

Professionalizing the Direct Care Workforce

Developing Competency-Based Credentials

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Today's Agenda

- **Meet Me & CSW** - Quick introduction to me and Corporation for a Skilled Workforce as your partner in this work
- **Go Behind the Scenes** - How we are developing a credentialing program for DCWs in Michigan
- **Celebrate DCWs!** Uplifting the voices and efforts of DCWs in this process (Angela, Stacy, & Others in the room!)
- **Get Ready for What's Next** - Invitation to indicate interest in taking the pilot exam (not ready yet, but soon!)
- **Q&A** - Time for your questions



Acknowledgments

We want to thank and acknowledge:

The incredible work and partnership of **IMPART Alliance**, who drive the subject-matter expertise and community shaping this work;

State of Michigan and MDHHS, for the commitment to advancing this work;

Direct Care Workers (DCWs), for sharing your voices, experiences, and ideas;

DCW Advisory Group, whose strategic insights have been important;

GSX, for providing the technical expertise and process support that helped bring it all together.



About **Corporation for a Skilled Workforce** (CSW)

- **Who We Are**

- National nonprofit, founded in 1991, based in Michigan
- Catalyze change in education & labor market systems to advance opportunities for people traditionally left out of labor market success
- Vision: A society in which every person can earn a family-sustaining income, achieve upward mobility, and adapt to the future

- **Our Competencies & Credentials (C&C) Team**

- Improves credentialing systems in the U.S.
- Advances the use of competencies to increase transparency among programs, job descriptions, and performance management systems



Collaborative Partnership

IMPART Alliance:

- Serves as the **subject matter expert**.
- Shapes the content and validates the competencies.
- Brings deep, on-the-ground knowledge of Michigan's direct care workforce.

CSW:

- Serve as strategy and project management consultant.
- Coordinate across stakeholders and keep the work aligned with national standards.
- Manage the certification development process from start to finish partner Global Skills X-Change (GSX).



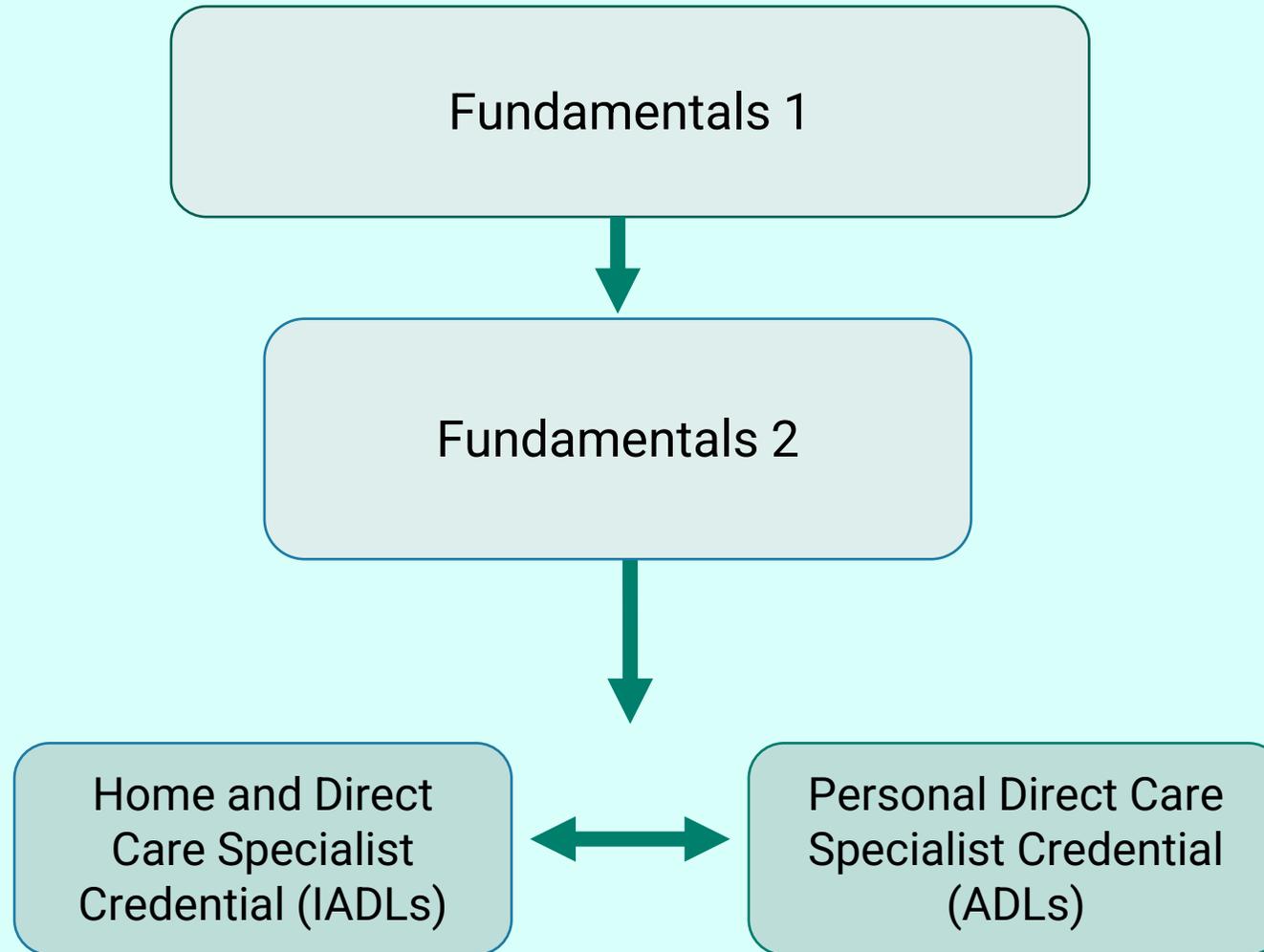
Why Industry-Recognized Credentials?

