



Midwest Credential Transparency Alliance (MCTA)

February 10, 2022
2:00 p.m. - 3:30 p.m. CT



Table of Contents

- 2 Agenda
- 3 Presenters
- 4 Extended MHEC and Credential Engine Team
- 4 About MHEC and Credential Engine
- 5 Celebrating Year 1 of the MCTA
- 6 MCTA Participants
- 8 Resources

Agenda

Thursday, February 10, 2022

All times are listed in Central Time.

2:05 - 3:00 p.m.

The Role of Microcredentials in Credential Transparency: A Panel Discussion

Panelists:

- Becky Klein-Collins, Vice President, Impact, Council for Adult and Experiential Learning (CAEL)
- Mark Leuba, Vice President, Product Management, IMS Global
- Stacy Townsley, Vice President, Adult Strategy and Statewide Partnerships, Ivy Tech Community College
- Holly Zanville, Research Professor/Co-Director of Program on Skills, Credentials & Workforce Policy, George Washington University

Moderator:

- Emilie Rafal, Director of Programs, Credential Engine

3:00 p.m. – 3:10 p.m.

Celebrating Year One of the MCTA

- Sara Appel, Associate Director, Policy and Research Initiatives, MHEC

3:10 p.m. – 3:20 p.m.

Pathways Action Team Update

- Jeff Grann, Solutions Lead, Credential Engine

3:20 p.m. - 3:30 p.m.

Closing and Next Steps

- Jeff Grann, Solutions Lead, Credential Engine

Presenters



Sara Appel, MHEC

Sara Appel serves as the Associate Director, Policy and Research Initiatives, in this role she manages the Multi-State Collaborative on Military Credit and the Midwest Student Exchange Program. She has been working with student service members in higher education for over 20 years and has experience in grant writing and program management. Prior to her working for the Compact, Sara was the academic programs manager at the Indiana Commission for Higher Education. She has an undergraduate degree in Secondary Education and a master's degree in history with an emphasis on research. Both degrees are from Southeast Missouri State University in Cape Girardeau.



Becky Klein-Collins, Council for Adult and Experiential Learning (CAEL)

Becky Klein-Collins is the vice president for impact at the Council for Adult and Experiential Learning (CAEL). In this role, she manages research initiatives, develops strategic partnerships, and advocates for the adult learner in publications and public events. In previous roles at CAEL,

Becky's work has focused on prior learning assessment, competency-based education, public policy change, and system-transforming practices in workforce development. In 2018, she published [*Never Too Late: The Adult Student's Guide to College*](#) (2018). Becky has a bachelor's degree from Grinnell College and master's degrees from Indiana University and the University of Chicago Harris School of Public Policy.



Mark Leuba, IMS Global

Mark Leuba is vice president for IMS Global Learning Consortium, the non-profit organization dedicated to lifelong learning enabled through open standards. IMS's 700+ member organizations work together under transparent governance to develop and publish open standards which connect teachers, learners and workers

with opportunity. As a learning-technology executive and strategist, Mark is passionate about competency-based education (CBE) and its potential to improve outcomes for learners and workers, and since 2015 at IMS he has worked with leading education and workforce organizations, institutions and technology leaders to adopt IMS standards Open Badges, the Comprehensive Learner Record Standard (CLR Standard) for learning and employment records and CASE, the Competency and Academic Standards Exchange for institutions to manage outcomes and skills while integrating with the Credential Registry. Prior to joining IMS, Mark was Chief Information

Officer for American Public University System (APUS), CTO for Moodlerooms and managing partner for Pathway Technology Partners, an education technology consultancy. Mark received his B.A. in Business Administration/Finance from the University of Baltimore.



Jeff Grann, Credential Engine

Jeff Grann is the credential solutions lead for Credential Engine, where he advances systems of trust that incent adult development and empower learners to reach their potential. He currently works with the higher education industry to advance the goal of publishing to the registry, setting standards, improving data

integration and interoperability, and realizing use cases that improve credential decision making. Previously, Jeff worked at Capella University on a synergistic mix of academic and technical projects related to competency-based education. From 2005 to 2018, he defined and led the implementation of Capella University's fully-embedded assessment system and its competency map, and most recently served as Academic Director of Assessment and Learning Analytics. He also has several years of teaching experience with traditional college students, adult learners, and higher education professionals. Jeff holds a Ph.D. in Educational Psychology from the University of Minnesota, and works remotely for Credential Engine from White Bear Lake, Minnesota.



