

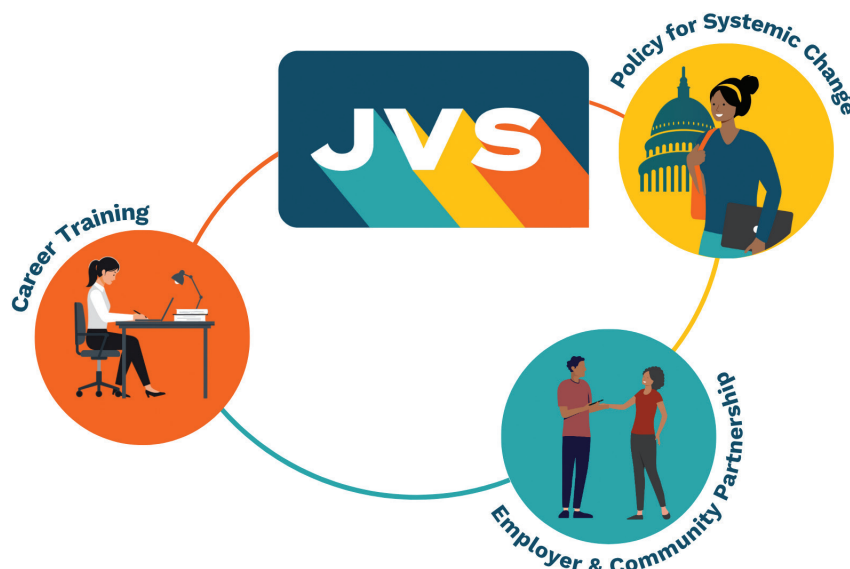
Optimizing Program Management Through Expanded Outcomes Data

“We view outcomes data as a strategic asset. It allows us to demonstrate impact to funders, employers, and jobseekers, while also guiding how we evolve as an organization. Long-term insights help us determine where to invest, where to refine, and when to sunset programs so we can continuously strengthen our impact on economic mobility.”

Lisa Countryman-Quiroz, CEO, JVS Bay Area

Advancing a Data-Centric Organization

Jewish Vocational Service (JVS Bay Area) is a California-based nonprofit working to close opportunity gaps in employment by providing jobseekers with training that leads to quality careers. As a high-performing organization with robust data and analytics infrastructure, JVS Bay Area partnered with CredLens to augment its existing capabilities with the longitudinal earnings and employment insights from the CredLens Insights Platform.



TOGETHER WE WORK

- **Location:**
San Francisco, CA
(serving all of California)
- **Type:**
501(c)(3) Nonprofit workforce development organization
- **Scale of Impact:**
Over 100,000 Californians served since 1973; goal to serve 10,000 annually by 2032; 500+ active employer partners
- **Programs:**
Healthcare (including Dental Assistant, Medical Assistant Certificate, Nursing Refresher),
Skilled Trades (including Maintenance Trades, Automotive Pathways),
Technology (including Cybersecurity, TechSF)

Student Demographics and Outcomes:

- **Student population:**
91% of jobseekers come from low-income households; the organization primarily serves individuals without four-year degrees and people of color.

CHALLENGE

Enhancing Data Accessibility and Longitudinal Visibility



“State data sources like the Employment Development Department are valuable, but our access is indirect and not guaranteed long term. To fully understand whether we are advancing upward career mobility, we need consistent, longitudinal data that provide a complete and objective picture of outcomes, enabling stronger, more reliable impact measurement.”

Yana Kusayeva, Director of Evaluation and Impact, JVS Bay Area

JVS Bay Area operates with a data-first culture. The organization's Evaluation and Impact team already uses a variety of internal and external sources to assess alumni outcomes. The impact of this approach is clear: in 2024, graduates earned an average hourly wage of \$30.57. Longitudinal tracking revealed that five years post-completion, graduates experienced an average earnings increase of 135% with an average starting annual salary of \$106,000.

To continue evolving as a learning organization, JVS Bay Area sought to expand its data strategy beyond these successes. It identified three areas to deepen its program insights:

- + **Labor Market Visibility & Data Limitations:** While California's Employment Development Department (EDD) wage records are a valuable source of information, they have limitations. EDD data primarily capture W-2 employment and do not reflect 1099 or gig work, out-of-state employment, or individuals' work history prior to enrolling at JVS Bay Area. In addition, JVS Bay Area does not have streamlined access to comparative wage data for its target occupations, which limits its ability to benchmark alumni outcomes against broader labor market trends.
- + **Data Accessibility & Coverage:** JVS Bay Area has historically accessed EDD datasets through third parties. To ensure reliable, ongoing access and a more complete picture of alumni outcomes, JVS Bay Area needed to diversify its data sources.
- + **Workflow Efficiency:** The Evaluation & Impact team sought to streamline manual data aggregation and reinvest that capacity into strategic analysis and continuous program improvement. Previously, team members manually pulled and reconciled wage data from multiple sources, limiting the time available for deeper outcome analysis and employer feedback loops.