- Competencies relevant to the job of being a DCW should be the foundation.
- **If demonstrated, workers earn credentials that are:**
 - Recognized across payors and programs
 - Valid across settings and populations
 - Portable, reciprocal, accessible, and cost-efficient
- These are separate from training but can reflect knowledge and skills gained in training.

Long-Term Goal:
Credentials that advance a universal system where what matters is quality and competency — not job title, setting, or program.



Credentialing Scheme



After a candidate has taken, and passed, all four credentials, they will receive:
Direct Care Worker Certification



Certification Development Process



Certification Process

STEP 1

STEP 2

STEP 3

STEP 4

STEP 5

STEP 6

STEP 7

STEP 8



Job Task Analysis

Focus Groups: Gathered input from subject matter experts (SMEs)

- *17 Michigan DCWs participated as SMEs to inform the study*

Validation Survey: Confirm importance, frequency, and criticality of tasks

- *1,690 Michigan DCWs responded to the online survey*



Certification Process

STEP 1

STEP 2

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Binning Exercise

Purpose: Sorting 52 validated tasks into the right credential, confirm alignment with objectives

Workshops: 5 full-day, in-person sessions
(Credential Structure + 1 day per credential)

Participation:

- 6–8 SMEs per day
- Mix of employer types, care settings, and demographic diversity



Certification Process

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Item Writing

- **Storytelling (In-Person):** 3–4 days of workshops.
 - *16 SMEs in turning real-world experiences into scenario-based and traditional multiple-choice items.*
- **Virtual Writing:** Item writing with kickoff, check-in, and support provided.
 - *5-7 thought leader SMEs writing independently over 2 weeks.*



Certification Process

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Item Review

- **Peer Review of All Items:** Reviewing items produced during storytelling & virtual item writing for each credential.
 - *10 SMEs over 2 weeks, reviewing items for clarity, accuracy, and generalizability.*



Certification Process

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FORM

Item Finalization & Response Rating

- **Item Finalization:** Resolving unclear or conflicting feedback; finalizing the item bank.
 - *6–8 SMEs in three 2-hour virtual workshops.*
- **Rate Response Options:** Rating the effectiveness of scenario-based answers.
 - *10–12 SMEs to ensure validity and defensibility.*



Certification Process

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Piloting & Standard Setting

- **Piloting:** Recruit eligible test takers to gather performance data and refine the exam.
 - *100s of SMEs.*
- **Standard Setting:** SMEs establish passing scores.
 - *20 SMEs.*



Certification Process

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Psychometric Analyses

- Analyze item & form-level statistics: difficulty, discrimination, reliability, decision consistency, and standard error.
- Conduct demographic analyses to monitor program performance and equity.



