

UNITED STATES DEPARTMENT OF DEFENSE



Department of Defense Voluntary Education Program

**I'm Earning My Degree!
Why Should I Care About Any Other Credentials?**

Marion Cain (OSD), Ed Davin (SOLID), Jonathan Woods (OSD)

January 2015



**DoD Credentialing Update
for
Council of College and Military Educators
Professional Development Symposium**

January 2015

Mr. Marion Cain

Associate Director

Force Readiness and Training

Deputy Assistant Secretary of Defense

(Readiness)



The Strategic Context and Challenge

“We're also going to keep helping our troops transition to civilian life... If you could do a job in a warzone, if you're a medic in a warzone, you shouldn't have to go take nursing 101 to work in a hospital here in the United States. If you can handle million-dollar pieces of equipment in a warzone, that should count for something in getting certified back here at home. If you can do the kinds of jobs so many of you have done in the most extreme circumstances, I'm pretty confident you can do that job right here at home.”

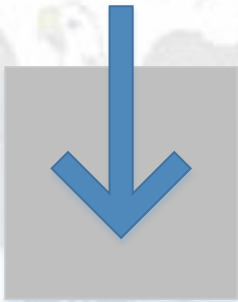


Photo: AP

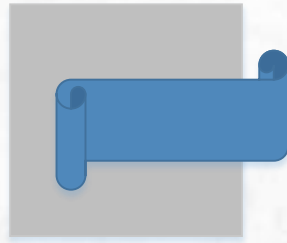
– President Barack Obama, August 26, 2014



Why is credentialing good for the military services?



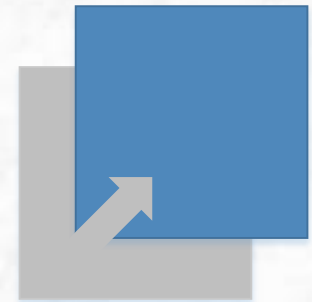
Recruiting



**Professionalization
of the Workforce**



Retention



Transition



Credentials Often Require Academic Preparation

- Key Types of Credentialing Requirements:
 - Education/Training
 - Degree
 - Completion of Approved or Accredited Program
 - Completion of Specific Number of Credit Hours
 - Work Experience
 - Examinations
 - Other (e.g., residency, recency of training)



Overview of Recent Service Member Credentialing Initiatives

NDAAs	White House		VOW	
Health care	Manufacturing	Information Technology	Working Groups	CDL
Transportation	○ Welding	Health Care	○ EMS	Police Officer
Automotive Mechanics	○ Machinist	Transportation	○ Advanced Medical	EMT/Paramedic
Supply and Logistics	○ Maintenance		○ Transportation	Physical Therapy Assistant
Aircraft Maintenance (completed FY 13)	○ Supply and Logistics		○ Academic Credit	Nursing (LPN/RN)



Number of Credentials Earned by Service Members in FY 14

Service	Credentials	Apprenticeships	Total
Army	24,657	92	24,749
Air Force	4,908	--	4,908
Navy	19,271	9,025	28,746
Marine Corps	1,106	844	1,950
TOTAL	50,392	9,961	60,353

