

HOW YOU CAN BECOME A

Digital Services Leader

INTRODUCING 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.

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Program Overview

The Course

The structure of this program is designed with the busy schedule of the working professional in mind. The program is 9 months in length, with one mandatory full-day class (September 19, 2017 at the beginning of the NAGW Annual Conference in La Jolla, California); a mix of virtual class discussions and self-paced online coursework; and delivery of a Capstone paper describing a program or practice that you have implemented, or an organization or web/digital services issue that you have had to resolve.

Course Topics

The Certification program shall be divided into 10 modules and all course-work will be graded on a pass/fail basis. These modules will be covered beginning with the September 19 live class at the NAGW Annual Conference. After that, modules will be covered with light reading/homework assignments, followed by a combination of recorded presentations and 90-minute virtual/online discussions to be held every 3 weeks.



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VISUAL 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

