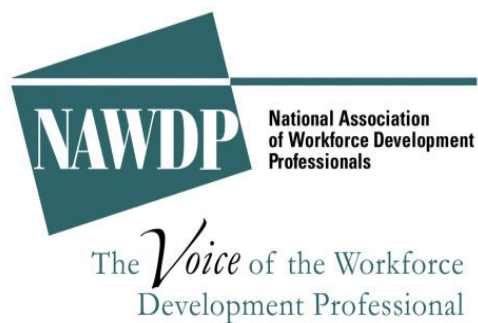


OCTOBER 2010

WORKFORCE DEVELOPMENT PROFESSIONAL CREDENTIAL SURVEY RESULTS

**National Association of Workforce Boards and
National Association of Workforce Development Professionals**



Workforce Development Professional Credential Survey Results August 25, 2010 – September 13, 2010

Background

The workforce development profession focuses on helping individuals acquire the skills and credentials necessary to succeed in the workforce. But how much attention does the workforce development system pay to the skills and credentials of its own professional staff?

To answer this question, the National Association of Workforce Boards (NAWB) and the National Association of Workforce Development Professionals (NAWDP) collaborated on a survey to determine the value of credentials among workforce development professional staff.

The survey was sent out widely to NAWB and NAWDP members, as well as collegial organizations and their members. Over the course of 20 days, NAWB and NAWDP received 685 responses. Because of the open-ended nature of the survey distribution, it is impossible to generalize from the survey results, but findings do show that the survey captured responses across a wide breadth of the workforce development system.

Key Findings

Survey responses indicated that there is great interest in credentialing within the workforce development system:

- The number of surveys returned was quite large – almost 700 busy professionals from 48 states and territories responded to the survey.
- Responses came from a broad spectrum of the workforce development system. While the survey targeted workforce investment boards (WIBs), one-stop centers, government agencies, community colleges, and community-based organizations, 18 percent of responses were from outside these groups, with many of these being from consultants, other educational institutions, and other government institutions.
- Most of those that hire workforce development professionals value credentials when making hiring, promotion, salary, or bonus decisions. Only 5 percent of those hiring managers or adult or youth service providers indicated that they do not value credentials. Ten percent (10%) of those hiring business service providers and 13 percent of those hiring non-management staff that do not provide direct services do not value credentials.
- While most of those hiring workforce development professionals *value* credentials, few *require* credentials. Only 15 to 26 percent of managers (depending on the job of the

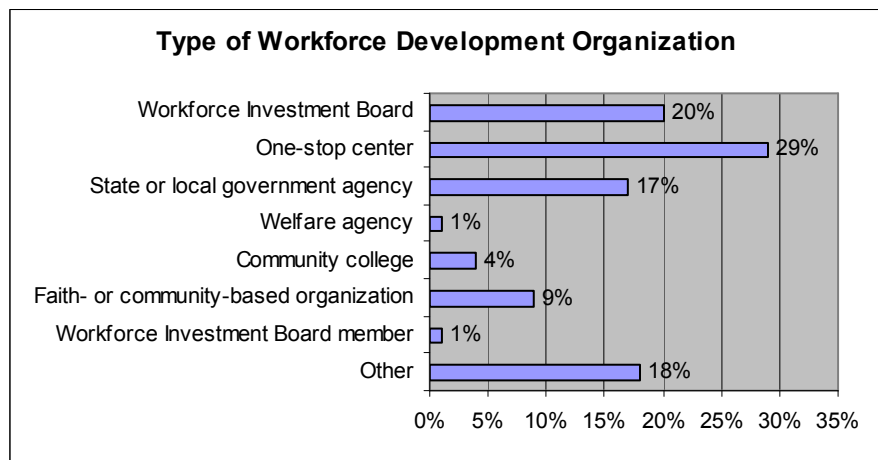
workforce development professional) require credentials when making hiring, promotion, salary, or bonus decisions.

- The NAWDP Certified Workforce Development Professional (CWDP) credential usually topped the list of credentials valued in making hiring, promotion, salary, or bonus decisions. Other credentials frequently mentioned include essential business skills certificates, teaching certificates, and the Global Career Development Facilitator (GCDF) credential.
- Those hiring youth service providers and business services providers place more value on specialized credentials than those hiring other types of providers. Those hiring youth service providers placed the highest value on teaching certificates and were most likely to value the CWDP Youth Services (YS) Endorsement. Those hiring business services providers were the only ones to place high value on the CWDP Business and Employer Services (BES) Endorsement and the Business Services Professional (BSP) Certification. Those hiring business services providers also value sales experience, human resources credentials, and industry-specific credentials.
- Staff credentials are not always an important part of the contracting process for workforce development services. Twenty-five percent (25%) of those awarding contracts do not take into consideration the degree to which staff in the responding organizations has credentials or certificates, and 22 percent of those bidding on contracts indicated that the organizations that release the requests for proposals do not consider staff credentials when awarding contracts.

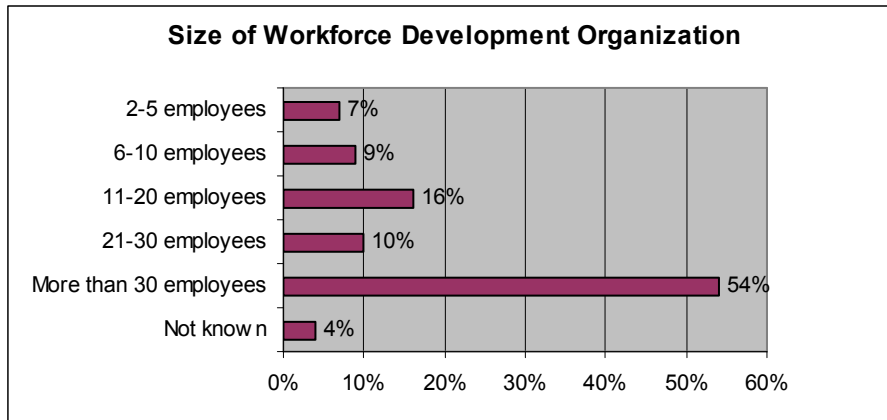
Survey Respondents

Survey responses came from 48 different states and territories, including the District of Columbia, Puerto Rico, Guam, and the Virgin Islands. The only states not contributing were Delaware, South Dakota, Utah, Vermont, Washington, and Wyoming.

