

National Association of Workforce Development Professionals Competency Definitions

1. History and Structure of the Workforce Development System:
 - Is aware of the history and structure of the nation's multiple workforce development programs, and how this impacts the current system
 - Relates public workforce development policy, initiatives, and funding sources with the current system
 - Interprets current laws and structure to deliver appropriate services
 - Understands how their own work impacts the system's goals
2. Career Development Process:
 - Identifies the process by which individuals a) define their career goals; b) prepare for, search for, and retain employment; and c) build skills, advance, and change employment
 - Figures out how to identify the kinds of information individuals need including assessment in order to make realistic career decisions and where that information can be found
 - Knows what skills are needed to search for, obtain, retain, and change employment
3. Labor Market Information (LMI):
 - Values the kinds of labor market information available and the uses of such information
 - Recognizes how to access, analyze, and use local, state, and national electronic and non-electronic LMI delivery systems
4. Diversity:
 - Realizes the special employment needs of diverse groups
 - Knows how to adapt materials and services to address these needs
5. Customer Service:
 - Recognizes who are the principal customers of the workforce development system
 - Identifies their needs and expectations and what constitutes positive customer satisfaction
 - Places appropriate emphasis on "excellence" and "speed of response" in work performance
6. Program Management:
 - Absorbs how programs are designed to use appropriate service strategies to meet program goals
 - Comprehends how budgets are developed and costs are tracked for individual programs
 - Uses indicators and established instruments to document program performance and outcomes
7. Communication:
 - Acquires good listening skills
 - Writes clearly, including writing a good memo
 - Speaks to individuals or large groups, in order to teach, inform or persuade
8. Technology:
 - Comprehends basic computer technology used in workforce development
 - Demonstrates proficiency or understanding of various computer software applications and the Internet
9. Collaboration and Problem Solving:
 - Recognizes the basic principles of teamwork
 - Deals with customers, colleagues, agencies, and partner associates in a positive, professional manner
 - Identifies the range of services in the community
 - Develops and maintains relationships with partners to deliver a comprehensive array of services to customers
10. Business and Employer Knowledge:
 - Understands business and employer needs
 - Knows how the private economy works
 - Realizes the concepts of profit and loss and return on investment (ROI), recruitment, and retention of workers
 - Values the role of workforce development in economic development