

States support a wide range of career and technical education (CTE) programs that feature industry-recognized credentials, but how effective are they at preparing high school students for future careers and long-term success?

[Credentials Matter](#), a first-of-its-kind analysis by ExcelinEd and Burning Glass Technologies, examines whether the credentials students earn align with real-world employer demand. This research provides a jumping off point for states to begin conversations about which credentials are most valuable and lead students to good careers. We hope *Credentials Matter* will inform and inspire efforts to improve career education systems for students and their futures.

Below is an information toolkit that we encourage you to share with your members for further distribution. You'll find a 100-word pitch, outreach email, sample blog post, promotional graphics and sample social media posts. Please contact us at [Info@ExcelinEd.org](mailto:Info@ExcelinEd.org) if you have questions. Thank you!

## ABOUT CREDENTIALS MATTER

*Credentials Matter* is an ongoing research partnership between [ExcelinEd](#) and [Burning Glass Technologies](#) designed to shed light on the landscape of industry credential data collection and alignment across the country. The project offers the most extensive data collection available on industry-recognized credentials earned in states. Key findings include:

- Only about half of all states (28) collect quantitative data on the attainment of credentials.
- Of the 24 states where data was made available for *Credentials Matter*, no state is *highly aligned* in terms of supply of credentials earned by high school students and demand for those credentials in the job market.
- States do not have consistent definitions for what constitutes an industry-recognized credential—even though high school students earn hundreds of thousands of credentials each year.
- Many credentials are not explicitly requested in employer job listings, even though the credentials may be required or desired for the position.

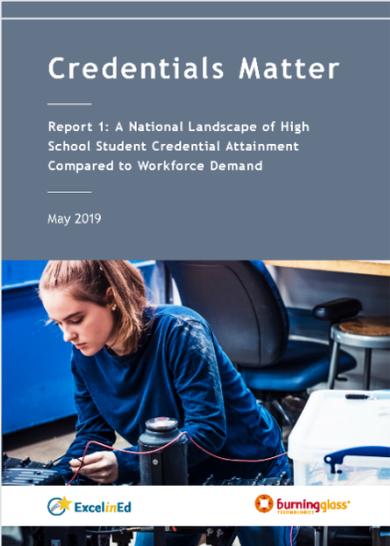
*Credentials Matter* was made possible by a grant from Carnegie Corporation of New York. The statements made and views expressed are solely the responsibility of the authors.

### Explore the Website



Visit [CredentialsMatter.org](https://CredentialsMatter.org) to explore interactive maps and data tables and to learn more about this research.

### Read the Report



View the [Credentials Matter report](#) to examine the analysis's approach, findings and recommendations.

## PROMO CONTENT

The content below has been crafted for use in newsletters, updates, emails and blog posts. Please use as you see fit to share this exciting research with your members!

### 100-Word Pitch

States support a wide range of career and technical education (CTE) programs that feature industry-recognized credentials, but how effective are they at preparing high school students for future careers and long-term success? [Credentials Matter](#), a first-of-its-kind analysis by ExcelinEd and Burning Glass Technologies, examines whether the credentials students earn align with real-world employer demand. This research can inform and inspire state efforts to build a better career education system for our students and their futures. Visit [CredentialsMatter.org](https://CredentialsMatter.org) to learn more about this research and to explore interactive maps and data tables.

### Outreach Email

Dear Friend,

States support a wide range of career and technical education (CTE) programs that feature industry-recognized credentials, but how effective are they at preparing high school students for future careers and long-term success?

[Credentials Matter](#), a first-of-its-kind analysis by ExcelinEd and Burning Glass Technologies, examines whether the credentials students earn align with real-world employer demand. The project offers the most extensive data collection available on industry-recognized credentials earned in states.

We hope you find this resource helpful to inform and inspire efforts in your state to build a better career education system for students and their futures.

Sincerely,

[insert name]

### Blog Post

Credentials matter greatly for student success. In fact, an estimated 65 percent of positions demand postsecondary credentials, according to the Georgetown Center on Education and the Workforce.

While states support a wide range of career and technical education programs that feature industry-recognized credentials, just how effective are they at preparing high school students for future careers and long-term success?

A new analysis from ExcelinEd and Burning Glass Technologies examines whether the credentials high school students are earning align with real-world employer demand. This project, [Credentials Matter](#), includes a unique online tool presenting the most extensive data collection available on industry-recognized credentials earned in states. Key findings from the research include:

- Only about half of all states (28) collect quantitative data on the attainment of credentials.
- Of the 24 states where data was made available for *Credentials Matter*, no state is *highly aligned* in terms of supply of credentials earned by high school students and demand for those credentials in the job market.
- States do not have consistent definitions for what constitutes an industry-recognized credential—even though high school students earn hundreds of thousands of credentials each year.

- Many credentials are not explicitly requested in employer job listings, even though the credentials may be required or desired for the position.

*Credentials Matter* combines ExcelinEd’s policy expertise in college and career pathways with Burning Glass’ cutting-edge labor market analytics to provide new insights into the alignment between the credentials students earn and the demand for those credentials in the workforce. The research provides a jumping off point for states to begin conversations about which credentials are most valuable and lead students to good careers.

Right now, too many young people are missing the chance to graduate from high school ready to succeed in college and in careers. *Credentials Matter* offers a critical first step to understanding the current landscape of credentials earned so stakeholders can build a better career education system for students and their futures.

## SOCIAL MEDIA & GRAPHICS

Use one or more of the graphics below to supplement promo content provided above or alongside one of the suggested social media posts below. Please visit the [Credentials Matter graphics gallery](#) for additional graphics with recommended social media posts as the caption, where applicable.

Suggested Post(s)	Corresponding Graphic
<ul style="list-style-type: none"> <li>• Check out first-of-its-kind #CTE &amp; #CareerReady research from @ExcelinEd and @Burning_Glass to learn how credentials students are earning align with real-world employer demand. <a href="#">CredentialsMatter.org</a> #CredentialsMatter #EdInnovation</li> <li>• Looking for information &amp; inspiration to build better #CTE &amp; #CareerReady systems for students? Check out first-of-its-kind #CredentialsMatter analysis by @ExcelinEd &amp; @Burning_Glass: <a href="#">CredentialsMatter.org</a> #EdInnovation</li> <li>• Many states are undertaking massive #CTE planning due to the #PerkinsAct reauthorization. New research from @ExcelinEd &amp; @Burning_Glass can inform &amp; inspire states as they build better #CTE &amp; #CareerReady systems for students. <a href="#">CredentialsMatter.org</a> #EdInnovation</li> </ul>	<div data-bbox="792 856 1523 1234"> </div> <div data-bbox="792 1276 1523 1656"> </div>

