



CWDP Endorsements

Stackable credentials are effective tools in today's competitive marketplace. The CWDP Endorsement Certifications demonstrate specialized knowledge and competency beyond the CWDP, allowing individuals to compete for positions with increased responsibilities and rewards. Applicants must provide detailed explanations of work or tasks performed to demonstrate their skill and experience in specific competency areas for the endorsement area.

Business Services Endorsement Competency Definitions

B1. Linkages and Promotion of the Workforce System:

- Demonstrates knowledge of the language businesses and industries speak, and acts as a communication link between businesses and their needs and the workforce development system and its services.
- Identifies workforce solutions from a business perspective.
- Identifies what businesses need and acts in the appropriate way to serve the customer.
- Demonstrates the ability to market the supply of workforce in the context of existing demand and develop a talent pipeline management approach to business relationships.
- Demonstrates the ability to interpret and communicate Return on Investment (ROI) for businesses to partner with the workforce system.

B2. Business Engagement and Interaction:

- Serves businesses of all sizes, builds long-term relationships, and maintains contact with them to meet emerging and changing needs.
- Makes use of presentations to single businesses or large groups, in order to teach, inform, or persuade.
- Develops services to businesses based on the resources available.
- Demonstrates the ability to provide consultation and support to businesses with an emphasis on identifying and understanding business' current and future workforce needs.
- Interprets new and existing laws (e.g., ADA, EEO, WIOA) that businesses have to know and connects employers to customized services under those laws.

B3. Engagement with Economic Development:

- Demonstrates a working knowledge of the three functions of economic development – retaining businesses, growing businesses, and attracting businesses – and relates how workforce development can support these functions.
- Builds the connection between economic development and workforce development.
- Relates to businesses using workforce knowledge and expertise to facilitate long-term partnerships.
- Develops an understanding of the role of economic development in recruiting, retaining, and supporting business growth.

B4. Talent Pipeline Development:

- Identifies the training needs of business, including those for initial positions and those for career ladder opportunities.
- Demonstrates knowledge of the skills of the area's labor pool and interprets whether the business will be able to find the skilled workers it needs.
- Demonstrates knowledge of what businesses need and identifies gaps in the workforce.
- Demonstrates use of that knowledge to train and develop the workforce.
- Uses the knowledge of industry sector partnerships and career pathways to manage and develop talent for businesses and potential job seekers.

Job Seeker Solutions Endorsement Competency Definitions

J1. Job Seeker Support:

- Collaborates with partners to expand collaboration in community workforce development.
- Identifies and addresses multiple obstacles that may arise when working with a job seeker.
- Demonstrates an aptitude for new technology and the skills needed to utilize that technology while addressing social media as a skill job seekers can harness to aid their activities (e.g., Facebook, active LinkedIn presence).
- Demonstrates knowledge of various cultures and helps individuals from all backgrounds (e.g., ex-offenders, immigrants, veterans, women, disabled individuals, in-school and out-of-school youths) find traditional and non-traditional employment opportunities.
- Demonstrates knowledge of how businesses work and works to provide businesses what they need to target the correct job seekers.
- Demonstrates the ability to understand job seeker knowledge, skills, and abilities for the most effective impact in the context of a given labor market and common business requirements.

J2. Facilitating Results:

- Connects with job seekers to generate a realistic plan to identify, obtain, retain, and/or advance in employment along a given career path.
- Collaborates with clients to identify and support interim goals and actions to support the given plan.
- Identifies potential barriers to fulfillment of the plan and assists with mitigation strategies.
- Connects with the client to design and implement job search, retention, and/or advancement activities.
- Demonstrates the ability to manage progress towards client's goals by identifying successes and failures, associated "lessons learned," and next steps.
- Demonstrates the ability to hold the client accountable through proactively tracking progress against goals and notifying the client of progress.

J3. Job Retention Skills:

- Identifies the factors that affect job retention (e.g., coworker disputes, support on the job) and relates those factors to job seekers.
- Identifies actions that address potential barriers to long-term employment.
- Demonstrates the knowledge needed to train and re-train job seekers to promote job retention.
- Demonstrates the knowledge needed to follow-up with job seeker to ensure they have the proper support for growth in their current job.
- Identifies strategies for ensuring long-term employment.
- Demonstrates the need and importance for innovative technology in facilitating success in contemporary workplace settings.
- Identifies the basic adult education challenges, skills, and needs (e.g., literacy and numeracy) and employs that knowledge to help job seekers pursue, retain, and train while on the job.
- Demonstrates the knowledge needed to utilize different work-based learning opportunities (e.g., apprenticeships, internships) and links job seekers with those potential opportunities.

J4. Job Advancement Skills:

- Connects information about available career ladder/lattices or career pathways opportunities and available resources for ongoing training and development to promote advancement within a given career path.
- Demonstrates knowledge of career pathways and role they play when seeking advancement opportunities.

J5. Case Management:

- Understands the process to connect the customer with needed services.
- Demonstrates knowledge of these services to help the job seeker develop and implements a service plan related to his career and employment goals.
- Fosters relationships, not only with job seekers, but also with current and potential partners, to access a full spectrum of resources to help the job seeker.

- Develops products, services, and programs to address needs of special populations (e.g., English language learners, veterans, and people with disabilities).
- Illustrates the ability to write and communicate verbally with diverse customers.
- Demonstrates the knowledge needed to develop and use effective case notes.

Management Services Endorsement Competency Definitions

M1. Planning and Designing Effective Strategies:

- Plans services and develops programs to meet program goals and diverse community needs, while adhering to legislative, regulatory, and fiscal constraints.
- Demonstrates knowledge of other programs and services provided in the community, and builds these into a comprehensive, system-wide plan.
- Demonstrate the ability to market programs and services to funders, partners, and clients.
- Identifies the shift towards industry-specific models and approaches as the market responds to new programs and policies.
- Constructs programs for businesses around new industry-specific models.

