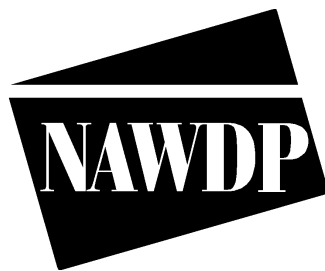


**Certified  
Workforce  
Development  
Professional**

*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 Application Version 6.0

Valid for applications received by January 31, 2007

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



Dear Colleague:

Congratulations on your decision to become certified as a workforce development professional.



By becoming certified, you are able to demonstrate to the general public, your employer and to your colleagues that you possess the education, experience and skills of a professional.

It is generally accepted that professionals, in order to be certified by their peers, must meet or exceed established standards. These standards include education and experience, adherence to a Code of Ethics and Practices, commitment to the profession through participation in a professional association, and skill in key competencies.

We are an emerging profession. This certification program allows us to communicate our unique and important set of knowledge and skills, and paves the way to full acceptance by the workforce development system.

As a *Certified Workforce Development Professional (CWDP)*, you will be asked to serve as an ambassador for the CWDP program by encouraging colleagues to seek and obtain certification. The strength of the CWDP will come when professionals automatically pursue certification as a condition of employment and professional pride.

On behalf of the NAWDP Certification Committee, I congratulate you on your pursuit of professional recognition.

Sincerely

A handwritten signature in black ink, appearing to read "C. Paul Mendez", is written over a horizontal line.

C. Paul Mendez, President  
National Association of Workforce Development Professionals

## Certified Workforce Development Professional

The *Certified Workforce Development Professional (CWDP)* credential is awarded by The National Association of Workforce Development Professionals (NAWDP).

**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](http://www.nawdp.org) -- Email: [nawdp@aol.com](mailto: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

- 1. History and Structure of the Workforce Development System:** Understands the history and structure of the nation's multiple workforce development programs and how this impacts the current system. Is able to relate public workforce development policy, initiatives, and funding sources with the current system. Is able to interpret current laws and structure to deliver appropriate services, and understands how their own work impacts the system's goals.
- 2. Career Development Process:** Understands the process by which individuals 1) define their career goals; 2) prepare for, search for, and retain employment; and 3) build skills, advance, and change employment. Is able to identify the kinds of information individuals need, including assessment, in order to make realistic career decisions, and where that information can be found. Knows what skills are needed to search for, obtain, retain, and change employment.
- 3. Labor Market Information (LMI):** Understands the kinds of labor market information available and the uses of such information. Is able to access, analyze, and use local, state, and national electronic and non-electronic LMI delivery systems.
- 4. Diversity:** Understands the special employment needs of diverse groups. Is able to adapt materials and services to address these needs.
- 5. Customer Service:** Understands who are the principal customers of the workforce development system. Is able to identify their needs and expectations and what constitutes positive customer satisfaction. Places appropriate emphasis on "excellence" and "speed of response" in work performance.
- 6. Program Management:** Understands how programs are designed to use appropriate service strategies to meet program goals. Understands how budgets are developed and costs are tracked for individual programs. Is able to use indicators and established instruments to document program performance and outcomes.
- 7. Communication:** Has good listening skills and is able to write clearly, including writing a good memo. Is able to speak to single individuals or large groups, in order to teach, inform, or persuade
- 8. Technology:** Understands basic computer technology used in workforce development. Is able to demonstrate proficiency or understanding of various computer software applications and the Internet.
- 9. Collaboration and Problem Solving:** Understands the basic principles of teamwork. Is able to deal with customers, colleagues, agencies, and partner associates in a positive, professional manner. Is knowledgeable about the range of services in the community, and develops and maintains relationships with partners to deliver a comprehensive array of services to customers.
- 10. Business and Employer Knowledge:** Understands business and employer needs, how the private economy works, the concepts of profit and loss and return on investment (ROI), recruitment and retention of workers, and the role of workforce development in economic development.



# Requirements to Become Certified as a Workforce Development Professional

## 1. Education and Experience

The following combination of education and experience is required. Documentation for the highest educational level claimed must be provided. **The educational level claimed must be from an accredited educational institution. No other forms of education will be considered other than the levels listed below.** Experience must be **directly related to one or more workforce development activities** defined on page 2 and at least 12 months of the experience must have been obtained within the past 24 months.

