

A Roadmap for the Alignment of Digital Credentials, Hiring Processes & Technology Systems

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Agenda

- Project Aims
- Our Process
- HR Leader Personas and What They Want
- Roadmap for EdTech and HRtech
- Q&A (ask in chat)
- Conclusion

Project Aims

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- How do HR leaders envision improvements to their hiring process that would facilitate better inclusion of information about non-degree credentials?
- Roadmap for how to improve Ed tech and HR tech to ensure digital credentials and skills functionality can be more effectively prioritized in hiring.



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Our Process

Understanding Employer Needs:

- 3 Design Workshops with HR leaders recruited from SHRM member organizations



Understanding Existing Ecosystem and Data Flow:

- Investigation of how data gets into hiring systems (understanding the flow of data between systems, integrations)
- Resume parsing investigation (unstructured data to structured data)

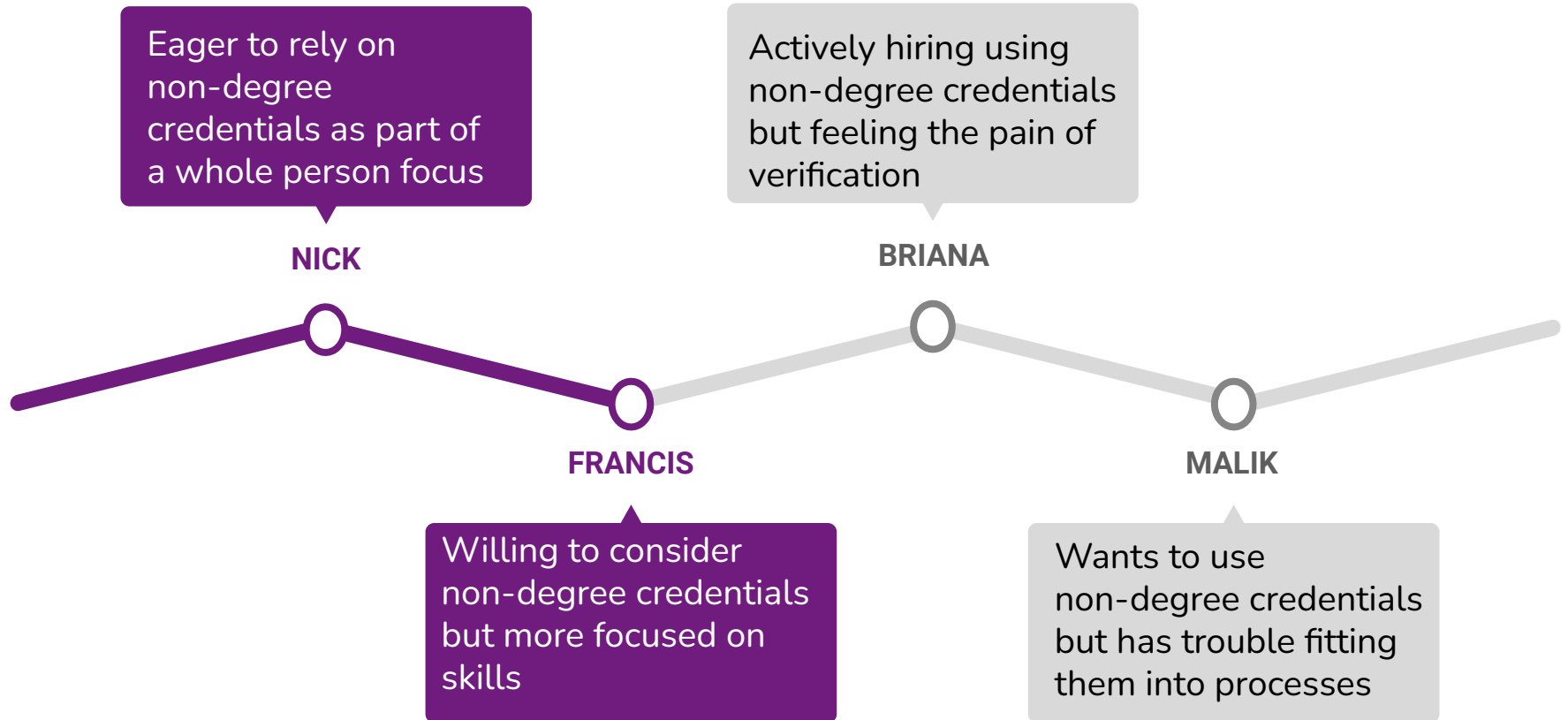


Envisioning Potential Ecosystem and Data Flow:

