

Certified Workforce Development Professional Newsletter

Volume 2; Issue 2

July 2003

New Workforce Development Professional Definition

What is a Workforce Development Professional?

This question was discussed at the *Summit on the Future of the Workforce Development Profession*. And from the work at the Summit and additional work by NAWDP's Advocacy Committee, the new definition, as listed below, for a

Continued on Page 6

Letter from Certification Committee Chair

Hello:

I would like to introduce myself. I am the new Chair of the NAWDP Certification Committee. This is my third year on the NAWDP Board, and my third year on the Certification Committee, though it is my

Continued on Page 2

Changes to Certification Application

Beginning the May 2004 certification review, a new Certified Workforce Development Professional application - Version 4 - will be required of all applicants.

In May 2003 the NAWDP Board of Directors adopted the following changes to the CWDP initial application:

Competency Rating Form:

The applicant must write a more detailed explanation of how and where each competency was attained on their Competency Rating Form.

The explanation on the Competency Rating Form should justify the self-rating of the applicant to the application reviewers.

When listing information on the Competency Rating Form, applicants are asked to explain how and where they attained the competency. An example for part of a description would be to list some workshops the applicant has attended and provide

a synopsis of how the information from the workshop is related to that competency along with the details of the workshop, such as where it was held and who trained.

The applicant can also write out a detailed description of how he attained the skills for that competency through his work experience. This description would include relevant work activities that helped him to reach that level of competency he indicated on the form.

Professional Application Standards:

Applications must now meet the Professional Application Standards, which means that the applications need to be typed or printed neatly; the contents of the application need to be spelled accurately; written with correct grammar; and delivered with pages clean and neat.

This was added to the requirements as it was felt that people submitting for a national, professional

Continued on Page 2

Contents:

Page 1:

- Changes to Certification Application
- New CWDP Definition
- Letter from Certification Committee Chair

Page 3:

- Certification Committee
- Missing Certified People
- NAWDP Conference

Page 4:

- New CWDPs February and May 2003

Page 5:

- CWDPs in the News

Page 7:

- CWDP Continuing Professional Development Log

Page 8:

- CWDP Reminders

NAWDP

National Association of Workforce Development Professionals

The National Association of Workforce Development Professionals is a national association for individual practitioners in workforce development programs. Its mission is to be the national voice for the profession and to meet the individual professional development needs of the membership.

Chair Letter Continued from Page 1
 first time as Committee Chair. Away from NAWDP, I am the Director of Research for the San Diego Workforce Partnership, which is the organization responsible for implementing the Workforce Investment Act in San Diego County.

I want to congratulate all of you on becoming certified. Building the CWDP program is critical to raising the visibility and recognition of our workforce development profession. By taking the time to document the skills you have developed in our field, you have demonstrated your

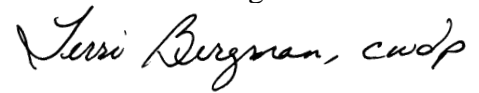
respect for our profession, along with your commitment to ongoing professional growth.

The CWDP has been modified slightly over the years, to strengthen its validity and enhance its value. We plan to engage in an extensive review of the certificate over the next two years, to see if we can make it more reflective of the range of jobs within our profession. We plan to incorporate employer services skills into the certificate process. We also will consider specialty or advanced certificates, perhaps in the areas of job seeker services, employer services,

and program management.

A major goal of the Certification Committee, working along with the NAWDP Board, is to increase the certificate's value to you. We plan to build awareness of the certificate, and explore other promotion options as well.

I hope you will join us in our work. We will need input from certificate holders as we review and consider modifying the CWDP.



Terri Bergman, CWDP
 Chair, NAWDP Certification Committee

Application Continued from Page 1

certification should meet certain basic standards. The applicant expects these same standards from her customer and would work with her customer to insure that his applications and other documents were neat and presentable. The applicant is encouraged to have another professional in her office look over her application prior to submitting it if she has any questions as to whether her application will meet the standard.

Application Fee:

Pricing changes for the application fee were also passed. The pricing changes for CWDP applicants depends on whether they are NAWDP members or not. If the person is a NAWDP member, the application fee will still be \$75, however if the person is not a NAWDP member, the cost is \$150.

Applicants also have the option of joining NAWDP at the same time that they apply for certification. The cost is \$50 annually for membership, so they would save \$25, since the total for membership and the certification application fee would be \$125.

It is important to note that NAWDP only has individual memberships, so people from the same organization will each need to have their own individual, unique membership number.

Refunds:

Applicants who are denied after the review process will no longer receive a refund of part of the appli-

cation fee. Instead, a denied applicant will have two review cycles after he has been denied to resubmit his application and any changes. There will be no charge for resubmitting the corrected application, if it is within the two review cycles.

