



COLLEGE & CAREER PATHWAYS

Industry Certifications Policy Brief

ExcelinEd Policy Toolkit - 2018

Industry Certifications: Incentives for Student Success and Preparation for the Workforce

WHAT ARE INDUSTRY CERTIFICATIONS?

Industry certifications are industry-recognized credentials that employers use to certify that an applicant is qualified for a job. These certifications have global portability and value. Examples of industry certifications include: welding, certified production technicians and machinists (Advanced Manufacturing), information technology (CompTIA A+, CCNA, etc.), ASE mechanics, construction (carpentry, masonry, & electrical), AutoCAD, and many more.

Students who earn industry certifications have a leg up on finding good-paying, in-demand jobs because the certifications are globally portable and valuable to employers. Often, these industry certifications are stackable into a postsecondary credential. Industry certifications help employers find qualified applicants and the state fill vacant positions in demand.

WHY ARE INDUSTRY CERTIFICATIONS NEEDED?

Industry certifications are needed because:

- Many recent high school graduates are entering the workforce with only a high school diploma, which, in of itself, is not greatly valued by employers. In the U.S., the college-going rate for the class of 2015 was 69% (44% 4-year institutions and 25% 2-year institutions). Over 930,000 high school completers in 2015 entered the workforce with only a high school diploma.
- Many college students do not complete college and are potentially entering the workforce without a credential. For the fall cohort of 2011, 711,000 left postsecondary education without a credential, and an additional 267,000 were still enrolled six years after entering postsecondary education.
- According to a Gallup-Strada poll in 2017 of college graduates, only 53% believe their major will lead to a good-paying job and roughly 1/3 (34%) strongly agree that they will graduate with the knowledge and skills to be successful in the job market.
- According to the Georgetown University Center on Education and the Workforce, 65% of U.S. job openings by 2020 will require some postsecondary education with 30% of those projected job openings requiring some postsecondary education short of a bachelor's degree.
- Skilled trades are the hardest jobs to fill in the U.S. for the 7th consecutive year, according to the 2016 ManpowerGroup Talent Shortage Survey. Globally, IT jobs are the second hardest to fill according to the ManpowerGroup.

HOW DO STATES ENCOURAGE K-12 SCHOOLS TO OFFER INDUSTRY CERTIFICATIONS TO STUDENTS?

States can encourage school districts to offer industry certification courses to students through a financial incentive tied to performance. In other words, schools earn bonus funding for each student who earns an industry certification. Out of that funding, the teachers who provided the instruction that leads to the industry certification would earn a bonus.



States can also encourage school districts to offer industry certifications to students by adopting these industry-recognized credentials into the school accountability grade or rating.

State agencies for workforce and education would identify regional and state demand for jobs that require high-skill workers, deliver high-wages, and are in demand. These jobs would populate the list of approved industry certifications that generate additional funding when a student earns the certification.

Finally, employers and schools would collaborate to identify local demand and partnering opportunities.

WHICH STATES PROVIDE INCENTIVES FOR INDUSTRY CERTIFICATIONS AND WHAT DOES IT COST?

Several states currently provide bonus funding for each student who earns an industry certification and several more are discussing it now. It is important to remember that the state controls the growth and costs of the incentive through the identification of the industry certifications that generate the bonus funding, the amount of the bonus, and whether to use an overall program cap.

Florida

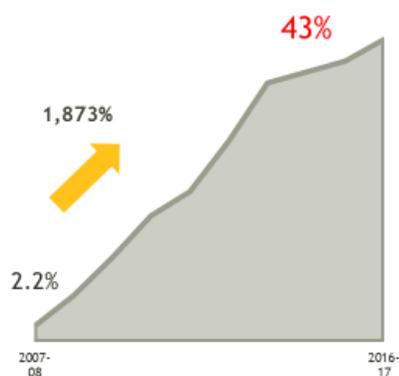
Florida's program is the oldest and, therefore, has the most data:

- Percent of high school students enrolled in courses that lead to industry certifications—2.2% in 07-08 to 43% in 16-17.
- Number of students earning industry certifications—803 in 07-08 to 86,417 in 16-17.
- In 16-17, over 49,000 students earned industry certifications that simultaneously articulated into college credit, potentially saving \$11 million for Florida families in tuition and fees and making college more affordable to students and families.
- The initial investment in Florida for the incentive was minimal—\$550,000 in 08-09.
- Most industry certifications will generate for the school between \$415-830 per student in 16-17.
- Florida has included industry certifications in the high school grading formula since 2010.

