



Education and Workforce Collaborative Credentials of Value Workgroup Meeting

Minutes
November 19, 2024
1:30 pm – 2:30 pm EST
Via Zoom

ATTENDEES: DEPUTY SECRETARY BETH BRINLY, MELISSA BELL, CAMILLE OVERSTREET, CATHY HOEHN, DAVID POTTER, JENNI HAMPTON, KELLI NORMAN, MATT, BERRY, TYRA FRICK

STAFF: ALISHER BURIKHANOV, LCHRISTA ELLIS

Welcome & Introduction

Beth Brinly, Deputy Secretary, Education and Labor Cabinet (ELC) opened the meeting by presenting the Credentials of Value, (COV) action plan to the group. She outlined the work plan, which begins with a review of activities. Deputy Secretary Brinly provided the [definitions of Credential of Values](#) and invited questions from the group.

Review of Definitions and Proposed Framework:

The Deputy Secretary asked the group for the feedback following their consultations with their teams. **Melissa Bell, Vice President - Council on Postsecondary Education (CPE)** discussed the planning meetings, highlighting the audience and noting that the current definition works well. She suggested putting this into the chat for further reference. **Kelli Norman Contractor - CPE** agreed, commenting that starting with an existing framework and adjusting it as needed is often more effective than starting from scratch.

The group discussed restructuring the wording in the Definitions section addressing "industry certification" or "industry-recognized certification." There was consideration of combining the two terms and refining the language. A comment was made suggesting that the definitions might be too specific. The group agreed that while it's important to maintain the knowledge, the language should be broader to allow for flexibility. Deputy Secretary Brinly emphasized the importance of defining the methodology moving into 2025, with a focus on how to measure progress so that adjustments can be made as needed in the future.

Importance to Stakeholders

Deputy Secretary Brinly turned the meeting over to Kelli Norman to facilitate the group discussion. Kelli asked the group to review the discussion question and take a moment to complete a sticky note with their thoughts, focusing on two key questions: "Why are we doing this?" and "How would your organization utilize the framework?"

The group discussed several Senate Joint Resolutions (SJR) related to Kentucky's higher education system. One resolution focused specifically on certificates and offerings from the state's community and technical college system, while another

had a broader scope, addressing academic programming. The conversation shifted to the broader goals of the work, with a shared emphasis on promoting the value of higher education. It was agreed that the framework being developed would help align various stakeholders, creating a unified approach. Additionally, the framework was expected to play a significant role in guiding decisions related to program review and approval, particularly in terms of the credentials offered by institutions.

During the meeting, the group discussed how the definitions and framework being developed could be used for research into pathways and outcomes, particularly by the Kentucky Center for Statistics (KYSTATS). It was acknowledged that once the framework is finalized and implemented, it could have significant implications for various areas, including Career and Technical Education (CTE) funding, program inventory, and program approval processes. The importance of aligning these efforts with other ongoing initiatives, such as accreditation and the Department of Education's standards, was also highlighted.

Next Steps

The conversation turned to the next steps. While legislation had initially been considered, it was decided to pause that for now and focus on continuing work with the framework and the associated metrics. The group was encouraged to consider how applying this framework would impact their respective agencies. The meeting wrapped up with a brief discussion on the next meeting's agenda, and the facilitator asked if there were any final thoughts or points that had been missed before concluding the session.

Alisher Burikhanov, Executive Director, Kentucky Workforce Innovation Board (KWIB) emphasized the core purpose of the project, stressing that the key question was whether the credentials being developed would truly improve the lives of Kentuckians and help businesses hire qualified talent. While acknowledging that this perspective was somewhat theoretical, he highlighted its importance in understanding the "why" behind the effort. Alisher also pointed out the need to clarify the end goals for the project, especially given the extended timeline for legislation, and suggested that the group focus on defining what they aim to accomplish at the next meeting.

In response, Kelli Norman outlined her next steps:

- **Continue Refining Framework:** With definitions and the framework in place, the group will refine their focus as they move forward.

Adjournment:

The meeting concluded at 2:10 PM, marking the end of the session. All discussions were wrapped up, and the group was formally dismissed.

Proposed Kentucky Framework:

Job Opportunities	Competency Alignment	Employer and Earnings Outcomes	Stacking and Portability Potential
<p>The credential meets one or more of the following demand criteria:</p> <ul style="list-style-type: none"> - It is aligned to occupations that are in demand statewide or regionally, as verified by job posting data, employer engagement, or other evidence. - The credential represents the completion of a program that prepares individuals for a range of employment and further education opportunities and represents the attainment of essential learning outcomes valued across employers. - The credential is associated with strong self-employment outcomes for credential holders. 	<p>Knowledge and competencies or skillsets alignment criteria asks for evidence that the credential results in knowledge and competencies that are demonstrated, assessed, and aligned to occupational demand. The credential has state, national, or international recognition or accreditation. Including ongoing industry engagement.</p>	<p>Credential is aligned to occupations that provide a family-sustaining wage either regionally or statewide, opportunity for economic mobility, or meet essential community needs via a consistent approach.</p> <p>Wage outcomes should be demonstrated through job posting data, historic employment outcomes for individuals with this credential, or provider-demonstrated evidence.</p> <p>Positive return on investment-based on earnings that factor in gains and costs Personal satisfaction with post-credential employment.</p>	<p>The credential is stackable to additional training or upward career mobility (academic ladder and/or enhanced career path). Portable across or within an industry sector(s). It can be added or “stacked” with other credentials to advance along a pathway, either in terms of education or employment.</p>

Credentials of Value

AGENDA

November 19, 2024

1:30 pm – 2:30 pm EST

Zoom Meeting

<https://us06web.zoom.us/j/87645091701?pwd=5uLB14LSJlOOkceyaq1u7J1glVdRaE.1>

Meeting ID: 876 4509 1701 Passcode: 767769

1:30 pm	Welcome & Introduction	<i>Beth Brinly Deputy Secretary Education and Labor Cabinet (ELC)</i>
1:35 pm	Review of the Credentials of Value Strategic Plan	<i>Beth Brinly, Deputy Secretary Kelli Norman Senior Fellow, Student Access and Success Program Consultant, Kentucky Advising Academy Kentucky Council on Postsecondary Education</i>
1:45 pm	Review of Definitions and Proposed Framework	<i>Beth Brinly, Deputy Secretary</i>
1:55 pm	Importance to Stakeholders <ul style="list-style-type: none">- Why are we doing this?- How would your organization utilize the framework?	<i>Group Discussion facilitated by Kelli Norman</i>
2:25 pm	Next Steps	<i>Beth Brinly, Deputy Secretary</i>
2:30 pm	Adjournment	