# Playing Jeopardy and Poker in the Learn-and-Work Ecosystem: A High Stakes Game

## February 29, 2020

Presented by

## Holly Zanville

**Strategy Director for the Future of Learning and Work**
**hzanville@luminafoundation.org**

# Education JEOPARDY!

| Higher Education Finance | Digital Divide | Learn-Work Ecosystem | Career & Technical Education | Value of Degrees | Community College Baccalaureate |
|---|---|---|---|---|---|
| $200 | $200 | $200 | $200 | $200 | $200 |
| $400 | $400 | $400 | $400 | $400 | $400 |
| $600 | $600 | $600 | $600 | $600 | $600 |
| $800 | $800 | $800 | $800 | $800 | $800 |
| $1000 | $1000 | $1000 | $1000 | $1000 | $1000 |

# Answer

## There are more than 738,000 of these

# Question

**What is the number of unique credentials in the U.S. — college degrees, certificates, industry certifications, apprenticeships, licenses, and other credentials?**

# Answer
# More than
# $20 million

# Question

What is the estimated amount of philanthropy sector's investment in the last 2 years in key initiatives for connecting the learn-and-work ecosystem?

# Answer

# Non-degree credentials like industry certifications, certificates, digital badges, micro-credentials

# **Question**

**What is the area of greatest growth in the learn–and-work ecosystem?**

Who's holding the best hand? It's hard to tell...

I wonder what this is going to add up to...

"He'll·be fine, he has a degree."

**9 key building blocks to connect and coordinate for learn-and-work ecosystems to work effectively**

1) **Multiple pathways to credentials and career success**
2) **Transparent/reliable info about what these credentials mean**
3) **Effective systems for verifying and storing earned credentials**
4) **Right bodies and processes for monitoring credential quality**
5) **Companies that effectively hire for skills /competency**
6) **Career planning tools to help individuals navigate market**
7) **Research and data systems to track changes in ecosystem**
8) **Effective ways of communicating about current and future ecosystem to public and niche audiences**
9) **Right policies/incentives to achieve the first 8 building blocks**

# Building Block #7
# Planning, Research, Capacity-building, Data, Technical Assistance

- What's working/not?
- Is needle moving? For whom? Are populations left out by race ethnicity, adults with some college/no credential, incarcerated, adults with no postsecondary, disabled?
- What changes/fine-tuning are needed?
- Is there data interoperability in the ecosystem?
- Projections: How may future of work/learning impact ecosystem?
- Action plans by collaboratives, industry sectors, networks
- Databases: enrollment/completion; resume; job ads; supply and demand; wages; employability
- Research studies
- Technical assistance services

# Stakeholders and Key Initiatives
## for a Connected Learn-and-Work Ecosystem

**1 Credential Transparency**
- Credential Engine
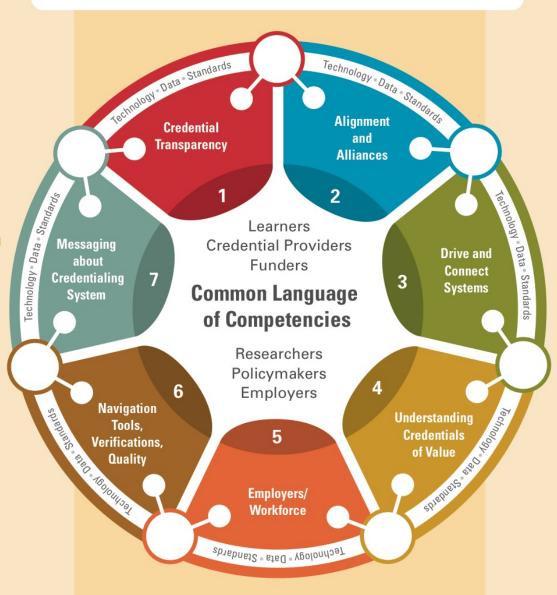- Credential Registry
- Open-platform schemas and languages

