Overview of the Certification Application and Indicators

Module 3
Presented by Strumpf Associates on Behalf of the WDC and Workforce-Central
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Objectives

▶ Participants will develop an understanding of the indicators against the quality standards

▶ Participants will view a sample of the application questions

▶ Participants will understand the submission schedule

▶ Participants will understand the form, structure, and level of detail provided in a TA Report

A Well Developed Certification Process is Meant to Promote CQI and has the Following Key Features

- Programs either meet the standards or they do not. They do not have to meet all the criteria at 100%. A rating scale is established with a 'cut point' – below it the program is not certified and above it the program is certified.
- Programs are certified for a period of 2 years, and then have to resubmit to become recertified.
- Expectations are clarified.
- Includes a process and a practice to use the standards for self evaluation purposes prior to becoming certified.
- Includes a process and a practice to provide comprehensive actionable information on how to improve against the standards back to the sites for continuous improvement purposes.
- Cultural changes result – a concern for and consciousness of quality develops and quality becomes the common currency of debate with providers.
- Helps achieve consistency in contracting.
- It is a tool to shape the market, helping providers understand identified needs and developing quality in ways desired by the authority.
- Assists in driving out poor quality providers.

What is being recognized through certification?

That a workforce center or any organization has processes (related to organizational structure, technical processes and interpersonal processes), and systems in place to ensure sustainability and durability of those processes that impact the quality of the customers' experience. In general, what is being recognized is how the quality of the process by which workforce services are delivered impacts the ability to improve workforce development for individuals and businesses.

▸ *How?* Using an established set of organizational standards and indicators, adapted for use in workforce development systems. Use of an identified set of Quality Standards based upon the Malcolm Baldrige National Quality Standards. The standards are designed to evaluate organizational effectiveness.

▸ *Approach:* To establish a set of Quality Standards and indicators that is used to assess an organization's effectiveness and the effectiveness of the workforce program's key elements. The process of external quality review used to scrutinize workforce programs for quality assurance and quality improvement.

Establish a Two-Step Process

▸ ***Step 1: Self-Assessment.*** Institutions/programs go thru a self assessment process to conduct a gap analysis (current state against the standards and indicators) and to identify opportunities for improvement. The self-evaluation is meant to assist organizations in understanding how to meet or exceed the Quality Standards. Self-assessment strategies represent a common category of approaches used in the U.S. to document quality of products, institutions and programs. While self-assessment does not replace other forms of documenting quality such as the use of control group evaluations, these processes have roots in both the public and private sectors. The national emphasis on quality standards and excellence has been embraced by nearly every field including business, health care, and education.

▸ Specifically, the purpose of this self evaluation is to:
  ◦ Prioritize areas for improvement within the organization
  ◦ Identify the impacts of the system on the quality of the processes and outcomes,
  ◦ Develop a shared Action Plan for improvements
  ◦ Prepare to submit an application for certification to the MCWDB.

Step 2: Submit Application.

- A one-stop operator and partners or any entity submit an application for certification to resource that requires descriptions of how processes, systems and practices are in place to meet the standards' indicators. MCWDB reviewers review the application and make site visits as required. Whether certified or not, the WDB issues a technical assistance report which identifies strengths and areas for growth and quality improvements.