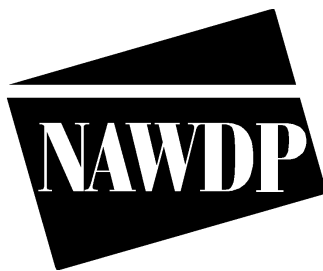


CWDP Business and Employer Services Endorsement

Application Package



**The Workforce Development Professional Certification Program
is administered and endorsed by
The National Association of Workforce Development Professionals (NAWDP).**

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CWDP Business and Employer Services Endorsement Application Version 2.0

Valid for applications received by January 31, 2007

(After January 31, 2007, contact NAWDP
for most recent application.)

CWDP Business & Employer Services Endorsement

The *Certified Workforce Development Professional (CWDP)* credential and *CWDP Business and Employer Services Endorsement* are awarded by the National Association of Workforce Development Professionals (NAWDP).

The CWDP credential provides objective proof that the holder meets certain minimum national standards for education, experience, competency, and ethical behavior as defined by the National Association of Workforce Development Professionals. The CWDP Business and Employer Services Endorsement indicates that the CWDP also meets national standards of competency in seven specialized knowledge areas by which businesses, other employing organization and communities develop, access and retain a workforce that enables them to maintain and improve their economic competitiveness.

NAWDP is a national professional association serving the workforce development community. NAWDP members work in job training and placement centers, One-Stop Centers, federal, state and local organizations, employment services centers, public and private educational institutions, for-profit and not-for-profit businesses, community-based organizations, welfare agencies, workforce development boards and research organizations. NAWDP sponsors regional and national professional development conferences, a monthly publication, products and services, and other member benefits.

National Association of Workforce Development Professionals
810 First Street, NE, Suite 525
Washington, D.C. 20002-4227
Phone: 202-589-1790 -- Fax: 202-589-1799
Website: www.nawdp.org -- Email: nawdp@aol.com

What is a Workforce Development Professional?

Definition:

Workforce Development Professionals have as their primary responsibility the facilitation of processes by which individuals identify, prepare for, obtain and maintain employment, careers and self-sufficiency; and by which businesses, other employing organizations and communities develop, access and retain a workforce that enables them to maintain and improve their economic competitiveness.

Workforce Development Professionals work at a professional level either in directly providing services to their customers or in planning, evaluating and managing organizations that do so.

Workforce Development Professionals display the common characteristics of a professional, submit to a Code of Professional Ethics and Practices, and define and subscribe to accepted standards of excellence and professional growth.

Workforce Development Professional

Areas of Competency

Business & Employer Services Endorsement

- B1. Business Communications:** Knows the language businesses, employers, and industries speak, and can serve as a communication link between businesses and their needs and the workforce development system and its services. Is able to identify workforce solutions from a business perspective.
- B2. Development of Business Relationships:** Knows how to recruit employers of all sizes, build long-term relationships, and maintain contact with them to meet emerging and changing needs. Understands how to research target markets and perform marketing activities. Is able to make presentations to single businesses or large groups, in order to teach, inform, or persuade.
- B3. Knowledge of Economic Development:** Understands the three functions of economic development – retaining businesses, growing businesses, and attracting businesses – and how workforce development can support these functions. Understands the connection between economic development and workforce development.
- B4. Job/ Career Development Skills:** Understands the training needs of both the employer and the job seeker, including those for initial positions and those for career ladder opportunities. Understands the skills of the area’s labor pool and knows whether the employer will be able to find the skilled workers it needs. Is able to manage employer training and placements, and conduct client screening and referrals.
- B5. Human Resources Services:** Is able to help businesses improve their competitiveness and profitability by 1) showing businesses how to effectively hire, train, re-train, and retain workers; 2) providing expertise the business do not have, such as training; and 3) linking businesses to resources available in the community, such as business incentives, support for companies that are downsizing, and other available resources.
- B6. Information Services:** Is able to help businesses acquire information that supports their core functions such as 1) existing and customized labor market information; 2) information on local labor laws; and 3) linkages to information solving specific workplace problems.
- B7. Customized Services:** Is able to customize services to meet the different core issues and needs of different sectors of the economy – hospitality vs. information technology, for instance – instead of adopting a “one-size-fits-all” approach.

These competency areas are specifically for the CWDP Business and Employer Services Endorsement. To see the other competency areas for the core CWDP, Job Seeker Services Endorsement, and Management Services Endorsement please visit the NAWDP website (www.nawdp.org).

Requirements for CWDP Business & Employer Services Endorsement

1. Certified Workforce Development Professional status

Applicants are required to already be accepted as Certified Workforce Development Professionals (CWDP) in good standing prior to applying for an endorsement to their CWDP credential.

2. Code of Ethics

Applicants are required to sign and date the statement attesting that they have read and agree to adhere to the *Code of Professional Ethics and Practices* adopted by The National Association of Workforce Development Professionals (NAWDP). NAWDP retains the right to review the conduct of any certificate holder when a breach of ethics is alleged, and to apply punishment, if warranted, up to and including the revocation of certification and endorsement.