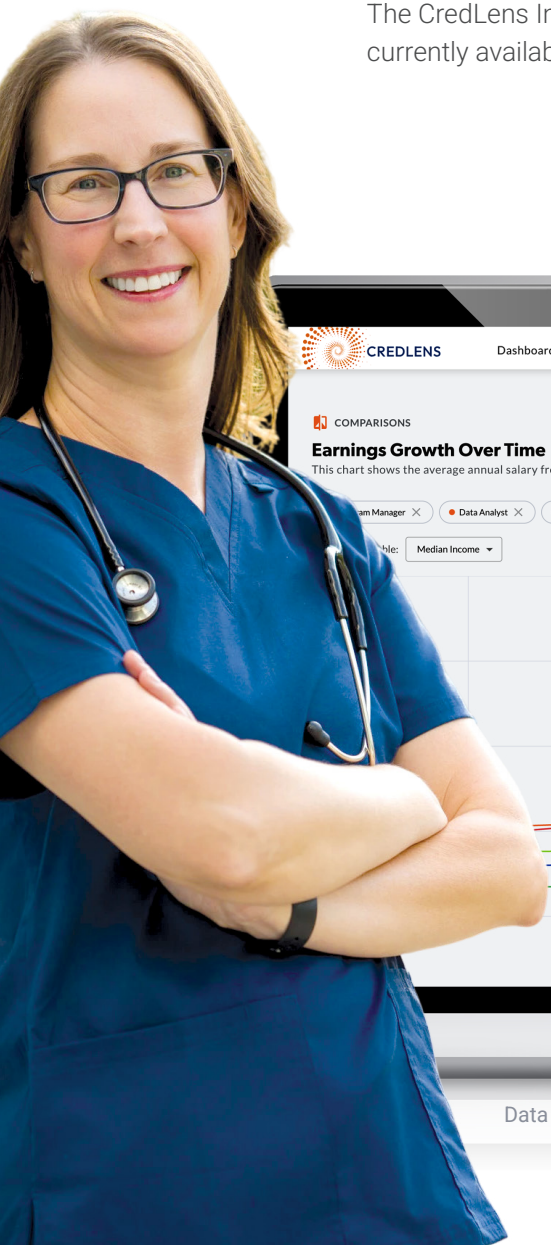
SOLUTION

Integrating Multi-Source Outcomes Data

JVS Bay Area leadership partnered with CredLens to close existing data gaps and strengthen the organization's ability to generate longitudinal insights. The CredLens Insights Platform provides interactive, role-based dashboards that allow JVS Bay Area to track:

- + **Earnings:** Comprehensive salary data pre- and post-credential.
- + **Employment:** Rates at 6, 12, 18, and 24 months post-credential; the top industries and occupations for alumni.
- + **Inter-state outcomes tracking:** Outcomes for alumni who have moved across state lines.

The CredLens Insights Platform serves as a one-stop shop, bridging gaps in currently available data by providing a national view of employment.



Dashboard Portfolio Comparisons Admin

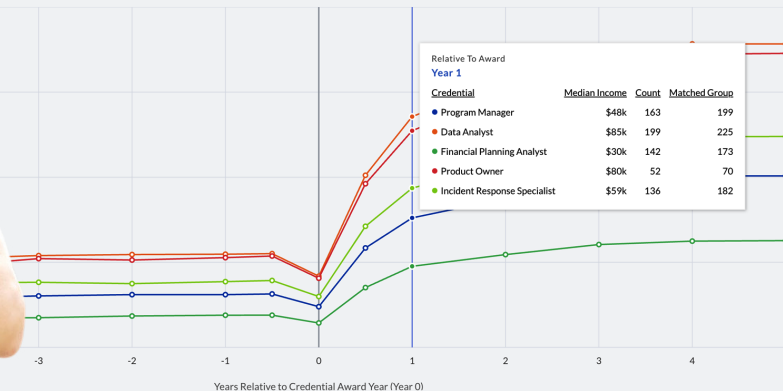
COMPARISONS

Earnings Growth Over Time

This chart shows the average annual salary from five years prior to earning selected credentials (negative values) to five years after it (positive values). Year 0 represents the award year.

Program Manager X Data Analyst X Financial Planning Analyst X Product Owner X Incident Response Specialist X Add More Clear All

File: Median Income



Data is representative of what the CredLens Insights Platform will share.



IMPACT

Scaling Data-Driven Program Strategy

“We work closely with our program improvement and delivery teams to ensure outcomes data drives strategy. Long-term results show us whether we are delivering pathways to quality careers and give us the discipline to refine what works and the courage to sunset what does not.”

Yana Kusayeva, Director of Evaluation and Impact, JVS Bay Area



JVS Bay Area uses outcomes data to actively shape its program portfolio. A key example of this approach is addressing “occupational segregation”—the overrepresentation of specific populations in lower-paying roles. By identifying that women of color were disproportionately enrolling in lower-earning healthcare tracks compared to more advantageous technology options, JVS Bay Area refined recruitment and developed bridge programs to support women in transitioning into higher-wage technology careers.

The partnership with CredLens is designed to amplify these existing capabilities. By integrating supplemental longitudinal insights provided by CredLens, the Evaluation & Impact and program delivery teams will deepen their collaboration to further enhance program design. These broader outcomes data will inform high-level resource allocation, offering the granularity needed to scale high-performing programs or sunset offerings that no longer meet JVS Bay Area’s standards for economic mobility.

JVS Bay Area and CredLens will continue to update the case study as additional data and insights are available.

Ensuring Data Security and Privacy:

CredLens' approach relies on strict policies and systems to protect Personally Identifiable Information (PII) and ensure data confidentiality and integrity.

[Click to learn more](#)

About CredLens

CredLens is a neutral source of high-quality outcomes data for non-degree credentials, bridging the gap between issuer records and real-world results. By connecting issuer-verified records with robust outcomes data, we empower policymakers, funders, and educators to measure program impact, optimize investments, and build clearer pathways to economic mobility. Governed as a data trust, CredLens utilizes a privacy-first model to ensure the secure exchange of information.



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