



CREDLENS

# The Future of Non-Degree Credentials is NOW:

Harnessing the Power of  
Non-Degree Credential Data

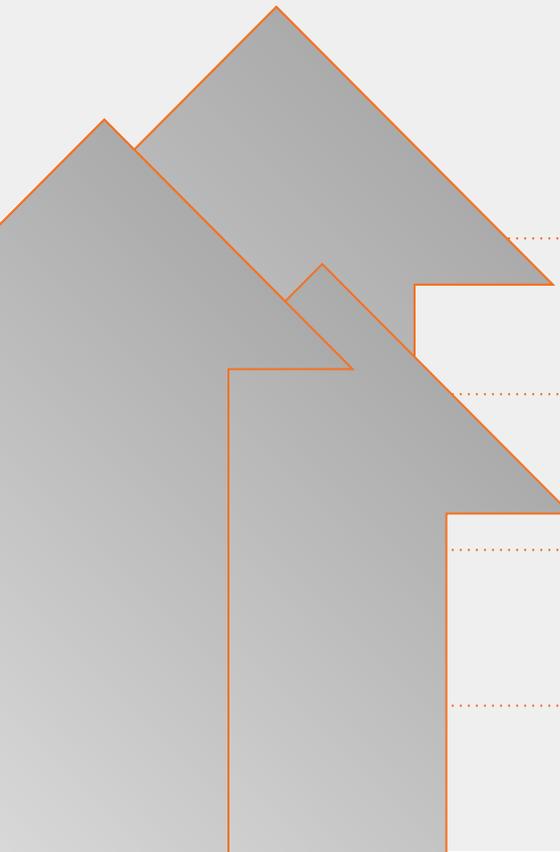
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# Non-Degree Credentials: A Growing and Fragmented Landscape

Certificates, certifications, licenses, & microcredentials now represent a major pillar of the US workforce



**80M+**

Americans report having a non-degree credential<sup>1</sup>

**750K+**

Unique non-degree credentials<sup>2</sup>

**20K+**

Individual organizations that issue credentials<sup>3</sup>

**100M+**

Cumulative credentials issued<sup>4</sup>

1: Strada Education Foundation: Examining the Value of Non-Degree Credentials (2021)

2: Credential Engine: Counting U.S. Postsecondary and Secondary Credentials (2022)

3: Harvard Workforce Almanac

4: Credly and Accredible website total credential counts

# A Dynamic Engine of Workforce Innovation

Programs that adapt fast, cost less, and align with real-world needs



## Value for Learners

Lower cost, less debt

Flexible, stackable pathways



## Employer/Employment Connections

Faster alignment  
between training and real-  
world skill needs



## Source of Innovation

Programs can adapt quickly  
without multi-year  
accreditation cycles

**Innovation thrives when quality is visible. Uncertainty hurts learners and trust in the market.**

# And They Are Growing Rapidly

Momentum is building – but clarity must keep pace with growth

**11.2%**

Annual growth in certificates  
– the fastest-growing  
credential category for the  
**3rd consecutive year**<sup>1</sup>

**4x**

Demand for  
non-degree credentials  
is growing **4x faster** than  
2- and 4-year degrees<sup>2</sup>

1: National Student Clearinghouse: Undergraduate Degree Earners 2023-24 (2025)

2: HolonIQ: The Future of Post-Secondary Education in the US (2023)

**For the first time, more certificate earners are under 24 than over 25.**

# Making Sense of NDCs Remains a Major Challenge

There is no single, standardized way to count and measure credential outcomes across the workforce.



## Patchwork of Credential Issuers

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Many different types of organizations issue NDCs — colleges, private certification bodies, training providers, etc. — and there's no unified reporting standards to create a common view.



## Data is Siloed

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There's no single place for these organizations to share data on enrollment or attainment of NDCs, making comprehensive analysis nearly impossible.



## Difficult to understand outcomes

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Data exists in pockets but is incomplete, inconsistent, or inaccessible for organizations, policymakers and individuals.

# Outcomes Data is Especially Difficult to Access

Measurement is possible, but hard for organizations to collect reliably and affordably at scale



**Surveys are slow  
& unreliable**

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Low response rates  
& self-reported bias.



**Rigorous research studies  
are time & resource-intensive**

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Requires time & resources  
most organizations don't have.



**Reliable data sources are  
difficult to access and scale.**

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Individual data sources exist,  
but are often difficult to access  
and only tell a partial story.

# CredLens: Our Approach

We believe in the power of the non-degree credential space to drive innovation; harnessing that innovation requires good outcomes data.

That's why CredLens is driving towards a non-degree credential ecosystem full of high-quality offerings, directly connected to employer needs, with full information for all participants. Giving people better data illuminates paths and ultimately transforms futures.

## How We Get There

To achieve this vision, we must start at the foundation and build the data trust step-by-step.



### Start with Credential Issuers

Deliver immediate value by matching verified credential attainment to outcomes data. Support program improvement and portfolio evaluation.



