



Education
Strategy
Group

ESG Announces New Partnership to Advance Quality Shorter-Term Credentials

Washington, D.C. (June 3, 2020) — Education Strategy Group (ESG) is excited to announce that with the generous support of Lumina Foundation and in partnership with the National Skills Coalition (NSC), we are expanding our efforts to help postsecondary systems and institutions and workforce development organizations include shorter-term credentialing options within programs that offer viable pathways to economic opportunity. This work, which will build upon our existing efforts to help states identify and prioritize high-value non-degree credentials, will add a direct focus on including these credentials as part of a COVID-19 recovery strategy.

As the nation weathers the COVID-19 crisis and begins to look toward economic recovery, millions of unemployed adults will be seeking jobs that may require additional education or training. During the last recession, those with postsecondary credentials were able to return to work faster and earned better wages than those with only a high school diploma. In fact, there were very few new job opportunities for those without postsecondary credentials.

Yet with thousands of certificates and credentials available in the market today, states and institutions must be well attuned to shifting employer demands to ensure that their program offerings result in credentials of value. This will require analyzing real time labor data, engaging directly with industry leaders, and building more dynamic processes for identifying and prioritizing credentials.

ESG's [Credentials of Value](#) work will help states strengthen their processes for examining labor market data and engaging employers. It will also offer leading approaches for incentivizing and supporting the growth of programs that lead to credentials likely to retain their value during the economic recovery.

ESG is pleased to be advancing this new work in partnership with NSC, who has built a complementary set of tools and strategies for promoting quality credentials. Beginning this summer, ESG and NSC will collaborate to offer virtual support opportunities for states seeking to accelerate their quality credentials efforts.

We look forward to embarking on this important work to help ensure that individuals can access high-quality, shorter-term credentialing opportunities that will set them up for success in the shifting labor market.

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About Education Strategy Group

Education Strategy Group supports America's education leaders and employers at the transition points that have the highest stakes for students and the highest impact for states, communities, and economies. We bring deep experience leading policy development, advocacy, and implementation work in the K-12, higher education, and workforce sectors.