

# PRESENTERS

## Tiny But Magnified? The Role of Micro-credentials in Dynamic Labor Markets

June 29, 2017 • 3:00–4:30 p.m.

### MODERATOR



**Ann Person**, Mathematica Policy Research

Ann Person, senior researcher and director of the Center for Improving Research Evidence at Mathematica, is an expert in postsecondary education and the school-to-work transition. She has a decade of experience designing approaches to producing and applying evidence to improve programs, particularly in postsecondary and workforce education. Dr. Person has worked as a teacher and as an administrator, and from 2009 to 2012 she served as the senior program officer for research and data on the Bill & Melinda Gates Foundation's Postsecondary Success strategy. She has a Ph.D. in human development and social policy from Northwestern University.

### PRESENTERS



**David Leaser**, IBM

David Leaser is the senior executive of strategic growth initiatives for IBM's Training & Skills program. He has written a number of thought leadership white papers on talent development, including "Migrating Minds" and "The Social Imperative in Workforce Development," and has trained more than 4,000 clients and developed over 30 training manuals and video tutorials. Mr. Leaser is also a member of the IMS Global Board, where he provides a business perspective on future trends and needs for credentials in the IT industry. In addition, he developed IBM's Open Badge program, which seeks to increase employability and bridge the gap from college to career by connecting students with affordable skills development; improving education and economic opportunities for underprivileged youth; and attracting, engaging, and nurturing talent toward entrepreneurship and employment.



**Nan Maxwell**, Mathematica Policy Research

Nan Maxwell, a senior researcher at Mathematica, has more than 30 years of experience in conducting basic and applied research in the areas of workforce development policy, human capital, educational policy, and labor market outcomes for disadvantaged workers. She is an expert in designing and implementing mixed-method studies to assess programs and policies; currently, she is principal investigator for randomized controlled trials and quasiexperimental impact studies of programs designed to prepare youth for successful careers, including postsecondary education or registered apprenticeships. Before joining Mathematica in 2011, Dr. Maxwell spent 25 years at California State University, East Bay, as a professor and chair of the economics department. She was also founder and director of the Human Investment Research and Education Center, which conducted evaluations and social policy research for state and local governments, agencies, and foundations. Dr. Maxwell has written or co-written four books and has had her work published in 25 leading economics, policy, sociology, and education journals. She has a Ph.D. in economics from Florida State University.



**Brenda M. Perea, Colorado Community College System**

Brenda M. Perea is the instructional design project manager for special project grants at Colorado Community College System (CCCS). She is lead designer in the development of a CCCS-wide system for digital badging, which entails facilitating collaboration between a consortium of colleges and the workforce to identify and target workforce skills not apparent from courses, certificates, and degrees. She is often asked to present on digital badges and to participate in working groups to shape the national conversation on post-secondary digital badging, industry and business interest in microcredential learning, and workforce participant credentialing. She believes it's critical to establish career and educational pathways, along with business and industry, to ensure post-secondary education and career training is relevant for today's workforce. Before her current position, Ms. Perea spent 15 years in instructional design, with projects spanning academic, corporate, government, and military projects. She holds a bachelor's degree from the University of New Mexico in business administration/finance and international marketing management, a master's of science degree in teaching and learning from Shenandoah University, and a certificate in public administration/educational leadership from Shenandoah University.



**Roy Swift, Workcred**

Roy Swift is the executive director of Workcred and the former chief workforce development officer at the American National Standards Institute (ANSI). He also previously served as ANSI's senior director of personnel credentialing accreditation programs. Under these programs, ANSI was selected as the accreditor for the Department of Defense's Directive 8570. Before joining ANSI, Dr. Swift was a consultant to educational, certification, licensure, and health care organizations. From 1993 to 1998, he was executive director of the National Board for Certification in Occupational Therapy. This appointment followed a 28-year career in the U.S. Army Medical Department. In his last position, he was chief of the Army Medical Specialist Corps in the Army Surgeon General's Office, with policy responsibility for Army occupational therapists, physical therapists, dietitians, and physician assistants throughout the world. He earned a B.S. in occupational therapy from the University of Kansas, an M.S.Ed. from the University of Southern California, and a Ph.D. in continuing and vocational education (with an emphasis on continuing competency in the professions) from the University of Wisconsin-Madison. He also successfully completed the University of Chicago's three-week Management Development course.

**DISCUSSANTS**

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**Pamela Frugoli, U.S. Department of Labor**

Pamela Frugoli is a workforce analyst and the federal project lead for the Occupational Information Network (O\*NET) and CareerOneStop suite of career and workforce information websites, including the Competency Model Clearinghouse for the Department of Labor's Employment and Training Administration. These efforts focus on identifying and disseminating information online about occupational and industry skills and competency profiles and also encompass related assessments and credentials. This information is used by job seekers, businesses, educational institutions, and the workforce system. Ms. Frugoli is also the federal project officer for a grant on state occupational licensing portability and review of entry requirements. She holds a B.A. in psychology from Brandeis University and a master's in education from Boston University, with additional coursework in economics and statistics.



**Holly Zanville, Lumina**

Holly Zanville is senior adviser for credentialing and workforce development at Lumina, where she focuses on high-profile, large-scale projects with direct impact on the strategic operations and processes of the foundation. Her portfolio includes cultivating networks and partnerships essential to the emerging new landscape of credentialing. She also specializes in the development and expansion of collective action initiatives that increase awareness of and solutions related to credentialing, workforce-education alignment, and quality assurance, especially with regard to new credentials and learning pathways. Dr. Zanville speaks and writes on the meaning and value of credentials and how they can play a role in increasing access to and success in obtaining high quality credentials. She has led Lumina's development of the national Connecting Credentials initiative, credential completion for returning adults with college experience but no credentials, and statewide approaches to reverse-transfer degrees through the Credit When It's Due initiative. Dr. Zanville received her Ph.D. in educational administration from the University of Minnesota, M.A. in English from the University of Wisconsin-Madison, and B.A. in English and biology from Lindenwood University.

