

June 1, 2010

TO: All Organizations Seeking *SkillSource* Center and Affiliate Site Certification

FROM: David Hunn 
Executive Director

SUBJECT: New *SkillSource* Center Certification Application – July 2010 to June 2012

The Northern Virginia Workforce Investment Board (NVWIB) is pleased to announce that the certification application for the period July 2010 – June 2012 has been revised and is now posted on the *SkillSource* website at www.myskillsource.com. There have been revisions made to the 2010 application – some indicators have been deleted and new ones have been added. It is your responsibility to read the application carefully.

The NVWIB's certification of quality to be entitled to be a *SkillSource* Center focuses on performance in six key areas: product outcomes, customer-focused outcomes, financial and market outcomes, workforce-focused outcomes, process effectiveness outcomes, and leadership outcomes. It is not given for specific products or services. To be certified to display the *SkillSource* logo and to participate in the associated branding efforts, an organization must have a system that ensures continuous improvement in overall performance in delivering products and/or services and that provides an approach for engaging and responding to customers, partners, and stakeholders.

The indicators for certification have evolved over time to help organizations address a dynamic environment, focus on strategy-driven performance, address governance, and long-term organizational sustainability. With each update the NVWIB is balancing two important considerations. On one hand, there is a need for indicators that are at the leading edge of validated management practice to help users address the increasingly complex challenges they face. Yet, there is a desire for the indicators to remain stable in order to provide users continuity in their performance assessments. The most significant revisions to the 2010 - 2012 Criteria address three areas of importance, including (1) Customer Focus, (2) Strategic Planning and Sustainability; and (3) Results.

As part of an increased focus on sustainability, each organization responding to the criteria will need to focus your answers on how the criteria is being sustained within the organization, how it is saturated throughout the organization, and provide significant evidence with data for each relevant criteria.

Technical assistance is available through the *SkillSource* Group, Inc. Please contact me directly at (703) 752-1606 to discuss your interest in proceeding with additional assistance.