<b>Education</b>	<b>Experience</b>
Graduate Degree	12 months
Bachelor's Degree	24 months
Associate's Degree	48 months
High School or GED	72 months

## 2. Professional Affiliation

**Workforce Development Professionals** must demonstrate a commitment to their professional development by maintaining membership in one or more state, regional or national *workforce development related* professional associations. The association(s) must be an “individual membership” association and must sponsor professional development workshops and conferences or produce a professional publication.

If the association the Applicant belongs to is not a regional or national workforce development association (National Association of Workforce Development Professionals, Southeastern Employment and Training Association, National Career Development Association, International Association of Workforce Professionals, etc.) then the Applicant must supply information about the association sufficient to document that the association meets the criteria for acceptance, such as the contact information for the office or officers of the association, website, and copy of the publication or the conference brochure for the organization. This enables reviewers to verify the organization meets all the criteria for a Professional Affiliation.

The Certification Review Committee must be able to assess if the association’s mission directly addresses one or more of the functions included in the definition of a workforce development professional; the association is an “individual membership” association; and the association systematically disseminates information that helps its members develop as *Workforce Development Professionals* (support and/or report on research in the field through newsletters or journals).

Applicants that are not NAWDP members must include the membership or chapter number of their Professional Affiliation, and submit a copy of their membership card and a receipt for dues.

### 3. 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.

### 4. Competencies

**Workforce Development Professionals** possess knowledge and skills in ten distinct areas (page 3). It is the possession of knowledge and skills in these areas that makes workforce development a unique profession. Applicants must provide detailed explanations of how they achieved competency in each of the ten 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 certification.

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

### 5. Professional Application Standards

Becoming a Certified Workforce Development Professional 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.

### 6. 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. This person may be the same one who completes the *Experience Form*. 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.

## 7. Application Fee

Three year certification is \$75.00 for NAWDP members, and \$150 for non-members (payable in U.S. currency). Individuals who are not currently NAWDP members can apply for membership (\$50) and certification at the member rate (\$75) at the same time. 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 **Workforce Development Professional** certification is valid for three years. To maintain the credential, the Applicant must recertify at the end of that period. Recertification will require documenting at least 60 hours of professional development related to one or more of the workforce development competency areas; attestation of adherence to the *Code of Professional Ethics and Practices*; proof of workforce development Professional Affiliation membership; documentation that the Applicant has completed training in deficient competency areas; and payment of a non-refundable renewal fee of \$50. Renewal will be for a three year period. Certified professionals will receive information concerning their renewal six months before the expiration of their 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 checklist (page 9) before submitting your application.
2. **Go** to the NAWDP web site, *www.nawdp.org*, and review the **Commonly Asked CWDP Questions**.
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 Certification as a Workforce Development Professional*. 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. **Attach** documentation of attained educational level. Copies of transcripts, diplomas or letters from school officials (not instructors) on school letterhead are acceptable. **The documentation must clearly support the academic degree claimed.**
6. **Read** and attest that you will adhere to the NAWDP *Code of Professional Ethics and Practices*.
7. **Complete** the *Competency Rating Form*. Pay particular attention to the requirement that you detail where and how you attained competency in each area. There must be enough information on the form for the reviewers to know where and how you attained the competency, or your application will be rejected.

You must rate yourself on all 10 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 10 competencies will be rejected.

8. 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*.
9. **Obtain** as many *Experience Forms* from current and/or former employers as needed to satisfy the required experience level in workforce development. **For an example, if you need 48 months of experience in workforce development and you have been employed only 36 months with your current employer, you need to obtain documentation of 12 additional months of workforce development experience from your former employer (a signed and dated Experience Form).** You can make copies of the *Experience Form* as needed, as you will need a separate form 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.

10. **Complete** the *Applicant Description of Experience as a Workforce Development Professional*. Make sure that the jobs listed align with the jobs documented on the Experience Form(s) (see #9). Also include detailed descriptions of your workforce development related duties. A résumé cannot be substituted for this form.
11. **Review** the application package to ensure that it meets the *Professional Application Standards* identified in the Requirements section.