3. Competencies

Business & Employer Services endorsed Workforce Development Professionals possess knowledge and skills in seven distinct competency areas. Applicants must provide detailed explanations of work or tasks performed to demonstrate their skill and experience in each of the seven competency areas.

Applicants who rate themselves as *lacking*, or only having *basic* knowledge or skills in one or more areas will be expected to seek and obtain training in those areas before renewal of their Endorsement.

The Applicant must complete the *Competency Rating Form* and include it in the application package.

4. Professional Application Standards

Being a Certified Workforce Development Professional and applying for Endorsement reflects on both the Applicant and the Workforce Development Profession. Therefore, the Applicant's entire application packet will be reviewed and measured against the following standards:

1. Typed or printed neatly in ink.
2. Spelled accurately.
3. Written with correct grammar.
4. Delivered with pages clean and neat (e.g. no stains, no ripped out pages)

Failure to meet these standards can result in rejection of the application. Applicants who are unsure of whether their application packets meet these standards are encouraged to have their packets reviewed by their supervisors or another professional they respect before they submit their applications.

5. References

The Applicant is required to obtain two references. **At least one of the references must be an immediate supervisor**, someone who is very familiar with the job duties, knowledge and skills of the Applicant. The second reference may be another supervisor or a colleague. If the Applicant has no immediate supervisor, a Board Member or a customer of the Applicant should complete one *Reference Form*.

References will also need to affirm that the Applicant has adhered to the NAWDP *Code of Professional Ethics and Practices*. **Note that both Reference Forms must be mailed directly to NAWDP.** The application will not be considered complete until both *Reference Forms* have been received.

6. Experience

The Applicant is required to document proof of 12 months of work experience in the specialty area of the Endorsement being applied for. (The 12 months is not in *addition* to the experience requirements for the core CWDP; the experience can be used for both the core CWDP application and the Endorsement application, however separate forms will be required for each application.) The 12 months of experience for the Endorsement must have been obtained within the past 24 months.

Experience would be defined as one of:

- Providing direct services in the area of the Endorsement,
- Managing individuals who provide direct services in the area of the Endorsement, or
- Providing instruction in the area of the Endorsement to individuals who provide direct services in the area of the Endorsement.

7. Application Fee

The application fee for the CWDP Business and Employer Services Endorsement is \$50.00 (payable in U.S. currency). Include a check, money order or credit card information with the completed *Application Package*. Make checks payable to NAWDP. Although purchase orders are accepted from approved schools and organizations, payment must be received before the award can be mailed and published.

Individuals whose applications are denied will **not** receive a refund. However, they will have up to two application cycles to reapply without paying an additional application fee.

8. Random Checks

Applications are subject to random checks by the NAWDP Office to verify the information contained. If a person contacted for the random check does not verify the information, the Applicant's acceptance or denial will be held pending until the time the information is verified. If the information is shown to be false, the application will be rejected on the basis that the *Code of Professional Ethics and Practices* was violated.

If the application is rejected, the Applicant may appeal the decision but must provide evidence to refute the decision.

9. Renewal

The CWDP Business and Employer Services Endorsement is aligned with the Applicant's core CWDP certification and must be renewed at the same time as the core CWDP renewal in order to maintain both the CWDP certification and the Endorsement.

Recertification of the CWDP requires documenting at least 60 hours of professional development addressing one or more of the workforce development competency areas. Recertification of the Endorsement requires that at least 20 of the 60 documented hours are in competency areas specific to the **Business and Employer Services Endorsement**. Endorsement renewal payment will be a non-refundable renewal fee of \$50 for the core CWDP plus \$25 for each Endorsement being renewed. Renewals will be for a three-year period from the date of the core CWDP expiration. Certified professionals will receive information concerning their renewal six months before the expiration of their core certification.

Note: This version of the application is valid through January 31, 2007.

Application Package Instructions

1. **Read** the application package carefully. Fill out all forms completely and use the check list before submitting your application.
2. **Go** to the NAWDP website, *www.nawdp.org* and confirm your CWDP status is current and your CWDP certification number is correct.
3. **Determine** if you qualify. Pay particular attention to the *Requirements for Certification*. Do not submit an application unless you meet these criteria, as your application will be rejected and the fee for applying is non-refundable.
4. **Complete** the *Application for CWDP Business and Employer Services Endorsement*. Please print clearly or type. Do not abbreviate. You must complete all portions of the application and give complete responses (including addresses). All information is subject to verification. All signatures must be original and cannot be copies or faxes.
5. **Read** and attest that you will adhere to the NAWDP *Code of Professional Ethics and Practices*.
6. **Complete** the *Competency Rating Form*. Pay particular attention to the requirement asking for a detailed explanation of work or tasks performed to demonstrate the skill and experience in each competency area. There must be enough information on the form to demonstrate to the reviewers that you have had the requisite experience in each competency area, or your application will be rejected.

