Thoughts on Digital Credentials
Credentials are a lifelong currency. They open doors. **Parchment’s mission is to help turn credentials into opportunities** worldwide.

- **+230M** Current Global Higher Education Enrollments
- **>+25%** Higher Employment Rate for Canadian Credential Holders

Focus on Three Imperatives

- TRANSCRIPTS
- DIPLOMAS
- CERTIFICATES
- LICENSES
- BADGES
- CERTIFICATIONS

Indexed Learning
Discover and Filter Talent
Certify Skills & Knowledge
Focus on Three Imperatives

The Ecosystem of Credential Stakeholders is Broad

High Schools, Districts & Equivalency

Study Abroad / Intl. Exchange

Dual Enrollment

Undergraduate Admissions

Graduate Admissions

Certification & Licensing

Licensing & Certification Boards

Employment

Talent Management

Workforce

Employment

Internship

Transfer

Certification & Licensing

Enrollment pathways

Employment pathways
Focus on Three Imperatives

Parchment’s Mission in Action

COMPREHENSIVE PLATFORM

LEARNER CENTERED

CREDENTIAL INNOVATION
Exchange is Complex and Evolving
Credential Innovation

With a comprehensive student record as data, technology can make credentials **personalized and purpose driven.**

- Traditional Look, Enhanced with embedded links
- Reimagined, Audience-specific rendering
- Shared socially to improve marketability
Focus on Three Imperatives

Focusing on the Learner
Focus on Three Imperatives

Connected Credentials

Sommer J.
Higher Education Professional I Communications Graduate I CHRL Candidate
1d

ONTARIO UNIVERSITY REGISTRARS’ ASSOCIATION
PARTICIPATION BADGE

Sommer Johnson

Has been recognized for participating
in the Admissions Forum as a Notetaker
at McMaster University, Ontario Canada on the Sixteenth day of October Twenty Nineteen.

Just received my Participation Badge from Ontario University Registrars’ Association
parchment.com

Reactions

Like  Comment  Share
Your data usage starting on JAN 10, 2015

🔒 Parchment does not sell your information to third parties.

You shared your information with the following third parties:

Data was shared with
Arizona State University
on MAR 20, 2019

This data included:
• Academic Record

This data was shared for the purposes of fulfilling an order

Privacy Contact: privacy@asu.edu
Focusing on the Learner

You shared your information with the following third parties:

**Diploma**
Bachelor of Science in Chemical Engineering
Interactions:
- LinkedIn: Last Activity: May 20, 2019
- Facebook: Last Activity: May 24, 2019

You can sign in to any account(s) listed above to manage data you may have shared directly on social networks.

**Badge**
Focus On Quality
Interactions:
- Twitter: Last Activity: June 5, 2017

You can sign in to any account(s) listed above to manage data you may have shared directly on social networks.
Now What?

- Always reinforce standard support for your business processes with your vendor community
- As you think about credentialing
  - look through the lens on the value to the learner
  - what other actors you can bring into the ecosystem, metadata and verifiers
- Continue participating in the standards community:
  - Tell your standards story
  - Competency and Credentials taskforce
  - Standards Forum
  - T3 Innovation Network