## Questions

If you have questions, check the NAWDP web site, [www.nawdp.org](http://www.nawdp.org); call NAWDP at (202)589-1790; or email [nawdp@aol.com](mailto: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 20002-4227

## Application Checklist

The following must be submitted with the application:

- \_\_\_\_\_ Completed *Application Form*.
- \_\_\_\_\_ Completed *Competency Rating Form*.
- \_\_\_\_\_ Documentation of educational level.
- \_\_\_\_\_ Completed *Experience Forms* (with enough experience documented for level of education).
- \_\_\_\_\_ Completed *Applicant Description of Experience as a Workforce Development Professional*.
- \_\_\_\_\_ Signed *Code of Professional Ethics and Practices*.
- \_\_\_\_\_ Application fee of \$75 (NAWDP member) or \$150 (non-member).
- \_\_\_\_\_ Original signatures and dates on all forms.
  
- \_\_\_\_\_ Remind Reference #1 and #2 to send their completed *Reference Form* to NAWDP.

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

## Submission

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

Certification Department  
NAWDP  
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 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 along with your signed certificate, CWDP lapel pin, hometown press release and *Continuing Professional Education Development Log*.

*Certified Workforce Development Professionals* are encouraged to use the designation “CWDP” after their name in all business and professional correspondence.

## Commonly Asked Questions

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

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

**2. If I have received a certificate from a program will that count towards my educational requirement?**

No. The only accepted educational levels are High School Diploma/GED, Associate's Degree, Bachelor's Degree, and Graduate Degree from an accredited degree-granting institution. All degrees must have been completed and awarded. All other forms of education are good forms of professional development; however, they cannot be considered for the CWDP credential.

**3. Does the information provided on an Applicant's Description of Experience as a Workforce Development Professional and the Experience Form have to match?**

Yes. An Applicant's *Description of Experience as a Workforce Development Professional* on the CWDP application must correspond and be verified by the *Experience Form* (which is completed by another person) in order to satisfy the experience requirement.

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

Yes. If you need past employer/job experience to satisfy your experience requirements, then you must document that work experience as well as your current work experience. For an example, you need a minimum of 48 months of experience to qualify for certification because you possess an Associate's Degree. You have been employed in a workforce development professional related position with your current employer, Employer A, for 30 months. Prior to joining your current organization, you worked in a workforce development related position with Organization B for 24 months. *You will need Experience Forms from both Employer A and Employer B* to reach the necessary 48 months of experience.

**5. Does the documented work experience need to be directly related to workforce development?**

Yes. The primary duties of the job must relate to one or more of the activities listed in the definition of a Workforce Development Professional on page 2.

**6. 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.

**7. 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 one of the references. Two *Reference Forms* and the *Experience Form(s)* are still required for heads of organizations.

**8. Once I submit my CWDP application, can I request that application materials in my file be faxed or mailed back to me?**

No. Documents will not be pulled from your file. Please make copies of your application materials prior to sending them for review. All submitted application materials are the property of NAWDP and cannot be returned in any form.

**9. How long is the certification review process?**

Certification 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 cycle.

**10. Who reviews the certification application?**

Your application and supporting documents will be reviewed by the NAWDP Certification Review Committee to determine the eligibility as set forth by the Committee on Certification.

**11. Can I find out the results of my certification review over the phone?**

No. Due to privacy issues, NAWDP will mail the results to the address you specify on your application.

**12. If I am denied the CWDP credential, what happens next?**

If you are denied certification, 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.

**13. How and when will NAWDP contact me about renewing my certification?**

About six months prior to your recertification date, NAWDP will send out information regarding your renewal. As a professional, you must keep your address current with NAWDP so that we may contact you concerning certification renewals and periodic changes in recertification requirements.

**14. How long is certification valid?**

Certification is valid for a three-year period. The requirements for renewal will be the ones in effect at the time your certification is granted. It is your professional responsibility to maintain the information you will need for recertification.

**Check the NAWDP site ([www.nawdp.org](http://www.nawdp.org)) for more information.**



# **Application and Forms**

**Application for Certification  
As a Workforce Development Professional**

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

1. **Dr. Mr. Ms. Mrs.**            **First Name** \_\_\_\_\_ **MI** \_\_\_\_\_

2. **Last Name** \_\_\_\_\_ **Other Names Used** \_\_\_\_\_

3. **Home Address** \_\_\_\_\_

4. **City** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip** \_\_\_\_\_

5. **Business Title** \_\_\_\_\_

6. **Company Name** \_\_\_\_\_

7. **Business Address** \_\_\_\_\_

8. **City** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip** \_\_\_\_\_

9. **Preferred Mailing Address: Home** \_\_\_\_\_ **or Business** \_\_\_\_\_

10. **Business Phone** (\_\_\_\_\_) \_\_\_\_\_ **Extension** \_\_\_\_\_

11. **Business Fax** (\_\_\_\_\_) \_\_\_\_\_

12. **Home Phone** (\_\_\_\_\_) \_\_\_\_\_

13. **Email address:** \_\_\_\_\_

14. **Circle highest degree attained:**    High School    GED    Associate    BA/BS    Graduate

