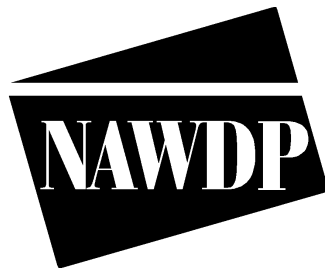


**CWDP**  
**Management**  
**Services**  
**Endorsement**  
*Application Package*



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

Copyright 2004 NAWDP



# CWDP Management Services Endorsement Application Version 1.0

Valid for applications received by April 30, 2005

(After April 30, 2005, contact NAWDP  
for most recent application.)



# CWDP Management Services Endorsement

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

The CWDP credential provides objective proof that the holder meets certain minimum national standards for education, experience, competency, and ethical behavior as defined by the National Association of Workforce Development Professionals. The CWDP Management Services Endorsement indicates that the CWDP also meets national standards of competency in seven specialized knowledge areas related to managing workforce development programs.

**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

### Management Services Endorsement

- M1. Planning and Design:** Is able to plan services and design programs to meet program goals and diverse community needs, while adhering to legislative, regulatory, and fiscal constraints. Knows about the other programs and services provided in the community, and builds these into a comprehensive, system-wide plan. Is able to market programs and services to funders, partners, and clients.
- M2. Identification and Development of Resources:** Is able to maximize the effective use of existing resources, and identify, develop, and use new resources.
- M3. Performance Management:** Is able to define the outcome reports needed for various programs, interpret performance reports, use data to craft specialized performance reports, and use performance information to improve program performance. Understands the concept of program effectiveness and uses that concept in making program decisions.
- M4. System Capacity Building:** Promotes and supports staff development for the organization's own employees and for partners' and contractors' employees, in order to improve the quality of the system's programs and services. Understands and supports the development needs of a diverse workforce. Operates effective communication systems that keep personnel informed and motivated.
- M5. Strategic Direction:** Participates in setting a visionary direction for the organization that keeps it stretching to meet higher and higher goals and diverse community needs. Stays informed about potential legislative, regulatory, or policy directions, and is prepared to make necessary changes as soon as they are required. Is able to promote the organization's direction to partner organizations and the community.
- M6. Quality Improvement:** Is able to implement quality and continuous improvement processes that result in enhanced services to individual and business customers. Involves staff in problem solving and work teams.
- M7. Presentation Skills:** Is able to conduct research, and develop and deliver effective presentations to single individuals or large groups, in order to market ideas, programs, or services, and motivate staff, partners, and clients.

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

# Requirements for CWDP Management Services Endorsement

## 1. Certified Workforce Development Professional status

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

## 2. Code of Ethics

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

## 3. Competencies

Management Services endorsed Workforce Development Professionals possess knowledge and skills in seven distinct competency areas (page 2). Applicants must provide detailed explanations of where and how they achieved competency in each of the seven 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 and endorsement.

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

## 4. Professional Application Standards

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

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

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

## 5. References

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

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

## 6. Application Fee

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

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

## 7. 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.

## 8. Renewal

The CWDP Management Services Endorsement is aligned with the applicant's CWDP certification and must be renewed at the same time as the CWDP renewal in order to maintain both the certification and the endorsement.

Recertification of the CWDP requires documenting at least 60 hours of professional development addressing one or more of the workforce development competency areas. The endorsement renewal will require that 20 of those 60 required hours for core renewal must be professional development related to one or more of the seven **management services endorsement** competency areas. Endorsement renewal payment will be a non-refundable renewal fee of \$50 for the CWDP plus \$25 for each endorsement. Renewals will be for a three-year period. Certified professionals will receive information concerning their renewal six months before the expiration of their certification.

# Application Package Directions

1. **Read** the application package carefully. Fill out all forms completely and use the check list (page 6) before submitting your application.
2. **Go** to the NAWDP website, [www.nawdp.org](http://www.nawdp.org) and confirm your CWDP status is current and your CWDP certification number is correct.
3. **Determine** if you qualify. Pay particular attention to the *Requirements for Certification*. Do not submit an application unless you meet these criteria, as your application will be rejected and the fee for applying is non-refundable.
4. **Complete** the *Application for CWDP Management Services Endorsement*. Please print clearly or type. Do not abbreviate. You must complete all portions of the application and give complete responses (including addresses). All information is subject to verification. All signatures must be original and cannot be copies or faxes.
5. **Read** and attest that you will adhere to the NAWDP *Code of Professional Ethics and Practices*.
6. **Complete** the *Competency Rating Form*. Pay particular attention to the requirement 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 seven competencies even if you rate yourself as “*Possessing little or no knowledge or skill in the area.*” Applications that do not contain ratings on all seven competencies will be rejected.

