



PRESS RELEASE—Contact DPCS Newsroom at dpsnewsroom@wisconsin.gov

April 28, 2023

Department of Safety and Professional Services Adds Credentials to Modernized Licensing System
Applicants for 66 business licenses will now apply online in LicenseE, the self-guided, cloud-based platform for occupational license applications and renewals in Wisconsin

Madison, Wis. – The Department of Safety and Professional Services continues its move away from paper forms and antiquated license application processes. On May 8, 2023, DPCS is adding 66 business credentials to LicenseE, Wisconsin’s self-guided, cloud-based occupational license application and renewal platform. These professions join more than 70 health professions that are already available for application and renewal in LicenseE (license.wi.gov).

“LicenseE has transformed the license application and renewal process in Wisconsin,” said DPCS Secretary-designee Dan Hereth. “We are excited to bring more credentials into the platform so that we can offer modern, online applications to more of our customers.”

The Department will continue to move credential applications and renewals to LicenseE. By the end of the year, all occupational credentials will be in the new system.

LicenseE launched in May 2022. The modern platform replaced paper forms, eliminated data entry, and automated some credentialing functions. These improvements enabled credentialing staff to focus more on higher-level tasks, including application evaluation and customer service, and dramatically reduced application processing timelines.

“LicenseE is a twenty-first century platform that offers improved service to applicants and greater efficiencies to agency staff,” Hereth said. “It shows that when we invest in the Department, we see great results. Continued support for processes, technology, and people will yield continued improvement and enable us to meet increasing demand for our services and quickly adapt to ever-changing workforce needs and expectations.”

The following is a list of new professions launching on May 8:

- Accounting Firm
- Aesthetician
- Aesthetics Establishment
- Aesthetics Instructor
- Agent for Burial Agreements
- Appraisal Management Company
- Architect
- Auction Company
- Auctioneer
- Barber
- Barber Apprentice
- Barbering Establishment
- Barbering Instructor
- Cemetery Association

Cemetery Authority-Licensed
Cemetery Authority-Registered
Cemetery Preneed Seller
Cemetery Salesperson
Cemetery Warehouse
Certificate of Authorization
Certified General Appraiser
Certified Residential Appraiser
Cosmetologist
Cosmetology Apprentice
Cosmetology Establishment
Cosmetology Instructor
Certified Public Accountant
Crematory Authority
Designer of Engineering Systems
Electrologist
Electrology Establishment
Electrology Instructor
Engineer-in-Training
Firearms Certifier
Firearms Permit
Funeral Director
Funeral Director Apprentice
Funeral Establishment
Geology Firm
Home Inspector
Hydrology Firm
Interior Designer
Landscape Architect
Licensed Appraiser
Manicuring Establishment
Manicuring Instructor
Manicurist
Nursing Home Administrator
Peddler
Private Detective
Private Detective Agency
Private Security Person
Professional Engineer
Professional Geologist
Professional Hydrologist
Professional Land Surveyor
Professional Soil Scientist
Real Estate Salesperson
Real Estate Broker
Real Estate Business Entity
School of Aesthetics
School of Barbering
School of Cosmetology
School of Electrology
School of Manicuring
Soil Science Firm

Applicants for these professions are encouraged to wait until May 8, 2023, and apply for their credentials in LicenseE. Because LicenseE eliminates mail handling, data entry, and document matching, applicants in LicenseE will

see faster decisions than if they submit paper forms or use other application delivery methods (e.g., mail or email). The Department will process applications that arrive via other methods, but utilizing any application method other than LicenseE may delay application decisions.

About DSPS: The Department of Safety and Professional Services issues more than 240 unique licenses, administers dozens of boards and councils that regulate professions, enforces state building codes, runs the state fire prevention program, and maintains the award-winning Wisconsin Enhanced Prescription Drug Monitoring Program, which is a key tool in the multi-faceted public health campaign to stem excessive opioid prescribing. A fee-based agency, the Department of Safety and Professional Services is self-sustaining and receives no general fund tax dollars for its day-to-day operations. With five offices and 250 employees throughout Wisconsin, DSPS collaborates with constituents and stakeholders across a wide range of industries to promote safety and advance the economy.

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