- Roadmap



Introducing personas



Personas



Who	What they want from non-degree credentials	Our Investigation
Nick: <i>Focus on whole person</i>	“I want to trust the information”	<ul style="list-style-type: none">● How data gets into hiring system● Integrations● Parsing
Francis: <i>Focus on skills</i>	“I want information I can use”	<ul style="list-style-type: none">● Data Enrichment and more actionable information
Briana: <i>Feels pain of skill verification</i>	“I want integrations with other services that work”	<ul style="list-style-type: none">● Platforms as ecosystems for other providers
Malik: <i>Trouble fitting credentials into processes</i>	“I want to analyze data to assure better fit”	<ul style="list-style-type: none">● Ideas for better reporting to inform outreach, evaluation, retention and post-hire analysis

Job Application Key Findings

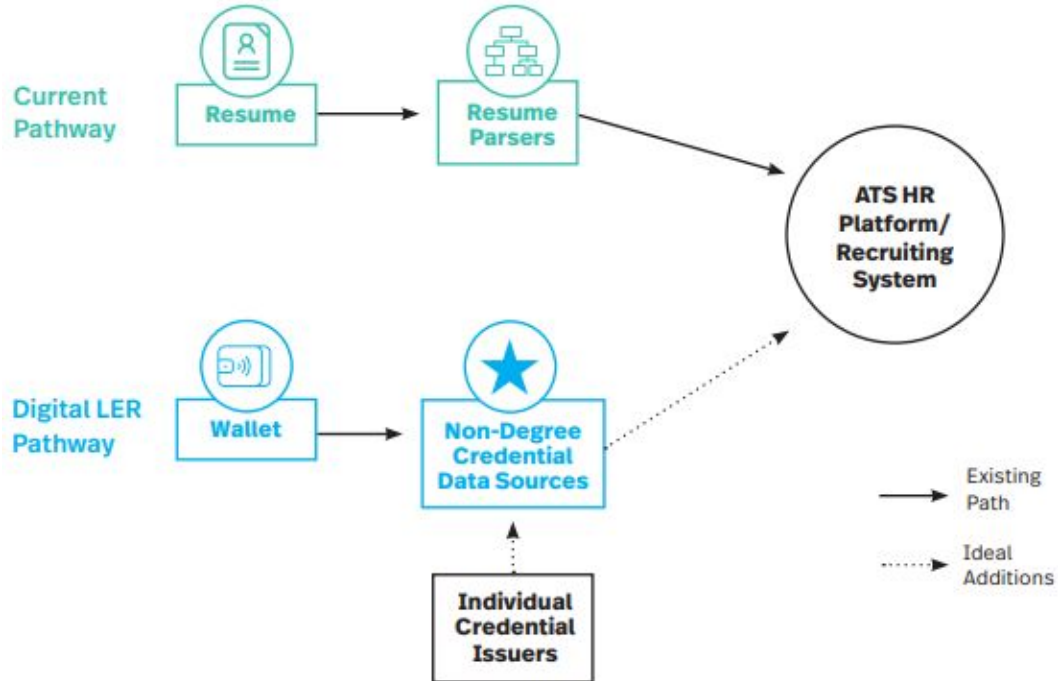
- **Roughly 5 ways to communicate the candidate's non-degree credentials:**
 - Include on resume to be found by the recruiter
 - Upload resume for parsing with auto-fill
 - Import from LinkedIn, using your LinkedIn Profile
 - Manually enter credentials within the application, usually from dropdown menus or lookups.
 - Attach/upload paper-based credential certificates PDFs, DOCs
- **No explicit way to upload digital badges, verifiable credentials, or any other digital credentials**