### Scale to States & Systems

Connect the dots between programs. Support states with “credentials of value” initiatives. Deliver industry benchmarks and regional insights.



### Empower Learners Directly

Provide verified value indicators directly to learners and their advisors. Support quality solutions that help people make informed career decisions.



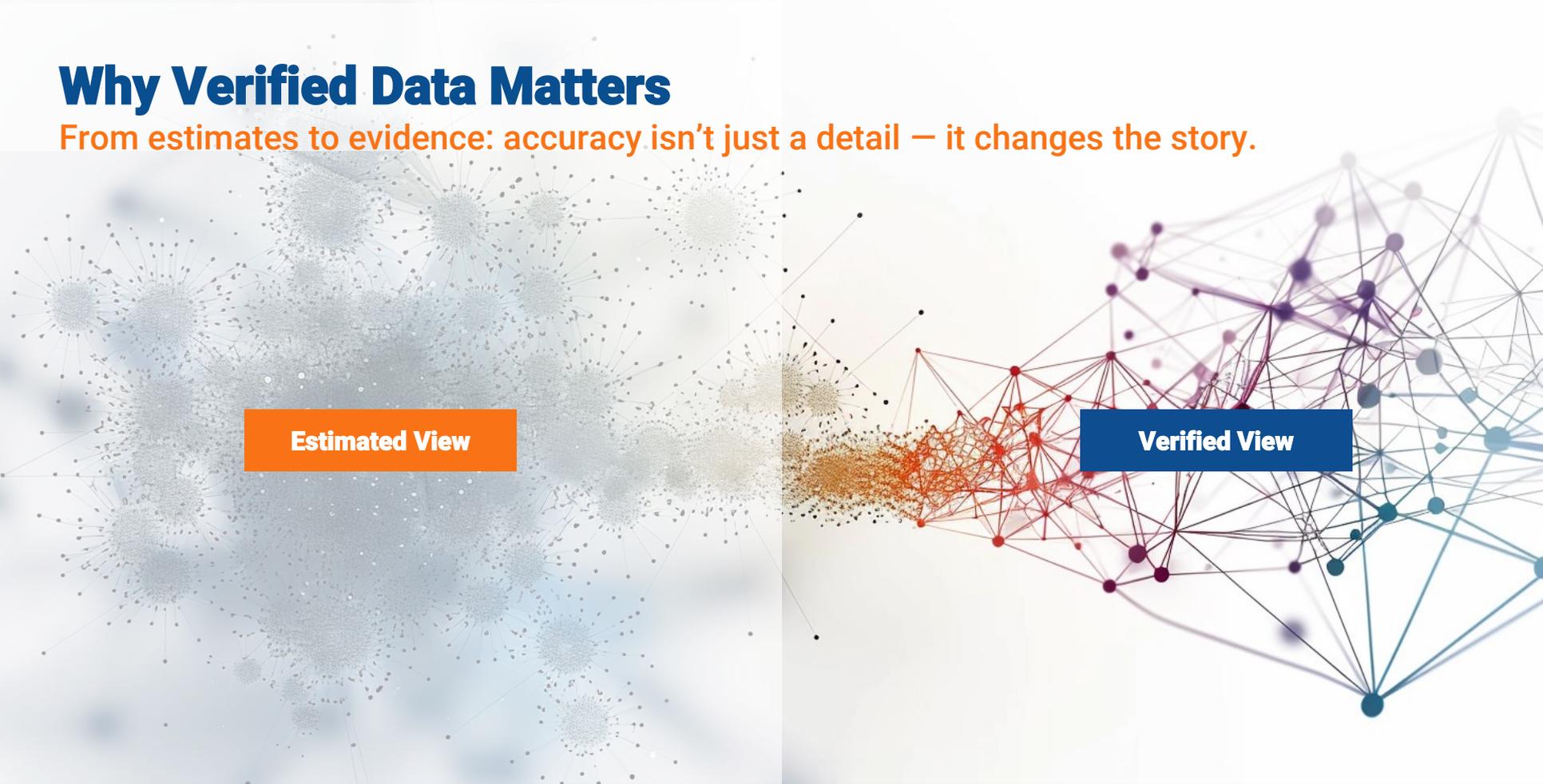
### Enable Employer Decision-Making

Help employers make data-driven hiring and workforce development decisions using verified credential outcomes

**Key Insight:** We start with credential issuers because that's the only way to build a verified, comprehensive data trust. Each level unlocks the next.

# Why Verified Data Matters

From estimates to evidence: accuracy isn't just a detail — it changes the story.



Estimated View

Verified View

Verification builds trust. Self-reporting builds uncertainty.

