



Institute for  
Credentialing Excellence

# Research Collaboration Opportunities

We invite mission-aligned organizations to **collaborate with us**  
and support our research initiatives





## Collaborate with I.C.E. to Advance the Future of Credentialing

The Institute for Credentialing Excellence (I.C.E.) Research & Development Agenda is designed to advance the quality, relevance, and value of credentialing for professionals, employers, organizations, and the public.

Through targeted research initiatives and strategic collaboration, I.C.E. is generating actionable insights that help credentialing organizations make better decisions, strengthen public trust, and prepare for the future of professional certification.

**We invite mission-aligned organizations to join with us as research supporters and collaborators.**

# Multi-Year Research Agenda



## About the Agenda

To advance high-quality credentialing programs, I.C.E. has established a **multi-year research agenda** focused on the most pressing issues facing the credentialing community. This agenda identifies priority topics that strengthen the value, relevance, and effectiveness of credentials for professionals, employers, and the public. Through targeted studies and new research approaches, I.C.E. aims to generate actionable insights to help credentialing bodies make informed decisions and prepare for the future.

## Purpose

To produce research that advances the quality, relevance, and value of credentialing for professionals, organizations, employers, and the public.

## 2026 Goals

- Market research foundation informed by ACT data and industry insights
- Innovative research approaches that expand beyond traditional surveys
- Clear ownership and responsible parties for each research initiative
- Improved report design and presentation to enhance usability and accessibility
- Revised project charter to clarify objectives and deliverables
- New delivery and evaluation methods to measure research impact
- Future iterations to refine and expand the agenda



## Value of Credentialing

An analysis with measurable outcomes on the value of credentialing (and salary enhancements), including the perspectives of employers and other stakeholders



## Public Awareness of Credentialing

Discovery of what the public currently understands about credentials and how they are used in consumer decisions



## AI in Credentialing

How is AI being used in the credentialing process, including administration and test development



## Continuing Competence

The value of continuing competency, maintenance of certification, and continuing education requirements



## Business and Practices of Certification

Research that assists the executive leadership of a credentialing body in improving business practices



## Future of Credentialing

Research that assists the executive leadership of a credentialing body to engage in foresight thinking with their leadership



## Durable Skills

Transferable competencies like communication and critical thinking that remain valuable across roles and industries

## ● Why Support Credentialing Research

### A Community of Experts

I.C.E. brings together leaders from credentialing bodies, psychometric experts, testing organizations, and industry specialists who collectively shape the credentialing ecosystem.

### Proven Track Record

For decades, I.C.E. has produced respected research, guidance, and standards that inform credentialing programs worldwide.

### Access to the Credentialing Community

Our network provides direct access to credentialing leaders, practitioners, and decision-makers across industries, enabling meaningful data collection and real-world insights.

### Trusted Convener

I.C.E. serves as an objective, field-wide resource focused on improving credentialing quality and protecting the public.

## ● Why This Research Matters

Credentialing plays a critical role in public protection, workforce development, and professional standards. Yet the credentialing landscape is rapidly evolving due to:

- Artificial intelligence and emerging assessment technologies
- Changing workforce expectations and durable skills
- Increased scrutiny of credential value and outcomes
- Evolving models for continuing competence

I.C.E.'s research agenda focuses on the most pressing questions facing the field, including:

- The measurable value of credentialing
- The future of credentialing and workforce skills
- Public awareness and trust in credentials
- The impact of AI on credential development and assessment
- The effectiveness of continuing competence requirements
- Business practices and operational benchmarks for certification programs

These studies will generate insights that help credentialing bodies, and the industries they serve, adapt and thrive.

## ● Why Become a Research Supporter

Supporting I.C.E.'s research provides organizations with:

### Early Insight

Access to emerging data and insights shaping the credentialing landscape.

### Thought Leadership

Recognition as a contributor to advancing credentialing quality and innovation.

### Industry Influence

Opportunities to inform research priorities and discussions affecting the profession.

### Strategic Intelligence

Data and analysis that can guide your organization's strategy, operations, and product development.

## ● Ownership, Use, and Your Investment

Research funded through this initiative will be owned and published by I.C.E. to benefit the broader credentialing community.

Supporters will receive early access to findings and recognition for their contributions but will not control the research outcomes or editorial direction, ensuring credibility and neutrality.

Research supporters will receive:

- Early briefings on research findings
- Recognition in published reports and communications
- Access to usage metrics and audience engagement data
- Survey summaries and feedback from credentialing leaders
- Opportunities to participate in research dissemination activities

Funding levels will vary depending on the scope and scale of each research initiative. Opportunities may include:

- Individual project sponsorship
- Multi-project research support
- Strategic partnerships or grant funding

**I.C.E. welcomes conversations to align support with areas of mutual interest.**





## About Us

Founded in 1977, the Institute for Credentialing Excellence (I.C.E.) is a nonprofit 501(c)(3) organization and a recognized leader in advancing quality standards for credentialing bodies. Through its I.C.E. Exchange annual conference (attracting approximately 750 professionals) along with webinars and publications, I.C.E. serves as a central hub for insights on emerging trends and critical issues in certification, licensure, and human resource development.

I.C.E. plays a vital role in elevating public understanding of credentialing while advocating for the profession. By fostering ongoing education and facilitating the exchange of ideas, the organization cultivates a strong, collaborative community. This shared commitment empowers members with the knowledge, resources, and professional network needed to excel.

Today, I.C.E. represents a diverse membership that includes nearly 400 organizational members, 25 sustaining members, and 36 individual and affiliate members. Notably, more than 315 certification programs across 130 member organizations have achieved accreditation through the National Commission for Certifying Agencies (NCCA), underscoring I.C.E.'s impact on advancing excellence in the field.

**Our mission is to lead through accreditation, advocacy, education, innovation, research, and standards to enhance the value of credentialing organizations. Our vision is that excellence in credentialing provides a safe, effective and ethical workforce.**



## Let's Talk

By supporting I.C.E., you help advance research that strengthens credentialing programs, advances workforce quality, and protects the public.

**Together, we can build the knowledge base that shapes the future of credentialing.**



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