

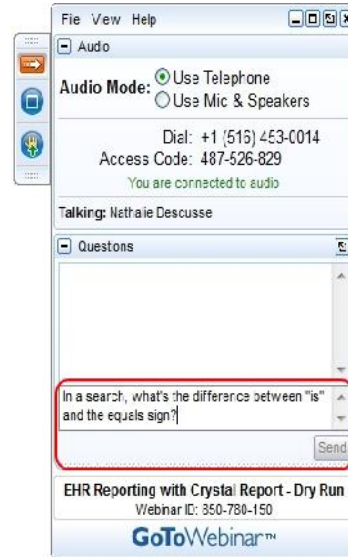
## Stackable Credentials

Why are they Necessary?

Benefits employers, employees, applicants, and students

# DETAILS FOR TODAY

- **TEXTING VIA QUESTIONS BOX**
- **DOWNLOAD SLIDES IN HANDOUTS BOX**
- **RECORDED FOR FREE REPLAY**



# ABOUT WORKFORCE180



Mike Fazio  
Founder/CEO

- National Training and Consulting
- Everything we do is in workforce language
- 50 states, Puerto Rico, US Virgin Islands, Guam & Canada!
- 400+ workforce organizations have trained with us!



• [www.WORKFORCE180.com](http://www.WORKFORCE180.com)



**DOWNLOAD OUR FREE APP:**  
*180PODCAST*



**50% OFF OUR NEXT WEBCAST**  
*THIS WAY TO CAREER PATHWAYS*

MORE INFO:  
[WWW.WORKFORCE180.COM/PATHWAY](http://WWW.WORKFORCE180.COM/PATHWAY)  
EMAIL US AND ASK FOR THE DISCOUNT:  
[WEBCAST@WORKFORCE180.COM](mailto:WEBCAST@WORKFORCE180.COM)

## Why This Webcast Topic Now?

**TheUpshot**

ECONOMIC TRENDS

We're Getting Awfully Close to Full Employment

Neil Irwin @Neil\_Irwin MAY 9, 2017

**THE HILL**

**US economy at full employment, economist says**

BY VICKI WEDHAR | 10/17/17 06:26 PM EDT

38 SHARES

**The U.S. Economy Is NOT At Full Employment**

May 8, 2017 9:22 AM ET | Includes: CRF, DDM, DIA, DOG, DXD, EEH, EPS, EGL, FEX, FYDD, HUSV, IVV, IWL, MM



**Steven Hansen**

Gravett, long-short equity, momentum, newsletter provider  
Global Economic Intersections

Follow

(2,726 followers)

- April unemployment 4.4%
- Lowest since May 2001
- Local figures vary
- WIOA
- Sectors
- Career pathways
- Reduced headcount
- Funding reductions
- Staff reductions
- Shift of power from employers to employees

### James Restaneo

Director of Enrollment  
MedCerts



### Sandy Mead

Director of  
Admissions MedCerts



# MedCerts



*Approved in 30 STATES and Growing!*

- **Short-term online training**
  - 4 – 6 months
  - Flexibility with structure
- **National Certifications**
  - CMAA – Certified Medical Administrative Assistant
  - CBCS – Certified Billing and Coding Specialist
  - CEHRS – Certified Electronic Health Records Specialist
  - CPhT – Certified Pharmacy Technician
  - CPC – Certified Professional Coder
  - A+
  - Network+
- **High Demand Career Fields**
  - Healthcare & Information Technology

**MedCerts 2016 Statistics**  
**2400 Enrolled students**  
**86% Program completion rate**  
**81% Employment rate**

**Credential success:**

	2016 MedCerts Average Pass Rate	2016 National Average Pass Rate
CMAA	85%	73%
CBCS	82%	74%
CEHRS	92%	78%
PTCE	73%	58%
IT Exams	71%	N/A

# MedCerts



- MedCerts is honored to be...

*2017 #1 Military Spouse Friendly School of the Year!*



## What Are We Talking About?

- What is a credential
- Types of credentials
- Value of credentials
- Most in demand credentials today
- The “PLAN”



## Survey Question

- **Are you familiar with Stackable Credentials?**
  - 30% Yes
  - 27% No
  - 33% A little
- **What Sectors offer the most promising career pathways in your regions?**

• Healthcare	91%
• Manufacturing	53%
• Customer Service	38%
• Hospitality	37%
• Information Technology	36%
• Other	18%

“Only 5 percent of Americans who have not attended college, have some education beyond high school.”



## WIOA and Credentialing

The term “recognized postsecondary credential” means a credential consisting of an industry-recognized certificate or certification, a certificate of completion of an apprenticeship, a license recognized by the State involved or Federal Government, or an associate or baccalaureate degree.



