.
- Accommodates, and views as assets, all cultures, lived experiences, and learning styles of credential-seekers.
- Deconstructs student learning by commonly defined knowledge, skills, and abilities.
- Provides momentum, mobility, and permeability along educational and career pathways.
- Can be reliably evaluated.

What's inside a credential?

Skills, Competencies, Experience

- Common taxonomy
- Interoperable among different systems (CTDL)
- Stackable
- Verifiable
- Portable
- Secure
- User/student controls what is shared.

Ingredients





Credential Transparency: Why now?

- The credential marketplace includes a wide range of private entities, individual employers, industry associations and others...and it's growing!
- With ongoing labor shortage, employers more open to non-traditional candidates, other pathways.
- Digital wallets/LERs can help employers and jobseekers better align through verifiable and "transparent" skill-matching.
- By making qualifications visible, it can combat bias based on background, ethnicity, or connections.



careerbridge.wa.gov-Pick your path!

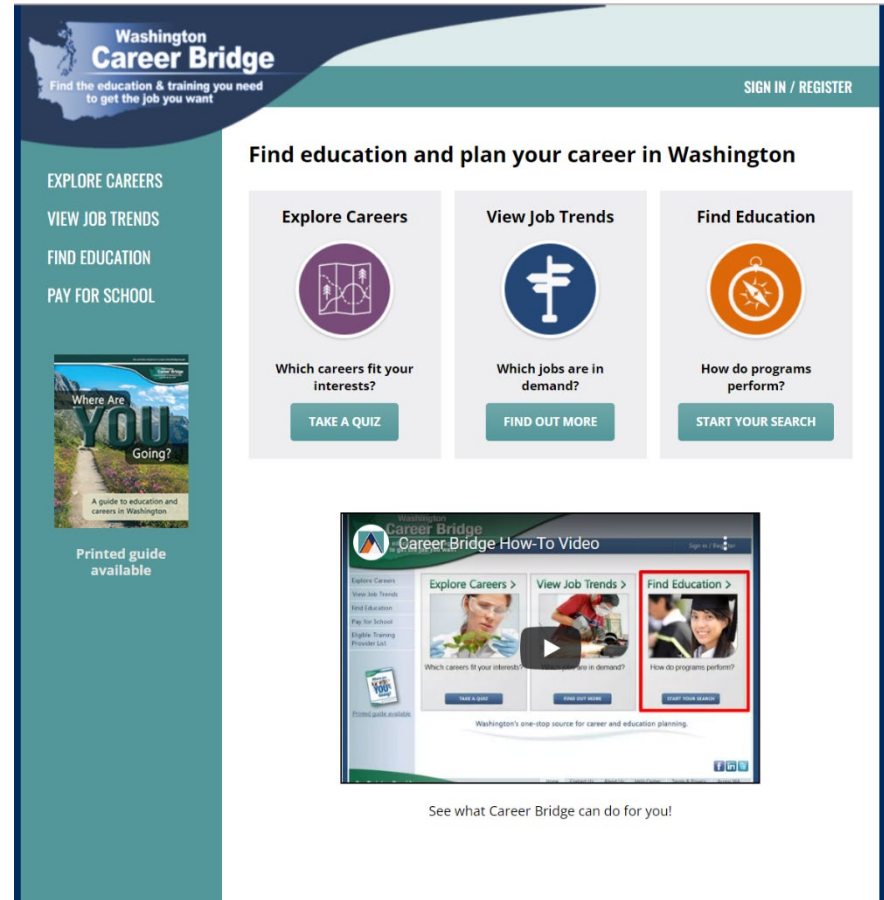
Popular, public-facing site used by WA middle and high school students planning career & education steps.

Used by jobseekers, career changers.

“Full education spectrum” includes career focused training, 2- and 4-year degrees, apprenticeships.

Over 6,500 WA education and training programs in one place.

Over 6 million annual page views—and expected to grow!



See what Career Bridge can do for you!



Transparency Through Performance Results

Washington Career Bridge
Find the education & training you need to get the job you want

[SIGN IN / REGISTER](#)

EXPLORE CAREERS

VIEW JOB TRENDS

FIND EDUCATION

PAY FOR SCHOOL

Education Details

Registered Nursing
Award type: AAS
Highline College

[Back to Search Results](#)

[Print](#)

Program Details

School Details

Performance Results

Student Characteristics

Consumer Report Card

Employment, wages and completion for Registered Nursing | AAS at Highline College

Program Type: Registered Nursing/Registered Nurse

Completion Rate	96%
Employment Rate	96%
Typical (Median) Hourly Earnings	\$37.38
Typical (Median) Annual Earnings	\$72,312.00

[View statewide earnings and employment trends for jobs related to programs of this type.](#)

Industry of employment for Registered Nursing | AAS at Highline College

Program Type: Registered Nursing/Registered Nurse

Industry	Percent of all students who completed the program(s) and are employed
Healthcare and Social Services	93%
Administrative Support	4%
Education	2%

7

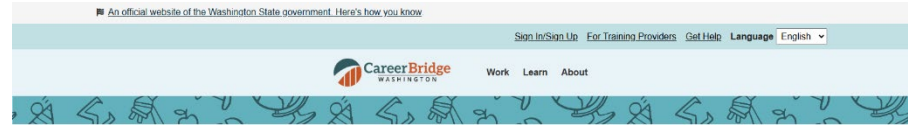
Dynamic, mobile friendly site coming soon!

Soft launch coming in early April.

Dynamic user-friendly info.

Digital portfolio to save career and education searches.

Thanks to the Legislature for funding these pivotal improvements.



