

Letters of Endorsement Guidance

In addition to the completed online application, endorsement letters **from all three** of the following must be uploaded along with the application:

- [Local workforce development board](#)
- [State, regional, or local economic development organization](#)
- [Florida state-based business or regional trade organization](#)

All letters of endorsement must be presented on letterhead and include the information requested below. If letterhead is not available, be sure the letter clearly states the entity (association/organization) that is providing the endorsement. Please include contact information, in the event additional information regarding the endorsement is needed.

Industry/Trade Associations

State the title of the certification that is being endorsed and substantiate.

- State how this certification is useful to your industry.
- Does the attainment of this certification have value to your industry in validating skills and experience of job candidates?
- Does your industry recognize the importance of this certification in making hiring decisions?

Local Workforce Development Boards

State the title of the certification that is being endorsed and substantiate.

- State how this certification is useful in your local area.
- Does the certification align with an occupation on your Local Targeted Industry Certification List? If so, which one?
- Does this certification align with one of your local or targeted industries? If so, which industry?
- Does the attainment of this certification have value to companies in your local area?
- Does this certification validate the skills and experience of job candidates?
- Does the attainment of this certification assist with the placement of a job seeker in a job?
- Do companies in your local area recognize the importance of this certification in making hiring decisions?

Economic Development Organizations

State the title of the certification that is being endorsed and substantiate. For example, please elaborate on the usefulness of this certification in your local area.

- Does attaining this certification have value to companies in your service area?
- Does certification align with your local or regional targeted industries?
- Do companies in your local area recognize the importance of this certification in making hiring decisions?