**2 Alignment and Alliances**
- State/regional projects
- Military (Dept of Defense, Navy)
- Public/private ROI
- Credentials of value
- Aligning bachelor's degrees and industry-recognized certifications
- T-Profile builder

**3 Drive and Connect Systems**
- Credential Engine: Credential Registry Learn and Build Summit Series (apps)
- T3 Innovation Network (10 pilot projects)
- Workcred: Data-sharing among organizations awarding non-degree credentials
- Non-Degree Credential Research Network
- Understanding the landscape of industry certifications

**4 Understanding Credentials of Value**
- State identification of credentials of value
- Public-private education/credentialing data infrastructure
- Credential Registry use in Eligible Training Provider List and other eligibility determinations
- Incremental higher education credentialing system framework
- SocialTech's unmudl.com

**5 Employers/Workforce**
- Jobs Data Exchange
- Talent Pipeline Management Initiative
- Competency/skills/competency calibrator
- Hiring for competencies/skills
- Workforce Partnership Initiative

**6 Navigation Tools, Verification Quality**
- Digital learner records
- The Quality Assurance Commons
- Google Education and Pathways Search

**7 Messaging about Credentialing System**
- Gallup surveys
- Media messaging
- Research: number of credentials



Center diagram:
- Technology • Data • Standards
- 1 Credential Transparency
- 2 Alignment and Alliances
- 3 Drive and Connect Systems
- 4 Understanding Credentials of Value
- 5 Employers/Workforce
- 6 Navigation Tools, Verifications, Quality
- 7 Messaging about Credentialing System

Learners
Credential Providers
Funders

**Common Language of Competencies**

Researchers
Policymakers
Employers

Lumina FOUNDATION

https://www.luminafoundation.org/learn-and-work-ecosystem

# Learn-and-Work Ecosystem Guide

## by Stage of Progress, Timeline, and Relation to other Related Work [1]

| Goal/Key Initiatives | < 2018 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 |
|---|---|---|---|---|---|---|---|---|---|
| **Build Credential Transparency Infrastructure** | | | | | | | | | |
| Credential Engine | 1/2 | 3 | 4 | 4 | 4 | 5 | 5 | 5 | 5 |
| Credential Registry | 1/2 | 3 | 4 | 4 | 4 | 5 | 5 | 5 | 5 |
| Linked, Open Languages/Schemas (CTDL & CTDL-ASN) | 1/2 | 3 | 4 | 4 | 4 | 5 | 5 | 5 | 5 |
| **Accelerate Ecosystem Developments through Alignment/Alliances** | | | | | | | | | |
| Credential Engine: State and Regional Partnerships | 1/2 | 3 | 3 | 4 | 5 | 5 | 5 | 5 | 5 |
| Schmidt Futures: Data for the American Dream | | 1 | 2 | 3 | | | | | |
| Credential Engine: National Sector Initiatives | 1 | 2 | 3 | 4 | 4 | | | | |
| Credential Engine: Military: Navy Research and Development and Training Transformation | 1 | 2 | 3 | 3 | | | | | |
| Credential Engine: Military: Department of Defense | 1 | 2 | 3 | 3 | 3 | 3 | | | |
| Credential Engine: International Pilots | 1 | 1 | 2 | 3 | 4 | | | | |
| Workcred: Aligning Bachelor's Degrees & Industry-Recognized Certifications | | 1 | 2 | 3 | 3 | 4 | | | |
| Credential Engine: Stronger Connections between Education & Workforce in Indiana | | | 2 | 3 | | | | | |
| Education Design Lab: T-Profile Builder | | | 2 | 3 | | | | | |
| **Create and Implement Technology/Data/Standards to Drive & Connect Systems** | | | | | | | | | |
| Credential Engine: Credential Registry Learn and Build Summit Series (apps) | | 3 | 3 | 4 | | | | | |
| T3 Innovation Network (10 pilot projects) | | 2 | 2 | 3 | | | | | |
| Workcred: Data-Sharing Among Organizations Awarding Non-Degree Credentials | | 1 | 2 | 3 | 3/4 | | | | |
| Non-Degree Credential Research Network (NCRN) | | 1 | 2 | 3 | | | | | |
| CSW: Understanding the Landscape of Industry Certifications | | | 1 | 2 | 3 | | | | |

