

EQOS: Creating a New Signal of Quality for Non-Degree Credentials

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EQOS:
Measuring
credential quality
through outcomes
has never been
done before, but
we're proving it's
possible!



Mission

Education Quality Outcomes Standards (EQOS) establishes independent measures of quality to help people navigate the increasingly crowded and confusing education and training marketplace.



Vision

Our vision is to deliver ongoing evaluations of a comprehensive set of non-degree credentials that are **user-friendly**, that **empower real-world decisions**, and that accurately describe the **lived experience** of US learners.

An Urgent Need for A “Signal of Quality”

Oversaturated Credential Market

\$2.133 TRILLION spent annually in the U.S. on the delivery and attainment of credentials.

1.076 MILLION credentials in the U.S., including diplomas, badges, certificates, apprenticeships, certifications, licenses, and degrees of all types and levels.

59.69 THOUSAND credential providers across the U.S.

Credential Engine

LOW ROI and Sharp Outcome Inequities

*“more than half of earners who have only a **very-short-term certificate earn poverty level wages**, with income disparities for minorities and women, while **two in five certificate completers reported not being employed at all.**”*

“The **annual median income** for adults with a short-term certificate in **health care** range between **\$10,001 and \$20,000** [female, people of color dominated] ; those with a short-term certificate in **construction trades** (male-dominated) have median yearly earnings ranging from **\$50,001 to \$60,000.**”

Ositelu, Five Things Policymakers Should Know

Not Knowing What Works Creates Crises

The **growth of skills-based hiring is contributing to “a desperate need for a clearer data picture to better guide learners and workers, but to also inform policy around program development and credential funding strategies,”** Amanda Winters, Director of Postsecondary Education at the National Governors Association.

“Not all programs and credentials are created equal, and precious resources are wasted by learners and employers if they don't have access to reliable outcomes data,” Ellie Bertani, CEO of the GitLab Foundation.

S. Jyotishi, Forbes

Ecosystem-Wide Challenges

Employers

Need to hire people with specific skills to fill critical roles. Talent resources are limited. How do they know which credentials accurately represent the skills and competencies people need to be successful and productive?

Providers

Want to ensure learners are successful after completing training. The needs of business and industry are evolving quickly. How do they determine which credentials to offer to help our students reach their occupational goals?