Emilie Rafal, Credential Engine

Emilie Rafal is the director of programs for Credential Engine. In this capacity, she develops and manages state and regional scale-up projects, oversees sector transparency initiatives, and leads special projects. Emilie began her work with this project as a Research Associate for the Credential Transparency Initiative through the

George Washington University Institute of Public Policy, where she worked with credentialing organizations to test the CTDL and prototype search application during its pilot phase. She holds Bachelors degrees from the College of William & Mary in Psychology and Women's Studies and a Master's of Public Policy from the George Washington University, where she served as co-chair of the diversity & inclusion committee.



Stacy Townsley, Ivy Tech Community College

Stacy Townsley currently serves as Vice President for Adult Strategy and Statewide Partnerships at Ivy Tech Community College in Indiana. In this role, Townsley helps develop and lead strategic statewide initiatives to support adult learner success through cross-functional and cross-sector

Presenters *(continued)*

campus and statewide partnerships, with a particular focus on working with employers, community-based organizations, and government agencies. Her work champions adult-friendly higher education practices including expanding the recognition and use of credit for prior learning (CPL). Before coming to Ivy Tech in 2017, Townsley was Associate Commissioner for Research and Analysis at the Indiana Commission for Higher Education, where she oversaw the Commission's data collection and reporting efforts. Previous roles in higher education include academic administration and serving as an adjunct faculty member working with adult learners at four-year institutions. Townsley's academic and professional interests center on supporting effective cross-sector collaboration. She is a member of the Education Design Lab's inaugural Designer in Residence program and is involved with the Indiana Talent Network focusing on talent attraction, development, and connection. She earned her Ph.D. in Organizational Systems from Saybrook University in 2014 with a focus on exploring how effective community partnerships are developed and sustained. Townsley also completed a master's degree from the University of Texas at Austin and undergraduate work at the University of Tulsa.



Holly Zanville, George Washington University

Holly Zanville joined the GW Institute of Public Policy in January 2021 as a research professor and co-director of the Program on Skills, Credentials & Workforce Policy. Holly is a former strategy director at Lumina Foundation, where she focused on the work-and-learn ecosystem, including the future of work; networks and partnerships; collective action initiatives; and research to increase awareness of and solutions related to workforce-education alignment, credentialing, and quality assurance. In her near-15 year tenure at Lumina, Holly focused especially on adult students and non-degree, workforce-relevant credentials, leading national initiatives such as Connecting Credentials, Credential Engine, and Credit When It's Due. She also led research on how industry certifications are embedded in college programs, and was the architect of the Learn-and-Work Ecosystem Guide. Holly has a substantial history of speaking and writing about the meaning and value of credentials beyond high school. Her publications include a book chapter (*Credentials for a New era of Work and Learning*, Wiley, 2020), and many blogs, interviews, white papers, reports, and research briefs. Holly holds a BA from Lindenwood University (Missouri), MA from the University of Wisconsin-Madison, and Ph.D. from the University of Minnesota.

Extended Credential Engine Team

Jennifer Briones, Credential Engine

Jennifer Briones is the Project Manager for Credential Engine where she manages state and regional scale-up projects, explores expansion opportunities, and supports program and partnership development. Before joining Credential Engine, she was a Policy and Advocacy Associate at the Data Quality Campaign (DQC)—a nonprofit organization that works to ensure students, parents, educators, and policymakers have the right information to make decisions.

Jennifer holds a Bachelor's degree from Loyola University Maryland in Political Science and Writing and a Master of Public Policy degree from the George Washington University, where she co-founded the Women's Leadership Fellows program.

About MHEC

MHEC brings together Midwestern states to develop and support best practices, collaborative efforts, and cost-sharing opportunities. Through these efforts it works to ensure strong, equitable postsecondary educational opportunities and outcomes for all.

MHEC is comprised of member states from the Midwestern United States. MHEC works with and for a variety of stakeholders within and across member states, including higher education system leaders, state policymakers, legislators, and institutional leaders, while always maintaining a focus on students and their success.

MHEC is a 501(c)3 entity statutorily-created in each of its member states which include: Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin. MHEC's office is headquartered in Minneapolis.

<https://www.mhec.org>

About Credential Engine

Credential Engine is a non-profit whose mission is mapping the credential landscape with clear and consistent information to fuel the creation of resources that make it easy for people to find the pathways that are best for them.

