WisCaregiver Careers

Certified Direct Care Professional
WisCaregiverCDCP.com

Addressing the Workforce Challenge



Certified Direct Care Professional (CDCP) Employer Guide

Welcome to the CDCP Employer Guide!

In July 2023, the Wisconsin Department of Health Services (DHS) collaborated with the University of Wisconsin-Green Bay to launch a new initiative, the Certified Direct Care Professional (CDCP) program. The goal of the program is to create a solution for Wisconsin's caregiver deficit.

The purpose of this guide is to summarize the CDCP program, provide information on employer eligibility, introduce the current benefits of the program, and provide details on how employers can effectively engage with potential employees on the WisCaregiver Connections job platform.

Visit our website to see videos and to learn more about WisCaregiver Careers.

Questions? Email us at CDCP@uwgb.edu or call 920-465-2315.

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A professional workforce advancement program.

WISCONSIN DEPARTMENT of HEALTH SERVICES

UNIVERSITY of WISCONSIN GREEN BAY

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Table of Contents

1 **CDCP Program Overview**
What Do CDCPs Do?
Benefits to CDCPs and Incentives for CDCPs
Employer Eligibility
Benefits for Employers

3 **WisCaregiver Connections**

4 **Assets to Advance Caregiver Recruitment and Retention**

5 **What employers should know**
Certified Direct Care Professional Registry
Microcredentials
Badges: CDCP and Microcredential
How to register for the CDCP program
How to register your employer profile

7 **Appendices**
Appendix A – Competencies
Appendix B – Crosswalks
Appendix C – How to Setup as a CDCP Employer
Appendix D – How to Setup as an IRIS Participant Employer
Appendix E – How to Setup as a CLTS Participant Employer
Appendix F – FAQS

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1 CDCP Program Overview

The Certified Direct Care Professional (CDCP) program is a free, online 30-hour training and testing program for participants to complete at their own pace. The program provides participants with valuable skills as they progress through the curriculum, which was created after an extensive amount of research and collaborator input. The skills learned from the 14 competencies (Appendix A) are based on current national standards. The University of Wisconsin-Green Bay (UWGB) created the curriculum and manages the courses, testing, and certification. After the CDCP passes the competency test, they are added to Wisconsin's CDCP Registry, where employers can search to confirm certification. CDCPs are required to renew their certification every three years. Additionally, CDCPs can take further training to improve their knowledge and skills by completing specific microcredentials.

What do CDCPs do?

CDCPs care for older adults and people with disabilities in their homes or community living spaces. This includes supporting individuals in their home, supportive apartments, group homes, or other community settings.

The role of a CDCP varies based on their client's needs. Typical duties include:

- ✔ Helping with personal care, like bathing, dressing, grooming, toileting, and exercising.
- ✔ Providing supportive home care, such as supervision and monitoring, household tasks like laundry, yard work, and transportation, as well as running errands and accompanying the participant on outings.

Benefits and incentives for CDCPs

Employees of eligible employers are encouraged to participate in the CDCP program so they can increase their skills and knowledge. The free online program trains participants to assist older adults and individuals with a disability and to help them live their best lives. Participants in the program will:

- ✔ Receive free online training and certification testing.
- ✔ Achieve eligibility to earn bonuses up to $500.
- ✔ Earn $250 per referral for friends or colleagues who complete the program.
- ✔ Connect with employers across Wisconsin.
- ✔ Learn essential skills to succeed in a caregiving career.
- ✔ See their name added to the Wisconsin Certified Direct Care Professional Registry
- ✔ Receive a virtual badge.
- ✔ Advance their skill sets through microcredential trainings.

2 CDCP Program Overview

Employer Eligibility
Providers, agencies, or participants who self-direct their care are eligible employers in the WisCaregiver Careers CDCP program if they support individuals in home and community-based settings (HCBS). Fee-for-service (FFS) providers who serve HCBS participants are also eligible employers.

Individuals in HCBS must be part of Family Care, Partnership, IRIS, PACE, or the Children's Long-Term Support Program.

Benefits for employers
Eligible employers enjoy many benefits, including the ability to:

- ✔ Access knowledgeable direct care workers
- ✔ Verify CDCP training and competence through the CDCP registry
- ✔ Post jobs online and connect with CDCPs seeking employment
- ✔ Encourage current staff to advance their skills and gain eligibility for bonuses



3 WisCaregiver Connections

WisCaregiver Connections includes multiple resources to help support employers. These allow employers to:

- ✔ Post job vacancies
- ✔ Automatically match with job seekers
- ✔ Screen candidate profiles and credentialing details

Additionally, WisCaregiver Connections helps to ease the training burden on both caregivers and providers. It includes Crosswalk comparisons of certified direct care professional training to various Wisconsin Administrative Code requirements, identified in collaboration with the Wisconsin Department of Health Services Division of Quality Assurance (DQA). See Appendix B for the list of crosswalks: DHS 75, DHS 83, DHS 88, DHS 89, DHS 105, and DHS 107.