The largest percentage of respondents (29%) was from one-stop centers. In addition, 20 percent of the respondents were Workforce Investment Board staff, 17 percent were from state or local government agencies, and 9 percent were from faith- or community-based organizations. A full 18 percent



characterized themselves as “other.”



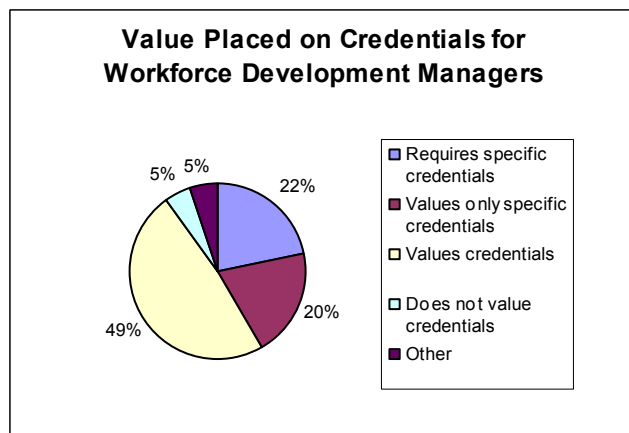
Respondents were asked to indicate the number of individuals working in their organization, with government agencies and community colleges asked to count just those individuals working in the relevant department. Even with this government

agency and community college caveat, over half of respondents indicated that they work in organizations of more than 30 employees.

Use of Credentials for Workforce Development Professionals

Workforce Development Managers

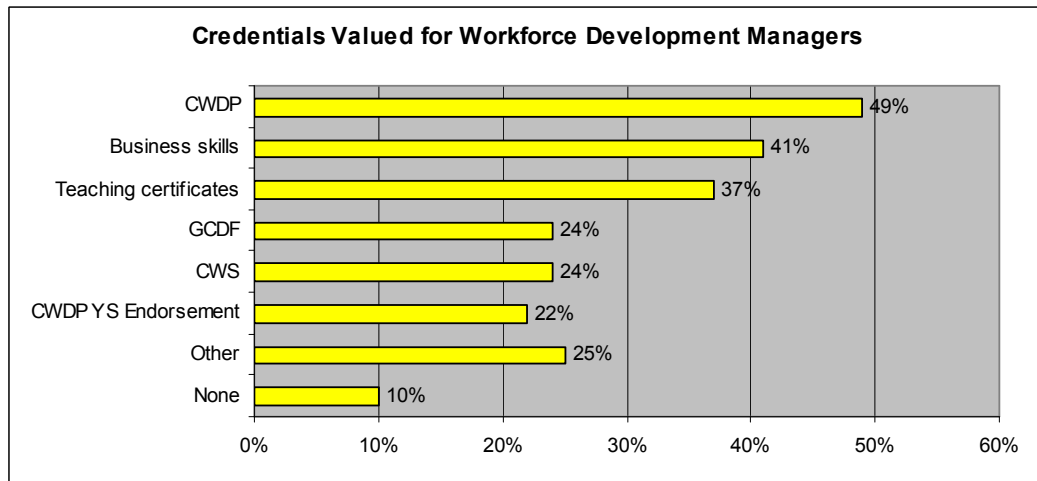
Forty-seven percent (47%) of all respondents indicated that they make hiring, promotion, salary, or bonus decisions about workforce development professionals in their organizations. Of this 47 percent, 63 percent indicated that they are responsible for hiring *workforce development managers*. Among those that hire workforce development managers, 22 percent *require* specific credentials or certificates when making hiring, promotion, salary, or bonus decisions. Another 20 percent do not require credentials or certificates, but *place value on specific credentials or certificates*, and 49 percent *place value on credentials or certificates in general*. Only 5 percent *do not value* credentials or certificates. While the survey focused on credentials or certificates and not diplomas or degrees, many of the comments received on this question indicated that respondents value college degrees.



Respondents were asked which credentials or certificates they used or valued when making hiring, promotion, salary, or bonus decisions about workforce development managers. The NAWDP CWDP credential topped the list, being selected by 49 percent of respondents. Other credentials or certificates selected frequently were essential business skills certificates (41%),

teaching certificates (37%), the GCDF credential (24%), the Certified Workforce Services (CWS) credential (24%), and the CWDP YS Endorsement (22%).

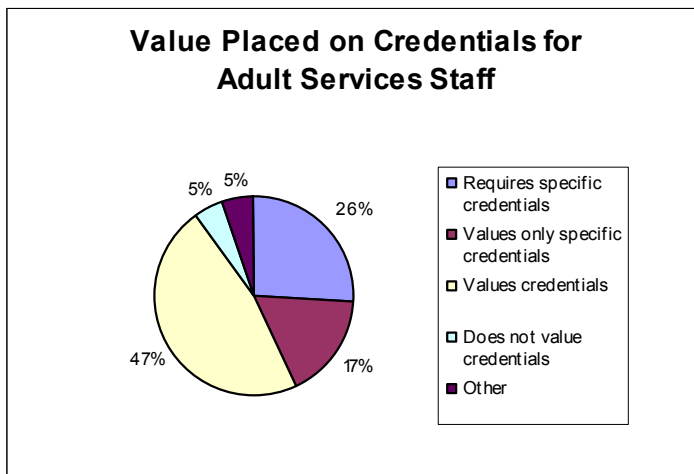
Twenty-five percent (25%) marked “other,” and the comments indicated a preference for bachelor’s and master’s degrees, credentials from the