Previously, if applicants were denied they were refunded \$50 of the original \$75 application fee and if they reapplied they had to repay the full application fee.

Certification Application:

The new application will include beginning and ending dates for that particular version of the application. These dates will signify when the application is accepted for review.

This will be helpful to new applicants because prior to applying for certification they will know whether or not the application has expired and if it is necessary to download another, newer application version than the one they currently have. This way applicants will not complete an old application and then have to provide additional information for a newer version.

Remember, the newest version of the application is Version 4 and using this application will be required for all initial CWDP applications received in the NAWDP office as of February 1, 2003 (as all application received as of February 1 will be reviewed in the May certification application review). If you are interested in receiving a new application, contact the NAWDP office or visit the website www.nawdp.org and download a copy. ♦

Certification Committee Missing Certified People

Here is a list of "Missing CWDPs" which means the NAWDP office has received return mail for them and is unable to locate them.

Mr. Michael Catoe, CWDP of Salem, OR

Ms. Patrice A. Hall, CWDP of Vallejo, CA

Mr. Randy Harrel, CWDP of Ocala, FL

Ms. Victoria L. Hoganson, CWDP of Ocala, FL

Ms. Cheryl Lynn Jones, CWDP of Craig, CO

Mr. Noe G. Vizcarra, CWDP of El Centro, CA

If you know any of these people, please contact the individual and let them know they are missing or inform the NAWDP office of the person's correct contact information. ♦

The NAWDP Certification Committee oversees the certification program and is dedicated to the continuous improvement of the program. It was their effort which spearheaded the new changes to the initial CWDP application.

The members are also responsible for working with the Certification Review Committee.

The committee usually holds meetings around the NAWDP Board of Directors' quarterly meetings, however there is other work which can be done as a committee member without attending all the meetings.

The people listed below are currently Certification Committee Members:

Terri Bergman (chair)
Linda Angel
Diane Cowan
Rick Alan Deady
Ron Fleming
Sandi Hastings
Charlotte Hearn
Ann Merrifield
Lana McClain
Craig Palmquist
Bob Simpson
Alan St. John
Bruce Wahlgren
Karen Willis

If you are interested in becoming a committee member, you need to contact Terri Bergman (terri@workforce.org). You must be a NAWDP member in good standing and a CWDP to become a member of the committee. ♦

Successful NAWDP Conference

The 14th Annual NAWDP Conference held in St. Louis May 4-7, 2003 was a huge success for all who attended. It was the largest conference NAWDP ever put on with nearly 1,000 Workforce Development Professionals attending.

The conference had tons of opportunities for CWDPs to get a jump start on their 60 hours necessary for renewal. Each session was 90 minutes long, so conference attendees were able to count each workshop as 1 1/2 hours toward their continuing development. There were a total of 8 different workshop times, so if you attended all of them from Sunday through Wednesday, you earned 12 hours. Also, if you participated in the pre-conference, that is another four hours of professional development earned.

Between the pre-conference, the plenaries, and all the workshops

to select from, all of the 12 competencies were covered several times each. This was helpful for any attendee who needed training in a particular area for their certification renewal because they originally scored themselves a 1 or a 2 on their competency rating form.

If you were unable to attend the conference in St. Louis, hopefully you can attend the 15th Annual Conference being held in Portland, Oregon May 23-26, 2004. Or, if you came to St. Louis, we look forward to seeing you again and you earning more hours toward your renewal.

NAWDP is accepting the Intent to Submit a Workshop Proposal for the 15th Annual Conference. If you are a member of NAWDP, you can find the form in the June *Advantage*. If you are not a member, you will need to call the office for more information about the form. ♦

New CWDPs: February and May

Alaska

Tammy E. Carr, CWDP
Palmer
Michael Krukar, CWDP
Anchorage

Alabama

Steve Turkoski, CWDP
Dothan

Arizona

Kathrine Miller, CWDP
Glendale
Connie Smith, CWDP
Mesa
Emmett D. Webb, CWDP
Waddell

California

Teresa D. Amaya, CWDP
Riverside
Michael Arellano, CWDP
Riverside
Cheryl Bridges, CWDP
Hemet
Nathan Freeman, CWDP
Riverside
Leti Galindo, CWDP
Riverside
Nancy Gangi, CWDP
San Diego
Lenora Hamilton, CWDP
Hemet
Elisabeth Harney, CWDP
La Puente
Sherrie L. Jared, CWDP
Riverside
Carolyn K. Kalil, CWDP
Pacific Palisades
Sandy L. Kantor, CWDP
Riverside
Camille Leon, CWDP
Los Angeles