15. **Name and Address of Institution circled:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

16. **Documentation enclosed for education:**

\_\_\_\_\_ Transcript            \_\_\_\_\_ Diploma

\_\_\_\_\_ Other (describe) \_\_\_\_\_

17. **Professional Affiliation.** Indicate below information on the Applicant's individual workforce development professional association membership (must be completed).

Association Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Membership or Chapter Number \_\_\_\_\_ Telephone # (\_\_\_\_\_) \_\_\_\_\_

18. **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 10 *Workforce Development Professional* competencies, 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) \_\_\_\_\_

**19. Payment**

**Payment Amount:**

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

\_\_\_\_\_ \$75 (NAWDP member. Member #: \_\_\_\_\_)

\_\_\_\_\_ \$150 (non-member)

\_\_\_\_\_ \$125 (\$50 NAWDP membership and \$75 CWDP application fee)

**Payment Method:**

\_\_\_\_\_ Check or Money Order is enclosed

\_\_\_\_\_ Charge (Visa, MasterCard, and American Express accepted)

Cardholder's Name: \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Signature \_\_\_\_\_

Account # \_\_\_\_\_ Exp Date \_\_\_\_/\_\_\_\_/\_\_\_\_

\_\_\_\_\_ Bill the Organization. A completed Purchase Order is attached.

Organization Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone Number \_\_\_\_\_ PO Number \_\_\_\_\_

---

How did you hear about the Certified Workforce Development Professional credential? \_\_\_\_\_

\_\_\_\_\_

Where did you get this application?

NAWDP Website

Conference: which one \_\_\_\_\_

Other: \_\_\_\_\_

20. 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 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 certification must be renewed three years from my acceptance date.

I certify that this copy of the *Certified Workforce Development Application Package* was not altered in any way from the original.

---

Applicant's Signature \_\_\_\_\_ Date \_\_\_\_\_

---

**Release of Information from Educational Institution**

Applicant Name (print): \_\_\_\_\_

Name used at school if different from above: \_\_\_\_\_

Date of Completion (Month/Year): \_\_\_\_\_

School Name: \_\_\_\_\_

School Address: \_\_\_\_\_

\_\_\_\_\_

School Phone: \_\_\_\_\_

Signature for Release of Information: \_\_\_\_\_

# 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, jobseekers 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 \_\_\_\_\_

## Workforce Development Professional Competency Rating Form

Directions: Review the description of the 10 Areas of Competency (page 3). Rate your level of competency on each of the 10 areas using the scale described below. If you rate yourself as 2, 3 or 4 on a Competency Area, indicate how and where you attained that competency. Examples may be education or training, on-the-job experience, or self-directed studies. When citing any of these you must provide enough explanatory detail to justify your rating.

For examples, if you acquire the skill:

- Through education or training, provide the name of the course or class and the name of the education or training providers;
- Through on-the-job experience, describe the relevant work activities; or
- Through self-directed studies, list the books, papers, or other information sources you read or consulted.

**Rating Scale**

- 1 Possess **little or no** knowledge or skill in area.
- 2 Possess **basic** knowledge or skill in area.
- 3 Possess **intermediate** knowledge or skill in area.
- 4 Possess **advanced** knowledge or skill in area.

**Rating Guidelines**  
**Possesses basic knowledge (2):** The Applicant would be able to make a 15 minute presentation, *without preparation*, on the subject.  
**Possesses intermediate knowledge (3):** The Applicant would be able to make a one hour presentation, *without preparation*, on the subject.  
**Possesses advanced knowledge (4):** The Applicant would be able to present a one-half day seminar, *without major preparation*, on the subject.