Society for Human

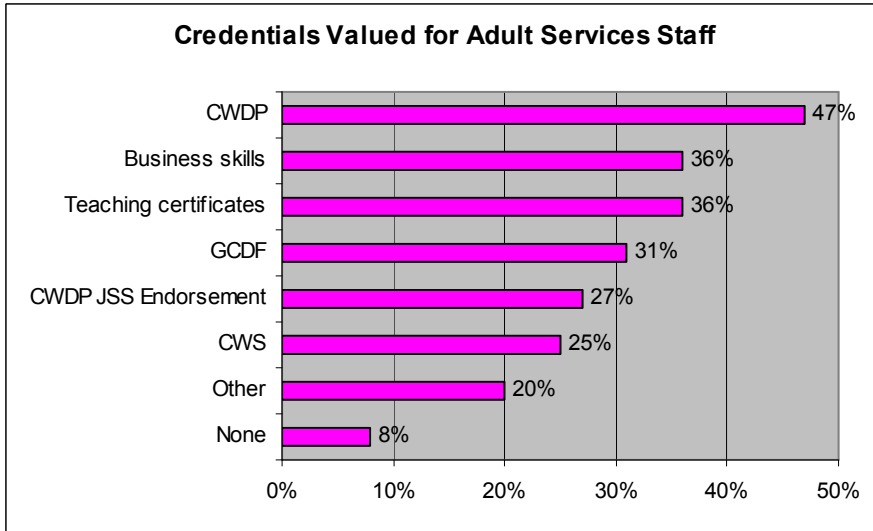
Resource Management (SHRM), and the Offender Workforce Development Specialist (OWDS) credential. Several respondents mentioned the career readiness credential from WorkKeys and the Certified Rehabilitation Counselor credential.

Adult Services Staff



Seventy-two percent (72%) of those making hiring, promotion, salary, or bonus decisions indicated that they are responsible for hiring workforce development staff that *provides direct services to adults*. Among those that hire workforce development adult service providers, 26 percent *require* specific credentials or certificates when making hiring, promotion, salary, or bonus decisions. Another 17 percent do not require credentials or certificates, but *place value on specific*

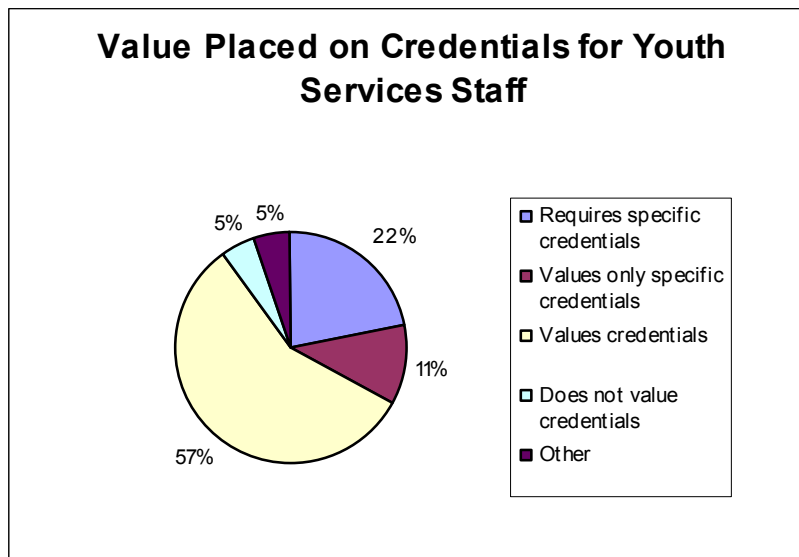
credentials or certificates, and 47 percent *place value on credentials or certificates in general*. Only 5 percent *do not value* credentials or certificates. Comments on this question focused on college degrees and the OWDS credential.



Respondents were asked which credentials or certificates they used or valued when making hiring, promotion, salary, or bonus decisions about workforce development adult service providers. The NAWDP CWDP credential topped the list again, being selected by 47 percent of respondents. Other credentials or

certificates selected frequently were essential business skills certificates (36%), teaching certificates (36%), the GCDF credential (31%), the CWDP Job Seeker Services (JSS) Endorsement (27%), and the Certified Workforce Services (CWS) credential (25%). Twenty percent (20%) marked "other," and the comments indicated a preference for the OWDS credential, college degrees, and professional counseling credentials.

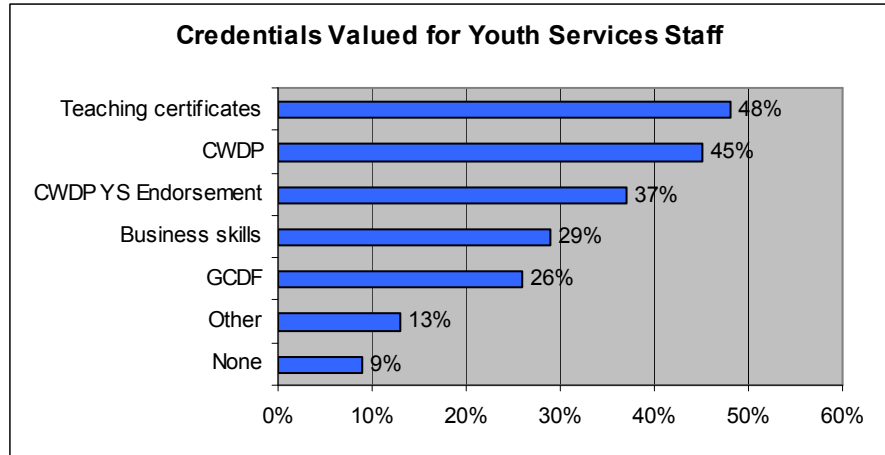
Youth Services Staff



Forty-eight percent (48%) of those making hiring, promotion, salary, or bonus decisions indicated that they are responsible for hiring workforce development staff that *provides direct services to youth*. Among those that hire workforce development youth service providers, 22 percent *require* specific credentials or certificates when making hiring, promotion, salary, or bonus decisions. Another 11

