

CERTIFICATION REQUIREMENTS

The training institution must certify competency, based on demonstration of learning during instruction and successfully passing the “pre-certification” test, identified practitioner in the field and during fieldwork:

Demonstration of competency through fieldwork

Each successful candidate will demonstrate he/she has:

- Identified a company “needing” Business Services.
- Selected an appropriate company to provide Business Services in a “growth or attraction” situation and a “at-risk” situation - work in pairs or groups if opportunities are limited.
- Collaborated with company stakeholders and relevant partners throughout the process (entry through follow-up).
- Gathered facts and other information to make an informed analysis of the company situation and identified the real problems and their causes.
- Designed a solution and developed an implementation plan (based on diagnosis of need) to achieve meaningful measurable outcomes for the company as a whole.
- Assisted implementation through coordination, monitoring, and/or providing a service.
- Followed up with company stakeholders.
- Coordinated assets with partners in workforce development, education, economic development, and other areas to present a value-added package.
- Developed networks with workforce development, economic development, and education partners, in the community, and with colleagues.
- Show skills in facilitation of this process – each student must play a lead role in their fieldwork.

Report on the Fieldwork for Certification

Each participant or groups will:

- Candidates must submit a fieldwork plan for selecting and entering their “project companies”. If working in a pair or in a team, the plan should describe how each will share responsibility and tasks so each takes a leading role. Senior Technical Advisors/Fieldwork Coordinator will contact the individuals upon receipt of their plan.
- Candidates must provide documentation of their work with each project company. Documentation is a written report on each project company.
- Candidate (individual, pair, or team) must report regularly to Senior Technical Advisors /Fieldwork Coordinator. Report will include: phase of the process, problems/challenges you are facing, insights, and proposal review. Manner and schedule of reporting will be determined by individual projects.
- Candidate must complete an individual learning assignment. This will answer these questions:
 1. What kinds of things do you do differently – in what ways was your involvement different in dealing with business than prior to taking the BSP course?
 2. To what extent did those differences discussed above affect the outcome?
Rate on a scale from 1-5, 1 = no affect and 5 = great affect.

LEARNING OBJECTIVES

On completion of course requirements, the trainee can:

- Describe a demand-driven workforce development system: A demand driven includes policies and programs that help employers get and maintain a skilled workforce. (Unlike separate programs that operate in an uncoordinated and therefore, static manner, a demand-driven workforce development system is flexible and able to adapt quickly to changing economic conditions. It is characterized by on-going communication and continual feedback among employers, workers, educators, and government. Demand-driven systems work on the demand and supply sides of the labor market.)
- Collaborate with partners in workforce investment, education, and economic development to present a value-added package (asset and resource mapping): A value-added package includes significant resources invested including the “dollar value” of the services and resources (e.g. for assessing employees, pre interview screenings, etc.), in addition to other “tangible offerings,” such as tax incentives, etc., that might be offered to a business, or MEGA grants offered through the MEDC, etc.
- Develop resource networks in the community and with colleagues: Resource networks shall include all of the resources or assets within the community drawn upon to provide technical assistance, or deliverables (; developing resource networks will be accomplished by mapping (documenting) resources and assets that each of the partners/stakeholders/colleagues can contribute to the process of delivering these services and accomplishing these program goals.
- Collaborate/work with/involve company stakeholders and relevant partners throughout the process (entry through follow-up). This will include continuous involvement of the appropriate individuals within the business and community to provide continuous updates, to check results, to evaluate effectiveness, etc. The entry through follow up is the application of the five (5) stage business services process.
- Apply the 5 stage process. (SCMW/MSU will continue to support the graduates of the training and have multiple follow-ups with the individuals throughout the life of the contract.)