You must rate yourself on all seven competencies even if you rate yourself as “*Possessing little or no knowledge or skill in the area.*” Applications that do not contain ratings on all seven competencies will be rejected.
7. Please **provide** two references, one of which must be a supervisor. Before giving the *Reference Form* to your references, **print** your name, sign and date the form, and print your reference’s name on the form. **Have the references mail the completed Reference Form (both pages) directly** to NAWDP, whose address is provided on the *Reference Form*. As a convenience to your references, you may want to provide a stamped, addressed envelope. An application will not be reviewed until NAWDP has received both completed *Reference Forms*.
8. **Obtain** as many *Experience Forms* from current and/or former employers in order to meet the 12 months of experience in Endorsement area. Remember that the 12 months must have been within the past 24 months. You can make copies of the *Experience Form* as needed, as a separate one is required for each job title.

Remember to sign and date the *Experience Form* prior to submitting it to your employer. Have the employer return the *Experience Form* to you and include it in your application package. In the event that the Applicant is unable to verify the required information from a former employer, the Applicant should obtain this information from a supervisor or colleague who was familiar with the Applicant’s employment. Applicants will need to submit an explanation as to why they were unable to obtain the information directly from their employer.
9. **Review** the application package to ensure that it meets the *Professional Application Standards* identified in the Requirements section.

Application Checklist

The following must be submitted with the application:

- _____ Completed *Application Form*.
 - _____ Completed *Competency Rating Form*.
 - _____ Completed *Experience Form(s)*.
 - _____ Signed *Code of Professional Ethics and Practices*.
 - _____ Application fee of \$50.
 - _____ Original signatures and dates on all forms.
- _____ Remind Reference #1 and #2 to send their completed *Reference Forms* to NAWDP.

Submission

Submit the complete package in a large envelope (do not fold the documents) to:

NAWDP
Attn: Certification Department
810 First St., NE, Suite 525
Washington, DC 20002-4227

Applications need to be **received** by the following dates, (not postmarked):

Received in NAWDP Office:

January 31
April 30
July 31
October 31

For Review in:

February
May
August
November

Because original signatures are required on all *Forms*, faxed information will not be accepted.

Review

After NAWDP receives your complete package and payment, the application will be placed under review. The NAWDP Certification Review Committee meets quarterly (February, May, August, and November) to review completed applications submitted that quarter. *Applications will not be considered complete until all Forms have been received (including both of the Reference Forms). Incomplete applications will be placed in holding for six months, during which time applicants can submit any missing materials. After six months, these applications will be rejected and discarded and the application fee will not be refunded. Since Applicants will include all Forms in the Application Package except the Reference Forms, it is advisable that Applicants follow up with their References to make sure that they have completed and mailed the Reference Forms.*

You will be contacted by mail whether you were accepted or rejected. The NAWDP office will not be able to accept telephone inquires about whether an application has been accepted or not. You will be notified in the mail by the 15th of the month following the review.

Rejection

If an Applicant is rejected, NAWDP will provide a written explanation with instructions on how to correct the error or omission. The Applicant can resubmit an application within two review cycles without having to pay an additional fee. If any application is submitted after the second review cycle, however, the Applicant must submit the application fee again in its entirety.

Certification

Once your application has been approved, you will receive written notice of your certification Endorsement along with your signed certificate, an Endorsement lapel pin, hometown press release and *Continuing Professional Education Development Log*.

Questions

If you have questions, check www.nawdp.org; call NAWDP (202)589-1790; or email nawdp@aol.com.

All correspondence bearing the Applicant's name should be mailed to the following address:

NAWDP
Attn: Certification Department
810 First Street, NE Suite 525
Washington, DC 20002

Note: This version of the application is valid through January 31, 2007.

Commonly Asked Questions

1. When can I apply for Endorsements?

You can apply for any of the three Endorsements the first certification review after you have earned your core CWDP credential and while your core CWDP credential is current and in good standing.

2. How many Endorsements can I apply for?

You may apply for as many as you like, but you must complete a separate application for each Endorsement. This includes providing two references for each of the Endorsements, 12 months of experience, and separate payments for each Endorsement.

3. Do all certification requirements have to be met at the time of application?

Yes. All Endorsement requirements must be met at the time application is received for review.

4. Where can I find my CWDP certification number?

NAWDP's website has a listing of all the CWDPs (www.nawdp.org) with their certification numbers. Your CWDP number is also printed on the certificate you received when you were accepted. The NAWDP office (202) 589-1790 can also tell you your certification number.

5. If I am the head of the organization where I work, who should fill out my Reference Forms?

As the head of an organization you need to have a Board Member or a customer (for business owners) who is familiar with your work and experience complete at least one of the references. Two *Reference Forms* are still required for heads of organizations.

6. What if I change employers/jobs? Do I need to document that experience?

Yes. If you need past employer/job experience to satisfy your 12 months of experience requirement, then you must document that work experience as well as your current work experience. For example, you have been employed with your employer, Employer A, in a workforce development position directly related to the specialty area you are applying for, for only eight months. Prior to joining your current organization, you worked with Employer B in a workforce development position directly related to the specialty area for six months. *You will need Experience Forms from both Employer A and Employer B* to reach the necessary 12 months of experience.