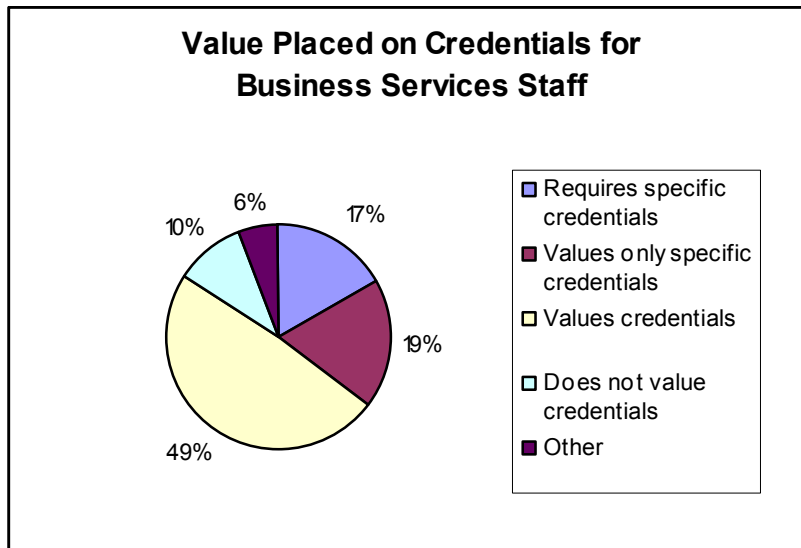
percent do not require credentials or certificates, but *place value on specific credentials or certificates*, and 57 percent *place value on credentials or certificates in general*. Only 5 percent *do not value* credentials or certificates. Comments on this question indicate a preference for college degrees.

Respondents were asked which credentials or certificates they used or valued when making hiring, promotion, salary, or bonus decisions about workforce development youth service providers. This time, teaching certificates topped the list, being selected by 48 percent of respondents,



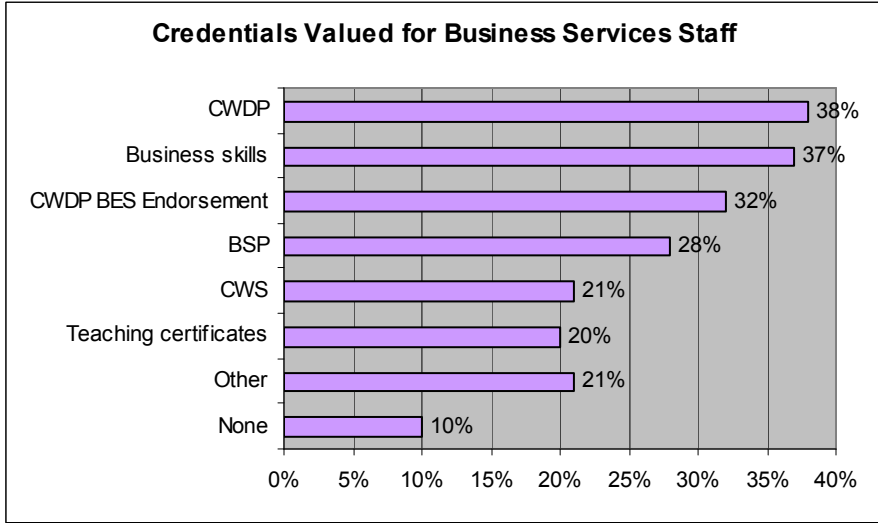
though the CWDP credential followed with 45 percent. Other credentials or certificates selected frequently were the CWDP YS Endorsement (37%), essential business skills certificates (29%), and the GCDF credential (26%). Thirteen percent (13%) marked “other,” and the comments indicated a preference for counseling-related credentials.

Business Services Staff



Sixty-five percent (65%) of those making hiring, promotion, salary, or bonus decisions indicated that they are responsible for hiring workforce development staff that *provides direct services to businesses*. Among those that hire workforce development business service providers, 17 percent *require* specific credentials or certificates when making hiring, promotion, salary, or bonus decisions. Another 19

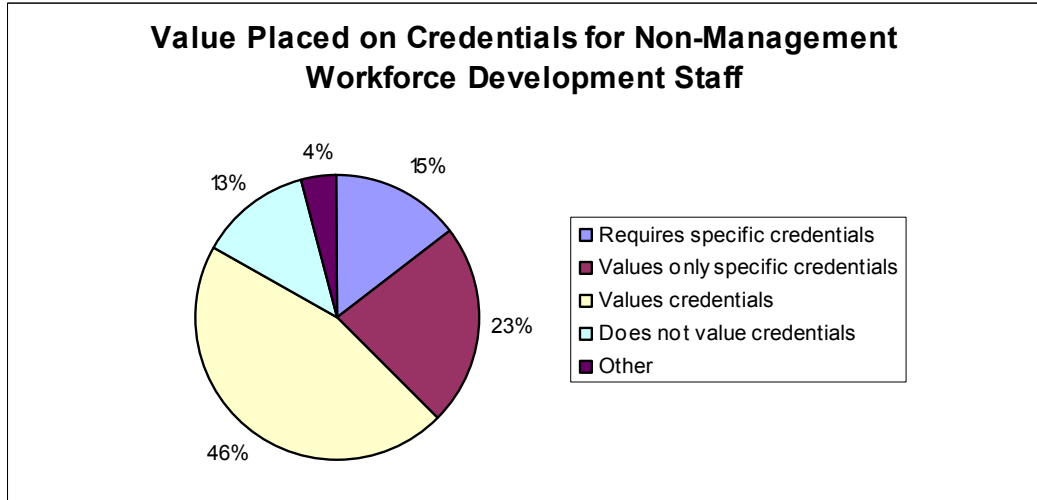
percent do not require credentials or certificates, but *place value on specific credentials or certificates*, and 49 percent *place value on credentials or certificates in general*. A full 10 percent *do not value* credentials or certificates. Comments on this question indicate a preference for experience in industry, sales, and marketing.