# CredLens: A National Data Trust for Non-Degree Credentials

Designed to directly address the data gap for non-degree credentials

## VERIFIED RECORDS & ROBUST DATA SOURCES

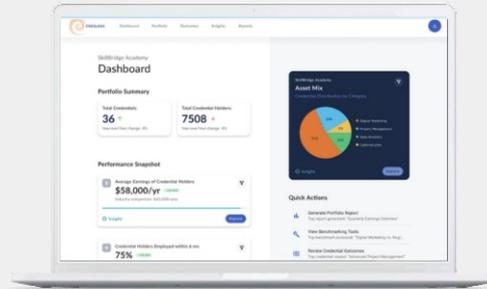
### Credential Issuers

Verified credential records and additional metadata for reporting and deeper segmentation.



### Outcomes Data Providers

Longitudinal data across earnings employment & education sources from private and public sectors.



## CREDLENS INSIGHTS PLATFORM

Insights & analytics, securely delivered via easy-to-use software with contextualized dashboards & reporting.

## ACTIONABLE OUTCOMES INSIGHTS

### Earnings

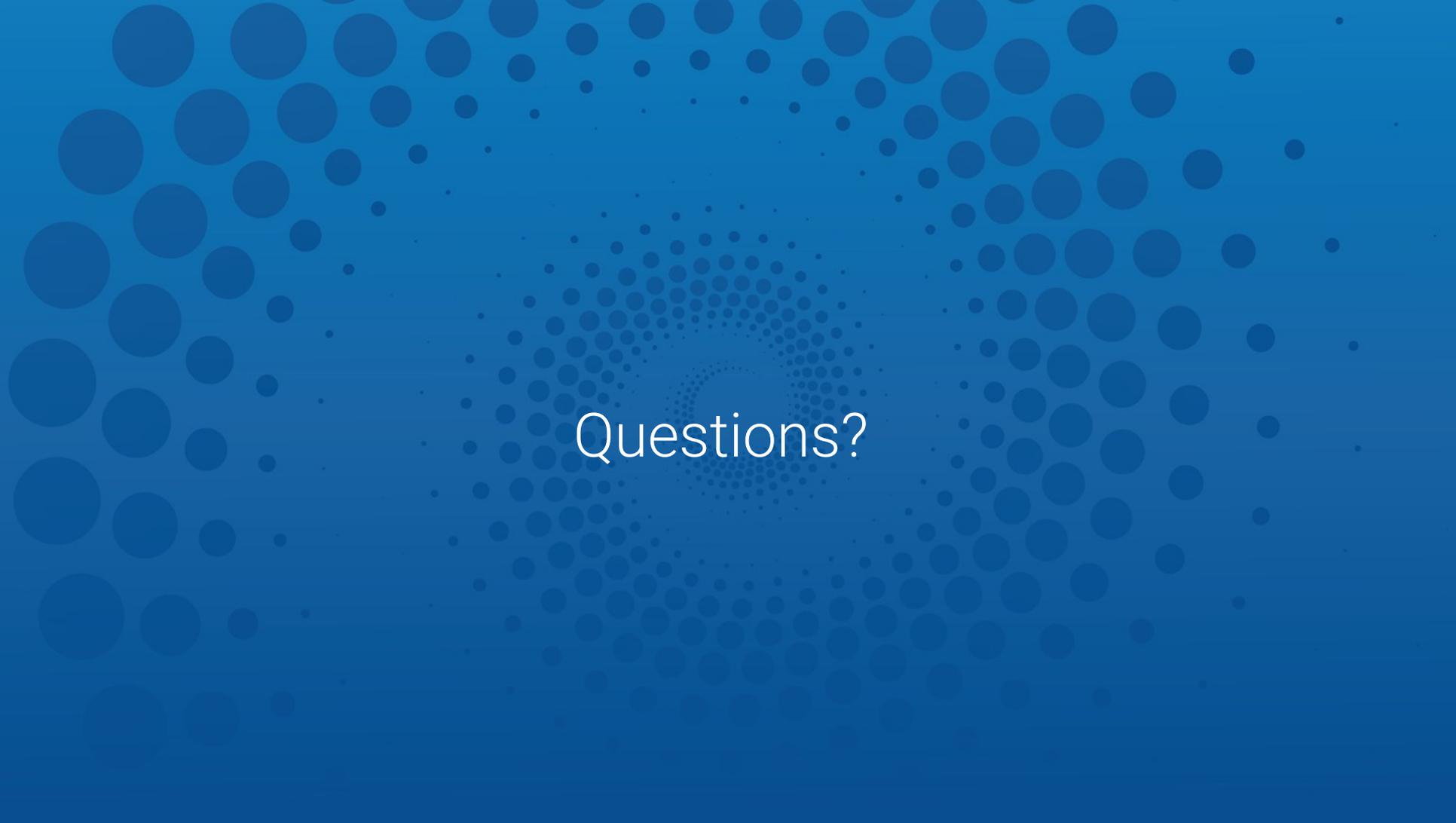
Longitudinal earnings, ROI and benchmark comparisons.

### Employment

Career pathways, employment rates and job “alignment”

### Education

Overlap between credentials and “stackability” between degree and other non-degree credentials.



Questions?

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