

COMMONWEALTH OF VIRGINIA
VIRGINIA COMMUNITY COLLEGE SYSTEM

WORKFORCE INVESTMENT ACT

VIRGINIA WORKFORCE LETTER (VWL) #11-10

TO LOCAL WORKFORCE INVESTMENT BOARD DIRECTORS, ONE STOP OPERATORS, VIRGINIA WORKFORCE NETWORK STATE and LOCAL PARTNER AGENCIES and ENTITIES

FROM: VCCS WORKFORCE DEVELOPMENT SERVICES

SUBJECT: ONE STOP CENTER FRONTLINE STAFF PROFESSIONAL DEVELOPMENT

DATE: April 9, 2012

PURPOSE:

To communicate on behalf of the Virginia Workforce Council (VWC) the administrative guidelines and procedures to fulfill the VWC requirement for 60% of Virginia Workforce Network center front-line staff certification.

This guidance also serves to grant an extension through June 30, 2013, to all existing one-stop center staff certifications achieved under the Virginia Workforce Council's prior contract with the Dynamic Works Institute.

BACKGROUND:

Virginia's initial efforts were accomplished through a contract awarded to Dynamic Works Institute to provide at no cost to the host agencies or staff the coursework, exam services, and administrative support related to the certification process, with local program management assistance provided by the University of Virginia. Over 1,200 staff members in the Virginia Workforce Network started the coursework through Dynamic Works, and over 600 achieved certification as a Workforce Development Professional and/or a Business and Employer Services Professional prior to the contract termination in October 31, 2009.

The VWC approved the One-Stop Service Delivery System Policy 10-1 on January 2010 to advance its commitment to ensuring that "world-class" customer service be delivered through the Virginia Workforce Network and its one stop centers. (Link at: http://myfuture.vccs.edu/Portals/0/ContentAreas/Workforce/VWN/10-1_One%20Stop.pdf)

The policy requires that staff working in the Virginia Workforce Network participate in professional staff development activities that are offered and/or required at the local level. Furthermore, at a minimum, at least 60 percent of front-line staff in Virginia will achieve professional workforce development certification and maintain certification at intervals that may be required.

GUIDELINES:

I. Policy Applicability:

At a minimum, 60 percent of front-line staff in each Local Workforce Investment Area shall be certified. Front-line staff is defined as anyone who is co-located at a Virginia Workforce Center and/or Satellite Center and works directly with the customer (face-to-face, correspondence in writing or electronically, phone, and video conferencing) and provides a mandated program service within the four main functional areas:

1. Customer service
2. Career/Job Seeker Services
3. Employer/ Business Services
4. Leadership/Management

Temporary staff and volunteers are exempt from attaining a certification (i.e. SNAP volunteers); however, it is highly encouraged that they take the Virginia Workforce Development Course.

II. Certification Elements

Two elements will be required to achieve front-line staff certification:

A. Workforce Development Professional Certification

Virginia has adopted the ten core Certified Workforce Development Professional (CWDP) skill competencies recognized by the National Association of Workforce Development Professionals (NAWDP) as the indicator for one stop staff certification. There are three options to obtain certification for achieving certification: (1) Directly through NAWDP, (2) Dynamic Works institute (DWI) or (3) University of Wisconsin – Parkside (See Attachments 1-3 for further details on the specific process for each of the options).

In each option, the staff will be responsible for making application to achieve and maintain certification. Costs will not be covered by the Virginia Workforce Council as in the past.

The CWDP competencies include:

1. History & Structure of the Workforce Development System
2. Career Development Process
3. Labor Market Information

4. Diversity
5. Customer Service
6. Program Management
7. Communication
8. Technology
9. Collaboration and Problem Solving
10. Business and Employer Knowledge

B. Virginia-specific Core Competencies

As part of the certification process staff are required to take the Virginia Workforce Development System Course. This course provides the participant a historical perspective on Virginia's workforce development system, administrative structure and goals, and available resources. This course is offered free of charge and updated periodically. The State will make the Virginia-specific course available on-line and will convey additional information on how this will be accessed.