Respondents were asked which credentials or certificates they used or valued when making hiring, promotion, salary, or bonus decisions about workforce development business service providers. The CWDP credential was back on top, being selected by 38 percent of respondents, though essential

business skills certificates were just behind that with 37 percent. Other credentials or certificates selected frequently were the CWDP BES Endorsement (32%), the BSP Certification (28%), the CWS credential (21%), and teaching certificates (20%). Twenty-one percent (21%) marked "other," and the comments indicated a preference for sales experience, human resources credentials, and industry-specific credentials.

Non-Management Staff that Do Not Provide Direct Services to Customers

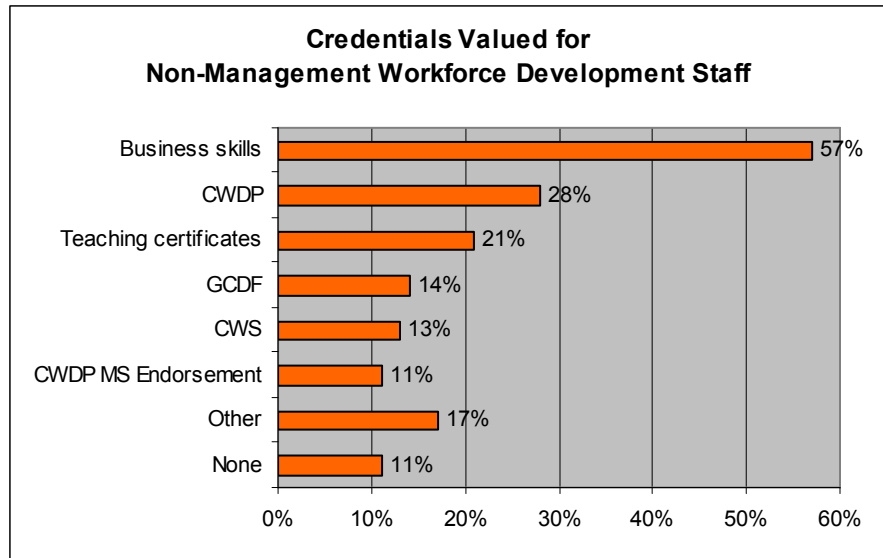


Sixty-one percent (61%) of those making hiring, promotion, salary, or bonus decisions indicated that they are responsible

for hiring *non-management* workforce development staff that *does not provide direct services to customers*. This would include many of the staff working within WIBs. Among those that hire non-management workforce development staff that does not provide direct services to customers, 15 percent *require* specific credentials or certificates when making hiring, promotion, salary, or bonus decisions. Another 23 percent do not require credentials or certificates, but *place value on specific credentials or certificates*, and 46 percent *place value on credentials or certificates in general*. A full 13 percent *do not value* credentials or certificates.

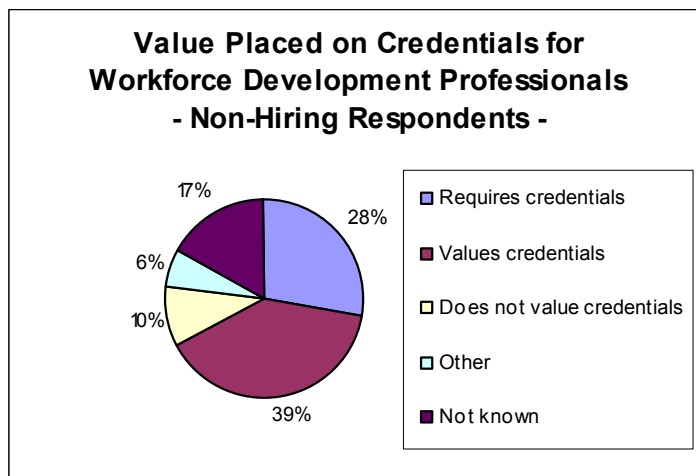
Comments on this question suggested that the value placed on credentials depends on the type of position.

Respondents were asked which credentials or certificates they used or valued when making hiring, promotion, salary, or bonus decisions about non-management workforce development staff that does not provide direct services to customers. Essential business skills certificates were by far the most popular, being selected by 57 percent of



respondents. Other credentials or certificates selected frequently were the CWDP credential (28%), teaching certificates (21%), the GCDF credential (14%), the CWS credential (13%), and the CWDP Management Services (MS) Endorsement (11%). Seventeen percent (17%) marked “other,” and the comments indicated that while credential choice depends on the job, a strong preference exists for post-secondary degrees and industry-recognized credentials.

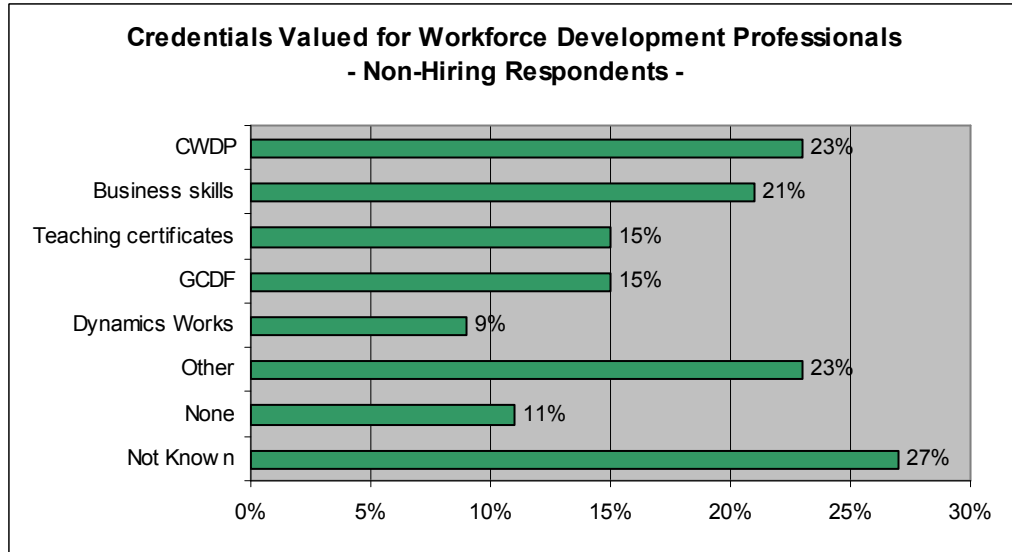
Workforce Development Professionals – Non-Hiring Respondents



