**NCDA CREDENTIALING COMMITTEE**

**March 13, 2020**

**For Committees:**

Chair: John Long, coach@exploretworoads.com

Chair-Elect: James Westhoff

Tina Anctil

Debra Ruddell

Windie Wilson

Jessica Worny Janicki

**Committee Activities to Date:**

* The credentialing program recently migrated to an enhanced digital application platform. *Survey Monkey*, our technology partner, launched a next generation product, SMAPPLY, so credentialing applicants and staff will now be using a more streamlined and intuitive platform, enhancing efficiency and improving turnaround time. Any individuals who started an application prior to the switch to SMAPPLY may now login and continue their application on the new system.
* Our team continues to work on language and messaging related to credentialing and all related processes and guidelines. The committee is also committed to updating the flow of credentialing website language in order to clarify and improve accessibility and to make the credentialing process as user friendly as possible.
* The Commission has made significant progress in ongoing efforts to develop and open alternative pathways for global Career Development entities so that graduates of other training programs can apply for an NCDA credential, heightening awareness of the NCDA, promoting career development across several countries, and adhering to the NCDA’s high standards for which we’re well regarded across the world.
* The Credentialing Commission drafted a process to provide for 3-year certification renewals, which will start to occur at the end of this current calendar year. This process will also be streamlined for easy accessibility and navigation for both applicants and credentialing staff.
* The commission is working with our marketing contractor to set credential marketing goals. When a cohesive strategy is agreed upon, we’ll work Ali Breen to best and most effectively highlight and promote the value of NCDA credentials across a variety of platforms.
* The CSCDA credentialing has officially been launched and we are awaiting applicants as awareness of the training grows and gains a foothold with the public.
* On an ongoing and regular basis, the Credentialing Commission handles a high volume of day to day questions and requests from customers and potential applicants from all around the world, employing the utmost in customer service and responding to all inquiries via a variety of mediums in a timely fashion.

**Projected Plan/Work Completed through September 30th:**

1. In 2020, the first three years of the credentialing program will be complete. This marks the time in which individuals who were part of the certification pilot groups and initial credential holders will need to renew their credential for an additional three-year term. Renewal requirements are posted on the website and emailed to the credential holder. For example, all individuals who have earned a NCDA credential must complete 30 continuing education contact hours (CECH) in specific career development content. The Commission will oversee a random audit of CECH for a percentage of credential holders renewing their certification. Due to the high volume of credential holders who need CECH, providers now have the option of being listed on the website.
2. This calendar year marks a key period of outreach and engagement for the Commission. We have set a critical goal of communicating with career services and related personnel in U.S. higher education institutions to convey the value embedded in a NCDA credential. Career counselors, coaches, advisors and consultants working in higher education are providing critical student services and support. They can enhance their professional profile and underpin the quality of the services they provide when being supported by their department leadership in earning a NCDA credential.
3. The Commission will conduct a new round of quality assurance, the second QA process since the launch of the credentialing initiative in 2017. Dr. Marilyn Maze and Dr. Tina Anctil will collaborate with SMAPPLY to retrieve, analyze and report on key indicators of reliable quality measures across all certifications in the credentialing program.
4. The NCDA Board of Trustees has embarked upon a multi-year strategic plan. The Commission will contribute needed data, outcome measures and recommendations in support of this vital strategic planning process. As part of the Commission's longstanding spirit of collaboration, engagement and communication, regular discussions with Dr. Seth Hayden, the NCDA President-Elect and Board liaison to the Commission, will continue throughout 2020 and beyond.

Submit to your board liaison electronically to your board liaison with a copy to dpenn@ncda.org by March 16, 2020.

**Budget Requests:**

None