1.1 Relevant standards and best practices for all aspects of credentialing are valued and adopted.
   1.1.1 Eligible credentialing organizations seek accreditation.

2.1 Credentialing organizations have the resources that enable them to offer viable, quality and innovative credentialing programs.
   2.1.1 Credentialing organizations seeking to expand into the global market have the resources to succeed.

3.1 Credentialing professionals have the current and relevant knowledge and skills to develop, maintain and improve quality in all aspects of credentialing.
   3.1.1 Credentialing professionals aspire to follow best practices, achieve recognition of competence, and grow in their credentialing careers.
   3.1.2 A community of practice supports networking and professional development for those in the credentialing field.

4.1 Credible research defines and/or advances the quality and value of credentialing.
   4.1.1 Research topics may include: business, value, innovations, future trends, assessing initial and continuing competence effectiveness.

5.1 The public values quality credentialing and the role it plays in contributing to a competent workforce, public safety, and economic success.
   5.1.1 Primary audiences are consumers, employers, and policymakers.
   5.1.2 High Priority: Policymakers view credentialing as a solution for workforce development and public/consumer protection.

6.1 ICE members are engaged and value their membership.