7. Does the documented work experience need to be directly related to the Endorsement area and workforce development?

Yes. The primary duties of the job(s) being documented must relate to one or more of the activities listed in the Endorsements Competency Areas and the workforce development definition.

8. What do I do if I need more than one Experience Form?

You may make photocopies of the application and various forms as needed for the certification process. You will need a new form for each job title.

9. How long is the Endorsement review process?

Certification and Endorsement applications are reviewed quarterly: February, May, August, and November.

Your application must be received, **not postmarked**, by January 31, April 30, July 31, and October 31 to be considered for the relevant review cycle. For example, if your application is received April 30, your application will be reviewed in the May cycle. If your application is received May 1, your application will be reviewed during the August cycle. You will be notified by mail of the outcome of the review within 6 weeks after the start of the review cycle.

10. If I am denied the CWDP Endorsement, what happens next?

If you are denied Endorsement, you will be mailed a letter outlining the reason(s) why you were denied and an explanation of your appeal rights. In addition, you will have two review cycles to reapply without having to repay the application fee.

11. How long is the Endorsement valid for?

The Endorsement is only valid as long as your CWDP is valid. Therefore, if your CWDP expired February 28, 2007, your Endorsement will expire then also. If you apply for your Endorsement three-months before your CWDP expires, your Endorsement will only be valid for three months and must be renewed at the same time you renew your core CWDP certification.

12. What is required to renew the Endorsement?

In order to renew your core CWDP, you are required to submit 60 hours of continuing professional development. For the Endorsement renewal, at least 20 of the 60 hours must be related to the Endorsement competency areas. If you have more than one Endorsement, it is 20 hours for each Endorsement.

Application and Forms

Application for CWDP Business & Employer Services Endorsement

Directions: Please include all requested information. **Type or print.** Sign and date the application.

1. **First Name** _____ **Last Name** _____

2. **Certified Workforce Development Professional number:** _____

3. **Mailing Address** _____

4. **City** _____ **State** _____ **Zip** _____

5. **Business Phone** (_____) _____ **Extension** _____

6. **Home Phone** (_____) _____

7. **Email address:** _____

8. **References.** Indicate below the names of the supervisors and/or colleagues who will be completing a *Reference Form* for the Applicant. **One of the references must be an immediate supervisor** unless the Applicant is at the head of the chain-of-command, then a Board Member or customer for business owners must complete a reference. Because the reference will be expected to rate the Applicant on the seven Business and Employer Services competency areas, references should be very familiar, professionally, with the Applicant.

Name of Reference #1 _____

Title _____

Organization _____

Contact Phone Number: _____ Email: _____

This reference is my: _____ Supervisor (current or past) _____ Colleague

_____ Other (describe) _____

Name of Reference #2 _____

Title _____

Organization _____

Contact Phone Number: _____ Email: _____

This reference is my: _____ Supervisor (current or past) _____ Colleague

_____ Other (describe) _____

9. Payment:

\$50 Fee must be paid in U.S. currency and is non-refundable.

Payment Method:

Applicant's Name: _____

Total amount of payment: \$_____

_____ Check or Money Order is enclosed

Check Number: _____

_____ Charge (Visa, MasterCard, and American Express accepted)

Cardholder's Name: _____

Signature _____

Billing Address: _____

Billing City/State/Zip: _____

Account # _____ Exp Date ____/____

_____ Bill the Organization. A completed Purchase Order is attached.

Organization Name _____

Address _____

City/State/Zip _____

Phone Number _____ PO Number _____

10. By signing this document, I certify that the information provided in this application is accurate and complete to the best of my knowledge. I agree that NAWDP has the right to contact any person or organization to verify this information. I authorize the release of information to NAWDP for the purpose of verifying information contained in the application.

I understand that until such time as the Workforce Development Professional certification program is based, in part, upon a standardized, competency-based examination, NAWDP neither warrants nor makes any claims on the competency of the certificate and endorsement holder.

I understand that any certification granted by NAWDP does not specify or imply licensure or registration to practice for a fee or otherwise. I release NAWDP from all liability and claims that may arise from any of my career/occupational activities.

I understand that the NAWDP certification depends upon my fulfillment of all required criteria including compliance with the NAWDP *Code of Professional Ethics and Practices*. I understand that if certification is granted, renewal is subject to the renewal requirements in effect at the time my certification is granted.

I understand that all materials contained in this application become the property of NAWDP and that neither originals nor photocopies will be returned to me.

I understand that my Endorsement must be renewed with my core CWDP certification.

I certify that this copy of the *CWDP Business and Employer Services Endorsement Application Package* was not altered in any way from the original.