Competency Area/Rating	Detailed Explanation of How and Where Competency Attained
<p><b>1. History and Structure of the Workforce Development System</b></p> <hr/> <p><b>Self Rating for History and Structure:</b></p>	

Competency Area/Rating	Detailed Explanation of How and Where Competency Attained
<p><b>2. Career Development Process</b></p>	
<p><b>Self Rating for Career Development Process:</b></p>	
<p><b>3. Labor Market Information (LMI)</b></p>	
<p><b>Self Rating for Labor Market Information:</b></p>	
<p><b>4. Diversity</b></p>	
<p><b>Self Rating for Diversity:</b></p>	

Competency Area/Rating	Detailed Explanation of How and Where Competency Attained
<p><b>5. Customer Service</b></p>	
<p><b>Self Rating for Customer Service:</b></p>	
<p><b>6. Program Management</b></p>	
<p><b>Self Rating for Program Management:</b></p>	
<p><b>7. Communication</b></p>	
<p><b>Self Rating for Communication:</b></p>	

Competency Area/Rating	Detailed Explanation of How and Where Competency Attained
<p><b>8. Technology</b></p> <hr/> <p><b>Self Rating for Technology:</b></p>	
<p><b>9. Collaboration and Problem Solving</b></p> <hr/> <p><b>Self Rating for Collaboration and Problem Solving:</b></p>	
<p><b>10. Business and Employer Knowledge</b></p> <hr/> <p><b>Self Rating for Business and Employer Knowledge:</b></p>	

## Reference Form #1

Applicant Name (print): \_\_\_\_\_ Reference (print): \_\_\_\_\_

*I have applied for certification as a Workforce Development Professional 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 10 Workforce Development Professional Competency Areas using the following rating scale:

- 0 I have **no direct knowledge** of the Applicant's knowledge or skill in area.
- 1 Applicant possesses **little or no** knowledge or skill in area.
- 2 Applicant possesses **basic** knowledge or skill in area.
- 3 Applicant possess **intermediate** knowledge or skill in area.
- 4 Applicant possesses **advanced** knowledge or skill in area.

### Rating Guidelines

**Possesses basic knowledge (2):** The Applicant would be able to make a 15-minute presentation, *without preparation*, on the subject.

**Possesses intermediate knowledge (3):** The Applicant would be able to make a one-hour presentation, *without preparation*, on the subject.

**Possesses advanced knowledge (4):** The Applicant would be able to conduct a one-half day seminar, *without major preparation*, on the subject.

**Rating Competency Area**

	<b>History and Structure of the Workforce Development System.</b> Understands the history and structure of the nation's multiple workforce development programs and how this impacts the current system. Is able to relate public workforce development policy, initiatives, and funding sources with the current system. Is able to interpret current laws and structure to deliver appropriate services, and understands how their own work impacts the system's goals.
	<b>Career Development Process.</b> Understands the process by which individuals 1) define their career goals; 2) prepare for, search for, and retain employment; and 3) build skills, advance, and change employment. Is able to identify the kinds of information individuals need, including assessment, in order to make realistic career decisions, and where that information can be found. Knows what skills are needed to search for, obtain, retain, and change employment.
	<b>Labor Market Information (LMI).</b> Understands the kinds of labor market information available and the uses of such information. Is able to access, analyze, and use local, state, and national electronic and non-electronic LMI delivery systems.
	<b>Diversity.</b> Understands the special employment needs of diverse groups. Is able to adapt materials and services to address these needs.
	<b>Customer Service.</b> Understands who are the principal customers of the workforce development system. Is able to identify their needs and expectations and what constitutes positive customer satisfaction. Places appropriate emphasis on "excellence" and "speed of response" in work performance.
	<b>Program Management.</b> Understands how programs are designed to use appropriate service strategies to meet program goals. Understands how budgets are developed and costs are tracked for individual programs. Is able to use indicators and established instruments to document program performance and outcomes.
	<b>Communication:</b> Has good listening skills and is able to write clearly, including writing a good memo. Is able to speak to single individuals or large groups, in order to teach, inform, or persuade
	<b>Technology.</b> Understands basic computer technology in workforce development. Is able to demonstrate proficiency or understanding of various computer software applications and the Internet.
	<b>Collaboration and Problem Solving:</b> Understands the basic principles of teamwork. Is able to deal with customers, colleagues, agencies, and partner associates in a positive, professional manner. Is knowledgeable about the range of services in the community, and develops and maintains relationships with partners to deliver a comprehensive array of services to customers.
	<b>Business and Employer Knowledge:</b> Understands business and employer needs, how the private economy works, the concepts of profit and loss and return on investment (ROI), recruitment and retention of workers, and the role of workforce development in economic development.

