

Micro-Credentialing as a Valued Workforce Strategy: Quality, Portability, & Industry Alignment





AMTEC



Jason Simon
Executive Director
AMTEC



Emily Sayers
Workforce & Economic
Development
KCTCS

NOCTI

Nocti
Business Solutions®



Kathleen McNally
CEO
NOCTI/NBS

One Hope and One Wonder

Hi
there!



A chat moment
regarding how to
best engage
more people in a
quality work life

- Explain **where micro-credentials fit** in a talent strategy.
- Explore **quality indicators** for evaluating credential offerings.
- Describe **AMTEC's Industry 4.0 approach** as a model for industry/education collaboration.
- Discuss micro-credentials complementing **Kentucky's talent development strategies**.



Agenda



Quick Concept Check

- Credential
- Certification
- Micro-Credential
- ISO/IEC 17024

Micro-credentials along the career pathway

Stackable, career-relevant credentials that help you build skills and reach your goals — one step at a time.



**Micro-Credentials
in Workforce
Development**



Success Spotlight

Jason Simon

Director

Advanced Manufacturing Technical
Education Collaborative (AMTEC)

Owensboro, Kentucky

<https://amtecworkforce.org/>

KWIB Lunch and Learn Moment to Chew On..

**How to Determine Quality
Credentials**



Consider the Following 4 Checks

- **Relevance:** Is it tied to real work?
- **Independence & Trust:** Who develops vs. who trains?
- **Rigor & Defensibility:** How is competency measured and maintained?
- **Transparency & Portability:** Can employers/learners understand and use it?

