

Leveraging Industry Credentials to Drive Quality, Equity, and Completion



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HOUSTON COMMUNITY COLLEGE

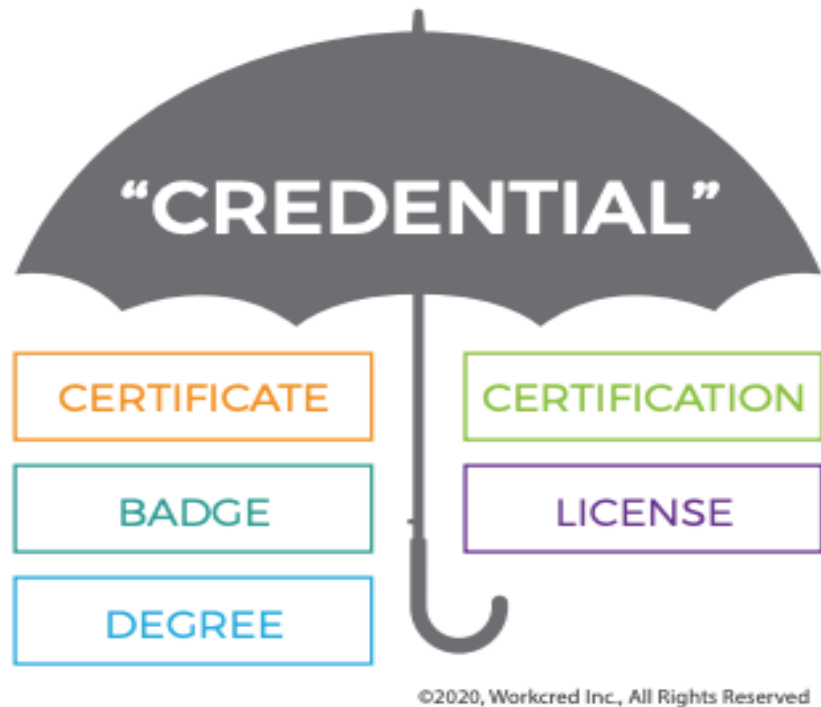
Rationale of Project

Leveraging industry credentials with value so students earning industry credentials will equitably:

1. **Secure employment or career advancement** in the workforce (reskilling and upskilling).
2. **Accelerate learning progression** into and through the program of study so students graduate with an award that leads to a high-wage and in-demand occupation.

HCC's goal is to emphasize both the economic value of an industry-recognized credential and the long-lasting economic and social value of graduating with a postsecondary Certificate or an Associate degree.

Definition: Industry Credential of Value



Credential encompasses professional or industry credentials, primarily industry certifications and occupational licenses, that are most often issued by a third-party agency or authority.

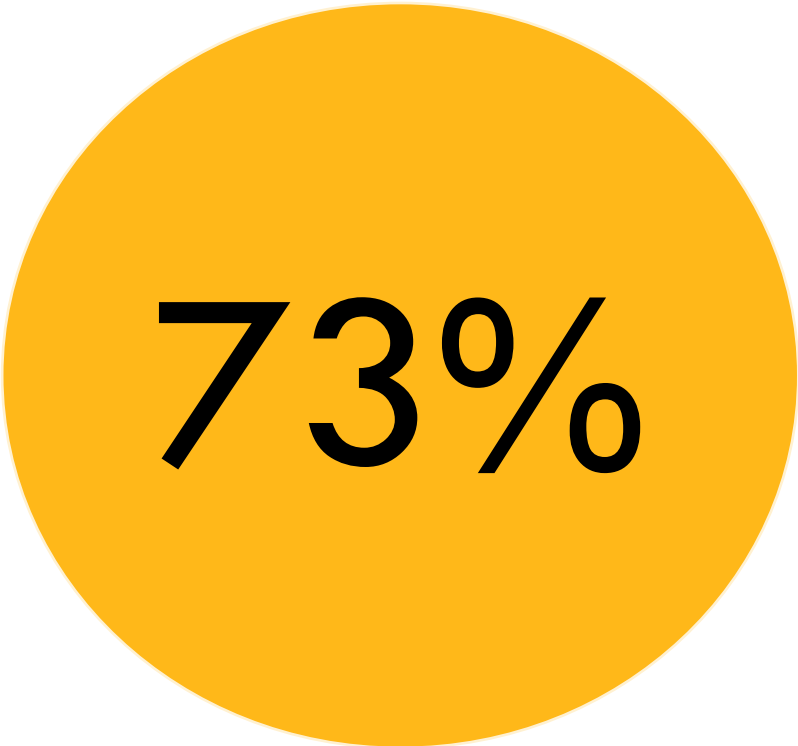
Desired Results/Outcomes

- Attainment of industry-recognized credentials of value across 62 programs and 16 career clusters.
- Completion of certificates and associate degrees (60x30TX) for awards with embedded industry-recognized credentials.
- Employability in key high-wage, high-skill and in-demand industries for the Greater Houston and South Rio Grande Valley regions.