“On average, individuals will earn more with every type of post-secondary credential than those with only a high school degree.”



## Stackable Credentials: Definition

“Part of a sequence of **CREDENTIALS** that can be accumulated over time and move an individual along a career pathway and/or up a career ladder.”



### **In a nutshell....**

*Short-term trainings to enhance your participants employment opportunities!*

## Types of Credentials?

- High School Diploma
- GED / HSE
- Work Keys/ Work Readiness
- Certificate of Completion
- State or National Certifications
- Associates Degree
- Bachelors Degree
- Masters Degree



## Value of Credentials

- **Employers**
  - Recruit... retain... decrease turnover
- **Employees/Applicants/Students**
  - Portable credentials of
- **Workforce Development Professionals**
  - Integrate job seeker and employer needs
- **Degrees still matter BUT REMEMBER...**  
 Non-degree credentials can have a significant impact on earnings as well.





## Stacking Credential Options



### Vertical

- One level building upon another
- Certificates... certifications... degrees



### Horizontal

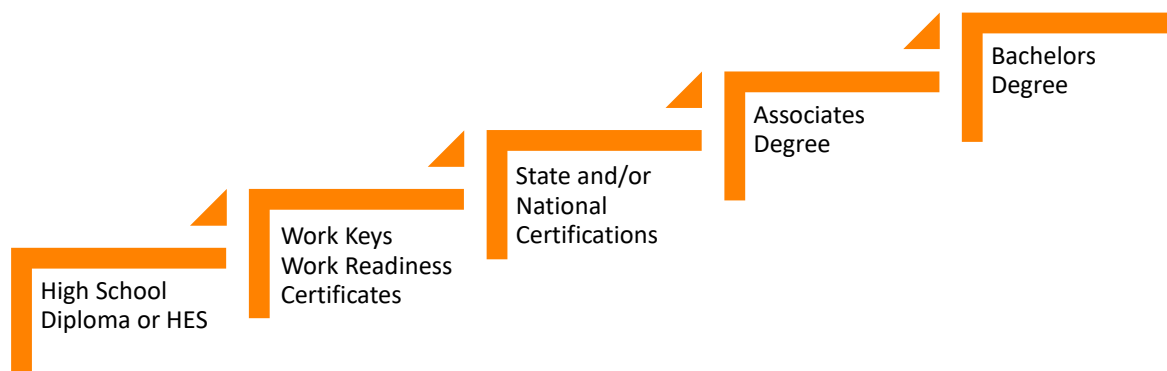
- Expand subject matter expertise
- Broadening knowledge and skills



### Value-added Stacking

- Have certifications? Add degree
- Have Degree? **Add Certifications**

## What's The Credentialing Plan?



## High Demand Sectors



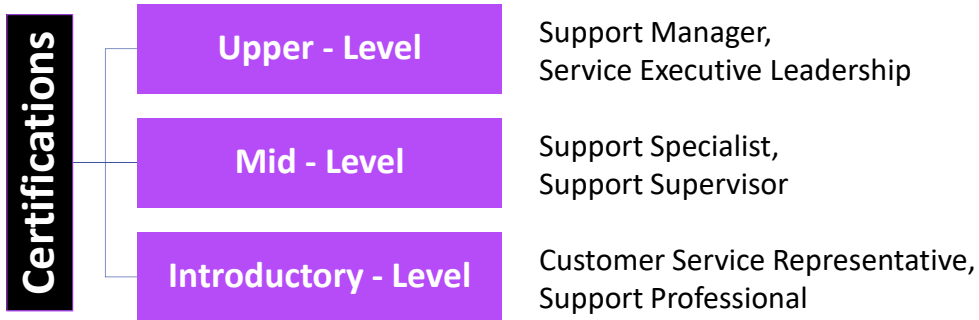
\*Projected DOL Industry Growth by 2024

## Foundation of Stacking - *Work Readiness*

- HSE if needed
- [www.gfcleanfree.org](http://www.gfcleanfree.org) – **125+ FREE** classes
  - Math, Reading, Technology, Microsoft Office,
  - Smart Phones, Typing
- MedCerts **FREE** soft skill courses (Certificate of Completion)
  - <http://www.medcerts.com/business-etiquette>
  - <http://www.medcerts.com/fundamentals-of-communication>
  - <http://www.medcerts.com/effective-time-management>
  - <http://www.medcerts.com/fundamentals-of-customer-service>
  - <http://www.medcerts.com/problem-solving-skills>