III. Recertification

Certification achieved as outlined through this guidance will be valid for three years with applicable staff achieving and documenting 60 hours of professional development programming in any of the ten competency areas every three years for recertification. Professional development hours can be obtained through on-line and/or classroom training, in-service sessions, research, webinars, and conference attendance, etc. It is highly recommended that staff retain a file/portfolio of certificates of attendance, transcripts or other documentation of continuing education for the training hours. Recertification obtained through NAWDP will be accepted to meet the Virginia Workforce Network recertification requirements. Staff must adhere to NAWDP's recertification guidelines when seeking recertification from NAWDP.

IV. Roles and Responsibilities:

- A. The VCCS, as staff to the Virginia Workforce Council will generally ensure that the Virginia Workforce Network system of partners and their staff employed at the front-line in one stop centers meet the requirements for staff certification and as a coordinator for professional staff development. The coordinator role will include:
 - Serve as the liaison between the Local Workforce Investment Board, Learning Coordinators, and Virginia Workforce Council;
 - Maintain the professional development plan current, facilitate the implementation of the plan, and identify existing resources to support the plan;
 - Periodically conduct a statewide assessment on training needs for the main functional teams: customer service, career/job seekers, employer/business services and Leadership/Management (to include LWIB and staff to LWIB);
 - Provide training opportunities statewide for constant system development when deemed necessary;

- Communicate to the field available training/professional development opportunities that are focused on meeting the core competency areas; and
- Assist with keeping the Virginia Workforce Development System Course current and relevant.

B. Virginia Workforce Network partner entities and agencies will:

- Develop processes and identify resources to support professional development;
- Develop or maintain a professional development plan and provide professional development opportunities for staff and/or support staff attendance at workforce development conferences and trainings;
- Promote the value for professional development and certification to one-stop partners and document partners' commitment via local plans and MOU; and
- Maintain and support the Learning Coordinator's role;
- Provide recognition of certifications/professional development accomplishments.

C. Learning Coordinators will serve to assist in the "learning process" for the One-stop staff and will help to:

- Identify and keep a track of staff that are required to be certified and staff that have completed certification requirements;
- Monitor participants' progress and provide encouragement;
- Work with immediate supervisors to provide staff the additional support needed;
- Provide progress updates to one-stop manager;
- Alert state coordinator of issues and concerns that can't be resolved locally; and
- Assist the State to identify training opportunities and resolve any concerns that can't be resolved locally.

For questions or additional information regarding the state's policy and plan for staff certification and implementation, contact Valaryee Mitchell with the Virginia Community College, Workforce Development Services, at 804-819-1669 or vmitchell@vccs.edu.

Process and Cost to Obtain NAWDP CWDP Certification

The National Association for Workforce Development Professional (NAWDP) will provide a national certification for coursework and other professional development activities that meet the ten Core Skills competencies. NAWDP has agreed to streamline the application process and provide a \$25 discount off the application fee for Virginia professionals who have successfully completed the Dynamic Works Institute training.

A. Individuals that have not successfully completed DWI or University of Wisconsin-Parkside training

Application Steps

Step 1: Download the [CWDP application](#)

Step 2: Make sure that you have the required combination of experience and education

- Graduate Degree - 12 months Workforce Development Experience
- Bachelor's Degree - 24 months Workforce Development Experience
- Associates Degree - 48 months Workforce Development Experience
- High School/GED - 72 months Workforce Development Experience

Step 3: Complete the first part of the application, including personal information, professional affiliation, release of education information, and Code of Ethics

Step 4: Complete the Competency Rating Form

Step 5: Secure your two references as indicated in the packet

Step 6: Have the Experience Form completed as indicated in the packet

Step 7: Complete the Description of Experience as a Workforce Development Professional section of the packet

Step 8: submit packet with the required fee to NAWDP.

- Already a NAWDP Member? \$75
- Joining NAWDP? \$150
- Not Joining NAWDP? \$175

B. Reciprocity Agreements – Individuals that have successfully completed DWI or University of Wisconsin – Parkside training
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CWDP Reciprocity Agreements

NAWDP grants partial reciprocity for individuals who have successfully completed either University of Wisconsin-Parkside Blazing the Pathway Workforce Development Certificate Program or one of Dynamic Works Institute's Core Certifications. A \$25 discount on the application fee also is provided. Note: Reciprocity is limited to these two organization's credentials only.

