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Turning the Page on 2020

Yes, we are ready to put the challenges of 2020 behind us. However, when it comes to your credential program, it might be beneficial to take inventory of what you've got at the moment.

What is the size of your credential ecosystem?

A few metrics to note:

- Number of templates
- Number of collections helping to organize those templates
- Frequency of applying recommendations to further drive earner engagement
- Number of credentials issued
- Overall acceptance rate
- Overall sharing

With those metrics in mind, consider the changes you want to make in the coming year. If you are looking to grow your program, will it be through new templates or more earners? Perhaps there is another department within your organization that has expressed an interest in joining your account. Would it pay to focus on marketing to your earners so they understand the value of a verified credential from you? Are you ready to look at automating through an integration?

What is the impact of your credentials?

When you consider the number of credentials issued and the frequency they are shared, you see the reach of your credential system. Moreover, recognize that behind those shares and the obvious marketing boost are *real* earners who are making good use of their credentials. What stories do they have to tell? How can you promote the value of a verified credential through surfacing and showcasing your more successful earners?

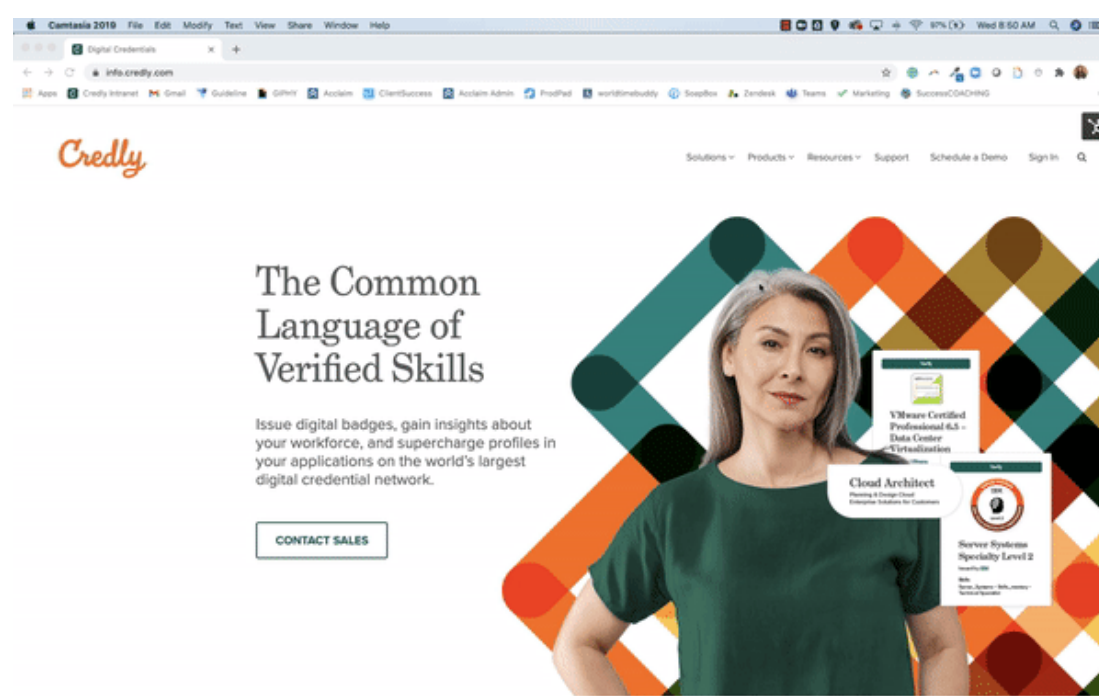
What resources might you need?

We can meet you halfway on this one. We have an abundance of best practice documentation and strategies we can advise. Your Customer Success Manager can help!

Likewise, the [Issuer Support](#) link in the admin panel (under Preferences) can direct you to the knowledgebase for reminders on common processes.

Don't forget there is an abundance of information available via the [earner support site](#) such as articles and videos you can use freely.

We also have case studies, podcasts, and webinars [available on our marketing site](#); thought leadership in action! Look under the resources tab.



If the issue is that you need assistance from your own team to lighten the load, let's talk about how to add others and get them trained on creating new templates or managing aspects of your program.

New Year, New Goals

Next year has got to be better! Now is the time to establish a few goals for your credentialing program.

Be sure you're up to date on the product, also! Join our Product Webinar on December 10th at 1 PM Eastern and hear about the exciting developments coming in 2021. [You can register here.](#)

By collecting the data and resources you need, you'll be well on your way to a successful 2021!

Sending happy and healthy thoughts,

Your Credly Customer Success Team



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