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Certified Workforce Development Professional Training Information

The Certified Workforce Development Professional is a national credential administered by the National Association of Workforce Development Professionals.   The certification evolves around five workforce system competencies:

1. Customer Service Methodology
2. Diversity in Workforce Development
3. Labor Market Information and Intelligence
4. Principles of Communication
5. Workforce Development Structure, Policies, and Programs

A breakout of the lessons included under each competency is provided in this proposal.

PowerNotes LLC was selected by the National Association of Workforce Development Professionals to be an approved training provider for the Certified Workforce Development Professional (NAWDP) reciprocity training.   Once individuals complete the web-based training they will be provided a *Certificate of Completion* and directed to submit a brief application to NAWDP for the official credential.   PowerNotes LLC will pay the fee for the certification that is included in the tuition for the training. An independent committee approves the certification and individuals will receive a notice the nationally recognized credential has been awarded. At that time, the individual can begin using the CWDP after their name.

PowerNotes LLC training is web-based and includes 47 lessons that are spread across the 5 competencies.   Each competency starts with a comprehensive workbook that individuals can download and print for a desk resource guide.   Zoom videos are provided for each lesson.   MaryAnn Lawrence is the creator and training expert producing the zoom recordings.   There is an open book quiz at the end comprised of 25 questions.   Once complete, individuals will be instructed to print the *Certificate of Completion*. PowerNotes will receive an alert from the website that the individual has completed and will send the individual and NAWDP a notice the training has been successfully completed.   The training is self-directed and typically takes anywhere from one month to six months to complete.   The cost is $525 per person before any discounts are applied. The cost includes NAWDP membership for one year and the $125 certification fee. Discounts are provided for 10 or more registrations.

Certified Workforce Development Professional (National Association of Workforce Development Professional Certification) - PowerNotes LLC accepts checks and credit

cards. Checks should be made to the attention of PowerNotes, LLC and mailed to 9738 Crestwick Drive, St. Louis, MO 63128. Attn: MaryAnn Lawrence.   We can invoice your agency if requested to.

- **TOTAL COST $500.00 Per Person**

Competency #1: Customer Service Methodology			
a. *Identify customer needs and expectations to create positive customer satisfaction.* b. *Place appropriate emphasis on "excellence" and "speed of response" in work performance.* c. *Position workforce development programs as a primary community partner in the service area.* d. *Understand the essential elements of a helping relationship, including rapport, trust, and mutual respect.* e. *Understand who the principal customers of the workforce development system are and treat all with respect.*			
1-1 Serving Customers		a	
1-2 Encouraging the Dream		a, d, e	
1-3 Assessing Learning Styles		a	
1-4 Identifying Personal Circumstances		a, d	
1-5 Managing Client Relations		a, b, d, e	
1-6 Person Centered Planning		c, e	
1-7 Coaching and Mentoring Skills		a, b, d	
1-8 Partner Collaboration		c	
1-9 Volunteer Management		c	
Competency #2: Diversity in Workforce Development			
a. *Adapt materials and services to address diverse needs of customers.* b. *Create an environment that enables all individuals to contribute to their fullest potential.* c. *Identify and implement innovative methods for delivering services to diverse or special populations.* d. *Understand the special needs of diverse groups.*			
2-1 Additional Resources for Offenders		a	
2-2 Boomers in the Workplace		a, b, c, d	
2-3 Understanding Diversity		a, b, c, d	
2-4 Disability Awareness		a, b, c, d	
2-5 When You Don't Have All the Answers		a, b, c, d	
Competency #3: Labor Market Information and Intelligence			
a. *Access, analyze, and use local, state, and national electronic and non-electronic labor market information delivery systems and databases.* b. *Identify information individuals need, including assessment, in order to make realistic career decisions, and where that information can be found.*			

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c. *Provide updated LMI to employers, job seekers, and staff to develop opportunities.*
d. *Understand basic computer technology used in workforce development.*
e. *Understand the types of LMI available and the uses of such information.*

3-1 Data		a, b, c, e	
3-2 Labor Market Information		a, b, c, e	
3-3 Assessment Tools & Techniques		b	
3-4 Using Electronic Job Search		a, c	
3-5 Career Decision Making		a, b, c	
3-6 Career Path Options in Demand Occupations		a, b, c, e	
3-7 Sector Strategies		a, b, c, e	
3-8 Career Pathways		a, b, c, e	
3-9 Basic Computer Skills		d	

Competency #4: Principles of Communication

a. *Ask questions for clarification.*
b. *Communicate with internal and external customers.*
c. *Demonstrate teamwork skills.*
d. *Demonstrate the skill, ability, and willingness to conduct employed related workshops.*
e. *Speak to single individual or large groups in order to teach, inform, or persuade.*
f. *Seek input-feedback from employers and job seekers.*
g. *Understand the language used by business and employers.*
h. *Understand and demonstrate public relations skills and marketing skills.*
i. *Write case notes, memos, reports, and other correspondence using appropriate grammar, spelling, and punctuation.*

4-1 Clarity and Concision		a, e	
4-2 Face-to-Face Communication		a, b, e	
4-3 Non-Verbal Communication		a, b, e	
4-4 Creating an Elevator Speech		b, e	
4-5 Dealing with Negative Attitudes		b, c, e,	
4-6 Presentation Skills		d, e	
4-7 Facilitation Skills		d, e	
4-8 Business/Employer Communications		a, b, e, g	
4-9 Writing Fundamentals		i	
4-10 Writing Reports		1	
4-11 Writing Success Stories		i	
4-12 Effective Case Notes		i	
4-13 Marketing		h	
4-14 Target Marketing		h	
4-15 Team Building		c	

Competency #5: Workforce Development Structure, Policies, and Programs

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a. *Demonstrate Knowledge of Federal, State, And Local Workforce Development Programs, Funding Guidelines, And Workforce Development Codes.*
b. *Interpret current laws and structure to deliver appropriate services and understand how their own work impacts the system's goals.*
c. *Relate public workforce development policy, initiatives, and funding sources with the current system.*
d. *Understand who the principal customers of the workforce development system are.*

5-1 WIOA Fundamentals		a, d	
5-2 Hard to Serve Populations		d	
5-3 Career Services		a, b, c	
5-4 Training Services		a, b, c	
5-5 Customer Flow		a, b, c, d	
5-6 Integrated Planning		a, b, c	
5-7 Regional Collaboration		c, d	
5-8 Evaluating One-Stop Centers		a, b, c, d	
5-9 WIOA Youth Information		a, b, c, d	