California

Kelly L. McGinn, CWDP
Riverside
Lucinda M. Perry, CWDP
Escondido
Michael D. Razo, CWDP
Riverside
Martha Ventura, CWDP
Temecula
Yvonne Villalobos, CWDP
Indio
Estella Marie Wells, CWDP
Riverside
Fred A. Will, CWDP
San Diego

Florida

Margaret Amaya, CWDP
Miami
Christine Brown, CWDP
High Springs
Doriliz DeJesus, CWDP
Miami
Sharon Frederick, CWDP
Ocklawaha
Penny D. Kebler, CWDP
Seminole
Thea Lacey, CWDP
Port Salerno
Johnny Ledford, CWDP
Atlantic Beach
Susan C. Motz, CWDP
Gainesville
Margaret Murphy, CWDP
Marianna
Jeffrey S. Perkins, CWDP
Port Saint Lucie
Scott Price, CWDP
Ocala
Lisa A. Rice, CWDP
Rockledge
Robert Shaughnessy,
CWDP
Stuart

Georgia

Sharon Lankford-Rice,
CWDP
Atlanta

Idaho

Ginger D. Chinn, CWDP
Boise
M. Denyse Field, CWDP
Weiser
Mary Beth Johnson, CWDP
Boise
Rachel Montgomery, CWDP
Meridian
Susan Whitlach, CWDP
Boise

Illinois

Dianne A. Beetz, CWDP
Champaign
Jennifer Walk-Welsh, CWDP
Effingham

Indiana

Victoria Germano, CWDP
Madison

Maryland

Melissa Carnes, CWDP
California
Bruce Wahlgren, CWDP
Columbia

Michigan

Joanne Marquez, CWDP
Bay City
C. Timothy Polk, CWDP
Canton

Missouri

Kathleen Pritchard, CWDP
Saint Louis
M. Sue Quinn, CWDP
Brookfield

Missouri

Tamara Sorensen, CWDP
Maryville

North Carolina

Jamie Edwards, CWDP
Mount Airy
Kenna Sommer, CWDP
Hendersonville

Nebraska

Vicki G. Leech, CWDP
Lincoln

New Hampshire

Terri Bruce, CWDP
Exeter

New Jersey

Tajuan Bush, CWDP
Sicklerville
Xenia L. Johns, CWDP
Maple Shade

New York

Brenda Capozzi, CWDP
Clifton Springs
James Herriott CWDP
New York
Migdalia Rodriguez, CWDP
Brooklyn

Ohio

Kathy Fischer, CWDP
Youngstown
Tarina R. Rose, CWDP
Harpster
Paul Verderico, CWDP
Stow

Oklahoma

Mark W. Douglas, CWDP
Oklahoma City

Reviews Certified Workforce Development Professionals in the News

Oklahoma

Michael Zaleski, CWDP
Muskogee

Oregon

Bernice Fugere, CWDP
Pendleton
Robert Hutsell, CWDP
Grants Pass
Sherri L. Stratton, CWDP
Medford

Pennsylvania

Ted Buterbaugh, CWDP
Northern Cambria
Michele L. Ebner, CWDP
Shamokin
Thomas Showalter, CWDP
Lancaster
Barbara G. Stoner, CWDP
Reading
Donna Voigt, CWDP
Lancaster
Tony Washington, CWDP
Media
Amy Wolfkill, CWDP
Lewistown

Tennessee

Kim B. Harris, CWDP
Harriman

Texas

Jane SC Archie, CWDP
Houston
Deborah Romo, CWDP
San Antonio

Virginia

Eileen B. Bettis, CWDP
Manassas
Roshon D. Britt, CWDP
Newport News

CWDPs Review SASSI Online Program

Certified Workforce Development Professionals tested the new online program for The Substance Abuse Subtle Screening Inventory (The SASSI). SASSI requested CWDPs try their product as CWDPs are experts in the Workforce Development field.

The volunteers received an introductory letter explaining the new program and the confidentiality of their test results. They also received test ids and instructions for the tests. The CWDPs then provided feedback to SASSI about the version they tested and their experience using it.

SASSI reported satisfaction with the testing of their program. They also mentioned that they realized other details while giving the test on a trial basis, such as the following up with the participants, which they might not have realized without the trial run.

To find out more information about SASSI, visit their website at www.sassi.com. ♦

Personnel Board Selects CWDP in California

Keith A Young, CWDP, CEO of Young Enterprises Limited, has been selected to the Personnel Board for the city of San Bruno California. The Personnel Board assists the Human Resources Division and San Bruno

City Council in developing fair and effective hiring, training and retention practice and policy. ♦

CWDPs Invited to Participate in DOL Focus Group

The Department of Labor recognized the proven expertise of CWDPs when it recently requested CWDPs to volunteer for a focus group being held in Washington, DC.