Fifty-three percent (53%) of all respondents indicated that they do not make hiring, promotion, salary, or bonus decisions about workforce development professionals in their organizations. Twenty-eight percent (28%) of those without hiring, promotion, salary, or bonus responsibilities indicated that their organizations *require* specific credentials or certificates when making hiring, promotion, salary, or bonus decisions. Another 39 percent

indicated that their organizations do not require credentials or certificates, but *place value on credentials or certificates*. Ten percent (10%) of respondents’ organizations *do not value* credentials or certificates. Comments on this question showed a strong preference for bachelor’s and master’s degrees, and indicated that credentials might help in a general way.

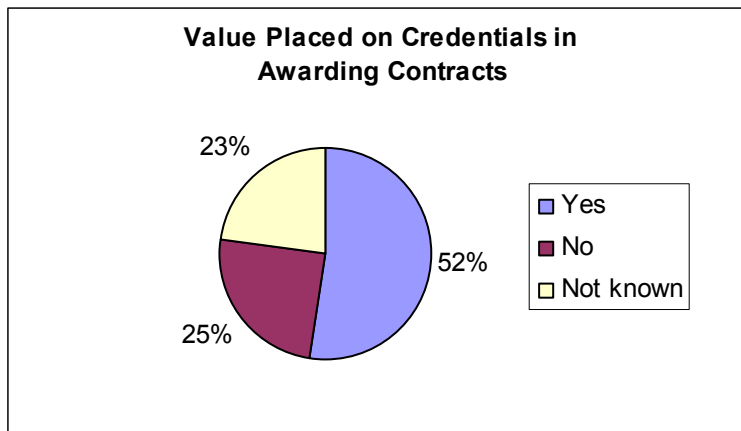
Respondents were asked which credentials or certificates their organizations used or valued when making hiring, promotion, salary, or bonus decisions about



workforce development professionals. Once again, the CWDP credential topped the list, being selected by 23 percent. Essential business skills certificates were next (21%), then teaching certificates (15%), the GCDF credential (15%), and the Dynamics Works Institute National Workforce Professional Certification (9%). A full 27 percent did not know, and 23 percent marked “other.” Comments again focused on the importance of bachelor’s and master’s degrees and the OWDS credential, and many indicated that the use of credentials depended on the specific position.

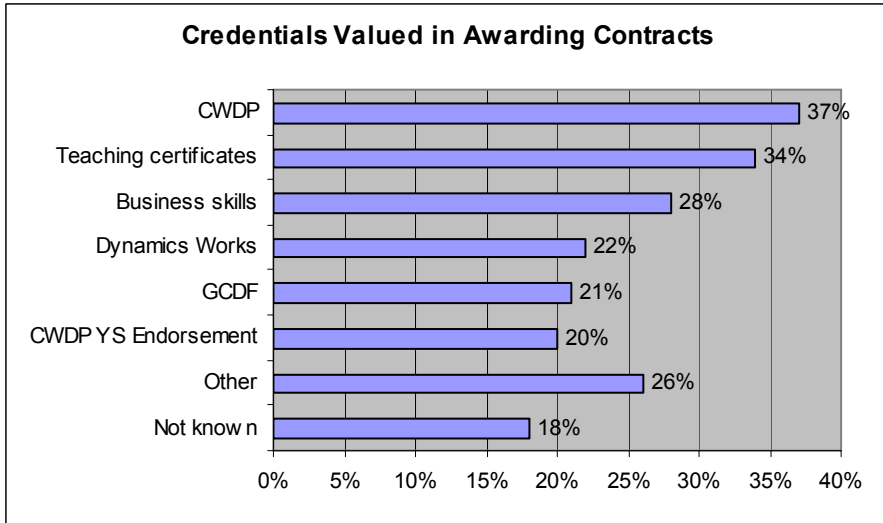
Use of Credentials for Contracting

Awarding Contracts



Thirty-seven percent (37%) of respondents indicated that their organizations *release requests for proposals* in order to hire other organizations to deliver workforce development services. Of these 37 percent, 52 percent indicated that, in awarding contracts, their organizations take into consideration the degree to which staff in the responding organizations has credentials or

certificates. Only 25 percent indicated that their organizations do not consider staff credentials when awarding contracts.



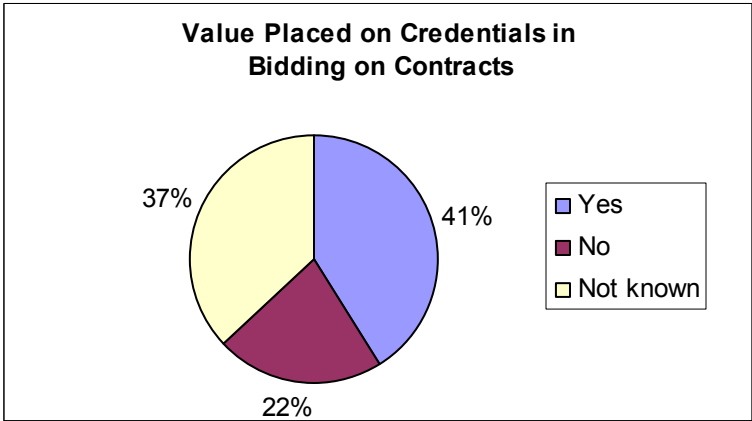
The credentials and certificates organizations consider most frequently in awarding contracts are the CWDP credential (37%), teaching certificates (34%), essential business skills certificates (28%), Dynamics Works Certification (22%), the GCDF credential (21%), and the CWDP YS

Endorsement (20%).

