How You Can Become a Digital Services Leader

Presenting the Certified Government Digital Services Professional Program

The position and responsibilities for today's web manager have 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 of 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 who is 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 CompTIA 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.

CGDSP

Certified Government Digital Services Professional

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:

NAGW
NATIONAL ASSOCIATION OF GOVERNMENT WEB PROFESSIONALS

Offered By:

CompTIA®
Public Technology Institute

RUTGERS
Center for Government Services

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 nine months in length. The kick-off class will take place September 6, 2022 during the NAGW 2022 Conference in Little Rock, Arkansas. NAGW will offer a FREE conference pass to CGDSP program students. Students unable to attend in-person will be allowed to attend the kick-off class virtually.

All following classes / modules will be presented virtually and are up to two hours in length.

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 first class helps set the stage for future interaction and dialogue among the cohort group.

The CGDSP program is divided into 10 modules. The modules are covered with light ready/homework assignments to be followed by a combination of recorded presentations and virtual class discussions to take place approximately every four to six 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 practice that you or your organization has implemented, or a web or digital services issue that you helped to resolve.

All coursework is graded on a pass/fail basis.

Program Review

- Program kicks-off September 6, 2022
- Topical modules with homework assignments, recorded presentations, and virtual class discussions
- Self-paced web-based coursework
- Capstone paper

Virtual Class Topics

MODULE 1
Citizen participation (e.g., video, recorded meetings, live meeting participation)

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 and techniques

MODULE 8
Management, leadership, governance, policies, and procedures

MODULE 9
Compliance and contract management (e.g., CJIS, PCI, HIPAA, FOIA, e-Discovery)

MODULE 10
Security and crisis management

REGISTER TODAY
Visit **www.pti.org** or email Dale Bowen at **dbowen@comptia.org**