The group will be discussing the Employment & Training Administration's Career Tools such as, America's Job Bank, ACI-Net or America's Service Locator. The input obtained from the group will be used to inform the ETA's strategic planning committee concerning further funding and sponsorship of these tools. ♦

CWDP Credential Accepted in New York

The CWDP program recently received more status when the New York State Department of Labor's Workforce Development and Training Division put out four RFPs for Youth Education, Employment and Training Programs (YEETP).

Within all four of the RFPs, having a current CWDP credential could be substituted for the Project Director's qualifications.

This shows the impact and the value being placed on the CWDP credential throughout the nation. ♦

*Definition Continued
from Page 1*

Workforce Development Professional was created.

- 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 which 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 which 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.

The NAWDP Board of Director's adopted this definition at their March

2003 meeting in Washington, DC. The new definition is based on the NAWDP's original definition from 1996:

- Workforce Development Professionals facilitate the process by which individuals identify, prepare for, obtain and maintain employment and self-sufficiency.
- Workforce Development Professionals may work directly with the customer or may work as support personnel for and with staff who do work directly with customers.
- Workforce Development Professionals have a professional and career goal of helping to build America's Workforce.

Customers

A comparison of the new revised definition to the original one shows the shift in the focus of the profession throughout the years and how the field has grown and changed.

For one thing, the original definition focused on the job seeker as the main customer, which happened because the Job Training Partnership Act (JTPA) was the regulation in place during the writing of the original definition.

However, participants at the Summit felt that having the job seeker as the

only customer was misleading, as Workforce Development Professionals actually impact several customers. So, the new definition reflects this focus shift and lists the job seeker, businesses, and the community all as clients for the field.

The job seeker as a customer of the system is self-evident and fitting for the definition.

It is also clear why businesses are considered customers of the system, since they provide jobs for the job seekers.

On the other hand, it is less obvious how the community works into the definition, but it is also an important customer. The community is explained because Workforce Development Professionals improve their communities by helping with economic growth and development through the placement of people into jobs. The more growth the community experiences, the better for the job seekers, businesses, and the overall community.

Workers

The revised definition also shifts the focus as to which workers are considered professionals. Previously, all staff supporting the individuals working directly with the customers were considered. The new definition is a little more explicit in defining who

supports the people working with the customer. The focus is now specifically on people who plan, manage, and evaluate.

Professionalism

The new definition also spells out that Workforce Development Professionals abide by a Code of Ethics. All current CWDPs have signed that they agree to be ethical, however adding this agreement to the definition of a Workforce Development Professionals shows others the importance of ethics for the profession.

Professional growth also was added to the definition as it was believed to be important for professionals. CWDPs have always had to do continuing professional development for their renewal.

These changes to the definition are important, as they emphasizes the importance of professionalism and the continuing effort to make the field more professional.

To find out more about the definition and other outcomes of the Summit, such as potential changes to the competencies, download the discussion draft of the Proceeding from the NAWDP website. The complete Summit Proceedings will be published later this summer and will be available on the website. ♦

CWDP Reminders

Next Review

The next review of CWDP applications will be held in August. This means that applications must be *received on or before July 31*, not post-marked by that date. You can still use the old CWDP application when applying.

Encourage your co-workers to apply for certification. Make sure you share the application changes with them so they will know for the future. ♦

CWDPs Expiring

If your certification expires August 2003, return your renewal application so you do not lose your credential.

Remember, if your certification does expire, you have to reapply as you originally did to become certified again. ♦

Volunteering

When NAWDP receives requests for volun-

teers, the information is forwarded to all CWDPs via email. If you are not receiving requests from NAWDP, such as for the DOL focus group, call the NAWDP office and double check all your contact information. ♦

Articles

Submit any articles or press releases about certification to the NAWDP office to be included in upcoming newsletters. ♦

Continuing Professional Development

If you recently attended the 14th Annual Conference in St. Louis or another conference for workforce development do not forget to log your hours and which competencies were covered on your log sheet.

It is much easier to remember the hours now than in three years. ♦

Opinions expressed are not necessarily endorsed by NAWDP or its Board of Directors. Submissions are solicited from any CWDP and may be edited as appropriate and printed depending on space available, deadline for submission is the 15th of the month before. Published twice a year by The National Association of Workforce Development Professionals, 810 First Street, NE, Suite 525, Washington, DC 20002-4227. Phone (202) 589-1790. Fax (202) 589-1799. Email: nawdp@aol.com.

Board Chair: Ann Merrifield, CWDP; Certification Chair: Terri Bergman, CWDP; President: C. Paul Mendez; Manager of Certification: Shannon Faherty

Copyright 2003 by the National Association of Workforce Development Professionals, Inc.

ADDRESS SERVICE REQUESTED

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



PRESORTED
FIRST CLASS
MAIL
US POSTAGE
PAID
WASHINGTON, DC
PERMIT NO. 3764