

Making Diversity & Inclusion Work

Hundreds of companies have standardized their diversity and inclusion efforts to achieve better outcomes, and move diversity work beyond race and gender

Plainfield, IN – August 4, 2015: Why would large employers such as Wal-Mart, Eli Lilly, Cisco, Regions Bank, Cummins, Comcast, Goodwill Industries, Teach for America, University of Alabama, Indiana State University, and more, send staff through a diversity certification program?

The Institute for Diversity Certification (IDC) has engineered a dynamic credentialing process to help professionals and executives indicate credibility, competence, and confidence. By focusing on global competitive positioning, demographic changes, and bottom line impact, IDC's certification program is driven by Diversity and Inclusion industry best practices and generally accepted business principles.

IDC's credentialing suite consists of a rigorous examination and peer management process that is offered four times a year, like most certification programs. Out of 26 candidates, IDC conferred Certified Diversity Professional (CDP) and Certified Diversity Executive (CDE) credentials to ten (10) new designees during its June/July 2015 testing window. These distinguished individuals are:

Certified Diversity Professionals:

- **Wanda Copeland, CDP, Alvernia University**
- **Courtney Trimble, CDP, U.S. Postal Service**
- **Evelyn Parker, CDP, Excellus Blue Cross Blue Shield**
- **Jason Bolden, MD, CDP, Emergency Medicine Physicians**
- **Maria Yactayo, CDP, Goodwill Industries International**
- **Jovi Stevenson, CDP, Diversity Brand Management Strategist and Consultant**
- **Denise Harrison, CDP, U.S. Postal Service**
- **Dorothy Lovell Jones, CDP, The Ohio State University**

Certified Diversity Executives:

- **Sheny Mejia, CDE, Wilkes Regional Medical Center**
- **Ronda Barnes, CDE, Cook Incorporated**

Over 400 companies have sent candidates through the program since its inception in 2011. Roughly 40% of IDC's candidates are referred by designees who previously completed the program. What is interesting about IDC's program is that participants are equipped to lead. After obtaining credentials, designees may instruct an online class or review a Candidate Project. They may also contribute to IDC's study guides, which are updated every two years. Participants learn about more than race and gender; they find out how to help their organizations address workplace issues pertaining to different religions, disabled employees and caregivers, LGBTQ, operating in a global economy, veterans, generational intelligence, and more.

For example, Amanda Lords, Ph.D., CDE, works for the U.S. Air Force Academy in Colorado Springs, Colorado. Dr. Lords first completed the CDP in December 2012; then she completed the CDE in June 2014. Dr. Lords is the only designee to successfully obtain both CDP and CDE credentials. Not only has Dr. Lords instructed online classes, but she also re-



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wrote the study guide competency on “Designing Programs for Veterans”. She received assistance from officials at the U.S. Department of Defense in Washington, DC. No other diversity certificate program allows subject matter experts to contribute to the knowledge and development of other professionals like IDC’s carefully controlled, credentialing process.

Candidates may self-study for the exam using an exhaustive study guide, or they may participate in an online or classroom-based preparation course. They must also submit a professional work that is peer-reviewed, and pass a standardized exam with an 80% or better. IDC partners with Performance Assessment Network (PAN) to offer exams at more than 600 testing centers throughout the U.S.

Leah Smiley, Founder of the Institute for Diversity Certification says, “Our designees do great things on the job. Partly, because they have special passion for this kind of work, but the other factor is that we have fine-tuned this program to educate and empower diversity and inclusion leaders. These professionals and executives have demonstrated advanced knowledge, skill and competency in diversity and inclusion.” IDC endeavors to serve as the ultimate recognition for high quality, knowledgeable professionals who strive for excellence and achievement in the field of Diversity and Inclusion.

Certification is different from a ‘certificate’ program. In a certificate program, individuals affirm that they have acquired a certain level of knowledge, usually by taking a class. Certification, on the other hand, represents a declaration of a particular individual’s professional competence through knowledge and experience. With certification, an individual utilizes credentials to indicate his/her expertise in a field. In this case, designees may use CDP or CDE credentials after their names. They must also obtain 20 continuing education credits a year, or 60 credits over a 3-year period. The Institute for Diversity Certification is currently seeking accreditation for its CDE and CDP credentialing program. The accreditation will be retroactive so that all designees will receive the benefits.

For more information about IDC, log onto www.diversitycertification.org.

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