7. Please **provide** two references, one of which must be a supervisor. Before giving the *Reference Form* to your references, **print** your name, sign and date the form, and print your reference’s name on the form. **Have the references mail the completed Reference Form (both pages) directly** to NAWDP whose address is provided on the *Reference Form*. As a convenience to your references, you may want to provide a stamped, addressed envelope. An application will not be reviewed until NAWDP has received both completed *Reference Forms*.
8. **Review** the application package to ensure that it meets the *Professional Application Standards* identified in the Requirements section.

## Questions

If you have questions, check [www.nawdp.org](http://www.nawdp.org); call NAWDP (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*.
- \_\_\_\_\_ Signed *Code of Professional Ethics and Practices*.
- \_\_\_\_\_ Application fee of \$50.
- \_\_\_\_\_ Original signatures and dates on all forms.
  
- \_\_\_\_\_ Remind Reference #1 and #2 to send their completed *Reference Form* to NAWDP.

## Submission

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

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

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

**Received in NAWDP Office:**

January 31  
April 30  
July 31  
October 31

**For Review in:**

February  
May  
August  
November

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

## Review

After NAWDP receives your complete package and payment, the application will be placed under review. The NAWDP Certification Review Committee meets quarterly (February, May, August, and November) to review completed applications submitted that quarter. *Applications will not be considered complete until all Forms have been received (including 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 inquiries 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, an endorsement lapel pin, hometown press release and *Continuing Professional Education Development Log*.

*Note: This version of the application is valid through April 30, 2005.*

# Commonly Asked Questions

## ***1. When can I apply for endorsements?***

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

## ***2. How many endorsements can I apply for?***

You may apply for as many as you like, but you must complete a separate application for each endorsement. This includes providing two references for each of the endorsements and separate payments for each endorsement.

## ***3. 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.

## ***4. Where can I find my CWDP certification number?***

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

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

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

## ***6. How long is the endorsement review process?***

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

## ***7. If I am denied the CWDP endorsement, what happens next?***

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

## ***8. How long is the endorsement valid for?***

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

## ***9. What is required to renew the endorsement?***

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

# **Application and Forms**

# Application for CWDP Management Services Endorsement

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

1. **First Name** \_\_\_\_\_ **Last Name** \_\_\_\_\_

2. **Certified Workforce Development Professional number:** \_\_\_\_\_

3. **Mailing Address** \_\_\_\_\_

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

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

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

7. **Email address:** \_\_\_\_\_

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

**Name of Reference #1** \_\_\_\_\_

Title \_\_\_\_\_

Organization \_\_\_\_\_

Contact Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

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

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

**Name of Reference #2** \_\_\_\_\_

Title \_\_\_\_\_

Organization \_\_\_\_\_

Contact Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

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

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

**9. Payment**

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

**Payment Method:**

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

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

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

Signature \_\_\_\_\_

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

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

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

Address \_\_\_\_\_

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

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

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

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

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

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

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

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

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

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

\_\_\_\_\_  
Date

# 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 \_\_\_\_\_

## CWDP Management Services Endorsement Competency Rating Form

**Directions:** Review the description of the seven Areas of Competency (page 2). Rate your level of competency on each of the seven areas using the 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>M1. Planning and Design</b></p>	
<p><b>Self Rating for Planning and Design:</b></p>	

Competency Area/Rating	Detailed Explanation of How and Where Competency Attained
<p><b>M2. Identification and Development of Resources</b></p>	
<p><b>Self Rating for Identification and Development of Resources:</b></p>	
<p><b>M3. Performance Management</b></p>	
<p><b>Self Rating for Performance Management:</b></p>	
<p><b>M4. System Capacity Building</b></p>	
<p><b>Self Rating for System Capacity Building:</b></p>	

Competency Area/Rating	Detailed Explanation of How and Where Competency Attained
<p><b>M5. Strategic Direction</b></p>	
<p><b>Self Rating for Strategic Direction:</b></p>	
<p><b>M6. Quality Improvement</b></p>	
<p><b>Self Rating for Quality Improvement:</b></p>	
<p><b>M7. Presentation Skills</b></p>	
<p><b>Self Rating for Presentation Skills:</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