By the Numbers

- 22 Employers and different open positions
- 2-35 Range of minutes spent on application
- 3 Explicitly involve skills in app process
- 14 Different ATS's were used (at least)
- 14 Required an account - username/pw
- 15 Use Resume parsing software
- 4-6 Import data from LinkedIn Profile
- 3 Auto-Fill application based on parsing an uploaded resume

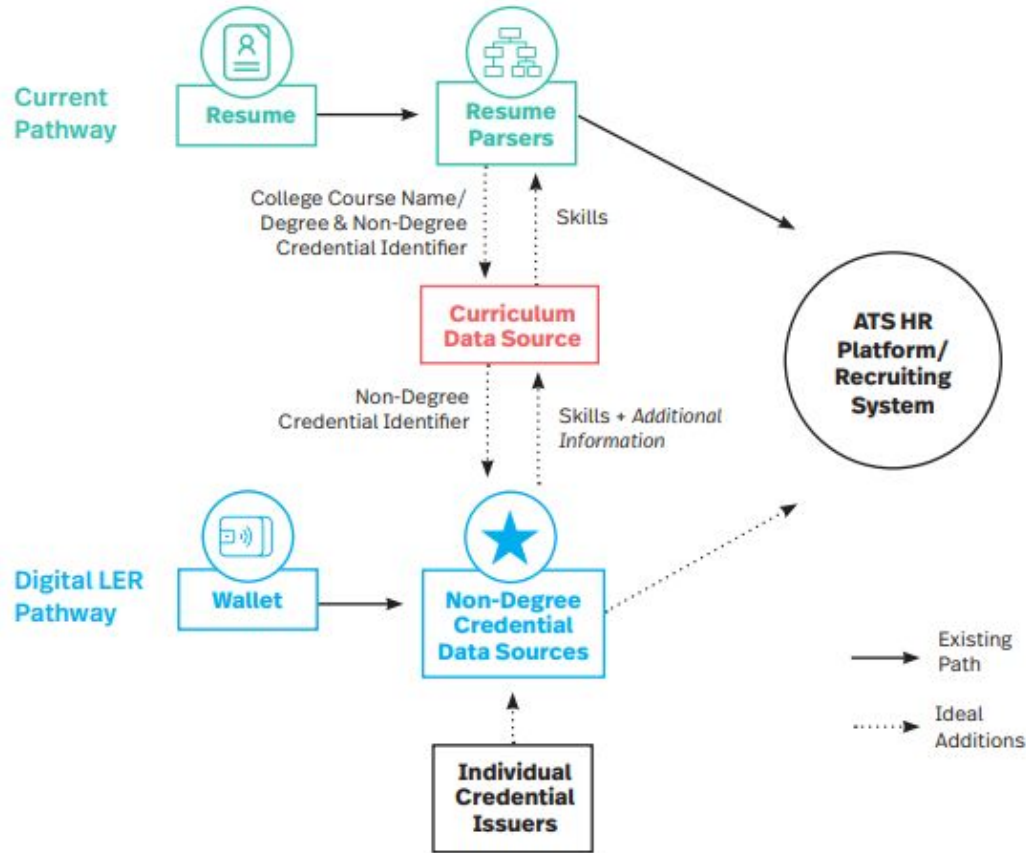
Bringing it all together: An Ecosystem Roadmap

The Existing Ecosystem: (updated 9/25/24)



An Ecosystem Roadmap

Assigning Context to Learning: (updated 9/25/24)



Existing data flow channels can be expanded to include additional information.

Please drop your email in the chat to receive a copy of
this report in September!

THANK YOU

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LINKS TO PREVIOUS RESEARCH

Gallagher, S. R., Leuba, M., Houston, C., & Trieckel, E. (2023). *Digital Credentials and Talent Acquisition Tech: Closing the Data Gap Between Learning and Hiring*. Center for the Future of Higher Education and Talent Strategy.

https://cps.northeastern.edu/wp-content/uploads/2023/03/Digital_Credentials_Talent_Acquisition_Tech.pdf

SHRM. (2023). *The Rise of Alternative Credentials in Hiring*.

<https://www.shrm.org/about/press-room/shrm-report-survey-finds-rise-alternative-credentials-hiring>



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