Applicant's Signature

Date

Applicant's Printed Name

CODE OF PROFESSIONAL ETHICS AND PRACTICES

THE NATIONAL ASSOCIATION OF
WORKFORCE DEVELOPMENT PROFESSIONALS
Revised 2002

As a **Workforce Development Professional**, I pledge to:

1. Exhibit and uphold the highest standards of professional and ethical conduct in order to ensure the integrity and advancement of the workforce development profession.
2. Advance programs and services that are consistent with the public trust and responsive to the public interest.
3. Demonstrate commitment to maintaining professional competencies through ongoing professional development.
4. Exercise maximum effort in the workplace to ensure optimal benefit to my customers — employers, job seekers and trainees — and to my organization and community.
5. Promote cooperation and collaboration with partner organizations in order to maximize our customers' opportunities for success.
6. Respect the integrity, promote the welfare and maximize the freedom of choice and informed consent of my customers.
7. Respect and protect the privacy of my customers when gathering, recording, storing and sharing confidential information.
8. Recognize and respect the unique challenges faced by culturally or ethnically diverse and physically or mentally challenged individuals.
9. Abstain from using my official position to secure personal or political privilege, advantage, gain, or benefit.

I certify that I have read and understand the NAWDP Code of Professional Ethics and Practices and promise to follow its guidelines. I further certify that I have never been disciplined by my employer for a violation or situation that is addressed in this Code of Professional Ethics and Practices.

Signature

Date

Applicant Name _____

CWDP Business and Employer Services Endorsement Competency Rating Form

Directions: Review the description of the seven Areas of Competency (page 2). Rate your level of competency on each of the seven areas using the rating scale described below. Provide a detailed description of the actual work or tasks you performed that demonstrates your skill and experience in the competency area. The descriptions you provide should match the rating guidelines. That is, if you rate yourself a 2 or higher, they should describe either:

- Moderate experience in the competency area;
- Substantial experience in the competency area; or
- Exceptional experience in the competency area.

Rating Scale and Guidelines

1 - Possesses little or no knowledge: The Applicant has little or no knowledge or skill in the competency area; has rarely, if ever, performed work requiring the competency.

2 - Possesses basic knowledge: The Applicant has basic knowledge or skill in the competency area; has moderate experience, having periodically performed work requiring the competency.

3 - Possesses intermediate knowledge: The Applicant has intermediate knowledge or skill in the competency area; has substantial experience, having performed work requiring the competency on a regular basis.

4 - Possesses advanced knowledge: The Applicant has advanced knowledge or skill in the area; has exceptional experience, and is seen as a leader in performing work requiring the competency.

Competency Area/Rating	Detailed explanation of work or task performed to demonstrate skill and experience in each competency area
B1. Business Communications	
Self Rating for Business Communications:	

Competency Area/Rating	Detailed explanation of work or task performed to demonstrate skill and experience in each competency area
<p>B2. Development of Business Relationships</p>	
<p>Self Rating for Development of Business Relationships:</p>	
<p>B3. Knowledge of Economic Development</p>	
<p>Self Rating for Knowledge of Economic Development:</p>	
<p>B4. Job/Career Development Skills</p>	
<p>Self Rating for Job/Career Development Skills:</p>	

Competency Area/Rating	Detailed explanation of work or task performed to demonstrate skill and experience in each competency area
<p>B5. Human Resources Services</p>	
<p>Self Rating for Human Resources Services:</p>	
<p>B6. Information Services</p>	
<p>Self Rating for Information Services:</p>	
<p>B7. Customized Services</p>	
<p>Self Rating for Customized Services:</p>	

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Reference Form #1

Applicant Name (print): _____ Reference (print): _____

I have applied for a Business and Employer Services Endorsement to my Certified Workforce Development Professional credential through the National Association of Workforce Development Professionals (NAWDP) and am required to provide references from two professionals who are familiar with my work and experience as a Workforce Development Professional. Please complete the information below and mail this form to the address given on the reverse side. My application cannot be processed without this form.

Applicant's Signature

Date

Instructions: Please review the description and rate the Applicant on each of the seven Business & Employer Services Competency Areas using the following rating scale:

- 0** - I have **no direct knowledge** of the Applicant's knowledge or skill in the area.
- 1 - Possesses little or no knowledge:** The Applicant has little or no knowledge or skill in the competency area; has rarely, if ever, performed work requiring the competency.
- 2 - Possesses basic knowledge:** The Applicant has basic knowledge or skill in the competency area; has moderate experience, having periodically performed work requiring the competency.
- 3 - Possesses intermediate knowledge:** The Applicant has intermediate knowledge or skill in the competency area; has substantial experience, having performed work requiring the competency on a regular basis.
- 4 - Possesses advanced knowledge:** The Applicant has advanced knowledge or skill in the area; has exceptional experience, and is seen as a leader in performing work requiring the competency.

