

WHY CREDENTIALING IS IMPORTANT

CREATING A CERTIFIED WORKFORCE USING CERTIFIED STAFF



**A recognizable credential is vital for the
job seeker of today.**

**The ACT NCRC is a portable,
evidence-based credential that certifies
the essential skills for workplace
success.**

**Employers look for it from job candidates,
whether they come directly from high
school or through postsecondary paths,
because it is a valid predictor of job
performance.**

NAWDP's mission is to find cutting-edge tools for our members to use so they may excel in serving job seekers and businesses.

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**NATIONAL ASSOCIATION OF
WORKFORCE DEVELOPMENT
PROFESSIONALS**

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NAWDP

NAWDP Is a national association that works to inform, improve and support the workforce development field through advocacy, partnerships, and project work.

- Supporting the career development of individuals whose work focuses on achieving the employment objectives of job seekers and local businesses;
- Setting the standards of excellence against which workforce development professionals are measured;
and
- Recognizing individual accomplishments and leadership that help advance the industry as a whole.

Advocacy on Workforce Issues

Credentialing

Feedback – Surveying

Legislative Updates

Networking

Promising Practices

Recognition

Research

Tools and Techniques

Training

Credentialing is also important for workforce
development professionals

Workforce Development Professionals

- WIOA Adults, Dislocated Workers, Youth
- Vocational Rehabilitation
- Wagner Peyser State Staff
- Adult Education and Literacy
- Councils of Government
- Planning Commissions
- Chambers of Commerce
- Economic Development

- Post-Secondary Education
- Community Action Agencies
- Re-Entry/Offender Services
- State Government
- Local Elected Officials
- Human Resource Professionals
- Community Based Organizations

Common Thread

Changing Lives

One Student - One Job Seeker

at a Time

Introducing the CWDP Credential

**Certified Workforce Development
Professional**

Five core competencies toward being a

Certified Workforce

Development Professional

CWDP CORE 5 COMPETENCIES

1. Customer Service Methodology
2. Diversity in Workforce Development
3. Labor Market Information and Intelligence
4. Principles of Communication
5. Workforce Development Structure, Policies and Programs

Customer Service Methodology

- Identifies customer needs and expectations to create positive customer satisfaction.
- Places appropriate emphasis on “excellence” and “speed of response” in work performance.
- Positions workforce development programs as a primary community partner in the service area.
- Understands the essential elements of a helping relationship, including rapport, trust, and mutual respect.
- Understands who the principal customers of the workforce development system are and treats all with respect.

Diversity in Workforce Development

- Adapts materials and services to address diverse needs of customers.
- Creates an environment that enables all individuals to contribute to their fullest potential.
- Identifies and implements innovative methods for delivering services to diverse or special populations.
- Understands the special employment needs of diverse groups.

Labor Market Info and Intelligence

- Accesses, analyzes, and uses local, state, and national electronic and non-electronic labor market information delivery systems and databases.
- Identifies information individuals need, including assessment, in order to make realistic career decisions, and where that information can be found.
- Provides updated LMI to employers, job seekers, and staff to develop opportunities.
- Understands basic computer technology used in workforce development.
- Understands the types of labor market information available and the uses of such information.

Principles of Communication

- Asks questions for clarification.
- Communicates with internal and external customers.
- Demonstrates teamwork skills.
- Demonstrates the skill, ability, and willingness to conduct employment-related workshops.
- Speaks to single individuals or large groups in order to teach, inform, or persuade.
- Seeks input/feedback from employers and job seekers.
- Understands the language used by business and employers.
- Values and demonstrates public relations skills and marketing skills.
- Writes case notes, memos, reports and other correspondence using appropriate grammar, spelling and punctuation.

Workforce Development Structure, Policies, and Programs

- Demonstrates knowledge of federal, state, and local workforce development programs, funding guidelines, and workforce development codes.
- Interprets current laws and structure to deliver appropriate services, and understands how their own work impacts the system's goals.
- Relates public workforce development policy, initiatives, and funding sources with the current system.
- Understands who the principal customers of the workforce development system are.

Become a ***NAWDP Member*** at

www.nawdp.org

Individual Memberships

Group (Bulk) Memberships

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