<https://credentialengine.org>

Celebrating Year 1 of the Midwest Credential Transparency Alliance

Year 1 of the MCTA

The Midwest Credential Transparency Alliance (MCTA) is a regional alliance working to advance credential transparency in service of learners, workers, educators, employers, and policymakers across the Midwest. The MCTA officially launched in May 2021 after several months of planning. Representatives from across the Midwest, as well as from national organizations, were engaged to develop and articulate a Charter, which was ratified by the membership at the first quarterly meeting and updated in August 2021. Current membership in the MCTA is just over 200 individuals representing all 12 Midwestern states, as well as national organizations with an interest in credentialing and credential transparency. In addition, 10 member states of the Midwestern Higher Education Compact are actively partnering with Credential Engine to move forward their efforts on credential transparency.

In summer 2021, MCTA established its first action team on the topic of “pathways.” This working group identified existing Midwest pathways and analyzed the properties and forms of these pathways. An October 2021 report on this work documented close to 700 unique pathways across the Midwest region. The action team committed to the following five action areas to advance credential transparency across the Midwest region: 1) Accelerate publishing all pathways and pathway components to the Credential Registry; 2) Develop interstate pathway connections; 3) Identify opportunities for pathways to better support incarcerated populations; 4) Define requirements for managing and visualizing pathways; and 5) Recommend policies supporting Midwest pathways. Each of these action areas has led to new or deepened connections with a variety of product and service providers.

What We Are Learning

Context matters: This project has also confirmed the need to understand each state’s unique goals, context, and opportunities. Each state in the MCTA is approaching credential transparency work differently, so it is vital to help them identify the appropriate starting points, value propositions, and strategies.

Credential transparency practitioners value and prioritize regional meetings: MCTA’s convenings have attracted an intended broad mix of credential transparency practitioners including representatives from higher education agencies/systems, K-12 agencies, workforce development agencies, and governor’s offices, with

attendance at our quarterly meetings and pathway action team meetings growing over time.

Collaboration in pathways work leads to useful resources: Participants in MCTA and the pathways action team come from different stages in their states and/or institutional pathways work. Members ask each other questions and share strategies, and from this we have been able to develop a strong network and a set of resources to support credential transparency in the Midwest.

Next Steps

As we enter year two of our project, the MCTA will continue to convene on a quarterly basis, bringing together credentialing experts to discuss topics such as microcredentials, career pathways in fast growing sectors such as cybersecurity and autonomous vehicles, and the types of state and regional policies that best facilitate credential transparency across the region. From these discussions, the MCTA will continue to publish and share valuable information and resources with the region.

MCTA Participants

**Denotes Pathways Action Team*

ILLINOIS

Mark Burgess, Illinois Department of Commerce and Economic Opportunity*

Joanne Ivory, William Rainey Harper College

Michael Rose, Morton College

Michelé Smith, William Rainey Harper College

Natasha Telger, Southern Illinois University*

INDIANA

Dawn Clark, Indiana Commission for Higher Education*

Amy Coots, Vincennes University

Jake Docking, Independent Colleges of Indiana

Jessica Gray, Indiana Department of Workforce Development

April Hay, Indiana State University

Beth Meguschar, Indiana Department of Workforce Development*

Marilyn Pitzulo, Indiana Department of Workforce Development*

Ken Sauer, Indiana Commission for Higher Education*

Jillian Scholten, Indiana Commission for Higher Education*

Patti Shields, Ivy Tech Community College of Indiana-Valparaiso Campus*

Pam Warner, Indiana Department of Workforce Development*

IOWA

Rachel Boon, Iowa Board of Regents

Todd Brown, Iowa College Aid

Jathan Chicoine, State of Iowa

Kelly Friesleben, Iowa Department of Education*

Olivia Madison, Iowa State University

Michelle McNertney, Iowa Workforce Development

Paula Nissen, Iowa Department of Education*

KANSAS

Charmine Chambers, Kansas Board of Regents

Cynthia Farrier, Kansas Board of Regents*

Marti Leisinger, Kansas Board of Regents*

Nathan Snyder, Kansas Board of Regents*

MICHIGAN

Chad Arney, Michigan Technological University

Carol Bale, Western Michigan University

Lori Crose, Oakland University

David Eisler, Ferris State University*

Ahmad Ezzeddine, Wayne State University*

Darwin Glassford, Kuyper College

Jennifer Hegenauer, Ferris State University

Theresa Jacques, Michigan Technological University

Brandy Johnson, Michigan Community College Association

Simone Jonaitis, Grand Valley State University*

Michael Kelly, Wayne State University*

Brian Knetl, Grand Rapids Community College

Tapia Miah, Michigan Department of Labor and Economic Opportunity*

Erica Orians, Michigan Community College Association*

MICHIGAN (CONTINUED)