M2. Maximizing Resources:

- Demonstrates the ability to maximize the effective use of existing resources, and identify, develop, and use new resources.
- Identifies new ways technology works as well as its impact in the workforce.
- Demonstrates how to efficiently use budgeted resources and-funds.
- Identifies and develops alternative sources of funding (e.g., foundations, charities, non-profits) through effective resource development and grant writing.

M3. Performance Management:

- Demonstrates knowledge of program effectiveness and uses that concept in making program decisions.
- Develops and applies the use of data for continuous improvement.
- Defines the outcome reports needed for various programs, interprets performance reports, and uses data to craft specialized performance reports.

M4. Strengthening Organizational Capacity:

- Demonstrates the ability to develop staff 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.
- Identifies and understands the development needs of a diverse workforce.
- Employs effective communication systems that keep personnel informed and motivated.
- Shows communication with developers to ensure training is always up to date.
- Demonstrates how to effectively commit resources towards internal growth and development.
- Identifies the need to have the appropriate staff with the relevant skill sets necessary for current and emerging needs.
- Identifies the need for comprehensive onboarding, selection, retention, and promotion approaches.

M5. Creating Strategic Direction:

- Employs a "visionary" direction for the organization that keeps it stretching to meet higher and higher goals and diverse community needs.
- Demonstrates knowledge about potential legislative, regulatory, or policy directions, and uses that knowledge to make necessary changes as soon as they are required.
- Represents and relates the organization's direction to partner organizations and the community.
- Develops passion among coworkers at all levels of development.
- Demonstrates a strong degree of enthusiasm and strategic leadership to push the direction of the organization forward.

M6. Continuous Quality Improvement:

- Identifies quality and continuous improvement processes that result in enhanced services to individual and business customers.
- Employs staff in problem solving and work teams.
- Demonstrates the need for quality and change management to stay ahead of emerging trends and strategies.
- Identifies who the audience is and crafts responses to those markets.

M7. Presentation Skills:

- Performs research to develop and deliver effective presentations on various topics (e.g., labor market data and information) to single individuals or large groups, in order to market ideas, programs, or services, and motivate staff, partners, and clients.
- Demonstrates the ability to inspire, persuade, and influence others through verbal and written communications.

Youth Services Endorsement Competency Definitions

- Y1. Knowledge of the Field:** Knows youth and adolescent development theory; rights and laws relating to youth and to people with disabilities; professional ethics including boundaries, confidentiality, and privacy rights; key processes for youth with disabilities including individual plans, universal access, and reasonable accommodations.
- Y2. Communication with Youth:** Is able to establish, develop, and maintain caring, respectful, trusting relationships with a diverse range of young people. Is sensitive to cultural differences, including current youth culture. Understands issues and trends affecting youth in the community, as well as those affecting youth with disabilities. Can communicate with all youth including those with disabilities (such as physical, sensory, psychiatric, and cognitive).
- Y3. Assessment and Individualized Planning:** Is able to utilize assessment tools, appropriate for youth/young adults, to determine academic skill levels, career interests, presence of disabilities, and support needs. Understands when and how to refer youth for specialized assessment, and how to incorporate results to accommodate youth needs. Is able to involve youth in using assessment results to develop their own plans and goals for career and educational and life skills development, as well as for measuring progress. Understands the need to ensure benefit planning is included in the assessment process for youth with disabilities.
- Y4. Relationship to Family and Community:** Is able to engage and build relationships with family members, guardians, advocates, and other significant persons, as well as connect them to institutions, community service opportunities, leadership activities, and supportive adults, including mentors and role models with and without disabilities.
- Y5. Workforce Preparation:** Is able to facilitate youth job readiness skill-building and assess employability strengths/barriers of youth, including necessary accommodations and supports; teach job search skills, including the use of technology, the internet, and assistive technology; match youth with appropriate jobs and careers, including job analysis, customizing, and skills standards; and coach youth, assisting in job retention and providing follow-up.
- Y6. Career Exploration:** Knows technology, online search skills, tools, and processes for career exploration for youth. Is able to engage employers in helping youth explore careers. Knows workplace and labor market trends as they relate to new and future workers, as well as options for youth with disabilities such as supported or customized employment and self-employment.
- Y7. Relationship to Employers and Between Employers and Youth:** Is able to develop relationships, engage, and communicate effectively with employers, including identifying recruiting and providing support to employers hiring youth. Is able to train employers and their staff in how to work with and support all youth, including providing universal access and reasonable accommodations for youth with disabilities. Is able to mediate/resolve conflicts between employers and youth, advocate for all youth, and negotiate job design, customization, and carving.
- Y8. Connection to Resources:** Is able to identify, network, and create relationships with a variety of community agencies and resources for youth, including community intermediary organizations with disability-specific supports and resources. Is able to market own program as a resource and build collaborative partnerships with other youth-focused organizations. Knows different funding streams for youth.
- Y9. Program Design and Delivery:** Is able to design and implement programs using broadly-recognized best practices for youth initiatives (such as strong management; long-term, intensive, youth-centered approaches; age, stage, and

cultural appropriateness; and strong academic and work experiences). Is able to apply disability-related concepts such as universal access, reasonable accommodations, and other services. Is able to evaluate and adjust programs based on youth outcome measurement and data.

Y10. Administrative Skills: Is able to complete referrals and service summaries using common reporting formats and requirements, including disability-specific forms such as individual plans, transition plans, and individualized work plans. Demonstrates time management, teamwork, interpersonal, written communication, and verbal expression skills appropriate to a youth-centered organization.