

HOW YOU CAN BECOME A

Digital Services Leader

PRESENTING THE

Certified Government Digital Services Professional

The position and responsibilities for today's web manager has transformed from serving as a technical resource to becoming a professional digital communications manager.

Managing a government's web service delivery has become more complex as expectations increase and many new—and more sophisticated—users, whether residents or other departments, are utilizing your organization's web services.

As a web professional you face many challenges:

- Keeping abreast of compliance rules
- Staying on top of the latest technology platforms
- Meeting the needs of internal customers
- Responding to the public's demand for more services

In light of all these challenges, there is a growing demand for practical and leadership-oriented professional development certification aimed at recognizing the web professional in this fast-evolving field: **Delivering digital services through new methods and platforms.**

Having a certification program designed specifically to fit the needs of today's busy web and digital services professional is highly desirable to demonstrate your competencies and skills required in today's competitive environment.

Recognizing this need, the National Association of Government Web Professionals (NAGW) has partnered with the Public Technology Institute (PTI) and the Rutgers University Center for Government Services to offer a nine-month certificate program: **The Certified Government Digital Services Professional (CGDSP).**

This program is about leadership in the field of digital services delivery. It is not designed to be a technical solution-based program.



Benefits of Certification

- Being certified by well-regarded institutions demonstrates a commitment on your part to implement the latest leadership skills and practices
- Being certified helps you justify travel to conferences, meetings, and other training opportunities
- Being certified demonstrates that you are current and "in-the-know" when it comes to digital service delivery

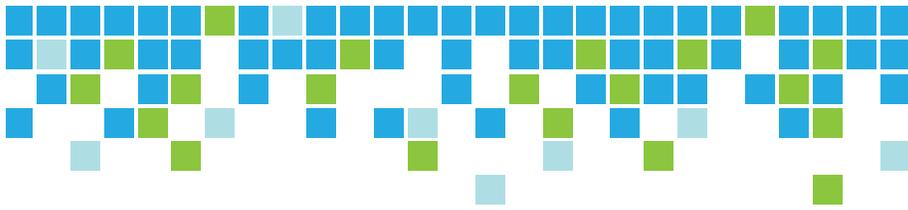
Students graduating from the program are encouraged to display the **Certified Government Digital Services Professional—CGDSP**—designation after your work title.

SPONSORED &
ENDORSED BY



OFFERED BY





Program Overview

The structure of this program is designed with the day-to-day schedule of the busy government professional in mind, and utilizes a variety of learning platforms to provide a unique and informative experience for students.

The CGDSP program is 9 months in length. The course begins with one mandatory, in-person and full-day class, September 11, 2018, prior to the start of the NAGW Annual Conference in Pittsburgh, PA.

Because the program is designed around real-work experiences, the students in this program are treated as a cohort group of individuals who are eager to share their insight with each other. The September 11, 2018 class helps set the stage for future interaction and dialog among the cohort group.

The CGDSP Program is divided into 10 modules. The modules are covered with light reading/homework assignments to be followed by a combination of recorded presentations and 90-minute virtual class discussions to take place approximately every 4 to 6 weeks.

Students are provided a license to access web-based coursework on two topics: Emotional Intelligence and IT Project Management. This coursework is self-paced and must be completed prior to graduation.

At the completion of the program all students will deliver a Capstone paper describing a program or a practice that you or your organization has implemented, or a web or digital services issue that you helped to resolve.

All course-work is graded on a pass-fail basis.

Program Review:

- Mandatory in-person class on September 11, 2018
- Topical modules with homework assignments, recorded presentations and virtual class discussions
- Self-paced web coursework
- Capstone paper

Virtual Class Topics

MODULE 1

Citizen participation (video, recorded meetings, live meeting participation, etc.)

MODULE 2

Web management

MODULE 3

App Management

MODULE 4

Multi-channel systems

MODULE 5

Digital service delivery

MODULE 6

Metrics and big data

MODULE 7

Reporting systems, techniques

MODULE 8

Management, leadership, and governance, policies and procedures

MODULE 9

Compliance and Contract management (CJIS, PCI, HIPAA, FOIA, e-Discovery, etc.)

MODULE 10

Security and Crisis Management

CONTACT: Dale Bowen, Deputy Executive Director for Program Development
660 North Capitol Street, NW, Suite 400
Washington, DC 20001
dbowen@pti.org ■ 202-626-2456
www.pti.org