Melissa Peraino, Grand Valley State University

Bill Pink, Grand Rapids Community College

Melissa Schultz, Schoolcraft College*

Jeni Spaulding, Michigan Department of Labor and Economic Opportunity*

Deedee Stakley, Ferris State University*

Vern Westendorf, Michigan Department of Labor and Economic Opportunity

Matt Zeig, Oakland University*

MINNESOTA

Connie Bernardy, Minnesota House of Representatives

Alison Groebner, Minnesota Private College Council

Sara Leiste, Metropolitan State University

John Meyer, Martin Luther College

Kathleen Misukanis, Rasmussen University-Bloomington*

Jess Niebuhr, Minnesota State Colleges and Universities*

Christen Pentek, Minnesota Department of Employment and Economic Development*

Mary Rothchild, Minnesota State Colleges and Universities

Laura Sankovich, Capella University*

Gina Sobania, Minnesota State

MISSOURI

Alicia Erickson, Missouri Department of Higher Education & Workforce Development*

Jacob Fling, Truman State University

Kevin Minch, Truman State University*

Sarah Salmons, Missouri Department of Higher Education & Workforce Development*

Jaron Vail, Missouri Department of Higher Education & Workforce Development*

NEBRASKA

Mike Baumgartner, Nebraska Coordinating Commission for Postsecondary Education*

John Cavanaugh, Nebraska Legislature

Steven Duke, University of Nebraska System

Kathleen Fimple, Nebraska Coordinating Commission for Postsecondary Education

Deborah Frison, Nebraska Coordinating Commission for Postsecondary Education

Jodi Kupper, Nebraska State College System

April Paschall, University of Nebraska at Omaha

NORTH DAKOTA

Kyle Davison, North Dakota Legislature

Davonne Eldredge, North Dakota Department of Public Instruction

Tracy Korsmo, North Dakota Information Technology*

Mike Paolini, North Dakota State College of Science

Rebecca Ringham, Minot State University*

Steve Snow, North Dakota Department of Public Instruction

Alicia Uhde, Bismarck State College*

Sara Vollmer, Bismarck State College

MCTA Participants (continued)

**Denotes Pathways Action Team*

OHIO

Cheryl Brilmyer, Ohio State University
Gary Cates, Ohio Department of Higher Education*
Paula Compton, Ohio Department of Higher Education*
Mike Duffey, Ohio Department of Higher Education
Michael Evans, Ohio Association of Community Colleges
Robert Griffiths, Ohio State University
Tara Hudson, Kent State University*
Heather Jenkins, Franklin University
Stephanie McCann, Ohio Department of Higher Education*
Ted McKown, Kent State University*
Cheri Rice, Ohio Department of Higher Education*
Janet Staderman, University of Cincinnati*
Thomas Sudkamp, Ohio Department of Higher Education*
Nikki Wearly, Ohio Department of Higher Education*
Mitch Wilson, Ohio Department of Higher Education

SOUTH DAKOTA

Mike Butts, Lake Area Technical College*
Terri Cordrey, Lake Area Technical College*
Scott DesLauriers, South Dakota Board of Technical Education*
Carol Grode-Hanks, Mitchell Technical Institute*
Eric Schultz, Lake Area Technical College
Marli Wiese, South Dakota House of Representatives

WISCONSIN

Andrea Deau, University of Wisconsin-Madison
Connie Hutchison, State of Wisconsin Higher Educational
Aids Board
Phyllis King, Vice Provost, University of Wisconsin-
Milwaukee
Laura Kite, University of Wisconsin Extended Campus
Nichole LaGrow, University of Wisconsin-Green Bay*
Sean Nelson, University of Wisconsin System
Administration
Ben Passmore, University of Wisconsin System
Administration
Laura Pedrick, University of Wisconsin-Milwaukee*
Kathleen Radionoff, Madison Area Technical College
Chrystal Seeley-Schreck, Wisconsin Technical College
System
Karin Smith, Wisconsin Department of Public Instruction

NATIONAL & REGIONAL

Nori Barajas, InStride
Sarah Cacicio, Digital Promise
Drew Ceccato, The Markle Foundation*
Karis Chang, Riid Labs
Tara Conrad, National Student Clearinghouse
Sarah Cunningham, American Council on Education
Joanne Duklas, Duklas Cornerstone Consulting Inc.
Matthew Fieldman, MAGNET
John Frank, Vantage Point
Joshua Gage, Vantage Point
Matt Gee, Brighthouse
Melissa Goldberg, Corporation for a Skilled Workforce