Certification Process

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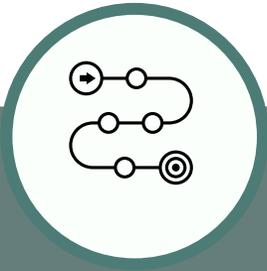
STEP 4

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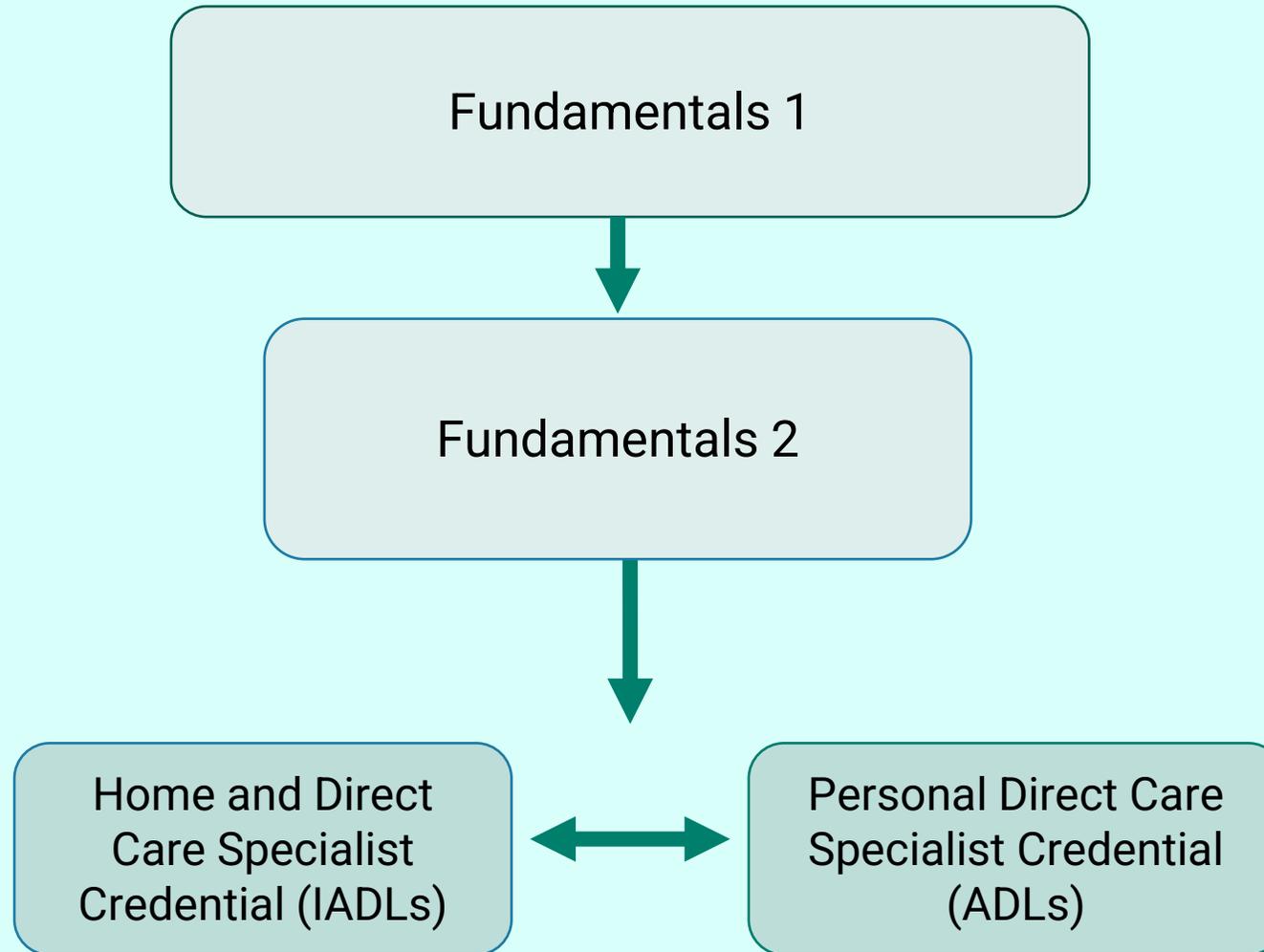


Exam Form Creation

- Assemble production exam using pilot results and approved blueprint.
- Develop candidate handbook with certification policies.



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Thank you!

Questions? For more information about CSW,
please contact Jenny Poole, Ph.D.

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