



Craft Education Overview

The Data Platform for Work-Based Learning



The Craft Education Story

Craft's mission is to build the backbone for work-based learning, enabling seamless access to smarter education & employment pathways.

We envision a world where learning on the job is the design, not the exception. The company was founded in 2020, but the vision took off when it was acquired by WGU in 2024 and transitioned into a **nonprofit organization**.

This transformation has enabled us to expand our reach and make the core platform free to all users across the workforce ecosystem.

Core Platform Functions

- **Track Every Hour, Skill, and Outcome**
Collect and report on data across the entire training pipeline with real-time, audit-ready visibility.
- **Built Around Learner Feedback**
Unlike many workforce systems, Craft Connect is built around rubrics and mentor feedback, ideal for knowledge work.
- **Streamline Apprenticeships**
From USDOL registration to WIOA compliance, we eliminate administrative burden so programs can scale quickly.
- **Prove What Works and Improve It**
We move beyond tracking to deliver actionable insights, surfacing what's working and what needs to change.

Craft Connect

The data solution that tracks work-based learning & apprenticeships on any device.

Craft Consulting

Maximize funding, design programs, and gain research-backed insights on your learning program.

Rapid Register

Automate apprentice registration in RAPIDS with a free tool that saves weeks of effort.

"Reflecting on year one outcomes from Talent Together, I see that so much of it would not have been possible without Craft. The pipeline for apprentices is REAL here in Michigan. Between Cohorts 1 and 2, we are adding over 1,350 teachers to the educator workforce pipeline."



Jack Elsey
CEO, Michigan Educator
Workforce Initiative



Who We Partner With



Education Workforce Pathways

Support teacher preparation, grow-your-own, residency, and other education work-based learning programs with clearer visibility into candidate progress, mentor feedback, and pathway outcomes.



Healthcare Talent Pipelines

Support nursing, allied health, behavioral health, dental, and other care pathways with clearer visibility into clinical hours, competency progress, and supervisor sign-offs.



Workforce Development Boards

Get real-time visibility into provider performance and training outcomes across education, healthcare, and other work-based learning programs.



State Agencies

Connect data across agencies, education pathways, healthcare pipelines, and workforce programs — making it easier to visualize progress and support smarter workforce strategy.



Career & Technical Education

Measure work-based learning and prove impact, linking instruction, employer experience, credentials, and career outcomes in ways that inspire investment.



How is the platform free?

Craft Connect is free for most users because we are a nonprofit backed by large institutions aligned with the vision of creating work-based pathways. We receive institutional funding for this work.

For partners with additional needs, there are two other ways we make money:

1. Paid Setup. For those who require it, we charge a one-time fee of \$5,000 for additional training and setup.

2. Optional Add-Ons. Craft is developing additional modules for specific industries (e.g. Healthcare) and tools like AutoReg to streamline RAPIDS integration.

How does Craft work with WGU?

WGU Corporation acquired and invested in Craft to accelerate our growth. We provide services to WGU schools to further the vision of **apprenticeship degrees**, but keep our data private and partnerships RTI-agnostic.

Ready to work with us? Start here.

Tell us about your workforce & data needs, and we'll show you what our platform can do to meet them.



Visit craftededucation.com/demo to get started & learn more.

"Craft is the only place we document standards progress. Their platform gives us the credibility we need with the DOL and the districts. A spreadsheet can't do that."

Gina Zuberbier
Program Manager, Talent Together