

# Case Study

## Customer

State of Florida

## Training and Certification Standards

### Challenge

The state of Florida desired a uniform One-Stop delivery system which includes skilled workers in every One-Stop, consistency in delivery of services, improved customer service, and improved performance of the entire system.

## State of Florida Training & Certification Standards for Workforce Staff

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### *Developing a Standard of Excellence*

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*Implementing mandated staff Training and Certification as part of an overall One-Stop Certification Process*

The State of Florida determined a need for consistency in the delivery of One-Stop services, improved customer service and performance, and the expectation that there will be skilled workers in every One-Stop throughout the state. In 1998, before the implementation of the federal Workforce Investment Act, the state of Florida enacted its own workforce legislation, which included the requirement for a standard of excellence in

One-Stop delivery. A One-Stop **Credentialing Committee** was established and given the mandate to come up with a One-Stop credentialing process. Staff **professional development was a critical component** of that process, and the committee determined the criteria for front-line personnel throughout the state was to successfully complete the Dynamic Works Institute Tier 1 Florida certification by June 30, 2003 or within 6 months of hire thereafter.

*"You can either give lip service to an idea or decide that you want to make it real. We wanted to achieve consistency across the state and measure staff against a minimum set of competencies."*

Lois Scott, One-Stop Coordinator,  
Agency for Workforce Innovation

*Lifelong Learning Strategies  
For workforce professionals,  
By workforce professionals*

**Dynamic  
Works**  
Institute

*“Dynamic Works Institute has exceeded the State’s expectations as a workforce training institute and continues to raise the bar on professional development and lifelong learning for workforce professionals in our state. I highly recommend that other states explore professional development and certification opportunities through Dynamic Works Institute.”*

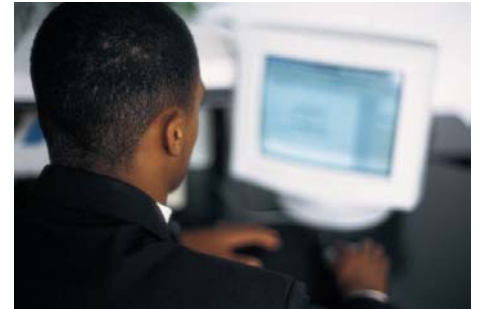
Curtis Austin –  
President/CEO  
Workforce Florida, Inc.

## **Approach & Results**

The legislation was embraced by the state workforce board as well as the local regions. **Many partners**, including regional workforce boards, state agency staff and the state training institute, were involved in the process along the way to help determine how best to accomplish the goal.

The Agency for Workforce Innovation issued a **guidance paper**, which provided guidelines for certification and continuing education requirements for all front-line staff. The requirement is part of their performance measures and monitored by the state. Regions must be a certified organization and have certified staff in order to qualify for state-issued awards.

As a result of this requirement, the state has seen improved staff skills for service delivery. The overall result is a **more professional looking and acting organization**. Regions and state agencies have **documentation of certified**



**staff skills**. And, staff have credentials that will help in transfers to other regions or even other states. Many of the regional boards provide bonuses or other incentives to those who achieve certification, and many boards make it part of their provider contracts to achieve certification. **Statewide performance in all areas has consistently improved since this requirement was implemented.**

The state now also has the same level of certification for their staff so that the entire system is certified.

Future planning discussions center on defining a higher level of job specific training and certification to move staff beyond the original minimum criteria.

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