Providers must join the free provider directory and create an employer profile to enjoy the benefits of WisCaregiver Connections.



4

Assets to Advance Caregiver Recruitment and Retention

No matter where your agency is located, you have an opportunity to initiate an effective, localized recruitment campaign. Begin by getting the word out about your agency at multiple nearby locations. Encourage your staff or HR team to promote your agency at the places people gather in your community: at the library, gym, grocery store, houses of worship, at service organizations, and even with your local high school's guidance counselors and HOSA (Health Occupations Students of America) instructors. Distribute WisCaregiver Careers printed assets that suit each location, from posters to flyers and brochures. In addition, be sure that your agency has a presence at local job fairs.

Start your own recruitment team
Participating employers have access to a full range of marketing collateral:

- ✔ Posters
- ✔ Flyers
- ✔ Brochure
- ✔ Social Media
- ✔ Print Ads
- ✔ Digital Ads
- ✔ Radio Ads
- ✔ Broadcast Spots
- ✔ Promotional Videos

Login: https://spaces.hightail.com/space/P1uiMlOahl

Please reach out to the WisCaregiver Careers help desk to get the password.
Email CDCP@uwgb.edu or call 920-465-2315.

5 What Employers Should Know

The WisCaregiver Careers Certified Direct Care Professional program has many benefits. The following is a quick reference for employers:

Certified Direct Care Professional Registry
Wisconsin's CDCP Registry is a database that contains a list of all CDCPs. The registry allows employers to verify that a person has successfully completed their certified direct care professional training. To search the registry, you must enter a person's first and last name. If they are a CDCP, the results will show the date they became a CDCP and information about any microcredentials they have completed. It is not possible to view a list of all individuals on the registry.

Microcredentials
A microcredential is a training that aligns with specific industry needs and can be assessed and recognized by industry collaborators. For CDCPs, microcredentials serve as an opportunity for continuing education. The Wisconsin Department of Health Services (DHS) collaborated with numerous training partners to provide additional training opportunities for CDCPs.

These training opportunities are online course offerings that focus on microcredentials. Employers who require employees to have expertise in a particular area, such as dementia, can recommend that CDCPs gain microcredentials by completing additional CDCP courses. Microcredentials also allow employers to seek out CDCPs who have attained additional skills. The training requirements for earning a microcredential can be reviewed online, via the approved CDCP training organization's website.

Employers can verify that a CDCP has completed a microcredential training on the CDCP registry. A CDCP can share their microcredential badges virtually on their email, resume, and social media profiles.

More on badges
A virtual badge is a quick and easy way for CDCPs to demonstrate verified knowledge and skill mastery to employers.

The first badge a CDCP earns is the CDCP badge, which confirms they have completed the 30-hour online training and competency test developed by DHS and UW-Green Bay. The CDCP badge can be renewed every three years after a renewal has been completed. Additional badges are awarded for each microcredential a CDCP completes.

6 What Employers Should Know

How to register for the CDCP program
All eligible providers and agencies, as well as individuals who self-direct their care, are encouraged to register for the CDCP program. To set up an account, you need:

- ✔ First and last name of the primary contact person
- ✔ Phone number (not visible to job candidates)
- ✔ Job title
- ✔ Country
- ✔ Types of candidates you would like to find

After you have signed up, you will get an email within 10 minutes with a link to confirm your account. Email verification links are active for 12 hours after they are sent. Once you verify your account, you can set up your company profile.

Detailed instructions are provided in Appendix C (for new providers), I (for IRIS participants), and J (for CLTS participants). Links to the corresponding appendices are provided in this guide.

How to register your employer profile
Once you verify your employer account, you are redirected to WisCaregiver Connections, powered by Handshake. To set up a company profile on Handshake, you'll need to enter the company's information:

- ✔ Name
- ✔ Industry
- ✔ Website address
- ✔ Address
- ✔ Description
- ✔ Size
- ✔ Status of government-issued ID
- ✔ Logo (CLTS and IRIS participants have the option to skip)

It may take up to seven business days for your account to be verified once you have finished creating the company profile.

Once your account is verified, you may begin to explore ways to connect with CDCPs in your area.

Detailed instructions are provided in Appendix C (for new providers), I (for IRIS participants), and J (for CLTS participants).

7 Appendices

Appendix A – 14 competencies

Appendix B – Crosswalks

Appendix C – How to Setup as a CDCP Employer

Appendix D – How to Setup as an IRIS Participant Employer

Appendix E – How to Setup as a CLTS Participant Employer

Appendix F – FAQs

