

# Connecting Credentials

For media contacts, cosponsors and friends:

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We request your assistance in helping to publicize the September 21 release of the [Connecting Credentials](#) action plan, [From National Dialogue to Collective Action: Building Learning-based Credentialing Systems](#) as an editorial feature on your website, social media and other appropriate channels. We have also created a 4-page [summary document](#) and an [FAQ](#).

Please feel free to use or adapt the sample tweets and text provided below in any communications. We are happy to author, edit or comment on written pieces. Also please make note that we are using the hashtag #ActionPlan to promote the release and discussion of the action plan.

Thank you in advance for any publicity assistance you can provide!

## Background

In 2015, [Lumina Foundation](#) and [Corporation for a Skilled Workforce \(CSW\)](#) joined forces to establish the Connecting Credentials initiative and call for a national dialogue on how to build a well-functioning and sustainable credentialing system. Since that time, more than [100 organizations](#) in the credentialing marketplace have agreed to co-sponsor the dialogue.

On October 5, 2015, 200 leaders representing more than 150 organizations convened for the first National Summit on Credentialing to consider a shared vision of a 21st century credentialing system. The summit dialogue identified nearly 20 priorities for action to realize this vision of a redesigned credentialing system. Connecting Credentials then established work groups organized around one of the areas for focus, co-facilitated by key leaders with subject matter expertise, and supported by CSW. Work groups met between January and April, 2016 and delivered recommended actions for key stakeholder groups to consider and resulted in production of the 7-point Action Plan.

1. Develop scalable ways to engage employers in the credentialing marketplace.
2. Empower learners to navigate the credentialing ecosystem.
3. Develop common language centered on competencies.
4. Create an open, interoperable data and technology infrastructure.
5. Foster shared understanding of credential quality among stakeholders and reciprocity among quality assurance processes.
6. Pursue public policy agenda that advances equity in the credentialing ecosystem.
7. Promote field-based development of new credentialing tools, policies and practices.

## Sample tweets

- @ConnectCreds national dialogue results in 7-point #actionplan for #bettercreds <http://bit.ly/2cIVsgZ> @luminafound
- 109 #cosponsors & 100 work group participants contribute to #actionplan for #credentialingreform <http://bit.ly/2cIVsgZ>
- @CTI\_credential registry is a building block toward #bettercreds outlined in #actionplan <http://bit.ly/2cIVsgZ>
- #actionplan public release set for 9/21 at midnight! Be one of the first to read and respond <http://bit.ly/2cIVsgZ>
- What can you do to contribute to #bettercreds? Find yourself in the 7-point #actionplan @luminafound <http://bit.ly/2cIVsgZ>
- Everyone benefits from a better credentialing system. Learn more in the #actionplan <http://bit.ly/2cIVsgZ>
- Newly released #actionplan for #bettercreds is the product of the work of 100 national leaders <http://bit.ly/2cIVsgZ>
- Want a snapshot of the #actionplan? Download the 4-pager here! <http://bit.ly/2cOrleL>

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