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

## Reference Form #2

Applicant Name (print): \_\_\_\_\_ Reference (print): \_\_\_\_\_

*I have applied for certification as a Workforce Development Professional 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 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 10 Workforce Development Professional Competency Areas using the following rating scale:

- 0 I have **no direct knowledge** of the Applicant's knowledge or skill in area.
- 1 Applicant possesses **little or no** knowledge or skill in area.
- 2 Applicant possesses **basic** knowledge or skill in area.
- 3 Applicant possess **intermediate** knowledge or skill in area.
- 4 Applicant possesses **advanced** knowledge or skill in area.

Rating Guidelines
<b>Possesses basic knowledge (2):</b> The Applicant would be able to make a 15 minute presentation, <i>without preparation</i> , on the subject.
<b>Possesses intermediate knowledge (3):</b> The Applicant would be able to make a one hour presentation, <i>without preparation</i> , on the subject.
<b>Possesses advanced knowledge (4):</b> The Applicant would be able to conduct a one-half day seminar, <i>without major preparation</i> , on the subject.

**Rating Competency Area**

	<b>History and Structure of the Workforce Development System.</b> Understands the history and structure of the nation's multiple workforce development programs and how this impacts the current system. Is able to relate public workforce development policy, initiatives, and funding sources with the current system. Is able to interpret current laws and structure to deliver appropriate services, and understands how their own work impacts the system's goals.
	<b>Career Development Process.</b> Understands the process by which individuals 1) define their career goals; 2) prepare for, search for, and retain employment; and 3) build skills, advance, and change employment. Is able to identify the kinds of information individuals need, including assessment, in order to make realistic career decisions, and where that information can be found. Knows what skills are needed to search for, obtain, retain, and change employment.
	<b>Labor Market Information (LMI).</b> Understands the kinds of labor market information available and the uses of such information. Is able to access, analyze, and use local, state, and national electronic and non-electronic LMI delivery systems.
	<b>Diversity.</b> Understands the special employment needs of diverse groups. Is able to adapt materials and services to address these needs.
	<b>Customer Service.</b> Understands who are the principal customers of the workforce development system. Is able to identify their needs and expectations and what constitutes positive customer satisfaction. Places appropriate emphasis on "excellence" and "speed of response" in work performance.
	<b>Program Management.</b> Understands how programs are designed to use appropriate service strategies to meet program goals. Understands how budgets are developed and costs are tracked for individual programs. Is able to use indicators and established instruments to document program performance and outcomes.
	<b>Communication:</b> Has good listening skills and is able to write clearly, including writing a good memo. Is able to speak to single individuals or large groups, in order to teach, inform, or persuade
	<b>Technology.</b> Understands basic computer technology in workforce development. Is able to demonstrate proficiency or understanding of various computer software applications and the Internet.
	<b>Collaboration and Problem Solving:</b> Understands the basic principles of teamwork. Is able to deal with customers, colleagues, agencies, and partner associates in a positive, professional manner. Is knowledgeable about the range of services in the community, and develops and maintains relationships with partners to deliver a comprehensive array of services to customers.
	<b>Business and Employer Knowledge:</b> Understands business and employer needs, how the private economy works, the concepts of profit and loss and return on investment (ROI), recruitment and retention of workers, and the role of workforce development in economic development.

**Reference Form #2**

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

# Experience Form

Applicant Name (print): \_\_\_\_\_

*I have applied for certification as a **Workforce Development Professional** through The National Association of Workforce Development Professionals (NAWDP) and am required to provide documentation of my experience as a **Workforce Development Professional**. Please complete the information below and return it to me. My application cannot be submitted without this form.*

\_\_\_\_\_  
Applicant's Signature

\_\_\_\_\_  
Date

**Definition of a Workforce Development Professional:**

**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.

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 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

Page intentionally left blank.

## Applicant's Description of Experience as a Workforce Development Professional

Please complete the following form, listing all the applicant's *workforce development* employment both currently and in the past, until the number of months of experience you need to document based on your education level is listed on the form. The workforce development employment listed on this form must align with the *Experience Form(s)* (page 25) being completed by a supervisor or co-worker. A résumé cannot be substituted for this form.

Provide your title and a detailed description of your basic workforce development related duties. Begin the form with your current job. Do NOT use abbreviations or acronyms reviewers might not be familiar with.