**Directions:** Please review the description and rate the Applicant on each of the 7 Management Services 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>Planning and Design:</b> Is able to plan services and design programs to meet program goals and diverse community needs, while adhering to legislative, regulatory, and fiscal constraints. Knows about the other programs and services provided in the community, and builds these into a comprehensive, system-wide plan. Is able to market programs and services to funders, partners, and clients.
	<b>Identification and Development of Resources:</b> Is able to maximize the effective use of existing resources, and identify, develop, and use new resources.
	<b>Performance Management:</b> Is able to define the outcome reports needed for various programs, interpret performance reports, use data to craft specialized performance reports, and use performance information to improve program performance. Understands the concept of program effectiveness and uses that concept in making program decisions.
	<b>System Capacity Building:</b> Promotes and supports staff development for the organization's own employees and for partners' and contractors' employees, in order to improve the quality of the system's programs and services. Understands and supports the development needs of a diverse workforce. Operates effective communication systems that keep personnel informed and motivated.
	<b>Strategic Direction:</b> Participates in setting a visionary direction for the organization that keeps it stretching to meet higher and higher goals and diverse community needs. Stays informed about potential legislative, regulatory, or policy directions, and is prepared to make necessary changes as soon as they are required. Is able to promote the organization's direction to partner organizations and the community.
	<b>Quality Improvement:</b> Is able to implement quality and continuous improvement processes that result in enhanced services to individual and business customers. Involves staff in problem solving and work teams.
	<b>Presentation Skills:</b> Is able to conduct research, and develop and deliver effective presentations to single individuals or large groups, in order to market ideas, programs, or services, and motivate staff, partners, and clients.

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

**NAWDP CODE OF PROFESSIONAL ETHICS AND PRACTICES**

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

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

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

-----  
Printed Name of Person Completing the Form \_\_\_\_\_

Job Title \_\_\_\_\_ Agency \_\_\_\_\_

Address \_\_\_\_\_

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

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

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

Length of time that you have known the Applicant. \_\_\_\_\_

Comments \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

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

## Reference Form #2

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

*I have applied for 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

**Directions:** Please review the description and rate the Applicant on each of the 7 Management Services 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>Planning and Design:</b> Is able to plan services and design programs to meet program goals and diverse community needs, while adhering to legislative, regulatory, and fiscal constraints. Knows about the other programs and services provided in the community, and builds these into a comprehensive, system-wide plan. Is able to market programs and services to funders, partners, and clients.
	<b>Identification and Development of Resources:</b> Is able to maximize the effective use of existing resources, and identify, develop, and use new resources.
	<b>Performance Management:</b> Is able to define the outcome reports needed for various programs, interpret performance reports, use data to craft specialized performance reports, and use performance information to improve program performance. Understands the concept of program effectiveness and uses that concept in making program decisions.
	<b>System Capacity Building:</b> Promotes and supports staff development for the organization's own employees and for partners' and contractors' employees, in order to improve the quality of the system's programs and services. Understands and supports the development needs of a diverse workforce. Operates effective communication systems that keep personnel informed and motivated.
	<b>Strategic Direction:</b> Participates in setting a visionary direction for the organization that keeps it stretching to meet higher and higher goals and diverse community needs. Stays informed about potential legislative, regulatory, or policy directions, and is prepared to make necessary changes as soon as they are required. Is able to promote the organization's direction to partner organizations and the community.
	<b>Quality Improvement:</b> Is able to implement quality and continuous improvement processes that result in enhanced services to individual and business customers. Involves staff in problem solving and work teams.
	<b>Presentation Skills:</b> Is able to conduct research, and develop and deliver effective presentations to single individuals or large groups, in order to market ideas, programs, or services, and motivate staff, partners, and clients.

## Reference Form #2

Page 2 of Reference Form

Applicant Name (Print): \_\_\_\_\_

### NAWDP CODE OF PROFESSIONAL ETHICS AND PRACTICES

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

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

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

-----  
Printed Name of Person Completing the Form \_\_\_\_\_

Job Title \_\_\_\_\_ Agency \_\_\_\_\_

Address \_\_\_\_\_

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

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

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

Length of time that you have known the Applicant. \_\_\_\_\_

Comments \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

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

# 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: \_\_\_\_\_

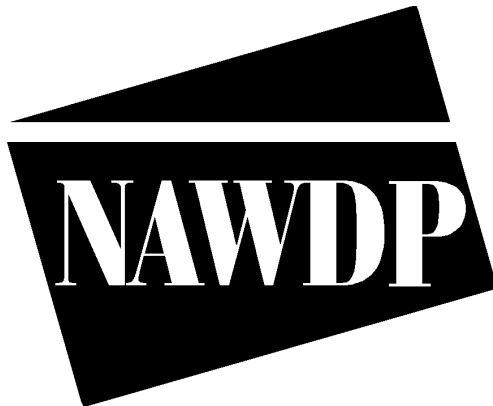
Account #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

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.*





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

Phone: (202) 589-1790  
Fax: (202) 589-1799  
Email: [nawdp@aol.com](mailto:nawdp@aol.com)  
Website: [www.nawdp.org](http://www.nawdp.org)