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.

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**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.
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. All classes will take place on-line and are considered virtual class discussions. The first virtual class will take place January 29, 2020 at 4 pm ET.

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 via the virtual class discussions. The January 29 virtual class discussion 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. Some of the virtual class discussions will cover two modules.

Students are provided a license to access web-based coursework on Emotional Intelligence. 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:

- Topical modules with homework assignments, recorded presentations and virtual class discussions
- Self-paced web coursework
- Capstone paper and virtual presentation

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

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