Job Title 1: _____
Employer Name: _____
Address: _____
Phone: _____ Website: _____
Dates of Employment: <i>(These should be the same as on the Experience Form)</i> From: _____ To: _____ Month/Year Month/Year
Detailed Description of Workforce Development related duties: _____ -----

Job Title 2: _____
Employer Name: _____
Address: _____
Phone: _____ Website: _____
Dates of Employment: <i>(These should be the same as on the Experience Form)</i> From: _____ To: _____ Month/Year Month/Year
Detailed Description of Workforce Development related duties: _____ -----

Job Title 3: _____
Employer Name: _____
Address: _____
Phone: _____ Website: _____
Dates of Employment: <i>(These should be the same as on the Experience Form)</i> From: _____ To: _____ Month/Year Month/Year
Detailed Description of Workforce Development related duties: _____ -----

Job Title 4: \_\_\_\_\_  
Employer Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_ Website: \_\_\_\_\_  
Dates of Employment: *(These should be the same as on the Experience Form)* From: \_\_\_\_\_ To: \_\_\_\_\_  
Month/Year Month/Year  
Detailed Description of Workforce Development related duties: \_\_\_\_\_  
-----

Job Title 5: \_\_\_\_\_  
Employer Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_ Website: \_\_\_\_\_  
Dates of Employment: *(These should be the same as on the Experience Form)* From: \_\_\_\_\_ To: \_\_\_\_\_  
Month/Year Month/Year  
Detailed Description of Workforce Development related duties: \_\_\_\_\_  
-----

Job Title 6: \_\_\_\_\_  
Employer Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_ Website: \_\_\_\_\_  
Dates of Employment: *(These should be the same as on the Experience Form)* From: \_\_\_\_\_ To: \_\_\_\_\_  
Month/Year Month/Year  
Detailed Description of Workforce Development related duties: \_\_\_\_\_  
-----

Job Title 7: \_\_\_\_\_  
Employer Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_ Website: \_\_\_\_\_  
Dates of Employment: *(These should be the same as on the Experience Form)* From: \_\_\_\_\_ To: \_\_\_\_\_  
Month/Year Month/Year  
Detailed Description of Workforce Development related duties: \_\_\_\_\_  
-----

# 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](mailto: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<br>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.*

# CWDP Endorsements

The National Association of Workforce Development Professionals (NAWDP) is now offering three new Endorsements for current Certified Workforce Development Professionals (CWDP).

The Endorsements cover the following areas:

## **Business and Employer Services**

## **Job Seeker Services**

## **Management Services**

Each Endorsement has its own set of competency areas nationally recognized as necessary knowledge for that topic.

### **Why apply for an Endorsement?**

An Endorsement shows that you have specialized knowledge beyond the core CWDP in one of three workforce development areas: Business and Employer Services, Job Seeker Services, and Management Services.

Attaining an Endorsement shows that you have met national standards for education, experience, and ethical conduct in the specialized area, according to a peer review of your application materials and corroborating references.

Attaining an Endorsement to your core CWDP shows your supervisors and co-workers the importance you place on both the workforce development field *and* the specialized area of your Endorsement. It demonstrates that you have met nationally recognized standards of knowledge and experience in the specialty area.

## Endorsement information

CWDPs in good standing are eligible to apply for any or all of the Endorsements. Contact the NAWDP office for an application or download the information from the website ([www.nawdp.org](http://www.nawdp.org)). The website version is a Microsoft Word document that can be typed directly into, printed, signed, and mailed for review.

The Endorsements are reviewed quarterly during the months of February, May, August, and November.

Once the Endorsement is attained, it is aligned with your core CWDP and will need to be renewed at the same time as the core CWDP. For the core CWDP renewal, you are required to document 60 hours of professional development in the 10 CWDP competency areas. For the Endorsement renewal, at least 20 of the 60 hours will need to be in competency areas specific to the Endorsement.

## Endorsement Competency Areas

---

### Business & Employer Services:

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

---

### Job Seeker Services:

General "Helping" Skills	Job Retention Skills
Job Preparation Skills	Job Advancement Skills
Job Search Skills	Case Management

---

### Management Services:

Planning and Design	Strategic Direction
Identification and Development of Resources	Quality Improvement
Performance Management	Presentation Skills
System Capacity Building	



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

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Email: [nawdp@aol.com](mailto:nawdp@aol.com)  
Website: [www.nawdp.org](http://www.nawdp.org)