**FUTURE**

**Kindergarteners in 2018 graduate from high school in 2030**

**Half of babies born in U.S. in 2007 predicted to live to 104**

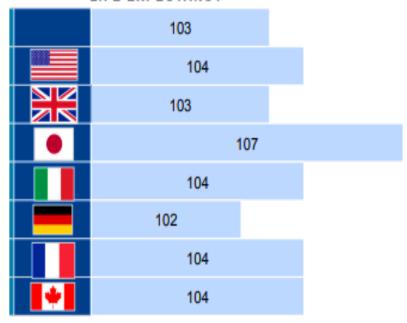**Figure 1:** Longevity has been increasing steadily since the middle of the 20th century[4]

| BORN IN | LIFE EXPECTANCY |
|---------|-----------------|
| 2007 | 103 |
| 1997 | 100 |
| 1987 | 97 |
| 1977 | 94 |
| 1967 | 91 |
| 1957 | 88 |
| 1947 | 85 |

Source: www.100yearlife.com

**Figure 2:** Oldest age at which 50% of babies born in 2007 are predicted to still be alive

LIFE EXPECTANCY

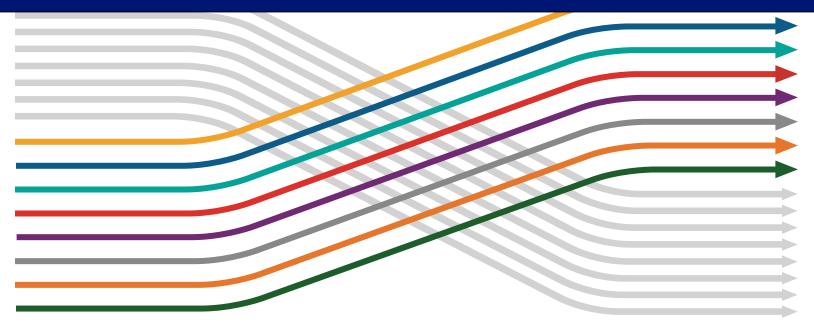| Country | Life Expectancy |
|---------|-----------------|
| | 103 |
| USA | 104 |
| UK | 103 |
| Japan | 107 |
| Italy | 104 |
| Germany | 102 |
| France | 104 |
| Canada | 104 |

Source: Human Mortality Database, University of California, Berkeley (USA) and Max Planck Institute for Demographic Research (Germany). Available at www.mortality.org

Lumina
FOUNDATION

# We live in a 2-curve world
# 1st curve: business as usual
# 2nd curve: coming wave of innovations



**Tool for thinking about transformations economy/society at large likely to undergo in next decade and beyond – first formulated by former IFTF president Ian Morrison**

# 10 Credentialing Trends to Watch?

- **Embedding industry certifications into college and university programs**
- **Making all credentials transparent using common (translatable) language of credentials (Credential Engine)**
- **More attention to program quality assurance and programs using multiple competency/skills frameworks, requiring more faculty professional development**

- **More bridging between noncredit and credit, increasing questions about the value of credit**
- **More work-based learning, and assessing that learning from the workplace and counting that learning toward college-awarded credentials**
- **Digital verification and storage systems of learning/credentials**

- **Better employer signaling of needed competencies and skills**
- **More community college baccalaureate pathways**
- **Impacts from tech advances in AI, Virtual Reality, automation**

# Answer
# Connecting the learn-and-work systems in all our states

# Question

**What was one of the most important actions initiated at the start of decade 2020 to improve the nation's learn-and-work marketplace for students, education/training providers, policymakers, and employers?**

# Questions / Comments