Work Keys

## EXAMPLE: Customer Service Stacking



## EXAMPLE: Hospitality Stacking

- *Front Desk Representative, Guestroom Attendant, Restaurant Server*

Bachelors Degree in  
Hospitality Management

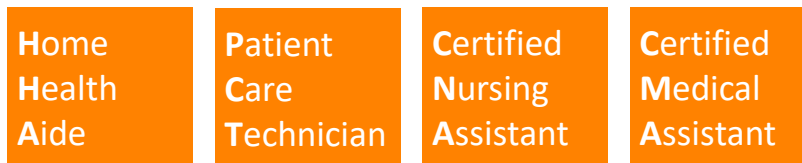
Associates Degree in  
Hospitality Management

	Revenue Managemnet	Food & Beverage	Housekeeing	Maintenance	Security	Human Resources	Sales
Executive	<b>CHA</b> Certified Hotel Administrator						
Department Head	<b>CRDE</b> Certified Rooms Division Executive	<b>CFBE</b> Certified Food & Beverage Executive	<b>CHHE</b> Certified Hospitality Housekeeping Executive	<b>CHFE</b> Certified Hospitality Facilities Executive	<b>CLSD</b> Certified Lodging Security Director	<b>CHT</b> Certified Hospitality Trainer	
Managerial	<b>CFDM</b> Certified Front Desk Manager	<b>CHRM</b> Certified Hospitality Revenue Manager		<b>CMM</b> Certified Maintenance Manager			<b>CHSP</b> Certified Hospitality Sales Professional
Supervisor	Certified Hospitality Supervisor				<b>CLSS</b> Certified Lodging Security Supervisor	<b>CHDT</b> Certified Hospitality Sales Professional	
Line	Certified Front Desk Representative	Certified Restaurant Server/ Kitchen Cook  Certified Breakfast Attendant	Certified Guestroom Attendant	Certified Maintenance Employee	Certified Lodging Security Officer		
Specialty	<b>CGSP</b> Certified Guest Service Professional						
	<b>CMHS</b> Certified Master Hotel Supplier	<b>CHE</b> Certified Hospitality Educator	<b>CHI</b> Certified Hospitality Instructor	<b>CSS</b> Certified Spa Supervisor	<b>CHTMP</b> Certified Hospitality & Tourism Management Professional	<b>CHIA</b> Certification in Hotel Industry Analytics	<b>CHC</b> Certified Hotel Concierge

## EXAMPLE: Healthcare Stacking

### *Patient Care*

- **RN** – Registered Nurse
- **LPN** – Licensed Practical Nurses



## EXAMPLE: Healthcare Stacking

### *Medical Office*

Certified Billing & Coding Specialist  
 Certified Electronic Health Records Specialist  
 Certified Medical Administrative Assistant

Career Changer  
 Patient Care / Home Health Aide



National  
 Healthcareer  
 Association\*



## EXAMPLE: Healthcare Stacking

### *Medical Office*

- **Bachelors Degree** – Healthcare Information Management
- **Associates Degree** – Medical Office Administration

**RHIA** – Registered Health Information Administrator



**RHIT** – Registered Health Information Technician



**Certified Professional Coder** 

## EXAMPLE: Information Technology Stacking

**Bachelors Degree** in Information Technology

**Associates Degree** in Information Technology



**MOS MTA MCSA MCSE MCSA**



**CCENT CCNA CCNP**

**CompTIA**

**A+ Network+ Security+**

*Microsoft Office*

[www.gcflearnfree.org](http://www.gcflearnfree.org)

# Partnerships for Stackable Credentials



- AARP Foundation - SCSEP Program
  - CMAA – Certified Medical Administrative Assistant
  - CEHRS – Certified Electronic Health Records Specialist
- AARP Foundation Workforce Programs
  - Incumbent Worker Training Grant for 50+
    - Employer match requirement
    - Training cost covered up to \$2000 per employee

- Goodwill Industries International - Tech Hire Grant Award

CMAA | CEHRS | CBCS | CPC

A+ | Network+ | Security+

*For further information contact:  
 Michael J. Taylor, Project Director  
 Incumbent Worker Training Program  
 504.252.5979 or mtaylor@aar.org*

# Partnerships for Stackable Credentials

*Pilot programs started February 2017*

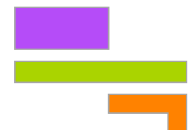


| Network+

| A+

**CBCS** - Certified Billing and Coding Specialist

**CEHRS** – Certified Electronic Health Records Specialist



## Partnerships for Stackable Credentials

Philadelphia Works – Career Link – MedCerts  
District1199C Training and Upgrading Fund