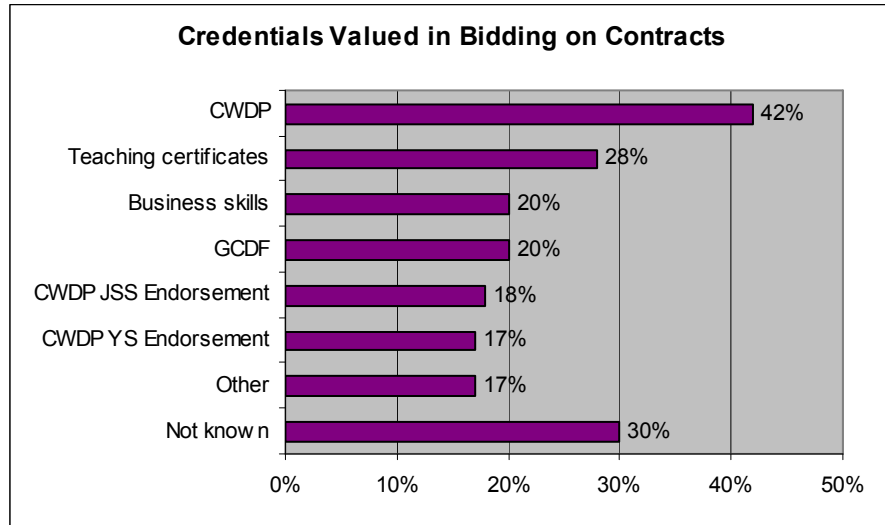
Comments from those awarding contracts indicated a preference for postsecondary degrees, and the OWDS credential. Many respondents indicated they only award contracts to youth providers, which is probably why the CWDP YS Endorsement made the list of top credentials. Other respondents indicated that their credential use and preference depends on the type of contract.

Bidding Contracts

Fifty-six percent (56%) of respondents indicated that their organizations *respond to requests for proposals* to deliver workforce development services. Of these 56 percent, 41 percent indicated that the organizations that release the requests for proposals take into consideration the degree to which their staff has credentials or certificates when making their contracting decisions. Only 22 percent indicated that the organizations that release the requests for proposals do not consider staff credentials when awarding contracts, while 37 percent indicated that they do not know.



The credentials and certificates organizations bidding on contracts think are most valued are very similar to the list provided by organizations that award contracts. The CWDP credential tops the list at 42 percent, followed by teaching certificates (28%), essential business skills certificates (20%), the GCDF credential (20%), the CWDP JSS

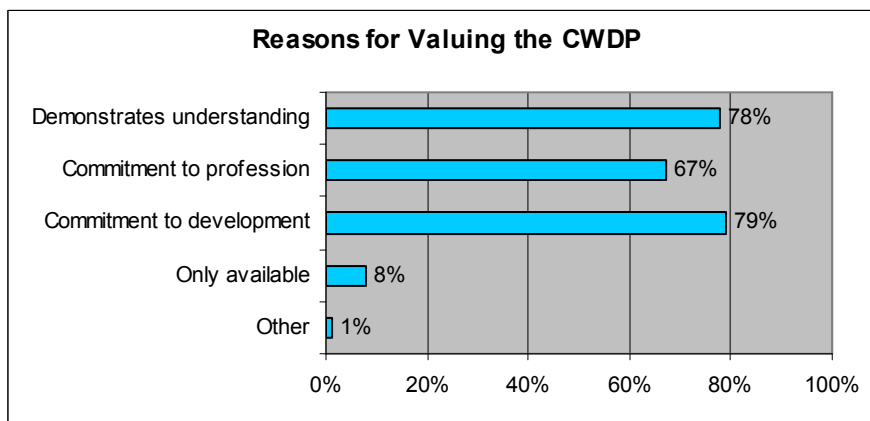


Endorsement (18%), and the CWDP YS Endorsement (17%). Comments from organizations that bid to perform workforce development services indicated that those awarding contracts prefer contractors to have staff with college degrees.

The Certified Workforce Development Professional Credential

The survey focused a number of questions specifically on the NAWDP Certified Workforce Development Professional (CWDP) credential. The vast majority of respondents – 74 percent – had heard of the CWDP credential. In the rest of this section, the statistics refer just to those individuals who had heard of the CWDP credential.

Value for Staff

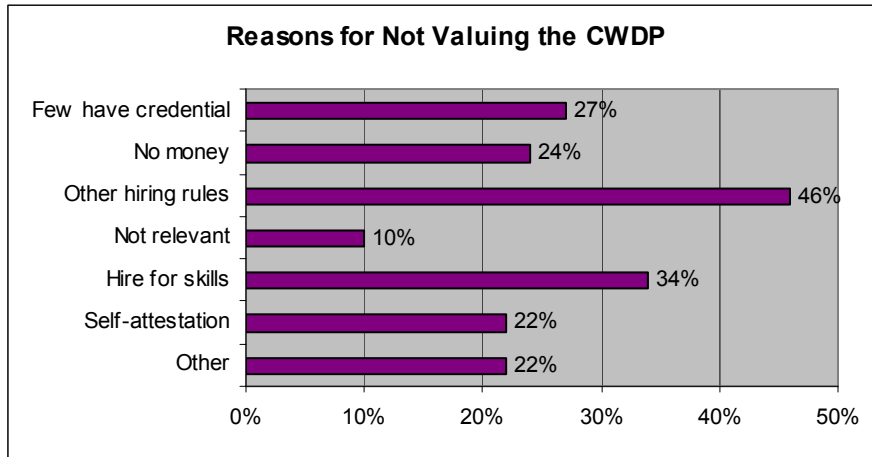


Seventy-nine percent (79%) of those making hiring, promotion, salary, or bonus decisions indicated that they place a value on an individual possessing the CWDP credential when they make those decisions. The reasons they value a staff person possessing the CWDP

credential are:

- It demonstrates a depth of understanding of the profession and the work involved (78%);
- It shows their commitment to the profession (67%);

- It shows their commitment to ongoing professional development and education (79%); or
- It is the only available relevant credential (8%).