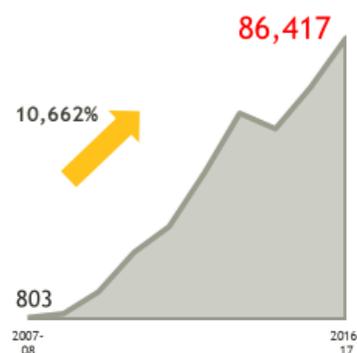
The Incentive Works - Florida



Percentage of Florida high school students enrolled in courses that lead to a qualifying industry certification



Number of students earning qualifying industry certifications in Florida



Florida Department of Education, Career and Professional Education Act Enrollment and Performance Report, 2016-17



Kansas

Kansas' incentive program was enacted in 2012 and currently is funded at \$750,000 with a per student amount of \$450. Kansas has experienced a 191% increase in the number of students earning industry certifications.

- In 11-12, 548 students earned industry certifications.
- In 12-13, 686 students earned industry certifications.
- In 13-14, 1,226 students earned industry certifications.
- In 14-15, 1,670 students earned industry certifications.
- In 15-16, 1,597 students earned industry certifications.

Wisconsin

Wisconsin's incentive program was enacted in December 2013 and was capped at \$3 million. The bonus amount is \$1,000 per student. In the first year of the program, the incentive was oversubscribed. In 14-15, 3,400 students earned eligible industry certifications (prorated at \$882 per student). The incentive was moved from the Wisconsin Department of Public Instruction to the Department of Workforce Development with a \$3 million cap.

Louisiana

Louisiana provides funding through its formula for industry certification course completions through its Jump Start Credential. The Jump Start Credential is a requirement for the career diploma option for high school students beginning with the 9th grade cohort in 2014-15.

Colorado

The 2016 Colorado Legislature enacted a bill that provides \$1 million annually for 2017-18 and 2018-19 to schools for each student (\$1,000) who earns an industry certification that is tied to workforce demand. If funding remains, students would generate additional funding for schools for qualified internships and construction apprenticeship programs, or qualifying scores in AP Computer Science.

Minnesota

The 2016 Minnesota Legislature appropriated \$1 million for the 2016-17 school year to schools for each student (\$500) who earns an industry certification tied to workforce demand. This funding will not revert for 3 years.

South Carolina

The 2016 South Carolina Legislature appropriated \$3 million for the 2016-17 school year to schools for industry certifications tied to workforce demand.

North Carolina

The 2016 North Carolina Legislature appropriated \$600,000 for the 2016-17 school year for teacher bonuses tied to students earning industry certifications tied to workforce demand.



Nevada

The 2017 Nevada Legislature enacted a bill that provides college & career ready high school diploma endorsements. As part of that bill, the Legislature created an incentive program, funded at \$2.9 million, to schools for each student who earns the endorsement. The endorsements can be met through industry credentials tied to labor market demand.

Texas

The 2017 Texas Legislature adopted a measure that requires high school performance under the state accountability system to incorporate recognition of students who earn industry certifications. The Texas Education Agency has proposed rule 19 TAC s. 74.1003 to identify the industry certifications that would qualify.

Other Notable State Actions

In 2018, Idaho, Iowa and Michigan passed funding incentives tied to students earning industry certifications.

LINKS TO ADDITIONAL DATA

Florida

This link provides information on the types of industry certifications earned and additional performance metrics on industry certification earners compared to their peers. Career and Professional Education Act Enrollment and Performance Report, 2016-17, Florida Department of Education, December 2017, available at: <http://www.fldoe.org/core/fileparse.php/9904/urlt/1617capepr.pdf>.

