

HOW YOU CAN BECOME A DIGITAL SERVICES LEADER

Presenting the Certified Government Digital Services Professional Program

Whether you are a web manager, communications specialist, citizen engagement officer, or digital services director, your position and responsibilities have transformed from serving as a technical resource to becoming a professional digital communications leader.

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 digital and 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
- Learning the latest on citizen-facing technologies
- Responding to the public's demand for more services
- Learning the latest in Social Media developments

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

Having a certification program designed specifically to fit the needs of today's busy 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) now a division of Fusion Learning partners and the Rutgers University Center for Government Services to offer a seven-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.

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 program begins in January 2024.

Recognizing how busy you are and the time constraints you face, this program is designed to be a mix of virtual class discussions and self-paced online coursework, and delivery of a Capstone paper – 10 to 15 pages in length – describing a program or practice that you have implemented, or an organization or web/digital services issue that you have resolved.

The Certification program is divided into ten modules, and all coursework will be graded on a pass/fail basis. These modules will be covered beginning in the first class. 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 approximately every 3-4 weeks.

At the completion of the program, all students will submit 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.

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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, big and visualized data, and AI

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