Five Phases of Grant Project

Phases	Overview
Phase 1	Scan the Environment to Support Data-Driven Decisions
Phase 2	Alignment with Industry Accepted Standards and Competencies
Phase 3	Communicating and Marketing Industry Credentials of Value Within Completion Pathways
Phase 4	Making All Credentials Transparent
Phase 5	Design Model and Share Statewide and Multi-Regionally

HCC Industry Credential Data



Occupational Licensures/Certifications (Program-Level)			
	Required for Employment	Not Required for Employment	TOTAL
Credit	24	5	29
Total Programs Represented	23		

Professional Certifications (Course-Level)			
	Credit	Non-Credit	TOTAL
Total (With Duplicates)	76	47	123
Total (Unduplicated)	62	34	96

Quality Indicator Model

Industry Credential	Third-Party Organization	Annual Salary above \$39,637	Annual Job Openings >400	Automation Index <100	Growth Percentage (5 Year)	Accredited (ANAB, NCCA, etc.)	Credential Renewable	Career Progression (Stackable)
Community Health Worker	Texas Department of State and Health Services	\$44,747.83	130	80.6	9%	No	Yes	No
Firefighter	Texas Commission on Fire Protection	\$55,229.36	531	100.6	6%	No	Yes	Yes
Licensed Vocational Nursing (LVN)	Texas Board of Nursing (NCLEX-PN)	\$49,091.75	1242	84.8	5%	No	Yes	Yes
Real Estate Sales Agent License	Texas Real Estate Commission	\$44,922.25	1222	91.7	5%	No	Yes	No
Facial Treatment Specialist/Facialist	Texas Department of Licensing and Regulation	\$29,085.05	189	93.7	21%	No	Yes	No
Certified ECG Technician (CET)	ACA (American Certification Agency for Healthcare Professionals)	\$54,845.85	111	91.7	4%	Yes	Yes	Yes

Source: The Emsi Burning Glass data were compiled on November 25, 2021. MSA for Houston-The Woodlands-Sugar Land, TX, and a five-year projection (2022–2027), using Emsi Q4 2021 dataset.

Opportunity Gap Analysis

HCC Total Enrollment Percentages Academic Year 21-22	57%	41%	2%	13%	28%	38%	6.8%	14.4%	27%
Total Enrollments by Program Academic Year 21-22	FEMALE	MALE	OTHER	ASIAN	BLACK	HISPANIC	OTHER	WHITE	PELL
ADC - Air Conditioning & Refrigeration	3%	97%	0%	9%	33%	45%	6%	8%	48%
ADC - Construction Management Technology	18%	82%	0%	3%	25%	60%	5%	8%	27%
BUS - Business Management	71%	29%	0%	6%	55%	24%	7%	9%	62%
BUS - Real Estate	71%	29%	0%	5%	49%	36%	5%	6%	58%
CAS - Cosmetology	91%	9%	0%	4%	51%	34%	7%	5%	60%
CAS - Culinary Arts	60%	40%	0%	8%	40%	36%	6%	9%	42%
DIT - Computer Programming	26%	74%	0%	25%	27%	30%	5%	13%	34%
DIT - Computer Systems Networking	27%	73%	0%	10%	40%	31%	5%	14%	34%
HS - Dental Hygiene	84%	16%	0%	31%	3%	38%	3%	25%	38%
HS - Vocational Nursing	90%	10%	0%	7%	59%	26%	4%	5%	40%
MSSM - Machining Technology	4%	96%	0%	30%	19%	15%	0%	17%	41%
MSSM - Welding Technology	10%	89.8%	0.2%	2%	24%	61%	7%	6%	42%
PS - Fire Science and Safety	16%	84%	0%	3%	32%	47%	5%	13%	40%

How to obtain Labor Market Information

- Request - <https://app.smartsheet.com/b/form/b52680dd51e84edc819d24fca33f98de>
- Receive an email with the link to the request.
- Results – Lightcast is used. Lightcast collects aggregate, anonymous data from millions of profiles, then use their tools to measure the supply of talent in a region and provide insight into how skills and jobs develop into career pathways, enabling success and opportunities for workers.

Labor Market Information - Results

- Two main reports sent with every request
 - Occupation Table (Excel)
 - Occupation Overview (PDF)
- Occupation Table

Occupation Table
Licensed Practical and Licensed Vocational Nurses in
Houston-The Woodlands-Sugar Land, TX



- Occupation Overview



Labor Market Information – Occupation Table

Occupation Table - we provide an occupation table with numerous relevant/similar occupations because it gives a clear and succinct picture of the data in the table format.

Also, we recommend focusing on the **Annual Median Earnings**, though keep the percentiles in mind, too (like the 10th and 25th because they are more aligned with what students will make shortly after graduating), the **Annual Job Openings**, and the **Automation Index** - over 100 means it is likely to be automated in the near future.

Labor Market Information – Occupation Overview

Occupation Overview – Only one occupation is provided (not more than one) because it's not able to provide a clear picture of the data with more than one.

We recommend looking at the demographics (race/gender specifically) to see whether there is occupational segregation (economic justice) happening (which is worthwhile to note in grants because HCC is trying to close those disparities).

Industry Credentials of Value Ecosystem

✓ **Students**

✓ **Career & Job Placement Services**

✓ **Work-based Learning**

✓ **Credit for Prior Learning (PLA)**

✓ **Advising**

✓ **Marketing (online and printed)**

✓ **Credit (SCH)**

✓ **Corporate College**



✓ **Dual Credit**

✓ **Non-Credit (CE)**

✓ **Advisory Committees**

✓ **Adult Education**

✓ **Micro-Credentials / Fast-Track**

✓ **Data**

+ ✓ **Employers**

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