

July 15, 2025

The Honorable Linda McMahon
Secretary of Education
U.S. Department of Education
400 Maryland Avenue, SW
Washington, D.C. 20202

The Honorable Lori Chavez-DeRemer
Secretary of Labor
U.S. Department of Labor
200 Constitution Ave NW
Washington, D.C. 20210

The Honorable Howard Lutnick
Secretary of Commerce
U.S. Department of Commerce
1401 Constitution Ave NW
Washington, D.C. 20230

Dear Secretary McMahon, Secretary Chavez-DeRemer, and Secretary Lutnick:

On behalf of Credential Engine and the undersigned organizations committed to advancing transparent, effective, and aligned education and workforce systems, we are writing to underscore the critical importance of prioritizing transparency as part of your agencies' roles in implementing the Executive Orders (EOs), *Preparing Americans for High-Paying, Skilled Trade Jobs of the Future* and *Advancing Artificial Intelligence Education for American Youth*.

These EOs present an historic opportunity to provide students, workers, jobseekers, education institutions, and employers with clear, actionable data they need to make their most informed learning and employment decisions. As your agencies implement the president's directive to issue new guidance, establish partnerships, and develop a comprehensive report, we urge you to make credential transparency and data interoperability central to your work.

Successfully answering the questions raised in the EOs—and ensuring federal investments deliver a strong return—will require a shared understanding of the education and workforce landscape. This landscape is [characterized by over one million credentials](#) offered by nearly 60,000 providers. Federal funding for education and occupational credentialing is provided under dozens of programs spread across multiple agencies, including your Departments, as well as the Departments of Defense, Veterans Affairs, Transportation, Energy, Agriculture, and others.

Consistent with leading state data practices, we encourage you to champion policies that promote the use of structured, open, linked and interoperable data. Such policies will facilitate improved capabilities to organize and make use of information about providers, credentials, competencies, indicators of quality, costs, pathways, earnings and employment outcomes, and alignment with occupational skills necessary for success. Specifically, we encourage you to incorporate the following priorities as implementation of these White House directives moves forward:

- **A common credentialing language bridging education and workforce systems.** Understanding what credentials exist, what they represent, and how they align with occupations is essential for students and employers and to designing more coherent and aligned education and workforce development systems as called for in these EOs. Likewise, trustworthy and reliable data about

available credentials and related pathways, including apprenticeship opportunities, empowers individuals to identify the in-demand, high-paying careers available now and in the future.

- **Structured data and common schemas streamline oversight and accountability.** Without standard terminology and linked open data, it is difficult to compare outcomes, measure effectiveness, or ensure access to opportunity. Transparency supports better service delivery and more informed public engagement with education and career preparation. Structured and linked data is central to achieving the EOs' vision for a strengthened pipeline of AI-related skills and creating more seamless education and career preparation pathways for individuals that enable them to pursue high-value credentials aligned with employer needs.
- **Greater visibility into credentials enables smarter public investment.** By publishing open, linked data about credentials and competencies, agencies can map supply and demand, assess gaps, and prioritize resources for the highest-impact opportunities, particularly those related to AI and other emerging high-value sectors of the economy. Greater transparency enables more efficient targeting of federal resources towards programs and pathways with the greatest impact, especially when aligned with high-quality labor market data.

The same structured, transparent data infrastructure needed to align credentials with AI skill development also serves as a foundation for responsible AI deployment in education and workforce systems. At the same time, intentionally promoting the use of structured and interoperable data standards can help create the aligned education and career preparation system envisioned by the Administration. A transparent digital credentialing ecosystem allows for trustworthy, explainable, and accessible tools—from personalized learning platforms to talent-matching systems and wider career navigational supports—because those tools each rely on accurate, machine-readable data about credentials and skills.

Our organizations stand ready to serve as a resource to your agencies and the White House as implementation of these EOs proceeds. We respectfully request that credential transparency and the use of open data standards—such as the Credential Transparency Description Language (CTDL)—be considered as part of the Task Force's work and future recommendations.

Thank you for your continued leadership and for the opportunity to contribute to this important work.

Sincerely,

Advance Illinois
Alliance for Learning Innovation
Credential Engine
Data Foundation
Data Quality Campaign
EdTrust
FutureFit AI
Knowledge Alliance
Local Initiatives Support Corporation (LISC)
National Skills Coalition
Results for America
StriveTogether