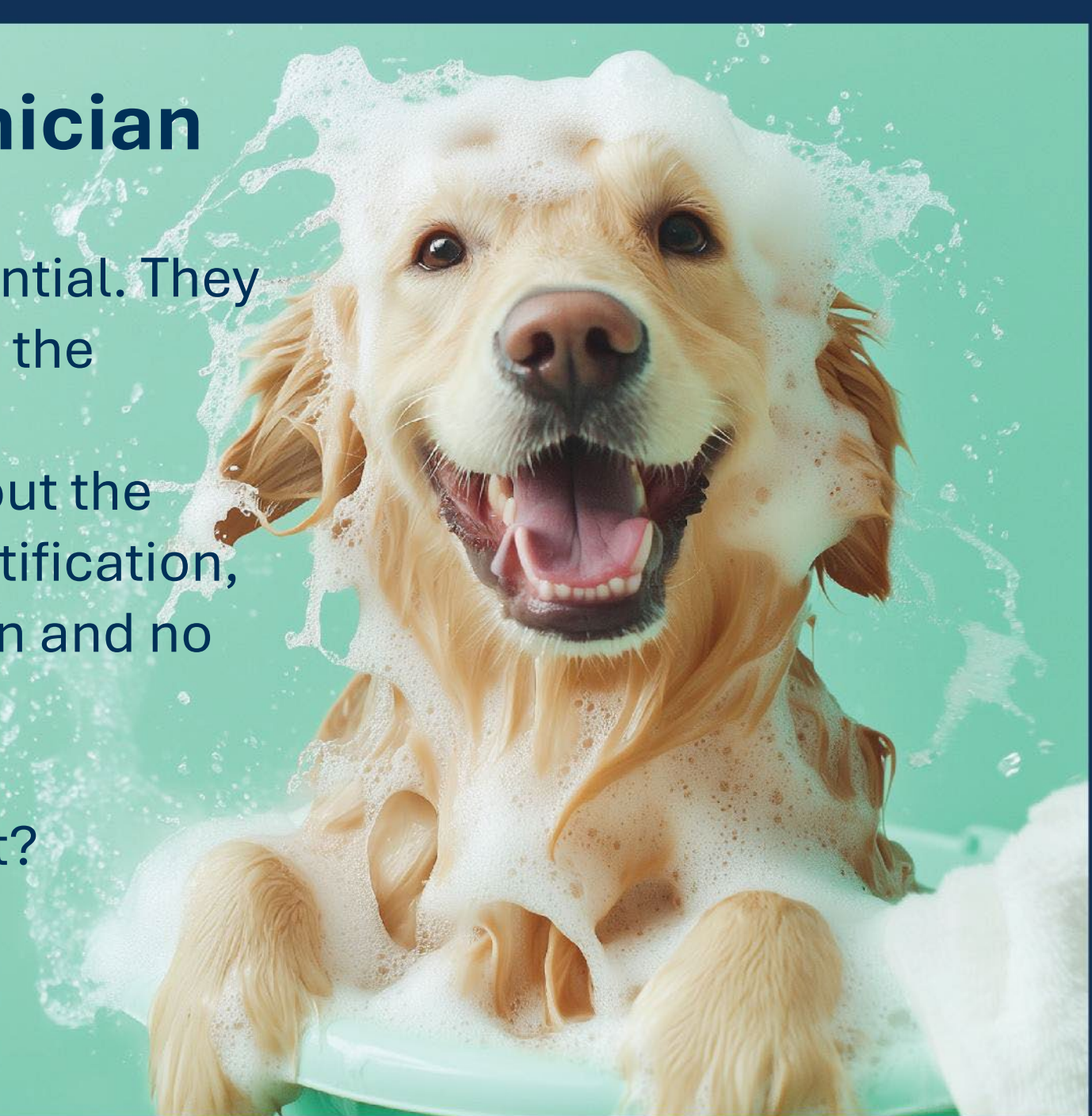


Doggy Detailing Technician

Pup-n-Suds offers a micro-credential. They provide curriculum, training, and the assessment.

When a shop owner inquired about the standards used to inform the certification, there was no SME documentation and no criteria transparency.

Which of the 4 checks is weakest?



Micro-Credential Stats

- “The market is moving from interest in short-form learning toward demand for trusted evidence of specific skills. Employers appear most interested when a micro-credential is industry-aligned, assessed through applied performance, and connected to a recognizable occupational role.”

UPCEA and Collegis Education study; 2024





Strongest Adoption: Industries Experiencing Rapid Skill Change

- Advanced Manufacturing and Industry 4.0
- Information Technology, Data, Cloud, and Cybersecurity
- Health Care and Personal Care
- Energy, Infrastructure, Transportation, and the Green Economy
- Education, Government, and Public Workforce Systems

Rewards? Higher Pay?

- What the evidence does support: Micro-credentials do not *automatically* create wage value.
- Wage value emerges when employers formally connect verified competence to job eligibility, progression steps, expanded responsibilities, apprenticeship advancement, or a higher-paid occupational classification.



State Spotlight: Leveraging Credentialing as a Workforce Strategy



Possible Use-Cases for Micro-Credentialing

- **Targeted Upskilling/Reskilling:** Micros as fast “skill bursts” aligned to immediate employer demand.
- **Stacking Pathways:** Micro-credentials as on-ramps that build toward larger credentials.
- **Employer Signaling + Placement:** Badges/criteria transparency help employers interpret skills quickly.



Participant Poll

Where would micro-credentials
be most immediately useful in
Kentucky's system?



Drop your thoughts in the chat...

Participant Poll

Where would micro-credentials be most immediately useful in Kentucky's system?



- Incumbent worker training
- Dislocated worker rapid training
- Youth/CTE transitions
- Community college short-term programs
- Other?

CALL TO ACTION



- What does good collaboration in Kentucky look like?
- How might we collectively build value in quality skills signals/credentials?
- What priority workforce needs can we tackle together?



Jason Simon

AMTEC

jason.simon@kctcs.edu



Emily Sayers

KCTCS

emily.sayers@kctcs.edu



NOCTI

Nocti
Business Solutions®

Kathleen McNally

NOCTI/NBS

kathleen.mcnally@nocti.org



Thank You