Rating Competency Area

	Business Communications: Knows the language businesses, employers, and industries speak, and can serve as a communication link between businesses and their needs and the workforce development system and its services. Is able to identify workforce solutions from a business perspective.
	Development of Business Relationships: Knows how to recruit employers of all sizes, build long-term relationships, and maintain contact with them to meet emerging and changing needs. Understands how to research target markets and perform marketing activities. Is able to make presentations to single businesses or large groups, in order to teach, inform, or persuade.
	Knowledge of Economic Development: Understands the three functions of economic development – retaining businesses, growing businesses, and attracting businesses – and how workforce development can support these functions. Understands the connection between economic development and workforce development.
	Job/ Career Development Skills: Understands the training needs of both the employer and the job seeker, including those for initial positions and those for career ladder opportunities. Understands the skills of the area's labor pool and knows whether the employer will be able to find the skilled workers it needs. Is able to manage employer training and placements, and conduct client screening and referrals.
	Human Resources Services: Is able to help businesses improve their competitiveness and profitability by 1) showing businesses how to effectively hire, train, re-train, and retain workers; 2) providing expertise the business do not have, such as training; and 3) linking businesses to resources available in the community, such as business incentives, support for companies that are downsizing, and other available resources.
	Information Services: Is able to help businesses acquire information that supports their core functions such as 1) existing and customized labor market information; 2) information on local labor laws; and 3) linkages to information solving specific workplace problems.
	Customized Services: Is able to customize services to meet the different core issues and needs of different sectors of the economy – hospitality vs. information technology, for instance – instead of adopting a “one-size-fits-all” approach.

Reference Form #1

Applicant Name (print): _____

NAWDP CODE OF PROFESSIONAL ETHICS AND PRACTICES

As a **Workforce Development Professional**, I pledge to:

1. Exhibit and uphold the highest standards of professional and ethical conduct in order to ensure the integrity and advancement of the workforce development profession.
2. Advance programs and services that are consistent with the public trust and responsive to the public interest.
3. Demonstrate commitment to maintaining professional competencies through ongoing professional development.
4. Exercise maximum effort in the workplace to ensure optimal benefit to my customers — employers, job-seekers and trainees — and to my organization and community.
5. Promote cooperation and collaboration with partner organizations in order to maximize our customers' opportunities for success.
6. Respect the integrity, promote the welfare and maximize the freedom of choice and informed consent of my customers.
7. Respect and protect the privacy of my customers when gathering, recording, storing and sharing confidential information.
8. Recognize and respect the unique challenges faced by culturally or ethnically diverse and physically or mentally challenged individuals.
9. Abstain from using my official position to secure personal or political privilege, advantage, gain, or benefit.

I attest that to the best of my knowledge the Applicant has not violated the National Association of Workforce Development Professionals' Code of Professional Ethics and Practices.

Printed Name of Person Completing the Form _____

Job Title _____ Agency _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____ Email _____

Are you or have you ever been this Applicant's: Supervisor Colleague Other (describe) _____

Length of time that you have known the Applicant. _____

Comments _____

Signature

Date

Mail completed Reference Form to:
NAWDP
810 First St., NE, Suite 525
Washington, DC 20002-4227

Reference Form #2

Applicant Name (print): _____ Reference (print): _____

I have applied for a Business and Employer Services Endorsement to my Certified Workforce Development Professional credential through the National Association of Workforce Development Professionals (NAWDP) and am required to provide references from two professionals who are familiar with my work and experience as a Workforce Development Professional. Please complete the information below and mail this form to the address given on the reverse side. My application cannot be processed without this form.

Applicant's Signature

Date

Instructions: Please review the description and rate the Applicant on each of the seven Business & Employer Services Competency Areas using the following rating scale:

- 0** - I have **no direct knowledge** of the Applicant's knowledge or skill in the area.
- 1 - Possesses little or no knowledge:** The Applicant has little or no knowledge or skill in the competency area; has rarely, if ever, performed work requiring the competency.
- 2 - Possesses basic knowledge:** The Applicant has basic knowledge or skill in the competency area; has moderate experience, having periodically performed work requiring the competency.
- 3 - Possesses intermediate knowledge:** The Applicant has intermediate knowledge or skill in the competency area; has substantial experience, having performed work requiring the competency on a regular basis.
- 4 - Possesses advanced knowledge:** The Applicant has advanced knowledge or skill in the area; has exceptional experience, and is seen as a leader in performing work requiring the competency.

