



ANSI Interest in Accrediting Certificate Programs

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ANSI Interest in Developing a System to Accredite Certificate Programs

- ◆ What is a certificate program?
- ◆ How does it differ from a certification program?
- ◆ Why is ANSI interested in certificate programs?
- ◆ ANSI process to develop a system to date

Credentialing terms typically used in U.S.

- **Certification**: approval /recognition of products, individuals
- **Accreditation**: approval/ recognition of organizations, processes
- **Licensing**: non voluntary process often controlled by a government (example: state or national license to work in a specific profession or operate a specific facility (school/hospital))
- **Registration**: self declared compliance to standards, no external validation

What is a certificate ?



- No single agreed on definition
- Confusion between terms certification and certificate
- Terms often used interchangeably

Certifications generally require

- Job analysis to determine job tasks and Knowledge, Skills, Attributes/Abilities needed to perform job
- Education/experience
- Objective demonstration of KSA beyond education
- Time limited
- Monitoring mechanism
- Renewal

Certificates generally require

- Education/experience
- May or may not be assessment mechanism
- May or may not be tied to specific job requirements

Different Types of Certificates

- Certificate of attendance
- Certificate of mastery of course content
- Certificate for mastery of knowledge related to an occupation
- Certificates for highly specialized segments of a certification based on mastery, education, experience
- Certificates meaning nothing at all

Certificates offered through

- Colleges and universities
- Vocational and postsecondary programs
- High school programs
- Employer sponsored programs
- Professional/ trade associations/unions
- Independent - for profit programs
- Independent - not for profit programs
- Bogus programs

ANSI Interest in Certificate Programs

- Many certification programs seeking accreditation are really certificate programs
- They want validation and approval
- Request from ANSI stakeholders to explore development of program
- Proliferation of certificates creates confusion and increases the need for a recognition system

ANSI Feasibility Study : Methodology

- Interview key stakeholders representing education, accreditation community, private industry, government
- Examine existing research on certificate programs
 - ◆ How many certificates?
 - ◆ In what occupations?
 - ◆ Where are they?
- How are they used?
- Who is accrediting them?
- Benefits/problems/needs
- Analyze program development and marketing issues; competition, need, barriers, facilitating factors
- Recommended directions for ANSI

ANSI Feasibility Study: results

- General confusion about what constitutes certificate program
- Increased interest in using certificates to distinguish qualified from unqualified personnel
- Proliferation of certificate programs including multiple programs with same title or within single industry
- Concern about bogus certificate programs
- Many certificates coming out of legitimate programs but with little/no link to what's needed on the job

ANSI Feasibility Study: results

- Existing Accreditation systems focus on education experience, not on what certificate means or how it is to be used
- Many certificate programs have no external recognition or oversight
- There is no national or international standard for certificate programs
- ISO may be developing standard
- Encouragement for ANSI to move forward

Uses of certificates/certifications/accreditations to Industries/Professions

- Satisfy governmental/media/public interests and concerns
- Self regulation as an alternative to government regulation
- Recognition of a program/product by stakeholders
 - ◆ Government agencies
 - ◆ Employers
 - ◆ Consumer groups
- Increasing competitive edge - (differentiate) between like industries
- Improve image of industry
- Improve practices in an industry

Uses of certificates/certifications/accreditations to Government

- Increased interest/reliance on private sector credentials
- Control fraud and abuse in certain industries,
- Address safety violations,
- Post 9-11 security concerns,
- Proliferation of choices-need to help consumers make informed decisions
- Comply with international trade agreements: EU/WTO
- Encourage international investment into country
- Encourage export of products and services

Uses of certificates/certifications/accreditations to Applicants

- Harmonize practices and personnel across multiple places of operation
- Create competitive advantage
- Reduce legal exposure
- Promote international expansion through conformance to international standards and international visibility
- Potential for international reciprocity
- Increase personnel mobility
- Promote use of quality practices that contribute to quality outcomes

Old Paradigm In Education and Credentialing

- Process-based Standards
 - ◆ Course Title and Hours, Degrees
 - ◆ Paper and Pencil Factual Recall Exams
 - ◆ Years of Experience
- Certification for Life
- Generalist Certification
- Academic Control
- Local Regulatory Systems
- No Competition

New Paradigm In Education and Credentialing

- Outcome Based Standards
- Competencies
- Performance Assessments/Critical Thinking Portfolio Review
- Mandatory Renewal
- Specialty Certifications
- Industry/Public Control
- International Standards
- Competition

Major Changes that can influence certificate programs

- Technology
- International harmonization of education programs and standards
- Increased government/employer involvement
- Changes in occupations and how jobs are performed
- Increased accountability and legal exposure

Overview of ANSI Program Goals

- The American National Standards Institute (ANSI), in concert with key industry and government leaders, will create a unique and groundbreaking accreditation program that will help improve the quality of the U.S. workforce.
- The program will be responsive to the expressed needs of ANSI stakeholders, government agencies, employers, certificate holders and consumers
- The program will recognize personnel certificates that meet standards of quality as defined by industry experts.

Overview of ANSI Program Goals

- The program will reflect best practices in certificate program development and operation.
- The program will fill gaps in quality monitoring/recognition of certificates as defined by ANSI stakeholders.

ANSI Advisory Panel--- Roles and Responsibilities

Overview of Advisory Panel

- The ANSI Advisory Panel will be comprised of national leaders from education, industry and government sectors who have the interest and expertise in issues regarding the education, recruitment and deployment of personnel and the role that accreditation systems can play.
- The ANSI Advisory Panel will focus on creating the elements of the ANSI accreditation system and will operate in concert with an independent process that will create an American National Standard for personnel certificates.

Role of advisory panel

- Creating the elements of the ANSI accreditation system including designing the accreditation program components and processes
- Providing information that can help define the objectives, scope and benchmarks of the certificate accreditation program that will best align with market interests, fill existing needs and not duplicate existing efforts.
- Suggesting potential strategic partners and/or funders that may want to work with ANSI
- Providing input into the standards development process that will create standards for personnel certificates. (some panel members may wish to participate directly in this process)
- Providing advice on marketing
- Serving as a Planning Committee for a possible colloquium and/or monograph on personnel credentialing and the status of certificate programs

Panel meeting schedule

- ANSI anticipates that the panel will meet 3 times during 2007 with at least one face to face meeting. Other meetings will be held via conference call. A similar meeting schedule will be created for 2008 based on the schedules and interests of Panel members and the work plan the Panel develops.

Issues the panel will address: Characteristics of a successful accreditation system: Should they include

- Role of needs assessment relative to job requirements
- Role of industry/profession in creating certificate
- Role of education
- Role of demonstrating knowledge and skills
- Role of learning methodology/content in light of learning objectives
Monitoring mechanisms
- Renewal mechanisms
- Public information about what certificate means/how earned/what person can do public
- Proof that claims regarding scope and competencies are valid

Characteristics of a successful accreditation system: What else should the system examine

- Other elements –**what are they?**

Characteristics of a unsuccessful accreditation system: What should be avoided????

- Standards that should not be created
- Accreditation Systems that should not be created
- What's **Desirable** or not?
- What's **Feasible** or not

Potential standards developers based on desired characteristics

- Who should be part of standards development process
- What agency might take lead
- What should process look like

National Advisory Panel: who else should be invited

- Composition
- Role
- Other issues

Program focus

- Strategic partners
- Industries to include
- Types of certificates included in scope of program
- Marketing ideas

Next Steps

Where should ANSI go from here?