This link provides Florida's list of industry certifications that articulate into college credit—
http://www.fldoe.org/workforce/dwdframe/artic_indcert2aas.asp.

This link provides the list of industry certifications eligible for funding in 17-18—
<http://www.fldoe.org/core/fileparse.php/8904/urlt/1718icfl-SBE.pdf> .

This link provides the law on current funding for Florida's industry certifications, s. 1011.62(1)(o), F.S.—
<http://flsenate.gov/Laws/Statutes/2018/1011.62>

Kansas

This link is to the performance data for the Kansas incentive program—
[http://www.ksde.org/Agency/DivisionofLearningServices/CareerStandardsandAssessmentServices/CSASHome/CareerTechnicalEducation\(CTE\)/Initiatives/SenateBill155.aspx](http://www.ksde.org/Agency/DivisionofLearningServices/CareerStandardsandAssessmentServices/CSASHome/CareerTechnicalEducation(CTE)/Initiatives/SenateBill155.aspx).



This link is to the industry certification funding list in Kansas for 17-18—

http://www.ksde.org/Portals/0/CSAS/CSAS%20Home/CTE%20Home/Initiatives/SB_155/2017-2018%20SB%20155%20Qualifying%20Credentials%20List.pdf?ver=2017-08-17-095813-827.

This link is to the Kansas legislation— http://www.kslegislature.org/li_2012/b2011_12/measures/sb155/.

Wisconsin

This link is to the Wisconsin legislation—<https://docs.legis.wisconsin.gov/2013/proposals/sb331>.

This link shows the list of Wisconsin approved industry certifications for 2017:

http://wisconsinfastforward.com/prosperity/pupil/2017_cte_certification_list.pdf.

This link shows the industry certification data under the incentive—<https://dpi.wi.gov/cte/technical-incentive>.

Louisiana

This link is to Louisiana’s Jump Start Credential Program—<https://www.louisianabelieves.com/courses/all-things-jump-start>.

Colorado

This link is to the Colorado legislation—

http://www.leg.state.co.us/CLICS/CLICS2016A/csl.nsf/fsbillcont3/35FDA08FD326F0AB87257F2400643F6A?Open&file=1289_enr.pdf.

This link is to Colorado’s initial industry certification list, 17-18—

https://www.colorado.gov/pacific/sites/default/files/17-0818_HB16-1289_Approved_Programs_update.pdf.

Minnesota

This link is to the Minnesota legislation, pp. 491-492 (491.15-492.13)—

https://www.revisor.mn.gov/bills/text.php?number=HF2749&version=0&session=ls89&session_year=2016&session_number=0&type=ccr&format=pdf.

This link is to the initial industry certification funding list, 2016-17—

<http://education.state.mn.us/MDE/dse/cte/pol/>.

South Carolina

This link is to the South Carolina legislation, p. 304 (1A.52.) & p. 312 (1A.73.)—

http://www.scstatehouse.gov/sess121_2015-2016/appropriations2016/tap1b.pdf.

North Carolina

This link is to the North Carolina legislation, p. 22 (Section 8.9)—

<http://www.ncga.state.nc.us/Sessions/2015/Bills/House/PDF/H1030v8.pdf> and

http://www.ncga.state.nc.us/Sessions/2015/Budget/2016/Conference_Committee_Report_2016-06-27.pdf, p. F-7.



Nevada

This link is to the Nevada Legislation, pp. 48-49 (Section 41.5)—
<https://www.leg.state.nv.us/App/NELIS/REL/79th2017/Bill/4613/Text>

Texas

This link is to the proposed industry certification list in Texas:
http://tea.texas.gov/About_TEA/News_and_Multimedia/Correspondence/TAA_Letters/Industry-Based_Certifications_for_Public_School_Accountability/

Tennessee

This link is to the promoted industry certification list— <https://www.tn.gov/education/topic/student-industry-certification>.

Indiana

This link is to the promoted industry certification list—<http://www.in.gov/dwd/2852.htm>.