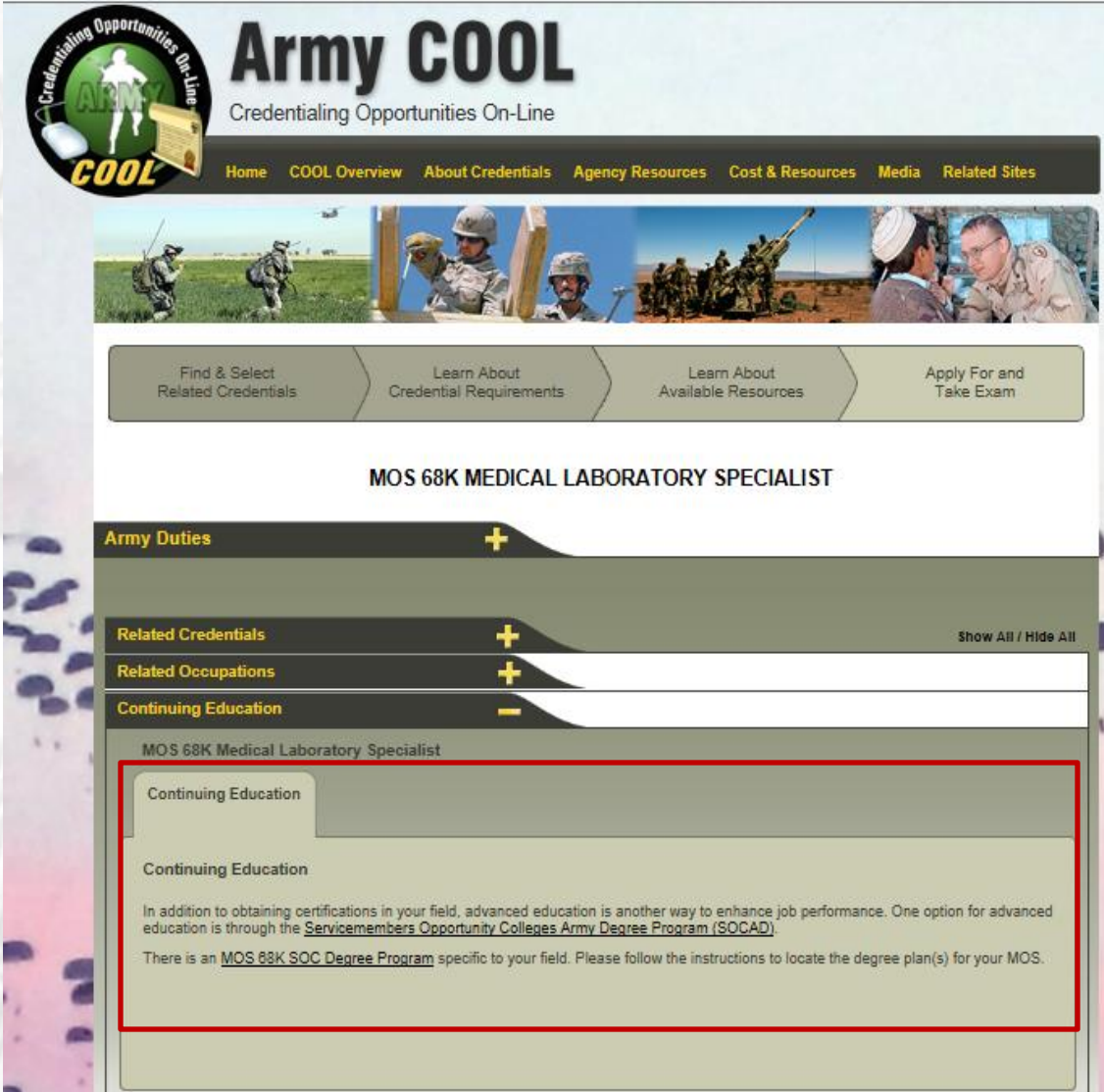


Institutionalizing Credentialing in the Military: COOL

- Credentialing Opportunities On-Line (COOL) Programs – all Services instituted in FY14:
 - Army COOL – <https://www.cool.army.mil>
 - Department of Navy COOL– <https://www.cool.navy.mil>
 - Navy COOL – <https://www.cool.navy.mil/usn>
 - Marine Corps COOL – <https://www.cool.navy.mil/usmc>
 - Air Force COOL - <https://afvec.langley.af.mil/afvec/Public/COOL/Default.aspx>
- DoD COOL Landing Page to be Launched in FY 15
- Payment of Credentials:
 - Navy and Air Force currently pay for credentialing exams and fees for all enlisted personnel
 - Army and Marine Corps are covering some costs now and are planning to expand



COOL Sites Link to Related Degree Programs



The screenshot shows the Army COOL website interface. At the top left is the Army COOL logo, which includes a stylized figure and the text 'Credentiaing Opportunities On-Line' and 'COOL'. To the right of the logo is the main heading 'Army COOL' and the subtitle 'Credentiaing Opportunities On-Line'. Below this is a navigation menu with links for 'Home', 'COOL Overview', 'About Credentials', 'Agency Resources', 'Cost & Resources', 'Media', and 'Related Sites'. A banner image shows various military personnel in different settings. Below the banner are four navigation buttons: 'Find & Select Related Credentials', 'Learn About Credential Requirements', 'Learn About Available Resources', and 'Apply For and Take Exam'. The main content area is titled 'MOS 68K MEDICAL LABORATORY SPECIALIST'. Underneath are expandable sections for 'Army Duties', 'Related Credentials', 'Related Occupations', and 'Continuing Education'. The 'Continuing Education' section is expanded and highlighted with a red border, containing text about advanced education options like the Servicemembers Opportunity Colleges Army Degree Program (SOCAD) and the MOS 68K SOC Degree Program.

Army COOL
Credentiaing Opportunities On-Line

Home COOL Overview About Credentials Agency Resources Cost & Resources Media Related Sites

Find & Select Related Credentials Learn About Credential Requirements Learn About Available Resources Apply For and Take Exam

MOS 68K MEDICAL LABORATORY SPECIALIST

Army Duties +

Related Credentials + Show All / Hide All

Related Occupations +

Continuing Education -

MOS 68K Medical Laboratory Specialist

Continuing Education

Continuing Education

In addition to obtaining certifications in your field, advanced education is another way to enhance job performance. One option for advanced education is through the [Servicemembers Opportunity Colleges Army Degree Program \(SOCAD\)](#).

There is an [MOS 68K SOC Degree Program](#) specific to your field. Please follow the instructions to locate the degree plan(s) for your MOS.



COOL Sites Show ACE College Credit Recommendations

Related Credentials Show All / Hide All

PS-Personnel Specialist

National Certifications | State Licensure | Apprenticeship

i Show Credential Tables / Hide Credential Tables

The following civilian credentials are related to PS-Personnel Specialist. These credentials may require additional education, training or experience. For more information about these credentials, click on the credential title below. For more supervisory and managerial credentials, please refer to the [Leader \(All enlisted E-4 and above\)](#) Collateral Duty page.