[Home](#) > [Work](#) > Career Groups > Health Science



Health Science

Would you like to get paid for taking care of others?

Health science workers promote health and wellness. They diagnose and treat injuries and disease. As a physician, dentist, or nurse, you could work directly with patients. You could also work in a laboratory to get information used in research or provide administrative support by keeping medical records.

Health science jobs are found at a variety of different sites. For example, you could work in a hospital, office, clinic, or nursing home. Or you could work on a cruise ship, at a sports arena, or within a patient's home.

Careers in this group

Title
Anesthesiologists In demand
Athletic Trainers In demand
Audiologists In demand
Bioengineers and Biomedical Engineers
Cardiovascular Technologists and Technicians In demand
Chiropractors In demand
Community Health Workers
Compliance Officers In demand
Dental Assistants In demand

Career resources

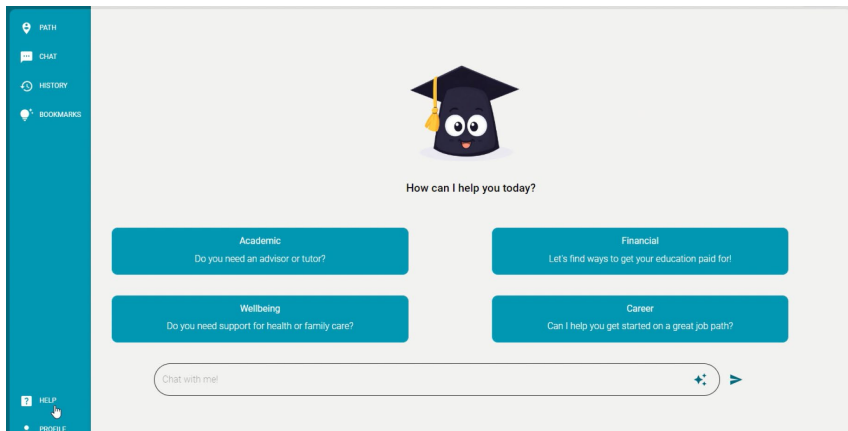
You have lots of options for career support, whether it's a worker retraining program, joining a career seeker group or just learning new skills. Check out resources to help you:

- [Find a WorkSource location](#)
- [Learn new job skills](#)
- [Return to a new job or career](#)



Grant funded AI project for Career Bridge

Prototype development



\$250K project



CAMPUSEVOLVE.AI

UNLOCKING POTENTIAL | EMPOWERING MINDS

- Research informed project
- Personalized, conversational approach
- Aimed at high school and college students





Federal Workforce Innovation and Opportunity Act (WIOA) Clear Credential Definitions and Standards

Challenge:

- There are many types of credentials in the labor market.
- The quality and recognition of these credentials can vary widely.
- Individuals may not know which credentials are valued by employers.

WIOA Reauthorization Response: Lawmakers are likely to address how credentials are defined, standardized, and categorized. This could involve promoting the use of *trusted frameworks* that categorize credentials by industry and skill level, making it easier for job seekers to select credentials that will lead to actual employment opportunities.



WIOA: Credential Theme (cont.)

Federal Workforce Innovation and Opportunity Act (WIOA)

Credential Transparency in WIOA Reauthorization:

- Clearer definitions and standards for credentials.
- Align credentials with employer needs/labor market demand.
- Improved data on the value of credentials and their outcomes.
- Increased access to quality, inclusive credentialing programs.
- Greater employer engagement in the credentialing process.
- Recognition and support for non-degree credentials.
- Clearer career pathways for workers, highlight value.



Spokane Providence/EWU LER project



Providence Hospital is active partner and provides job shadow opportunities, more.

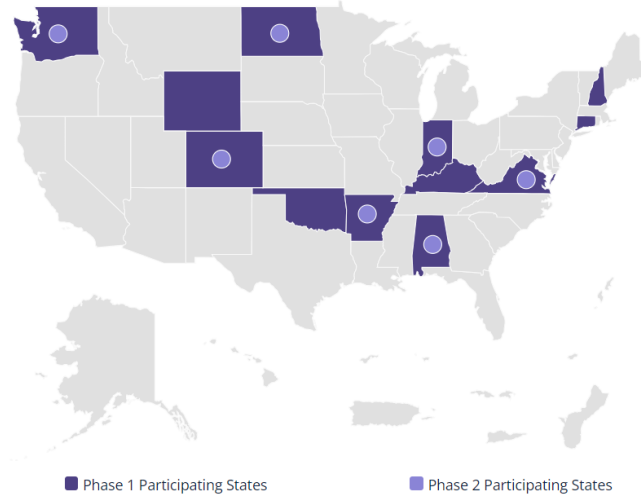


Eastern Washington University leveraged a “summer bridge” program to fill digital wallets.



WA selected by NGA to test drive concept

Participating States



Alabama, Arkansas, Colorado, Connecticut, Indiana, Kentucky, New Hampshire, North Dakota, Oklahoma, Virginia, Washington, Wyoming

National Governors Association Skills-Driven States

- Greater Spokane, Inc.
- Washington Student Achievement Council
- Providence Health
- Eastern Washington University
- Merit
- Workforce Board

--\$150,000 grant



Skills-Based Learning and Hiring





Skills-Based Learning & Hiring Grows

- Demonstration projects show the power of digital wallets for both students and employers.
- Demographic changes limits hiring of traditional candidates, provides others a chance to shine.
- Alternative pathways to skills/competencies increasingly common.
- Digital wallets/LEAs provide new way to bring together employers, jobseekers, and students for brighter economic future.

QUESTIONS?

Marina Parr

marina.parr@wtb.wa.gov

www.wtb.wa.gov

(360) 709-4607