Rating Competency Area

	Business Communications: Knows the language businesses, employers, and industries speak, and can serve as a communication link between businesses and their needs and the workforce development system and its services. Is able to identify workforce solutions from a business perspective.
	Development of Business Relationships: Knows how to recruit employers of all sizes, build long-term relationships, and maintain contact with them to meet emerging and changing needs. Understands how to research target markets and perform marketing activities. Is able to make presentations to single businesses or large groups, in order to teach, inform, or persuade.
	Knowledge of Economic Development: Understands the three functions of economic development – retaining businesses, growing businesses, and attracting businesses – and how workforce development can support these functions. Understands the connection between economic development and workforce development.
	Job/ Career Development Skills: Understands the training needs of both the employer and the job seeker, including those for initial positions and those for career ladder opportunities. Understands the skills of the area's labor pool and knows whether the employer will be able to find the skilled workers it needs. Is able to manage employer training and placements, and conduct client screening and referrals.
	Human Resources Services: Is able to help businesses improve their competitiveness and profitability by 1) showing businesses how to effectively hire, train, re-train, and retain workers; 2) providing expertise the business do not have, such as training; and 3) linking businesses to resources available in the community, such as business incentives, support for companies that are downsizing, and other available resources.
	Information Services: Is able to help businesses acquire information that supports their core functions such as 1) existing and customized labor market information; 2) information on local labor laws; and 3) linkages to information solving specific workplace problems.
	Customized Services: Is able to customize services to meet the different core issues and needs of different sectors of the economy – hospitality vs. information technology, for instance – instead of adopting a “one-size-fits-all” approach.

Applicant Name (Print): _____

NAWDP CODE OF PROFESSIONAL ETHICS AND PRACTICES

As a **Workforce Development Professional**, I pledge to:

1. Exhibit and uphold the highest standards of professional and ethical conduct in order to ensure the integrity and advancement of the workforce development profession.
2. Advance programs and services that are consistent with the public trust and responsive to the public interest.
3. Demonstrate commitment to maintaining professional competencies through ongoing professional development.
4. Exercise maximum effort in the workplace to ensure optimal benefit to my customers — employers, job-seekers and trainees — and to my organization and community.
5. Promote cooperation and collaboration with partner organizations in order to maximize our customers’ opportunities for success.
6. Respect the integrity, promote the welfare and maximize the freedom of choice and informed consent of my customers.
7. Respect and protect the privacy of my customers when gathering, recording, storing and sharing confidential information.
8. Recognize and respect the unique challenges faced by culturally or ethnically diverse and physically or mentally challenged individuals.
9. Abstain from using my official position to secure personal or political privilege, advantage, gain, or benefit.

I attest that to the best of my knowledge the Applicant has not violated the National Association of Workforce Development Professionals’ Code of Professional Ethics and Practices.

Printed Name of Person Completing the Form _____

Job Title _____ Agency _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____ Email _____

Are you or have you ever been this Applicant’s: Supervisor Colleague Other (describe) _____

Length of time that you have known the Applicant. _____

Comments _____

Signature

Date

Mail completed Reference Form to:
NAWDP
810 First St., NE, Suite 525
Washington, DC 20002-4227

Experience Form

Applicant Name (print): _____

I have applied for a Business and Employer Services Endorsement to my Certified Workforce Development Professional credential through The National Association of Workforce Development Professionals (NAWDP) and am required to provide documentation of my experience as related to the Business and Employer Services Endorsement Competency Areas and workforce development. Please complete the information below and return it to me. My application cannot be submitted without this form.

Applicant's Signature

Date

Experience would be defined as one of:

- Providing direct services in the area of the Endorsement,
- Managing individuals who provide direct services in the area of the Endorsement, or
- Providing instruction in the area of the Endorsement to individuals who provide direct services in the area of the Endorsement.

Business and Employer Service Endorsement Seven Competency Areas:

- | | |
|---|----------------------------|
| - Business Communications | - Human Resources Services |
| - Development of Business Relationships | - Information Services |
| - Knowledge of Economic Development | - Customized Services |
| - Job/Career Development Skills | |

To the best of my knowledge the above named individual is/was employed by this agency/organization/company during the period from _____ to _____, and was/is engaged in one or more workforce development professional activities related to the Business & Employer Services Endorsement competency areas for at least 30 hours per week during this period.

The above named individual's job title is/was _____.
(a separate form is required for each different job title)

Printed Name of Person Completing the Form _____

Job Title _____

Agency _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

Email _____

Signature

Date

Workforce Development Professional

Areas of Competency

Business & Employer Services Endorsement

- B1. Business Communications:** Knows the language businesses, employers, and industries speak, and can serve as a communication link between businesses and their needs and the workforce development system and its services. Is able to identify workforce solutions from a business perspective.
- B2. Development of Business Relationships:** Knows how to recruit employers of all sizes, build long-term relationships, and maintain contact with them to meet emerging and changing needs. Understands how to research target markets and perform marketing activities. Is able to make presentations to single businesses or large groups, in order to teach, inform, or persuade.
- B3. Knowledge of Economic Development:** Understands the three functions of economic development – retaining businesses, growing businesses, and attracting businesses – and how workforce development can support these functions. Understands the connection between economic development and workforce development.
- B4. Job/ Career Development Skills:** Understands the training needs of both the employer and the job seeker, including those for initial positions and those for career ladder opportunities. Understands the skills of the area’s labor pool and knows whether the employer will be able to find the skilled workers it needs. Is able to manage employer training and placements, and conduct client screening and referrals.
- B5. Human Resources Services:** Is able to help businesses improve their competitiveness and profitability by 1) showing businesses how to effectively hire, train, re-train, and retain workers; 2) providing expertise the business do not have, such as training; and 3) linking businesses to resources available in the community, such as business incentives, support for companies that are downsizing, and other available resources.
- B6. Information Services:** Is able to help businesses acquire information that supports their core functions such as 1) existing and customized labor market information; 2) information on local labor laws; and 3) linkages to information solving specific workplace problems.
- B7. Customized Services:** Is able to customize services to meet the different core issues and needs of different sectors of the economy – hospitality vs. information technology, for instance – instead of adopting a “one-size-fits-all” approach.