Navy \$ **Funded Certifications**

Credential	Agency	Type	Navy\$	Gap Analysis	LaDR	GI Bill	ANSI	NCCA	College Credit
Accredited Legal Professional (ALP)	The Association for Legal Professionals (NALS)	D	Navy \$						
Career Management Practitioner (CMP)	Institute of Career Certification International	D	Navy \$						
Certified Administrative Professional (CAP)	International Association of Administrative Professionals	D	Navy \$						

Other Certifications

Related Occupations +

Additional Information, Continuing Education +

Updated: January 08, 2015



Institutionalizing Credentialing in the Military: Next Steps

- Continue to collaborate with:
 - Civilian credentialing agencies
 - Academic Institutions
 - Federal Partners
 - State Legislatures
 - Industry
- Where practicable, make gap training available to Service members
- Utilize the Military Life Cycle to educate Service members on how their training translates to skills and certification in demand the civilian job market.

Highlights of Registered Apprenticeship and Interactions among the Three Paths

Ed Davin

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January 2015

Three Paths to Civilian Careers

- **Degree-Oriented Programs**, supported by Tuition Assistance and the GI Bill after
- **Third-Party Certification**, which may relate to Licensure
- Participation in **Registered Apprenticeship**

Registered Apprenticeship and Veterans

- The Post-9/11 GI Bill, provides a financial incentive for Veterans to enter Registered Apprenticeship
- Veteran Registered Apprentices, like Veteran students, are eligible for the GI Bill Monthly Housing Allowance (MHA)
- Veteran Registered Apprentices receive declining proportions of the MHA as they advance in their apprenticeships:
 - 100% - first six months
 - 80% - second six months
 - 60% - third six months
 - 40% - fourth six months
 - 20% - all remaining months

Recent Growth in Registered Apprenticeship

- Navy, Marine Corps, Coast Guard and Army participate in the U.S. Military Apprenticeship Program (USMAP)
- USMAP enrollments for recent fiscal years:
 - FY 2007 – 18,000
 - FY 2008 – 19,000
 - FY 2009 – 22,000
 - FY 2010 – 28,000
 - FY 2011 – 37,000
 - FY 2012 – 43,000
 - FY 2013 – 51,000
- The White House and the Department of Labor have recently promoted Registered Apprenticeship
- The White House and some Governors also are promoting “Job-Driven Training” for “Middle-Skill Jobs”

Looking for Interactions among the Paths

Service	Historical Data on:		
	Tuition Assistance	Funded Certification	Registered Apprenticeship
Army	√		√
Air Force	√		
Navy	√	√	√
Marine Corps	√		√
Coast Guard	√		√

The Navy Offers a “Laboratory” for Examining Interactions among the three Paths

Certification Contributes to Demand for Degrees

- Some certification agencies, especially those offering certifications in healthcare support occupations, are upgrading their requirements to include Associate degrees
- The 2014 CCME Conference highlighted an innovative response by Army to an upgraded healthcare support certification requirement:
 - An agency that certifies Respiratory Therapists had recently upgraded its requirements to include an Associate degree
 - Army did not want to lose the accredited status of its training program for Respiratory Therapists
 - Army engaged Thomas Edison State College to deliver the additional academic courses required for the Associate degree, on-site and prior to Army training

Degrees Can Contribute to Certification and to Apprenticeship

- Representatives of two of community college coalitions that are collaborating with certification agencies highlighted two current community college practices:
 - Many Information Technology curricula include certifications as capstone requirements for specific courses
 - If attainment of the certification is not a course requirement, the curricula can incorporate the competencies of specific certifications
- While documentation of work experience is a strength of USMAP, the related theoretical instruction that is standard in civilian apprenticeships is not included in USMAP
- Associate degree curricula related to USMAP occupations could provide Service members with an opportunity to remedy this weakness of USMAP

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Jonathan Woods, Ph.D.
January 2015



Premise

- **“Either/Or”, last decade... “Both/And” more current**
- **Breaking stovepipes: Government**
 - **White House Credentialing Round Table**
 - **DoD Training & DoD Voluntary Education**
- **Breaking stovepipes: Academia**
 - **Lateral – Sectors (Academia, Industry, State Government, etc.)**
 - **Vertical – Providers (Technical, 2-yr, 4-yr, Graduate)**
- **Road to understanding the Value Proposition**
 - **Value to the individual**
 - **Value to society and its constituencies**



TA Vision

➡ Examples

- Automotive Diagnostics together with a BBA support a specific entrepreneurial goal.
- BSME together with an OSHA Cert, HAZMAT Cert support a more marketable subspecialty.

➡ “Intentional Planning” means an “Informed Consumer”

- Principles of Excellence (POE) protections.
- Goals, readiness, rigor, access, time (near & far), finances.
- Goal attainment enhancers:
C&L, Apprenticeship, TA (but order matters)

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Discussion!!!

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