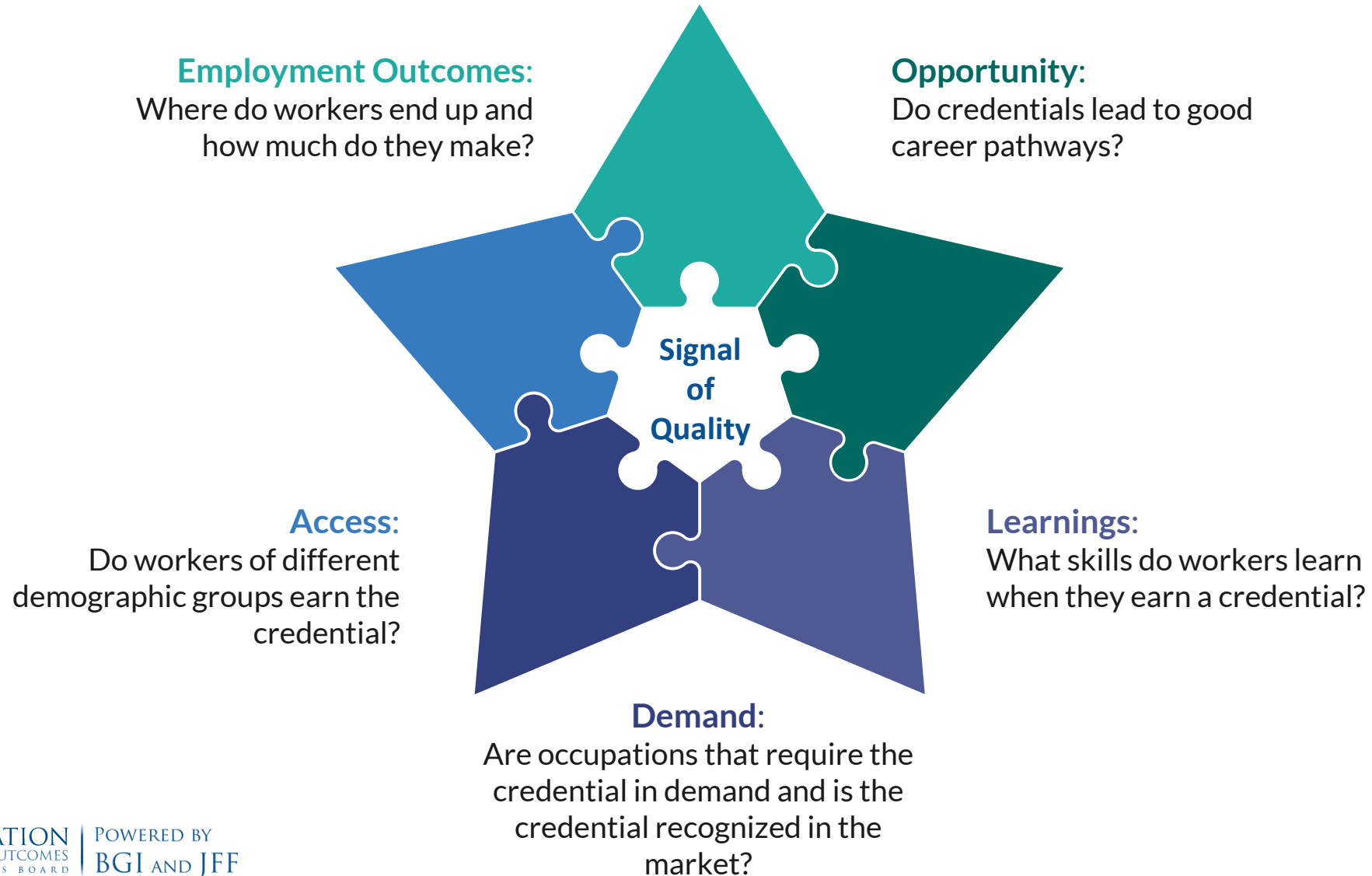
Workers

Want to do work that pays well and leads to advancement. Many are unable to go to school for a degree. What credentials might help them find quality employment and opportunities for growth?