NATIONAL & REGIONAL (CONTINUED)

Larry Good, Corporation for a Skilled Workforce
Josie Goytisolo, CODELLA
Amanda Graor, Mid-America Regional Council
Tom Green, AACRAO*
Nick Hathaway, ELocker*
Naghme Heil, Macmillan
Laura Heller, Midwest Urban Strategies
Kathleen Houlihan, Dream2Career, LLC*
Kelly Hoyland, IMS Global Learning Consortium
Colin Hutchison, National Student Clearinghouse*
Sally Johnstone, NCHEMS
Jason Kaasovic, Hydra FPV Automation
Kathryn Kerensky, Western Interstate Commission for
Higher Education
Sarah Kiley, Parchment
Becky Klein-Collins, CAEL
Radhika Krishnadas, LSU Online and Continuing Education
Natasha Labos, The Myers-Briggs Company
Patrick Lane, Western Interstate Commission for Higher
Education
Jessica Langley, National Healthcareer Association
Emily Lawless, Technology Policy Analyst, US DOT/Volpe
Center
Carolynn Lee, Ascendium Education Group
Sarah Leibrandt, Western Interstate Commission for Higher
Education*
Mark Leuba, IMS Global Learning Consortium
Kimberly Linson, RANDA Solutions
Terence Ma, PlaceNets Consulting
Joshua Marks, Public Consulting Group (PCG)*
Gwen Marsh, XAP Corporation (Partner of ND Dept of CTE)
Kevin Martin, Parchment
Rick Mathieu, PSI Services
Michael McKenzie, Vantage Point
Gloria McMahon, R & A Solutions, Inc.
Sarah Miller, Federal Reserve Bank of Atlanta
Linda Molnar, NSF
Amy Morys, CAEL
Greg Nadeau, Public Consulting Group
Samantha Norris, Leepfrog Technologies*
Kent Phillippe, American Association of Community
Colleges (AACCC)*
Don Phillips, XAP Corporation (partner of ND Department
of CTE)
Martin Reed, RANDA Solutions*
DJ Roth, Mastery Transcript Consortium
Lisa Schut, Networks Northwest
Teresa Sears, CompTIA
Karen Solomon, Higher Learning Commission*
Dan Tesfay, Ewing Marion Kauffman Foundation*
Michelle Van Noy, Rutgers - Robert Wood Johnson Medical
School

MCTA Participants (continued)

**Denotes Pathways Action Team*

NATIONAL & REGIONAL (CONTINUED)

David Ward, Public Consulting Group (PCG)*
Jason Weaver, Parchment*
Dustin Weeden, SHEEO
Andrew Wermes, STS-Trade-Industry*
Stacy Whitehouse, Advance CTE
Candace Williams, New England Board of Higher Education
Linda Wood, ARM Institute
Holly Zanville, George Washington Institute of Public Policy
John Zappa, ARM Institute

CREDENTIAL ENGINE

Jen Briones*
Scott Cheney
Deborah Everhart*
Jeff Grann*
Jeanne Kitchens
Erick Montenegro
Emilie Rafal
MHEC
Sara Appel*
Katie Chock
Susan Heegaard
Jenny Parks*
Mary Roberson
Deb Kidwell (consultant)*
Annika Many (consultant)*
Rohit Tandon (consultant)

Resources

MCTA Pathways Action Team: A Brief

As more Americans pursue multiple types of credentials to advance their careers, they need quality information about career pathways. This new brief provides a model to improve and better support pathways in the Midwest.

[READ THE BRIEF.](#)

Credential Transparency: An Essential Part of Attaining State Goals

This brief outlines the actions state policymakers can take to make credential transparency part of their state's education, workforce, and economic development strategies. It showcases the ways credential transparency connects to and augments current state policy priorities; provides examples of specific state policies that support credential transparency; highlights opportunities and actions state leaders can take; and suggests actions and funding streams to support credential transparency.

[READ THE BRIEF.](#)

MCTA Charter

This document lays out the purpose of the Midwestern Credential Transparency Alliance, and includes information about why it's needed, who it serves, and how it's intended to work.

[DOWNLOAD THE CHARTER.](#)

**Join the conversation on social media using
the official hashtag: #MidwestCTA!**

MHEC: [@mhec12](#)

Credential Engine [@credengine](#)

**The Midwestern Higher Education Compact
and Credential Engine
would like to thank
Ascendium Education Group
for their generous support of the
Midwestern Credential Transparency Alliance.**