How the Reciprocity Agreement Works:

- Streamlined process: Upon completion of the approved programs listed below, simply print your transcript or copy your certificate and attach it to the NAWDP application form in lieu of completing the section 5 "Workforce Development Professional Competency Rating" form.
- Complete the NAWDP application: Complete the rest of the NAWDP application; including the NAWDP requirements of work experience, membership in a workforce development related association, submission of two references, and agreement to adhere to the "Code of Professional Ethics and Practices" statement.
- Reduced fee: NAWDP provides a \$25.00 discount off the application fee as a result of this reciprocity agreement.

Which Courses Apply?

University of Wisconsin- Parkside:

- Blazing the Pathway Workforce Development Certificate Program

Dynamic Works Certification Programs

- Core Skills Workforce Professional Certification Package
- National Tier 1 Certification
- Florida Workforce Professional - Tier 1
- Maryland Workforce Development Core Skills Certification
- Virginia Workforce Development Professional Credential
- NFJP Grantee Workforce Professional - Tier 1
- Pennsylvania BWDP Careerlink Workforce Professional - Tier 1

Application Steps

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Step 2: Make sure that you have the required combination of experience and education

- Graduate Degree - 12 months Workforce Development Experience
- Bachelor's Degree - 24 months Workforce Development Experience
- Associates Degree - 48 months Workforce Development Experience
- High School/GED - 72 months Workforce Development Experience

Step 3: Complete the first part of the application, including personal information, professional affiliation, release of education information, and Code of Ethics

Step 4: Attach your certificate of completion for your Dynamic Works training in lieu of completing the Competency Rating Form

Step 5: Secure your two references as indicated in the packet

Step 6: Have the Experience Form completed as indicated in the packet

Step 7: Complete the Description of Experience as a Workforce Development Professional section of the packet

Step 8: Submit packet with the required discounted fee to NAWDP

- Already a NAWDP Member? \$50
- Joining NAWDP? \$125
- Not Joining NAWDP? \$150

Following acceptance as a Certified Workforce Development Professional (CWDP) through NAWDP, 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

Contact NAWDP for current pricing. Prices are subject to change at the discretion of the organization.

Information and a copy of the CWDP application can be obtained from the NAWDP website at www.nawdp.org.

Attachment 2

Process and Cost to Obtain DWI Certification

Staff taking the on-line courses with Dynamic Works Institute (DWI) will receive a 20% discount. All training curriculum and materials as well as the certification exam are included in the DWI price. Staff can register directly with DWI at www.dynamicinstitute.com. The following DWI courses meet Virginia's certification requirements:

- Core Skills Workforce Professional Certification Package - \$350.00
- National Tier 1 Certification – \$375.00
- Florida Workforce Professional - Tier 1 – \$275.00
- Maryland Workforce Development Core Skills Certification - \$375.00
- Virginia Workforce Development Professional Credential - \$550.00
- NFJP Grantee Workforce Professional - Tier 1 - \$375.00
- Pennsylvania BWDP Careerlink Workforce Professional - Tier 1 – Contact Dynamic Works for pricing

Contact Dynamic Works for current pricing. Prices are subject to change at the discretion of the company.

Information on the Dynamics Works Certification can be obtained from DWI website at www.dynamicinstitute.com.

Attachment 3

Process and Cost to Obtain University of Wisconsin - Parkside Certification

Blazing the Pathways: Workforce Development Certificate Program

University of Wisconsin – Parkside’s Blazing the Pathways: Workforce Development Certificate Program was created around the ten core competencies established by the National Association of Workforce Development Professionals (NAWDP), this course offers a series of three speaker modules combined with online learning for a dynamic overview of the career advising and workforce development fields. This program is offered in partnership with NAWDP and reciprocity will be granted for those who are applying to earn a Certified Workforce Development Professional (CWDP) credential. Continuing Education Units or Professional Development Credits are available.

Cost: \$595

CEU’s: 3.0 (30 hours)

Tech. Req.: Internet, Email

Location: Milwaukee Area Wisconsin Investment Board (MAWIB), Inc.

2338 N. 27th St.

Milwaukee, WI 53210

Contact the University of Wisconsin - Parkside for current pricing. Prices are subject to change at the discretion of the university.

Information on the University of Wisconsin – Parkside Blazing the Pathways: Workforce Development Certificate Program can be obtained from the University of Wisconsin – Parkside website at www.uwp.edu/.../continuing.education/professionalDev/blazingPaths.cfm.