The 21 percent of those making hiring, promotion, salary, or bonus decisions that did not value staff possessing the CWDP credential indicated that it was because:

- There are not enough people with this credential to take it into consideration (27%);

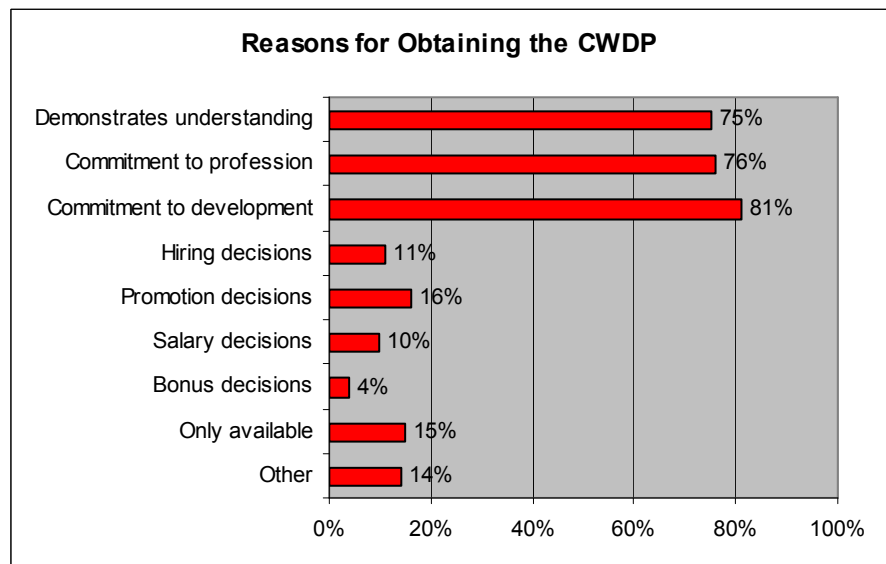
- There is no money in the budget to reward individuals for attaining it (24%);
- All staff is part of a larger entity (government, education, non-profit) and the credential is not part of that entity’s hiring and promotion system (46%);
- It is not relevant for the jobs we have (10%);
- We do not hire for knowledge in the profession, but for other skills (e.g. private sector knowledge/experience, project management knowledge/experience) (34%); or
- It relies on self-attestation (22%).

The comments to this question included concerns over the perceived low level of competency needed to obtain the CWDP credential, as well as the CWDP credential’s value to the organization.

Value for Self

Thirty-five percent of the respondents that had heard of the CWDP credential had obtained it. The reasons they gave for obtaining the credential were:

- It demonstrates my depth of understanding of the profession and the work involved (75%);
- It demonstrates my commitment to the profession (76%);

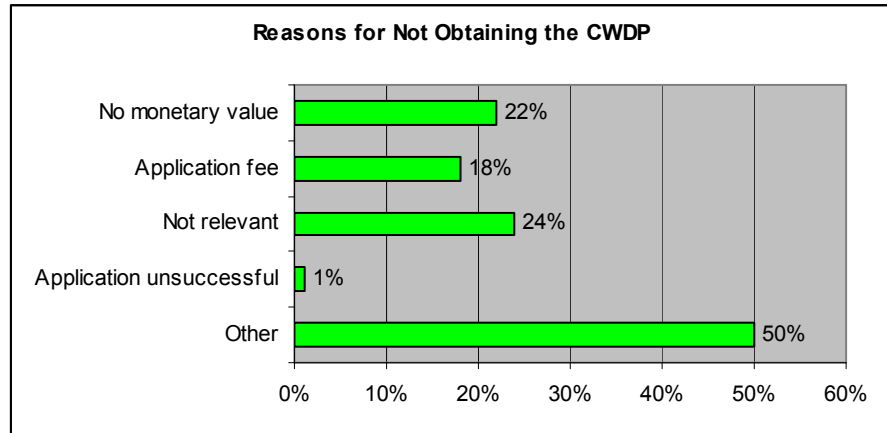


- It shows I am committed to ongoing professional development and education (81%);
- My organization considers it when making hiring decisions (11%);
- My organization considers it when making promotion decisions (16%);
- My organization considers it when making salary decisions (10%);
- My organization considers it when making bonus decisions (4%); or
- It is the only available relevant credential (15%).

Comments indicated that many individuals obtained the CWDP credential because it was required by their employer.

The 65 percent of respondents who had not obtained the CWDP credential did not because:

- My organization does not consider it when making hiring, promotion, salary, or bonus decisions (22%);
- My organization will not pay the application fee for the credential (18%);
- It is not relevant for the job I have (24%); or
- I applied, but was not awarded the credential (1%).



Fifty percent (50%) of respondents marked “other” for the reason they had not obtained the CWDP credential. Many comments indicated that individuals were in the process of applying for the credential. Others were concerned that their employer would not pay for the credential. Several individuals raised concerns about the peer-review aspect of the credential, and several were unsure whether the CWDP credential would really help them in their careers.

Conclusion

Both NAWB and NAWDP consider the skills of workforce development professionals to be of paramount importance in building the quality of the workforce development system. NAWDP already has a system of credentialing that it has developed and is administering, while NAWB is beginning to develop a system for high-level workforce development executives.

The key to building support for any workforce development credential is convincing employers – that is, the individuals who hire workforce development professionals – to value the credential. As it is now, many employers use any college education as a proxy for workforce development skills.