

## What is a Certified Workforce Development Professional?

A Certified Workforce Development Professional —CWDP— is a member of an *elite group* of individuals who have been nationally certified as satisfying rigorous standards of :

- ⇒ Skill,
- ⇒ Education,
- ⇒ Experience, and
- ⇒ Commitment to professionalism.

After being accepted as a CWDP, individuals can apply for an Endorsement to their CWDP in one or more of four specialty areas:

- ⇒ Business and Employer Services,
- ⇒ Job Seeker Services,
- ⇒ Management Services, and
- ⇒ Youth Services.

**Invest In Your Future and  
Apply to Become a Certified  
Workforce Development  
Professional Today!**



National Association of Workforce  
Development Professionals  
1133 19th Street, NW, Fourth Floor  
Washington, DC 20036

*Invest*  
in your  
**Future**



**Become a Certified  
Workforce Development  
Professional  
(CWDP)**



## Why Become a Certified Workforce Development Professional?

The CWDP is a nationally recognized credential for individuals with the education, training, experience and expertise to provide the highest quality services to our nation's job seekers and businesses.

Individuals with a CWDP create better career enhancement opportunities for themselves such as:

- ⇒ Obtaining a job in the profession,
- ⇒ Being promoted, or
- ⇒ Negotiating a raise in pay or a bonus.

The CWDP benefits employers by:

- ⇒ Offering concrete evidence to board members, policymakers and customers that you employ highly competent staff,
- ⇒ Providing a competitive edge in comparing service quality, and
- ⇒ Assuring that your employees value professionalism and will continually upgrade their skills to maintain certification.

## What are the Requirements to Become a CWDP?

In order to be approved as a CWDP, an individual must:

- ⇒ Meet required levels of formal education and work experience,
- ⇒ Agree to abide by the *NAWDP Code of Professional Ethics and Practices*,
- ⇒ Maintain membership in a workforce development professional association (such as NAWDP),
- ⇒ Document skills in ten competencies, and
- ⇒ Submit two professional references.

Administered since 1999 by the National Association of Workforce Development Professionals (NAWDP), the CWDP provides:

- ⇒ An independent evaluation of your competencies,
- ⇒ A nationally-recognized and highly portable credential, and
- ⇒ A much deserved recognition in your role as a professional!

## What are CWDP Workforce Development Competency Areas?

Based on a job analysis, the CWDP focuses on the following competency areas:

1. History and Structure of the Workforce Development System
2. Career Development Process
3. Labor Market Information (LMI)
4. Diversity
5. Customer Service
6. Program Management
7. Communication
8. Technology
9. Collaboration and Problem Solving
10. Business and Employer Knowledge

## Do YOU Have What it Takes to Become Certified?

A copy of the CWDP application can be obtained from the NAWDP website at [www.nawdp.org](http://www.nawdp.org) or by calling the NAWDP office at (202) 589-1790.

***Take Charge of Your Career—  
Apply for the CWDP Today!***