

# 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