*Pilot program started May 8*



| **OJT** – On the Job Training

| **CBCS** - Certified Billing and Coding Specialist

| **CEHRS** – Certified Electronic Health Records Specialist



## Survey Questions

- **What do you feel is missing in the education space for your clients? --**
- **What are their biggest barriers and your biggest challenges to overcoming them?**
  - Transportation – Distance – not on bus route
  - Back to the basics - soft skills – basic literacy – basic computer skills
  - Limited certificate programs – variety of programs – lack of short term courses
  - Ability to find time for work and school – flexibility
  - Region with high population of degrees 0 credentials don't seem to be as marketable
  - ESL
  - Skills gap – HAS
  - Accountability – taking initiative
  - Meeting needs of low level learners
  - Helping people with disabilities wanting to advance their training
  - Funding
- **What is your experience with online training?**
  - Somewhat positive 38
  - Positive 37
  - Neutral 18
  - Somewhat negative 05
  - Negative 03

## MedCerts Programs

Medical Programs	Program Code	National Certifications	Program Length	Cost
Medical Front Office Assistant and Administration	HI-1000	CMAA, CBCS	22 Weeks	\$4,000
Medical Billing Specialist	HI-1100	CBCS	14 Weeks	\$2,000
Medical Front Office Administration Specialist	HI-1200	CMAA	16 Weeks	\$2,000
Pharmacy Technician	HI-2000	CMAA, CPhT	22 Weeks	\$4,000
Pharmacy Technician Specialist *	HI-2100	CPhT	16 Weeks	\$2,700
Medical Front Office and Electronic Health Records	HI-3000	CMAA, CEHRS	24 Weeks	\$4,000
Electronic Health Records Specialist	HI-3100	CEHRS	16 Weeks	\$2,700
Electronic Health Records and Reimbursement Specialist	HI-4000	CBCS, CEHRS	24 Weeks	\$4,000
Professional Coder	HI-5100	CPC-A	24 Weeks	\$4,000
Allied Healthcare Professional *	HI-9000	CMAA, CBCS, CEHRS, CPhT	36 Weeks	\$6,000

IT Programs	Program Code	National Certifications	Program Length	Cost
IT Helpdesk Administrator	IT-2000	A+, Network+	18 Weeks	\$4,000
PC Technician *	IT-2100	A+	12 Weeks	\$3,100
IT Network Technician *	IT-2200	Network+	12 Weeks	\$2,300
Healthcare IT Technician	IT-3000	CEHRS, A+ or A+, Network+	26 Weeks	\$4,000

\* Not available with MyCAA



## MedCerts

- Online flexibility with course and instructor guidance
- Monitored training with progress reports emailed to case managers twice a month
- Laptop provided for all dual certification programs
- One-on-one mentoring available
- Exam prep guidance
- Exam fees included
- Job search assistance

*“AARP Foundation continues to partner with MedCerts because of the level of monitoring, mentoring and cheerleading our participants receive.”*  
 – Kammie Reile





## Trust Pilot Reviews



### Fast, easy, understandable and convenient

Easy to follow, understandable text, videos and quizzes. The reviews make the quizzes easier to take. All in all, the whole course is fitting to my needs and my time so far! Love Medcerts!



### The training is easy to follow and to ...

The training is easy to follow and to assimilate. The ability to review information by just hitting a back arrow to view again is so convenient. The quiz at the end of each lesson is an excellent indicator at how much information you have absorbed or not. I loved the hands on training in the software courses. Excellent opportunity to learn on my schedule.



### I looked into several different ...

I looked into several different programs and I am SO glad I went with this one. The website layout is simple, the instructors are helpful, and I would highly recommend this program!



## Survey Questions

- **How do you engage with area employers?**

- |  |     |
|--|-----|
| • Email  | 54% |
| • Phone campaigns  | 23% |
| • Encourage clients to send resumes  | 49% |
| • Projects that include partnerships with workforce job centers, education providers and employers | 77% |

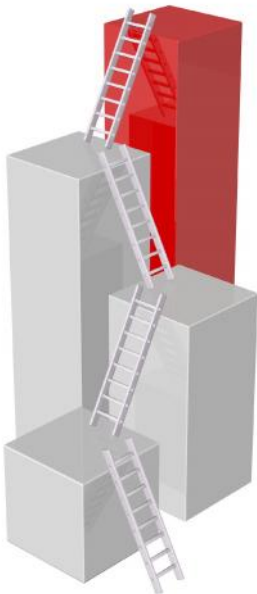


## NAWDP Conference *May 22 – 24*

- Stop at our booth, **#310!!!**



## Action Items



- Post webinar survey
- Contact MedCerts

If you are interested in more information about MedCerts, please contact:

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[jrestaneo@medcerts.com](mailto:jrestaneo@medcerts.com)  
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 Director of Admissions  
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 734-237-3960