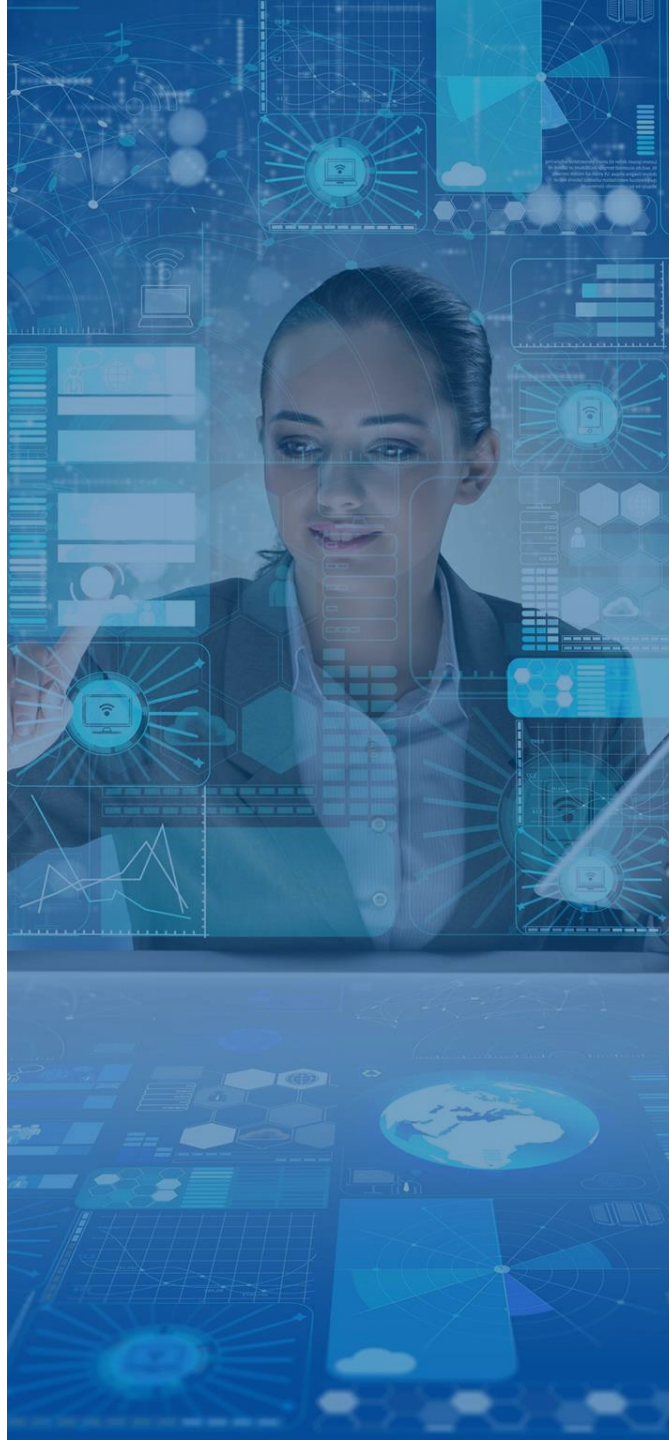
Investors

Want to be sure they are funding training and skills development which supports inclusive economic growth. Which credentials lead to the highest quality outcomes for both workers and employers?

The EQOS Outcomes-Based Framework



Building an Innovative Dataset to Measure Credential Quality



Worker Career History Data



Job Postings Data



Wage Data



Public Data from the BLS, the Census, and OSHA

Employer Related Insights



- **Occupational Alignment:** shows that workers are in fields related to their credential
- **Skills:** shows the skills an employer can expect from workers with a particular credential
- **Wages:** shows the value of a worker after earning a credential
- **Retention and Promotion:** shows the longevity and mobility of workers with a credential

Putting It Into Practice

Employer looking to fill hiring need

Employer is looking for a worker with specific skills: leadership and end-to-end software development.

Employer searches for best programs

Employer uses the EQOS framework to find the the highest performing programs that train these skills.

Employer compares skill bundles

Employer uses EQOS to compare skill bundles of different programs, considering the strongest skill development for their hiring need.

Employer identifies job candidates

Employer identifies strong job candidates to interview with the appropriate leadership and software development skills for their open role.

Worker completed skills training

Worker just graduated with a credential in programming in C#. Worker lists this credential on their resume.

Employer checks quality and relevance of credential

Employer uses the EQOS framework and learns this worker's credential aligns to their full-stack developer role, promotes leadership skills, and is high quality.

Worker invited for job interview

Worker was identified as one of the strong candidates with leadership and full stack development through their credential and is invited for a job interview by Employer.

Worker obtains employment

Worker obtains employment and updates information about occupation and advancement on their resume.

Early Learnings for Employers: Full Stack Developers Example

Title	Rank	Credential Name	Credential Category	Provider Name	Score
Full Stack Developers	1	<i>version 2.0</i>	Computer Programming	<i>Provider 1</i>	4
Full Stack Developers	2	<i>version 2.0</i>	Computer Programming	<i>Provider 2</i>	3.65
Full Stack Developers	2	<i>version 2.0</i>	Computer Programming	<i>Provider 3</i>	3.65
Full Stack Developers	3	<i>version 2.0</i>	Computer Programming	<i>Provider 4</i>	3.59
Full Stack Developers	3	<i>version 2.0</i>	Computer Programming	<i>Provider 5</i>	3.59

The EQOS Framework takes the average of Employer - Related Metrics to help employers understand how different programs compare to one another.

Employers can view top programs by job title (occupational alignment), skills, or worker outcome metrics.

EQOS Partnership Opportunities



Signal of Quality

- **Share your expertise or data:** Help improve or validate the EQOS quality signal framework.
- **Join our NDQC Community of Practice:** Receive early outcomes-based research findings and participate in a learning community to increase knowledge and build capacity related to non-degree credential quality.



Tools to Scale Impact

- **Inform EQOS tools and resources development:** Identify priority use cases and provide feedback to improve product development, deployment, and integration strategy.
- **Serve as an early adopter:** Partner to test and pilot EQOS products including digital and web-based tools.



Build National Momentum

- **Influence national non-degree credential quality dialog:** Contribute your thought leadership to advance priorities, inform recommendations and highlight best practices.
- **Help grow the EAN:** Attend and encourage participation in quarterly EQOS Action Network convenings to review progress, share insights and drive innovation.

Stay Connected!

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Thank You!