



Web Professionals Global

Community . Education . Certification

July 4, 2024

Subject: Enhancing Your Workforce with Internationally-Recognized Web Design Certifications

To Whom It May Concern,

We are writing on behalf of the International Industry Advisory Committee of Web Professionals Global, an international professional association dedicated to education, community, and certification for web professions. This executive summary explains the resources and certifications we offer worldwide.

Web Professionals Global's mission is "Community, Education, Certification." We administer a wide range of internationally-recognized credentials, ensuring they meet the demands of the global web professional community, their employers, and educators. We offer multiple levels of professional certifications in Web Design, Web and Mobile Game Design, Web Animation, Hybrid and Remote Working Professional, WordPress, Bootstrap, Accessibility, and many others disciplines. We offer certifications for secondary, post-secondary and adult learners.

As an advisory committee composed of employers and educators, our focus is on advising Web Professionals Global on how best to move forward in delivering education, building community, and certifying individuals within the web professions. As employers, we rely on these certifications to make informed employment decisions. Given that the web domain offers some of the fastest-growing, highest-paying and most in-demand careers, it is crucial for employers to identify the best and brightest talent. Our internationally-recognized certifications, a cornerstone of our work since 1996, facilitate this process. These certifications are backed by our committee of industry professionals and directly reflect the skills that employers are looking for in candidates.

Educators rely on our organization to guide them in best practices for what and how to teach. Additionally, the U.S. Department of Labor's Employment and Training Administration (O*NET) depends on our association to help update their database for web occupations, including defining the skills, knowledge, and abilities required to succeed in various web-related careers.

To support the success of future web professionals, our certification programs provide numerous benefits, including:

- Increasing value and income potential
- Earning international certifications from a respected professional association that advocates for all web-related careers
- Recognition for developing essential technical skills aligned with high-demand, high-value career pathways

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- Acknowledgment of industry-level comprehension of core knowledge and soft skills necessary to enter the workforce successfully
- Certification for remaining competitive in today's increasingly complex and ever-changing marketplace
- Differentiation through certification and micro-credentials to stand out among less-prepared job seekers
- Membership to Web Professionals Global, providing ongoing professional growth and networking opportunities

Furthermore, Web Professionals Global supports educational institutions in offering comprehensive curriculum options for secondary and post-secondary levels, encompassing:

- Turnkey curriculum solutions
- Integration of both technical and soft skills training
- Embedded micro-credentials for ethics and critical thinking
- Compatibility with PC, Mac, and Chromebook platforms
- Zero device footprint—no downloading or installation required to earn certifications

Additionally, Web Professionals Global provides ongoing teacher support and development to ensure educators have the tools, curriculum, and resources needed to deliver outstanding instruction.

As part of our outreach to grow the profession, expand our community and build upon our education mission, we support other organizations that are educating and challenging the next generation of web professionals. For over two decades, our association has run the SkillsUSA National Web Design and Development competition. To enhance the experience and broaden our reach, we also support state-level SkillsUSA Web Design competitions. This support elevates the level of state-level competitions to align with the rigor of the national event. Our real-world industry approach tasks national- and state-level competitors with realistic challenges. We coach and support state event teams by providing them with problems, client assets, rubrics, training, and judging assistance.

As a professional association, our purpose is to grow the industry we love so much. We are committed to uplifting and supporting those who aspire to reach the professional level. We aim to support entire career journeys by providing community, mentorship, education, and credentials. Throughout our members' careers, we consistently encourage and support them in giving back and mentoring the next generation.

For more detailed information about all our certifications, please visit WebProfessionalsGlobal.org or contact us directly to request in-depth documentation.

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Please feel free to reach out to us if you have any questions or require further information.

Sincerely,

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