These competency areas are specifically for the CWDP Business and Employer Services Endorsement. To see the other competency areas for the core CWDP, Job Seeker Services Endorsement, and Management Services Endorsement please visit the NAWDP website (www.nawdp.org).

NAWDP Profile

The National Association of Workforce Development Professionals (NAWDP) is a professional association for individuals working in employment and training and related programs. NAWDP's nearly 3,500 members represent a broad cross section of workforce development, both geographically and by segments of the system. Since NAWDP's membership is individual, it has a special interest in professional development. NAWDP serves as a voice for the profession, across programs and geographic areas.

A few benefits of NAWDP Membership:

National Certification:

NAWDP endorses and administers the Certified Workforce Development Professional (CWDP) credential and the additional endorsements (Business and Employer Services, Job Seeker Services, and Management Services) as a way to recognize the training, experience and expertise of workforce development professionals. CWDP status is based upon review and approval of an application by NAWDP's Certification Review Committee. Members receive a discount on their application fee.

Online Membership Directory:

NAWDP members benefit from access to an online membership directory allowing them to network with other members around the country. They can contact each other to exchange ideas and share valuable information on workforce development.

Conference and Workshops:

Approximately 1,000 Workforce Development Professionals gather annually for the NAWDP conference. The conference includes plenaries, skill-based workshops and networking events to bring all the attendees together and advance the workforce development field. NAWDP also holds workshops around the country on various topics.

Publications:

NAWDP publishes a monthly newsletter for members. There are also several different publications available to members at a discount, such as *The Anatomy of a Job Fair*, *Return on Investment* and *Job Developer's Marketing Kit*.

NAWDP Mission:

NAWDP's mission is to be the national voice for the profession. Its activities include information exchange and advocacy, particularly on capacity building and issues that affect the effectiveness of the professionals who are the heart of workforce development.

For more information write, call or email NAWDP at NAWDP, 810 First St, NE, Ste 525, Washington, DC 20002-4227; Phone: (202) 589-1790; Fax (202) 589-1799; or Email: nawdp@aol.com.

NAWDP Membership Application

Name: _____

Title: _____

Organization: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Email: _____

I agree to abide by the NAWDP Code of Ethics.

Signed: _____

Please check **one** category which best represents the place you work:

- | | | |
|--|---|---|
| <input type="checkbox"/> Community Based Organizations | <input type="checkbox"/> Federal, State, and Local Agencies | <input type="checkbox"/> Research Organizations |
| <input type="checkbox"/> Correctional Facilities | <input type="checkbox"/> Public & Private Education
Institutions | <input type="checkbox"/> Self-Employed Consultant/Trainer |
| <input type="checkbox"/> Economic Development Agencies | | <input type="checkbox"/> Welfare Agencies |
| <input type="checkbox"/> Faith Based Organizations | <input type="checkbox"/> One Stop Career Centers | <input type="checkbox"/> Workforce Investment Boards |

Yes! I want to join the National Association of Workforce Development Professionals!

- Annual Member (annual dues \$50) Lifetime Member (lifetime dues \$750)

Payment Information:

Check (make payable to NAWDP; FEIN: #52-1739506)

Charge to: Visa, MasterCard, or American Express

Cardholder Name: _____

Account #: _____ Exp. Date: _____

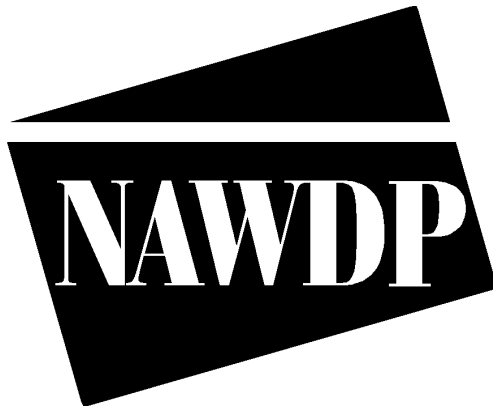
Signature: _____

Return form to NAWDP, Attn: Membership Dept:

810 First Street, NE, Suite 525, Washington, DC 20002-4227

Phone: (202) 589-1790; Fax: (202) 589-1799

NAWDP dues payments are not tax-deductible as a charitable contribution but may be deductible as an ordinary and necessary business expense. NAWDP memberships are non-transferable and non-refundable.



National Association of Workforce Development Professionals
810 First Street, NE, Suite 525
Washington, DC 20002

Phone: (202) 589-1790
Fax: (202) 589-1799
Email: nawdp@aol.com
Website: www.nawdp.org