



PARTNERING WITH CERTIPOINT®

2nd Edition

CERTIPOINT®

PARTNERING WITH CERTIPORT®

2nd

Edition

CERTIPORT®





Dear Valued Partner,

Welcome to Certiport. This handbook is your quick guide to our company and our globally recognized portfolio of industry leading Information Technology certification programs.

As a provider to academic, government and commercial markets, we authenticate competitive skills and recognize the simple, yet profound fact that validation is the key to success for students and adults alike in our competitive global economy.

Our partners play a valuable role and enjoy a tremendous business opportunity by delivering our leading Information Technology programs from industry leaders including Microsoft, HP, Adobe, Autodesk, Intuit and CompTIA, along with the base global Digital Literacy standard, Certiport's own IC3.

Partners are an integral part of our global business strategy. Our partners form the basis of our business philosophy, which is to provide students with industry leading certifications that give them a distinct advantage in today's digital world. We are confident that as a Certiport Authorized Partner, you will find excellent revenue and growth opportunities.

So please explore this handbook and see for yourself how Certiport can help your business grow and thrive.

Welcome to Certiport—and welcome to a world of opportunity!

Sincerely,

A handwritten signature in black ink that reads "Ray Kelly". The signature is fluid and cursive, with the first name "Ray" and last name "Kelly" clearly distinguishable.

Ray Kelly
President & CEO
Certiport, Inc.



CERTIPOINT CORPORATE OVERVIEW

- About Certiport
- Certiport Milestones
- The Importance of Certification

Back of Tab

CERTIPOINT CORPORATE OVERVIEW

About Certiport

Certiport is the world leader in performance-based certification exams and practice test solutions for academic institutions, workforce and corporate technology markets. Our products are delivered through an expansive network of over 12,000 Certiport Authorized Testing Centers in 152 countries.

These industry-recognized certifications are the global standard for academic preparedness and workforce readiness, enabling individuals of all backgrounds to develop the skills needed to succeed in today's competitive, technology-driven world.

Certiport currently delivers nearly two million certification exams each year, including over one million Microsoft® Office Specialist (MOS) exams, making it the largest IT certification program in the world.

CERTIPOINT ADMINISTERS THESE GLOBALLY ACCEPTED CERTIFICATIONS:

- Microsoft® Office Specialist, Expert and Master
- Microsoft® Technology Associate
- HP Accredited Technical Associate
- Adobe® Certified Associate
- Internet and Computing Core Certification® (IC3®)
- CompTIA® Strata IT Fundamentals
- Autodesk® Certified User
- Intuit QuickBooks Certified User

CERTIPOINT PROVIDES THESE COMPREHENSIVE SERVICES TO ITS PROGRAM SPONSORS:

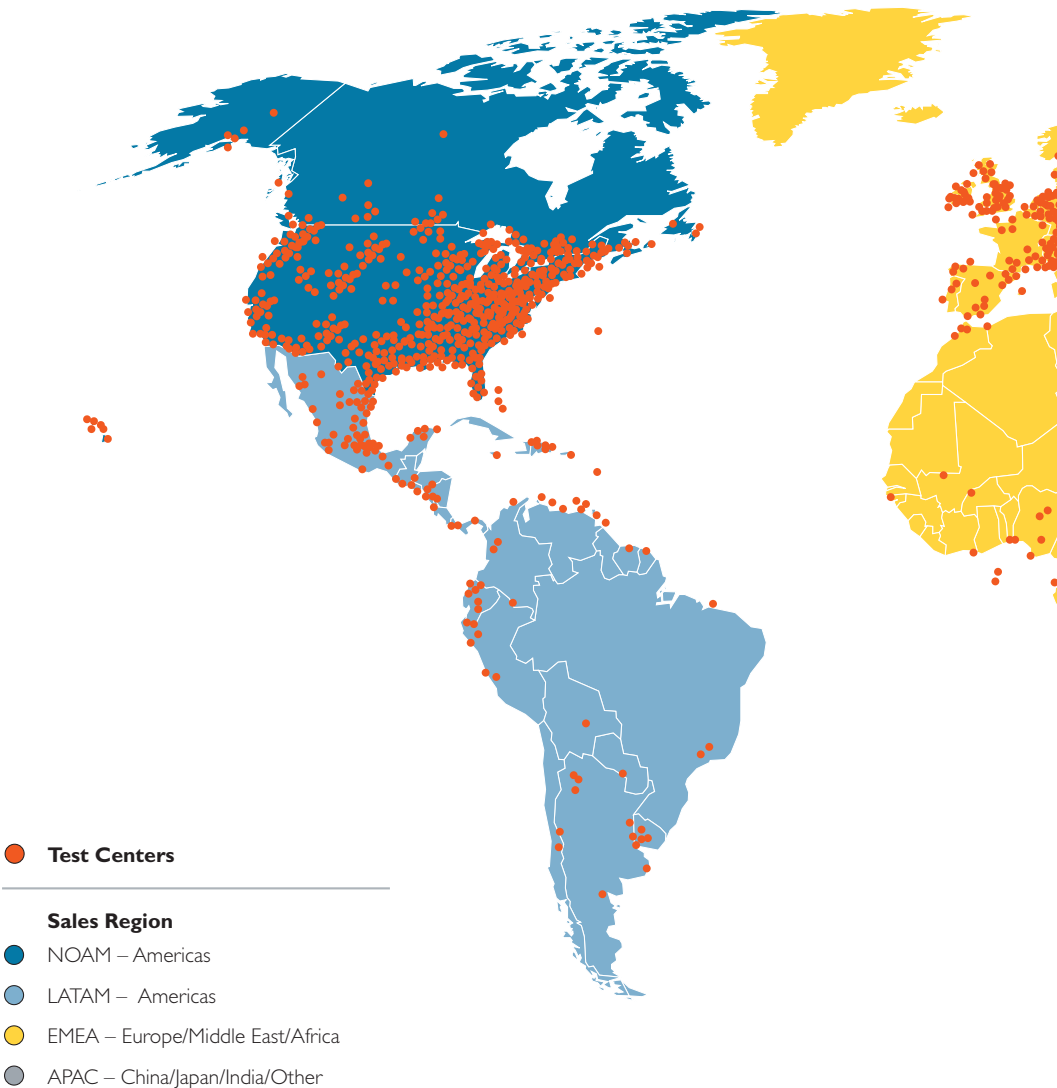
- Test development
- Psychometrics
- Program management
- Sales and marketing

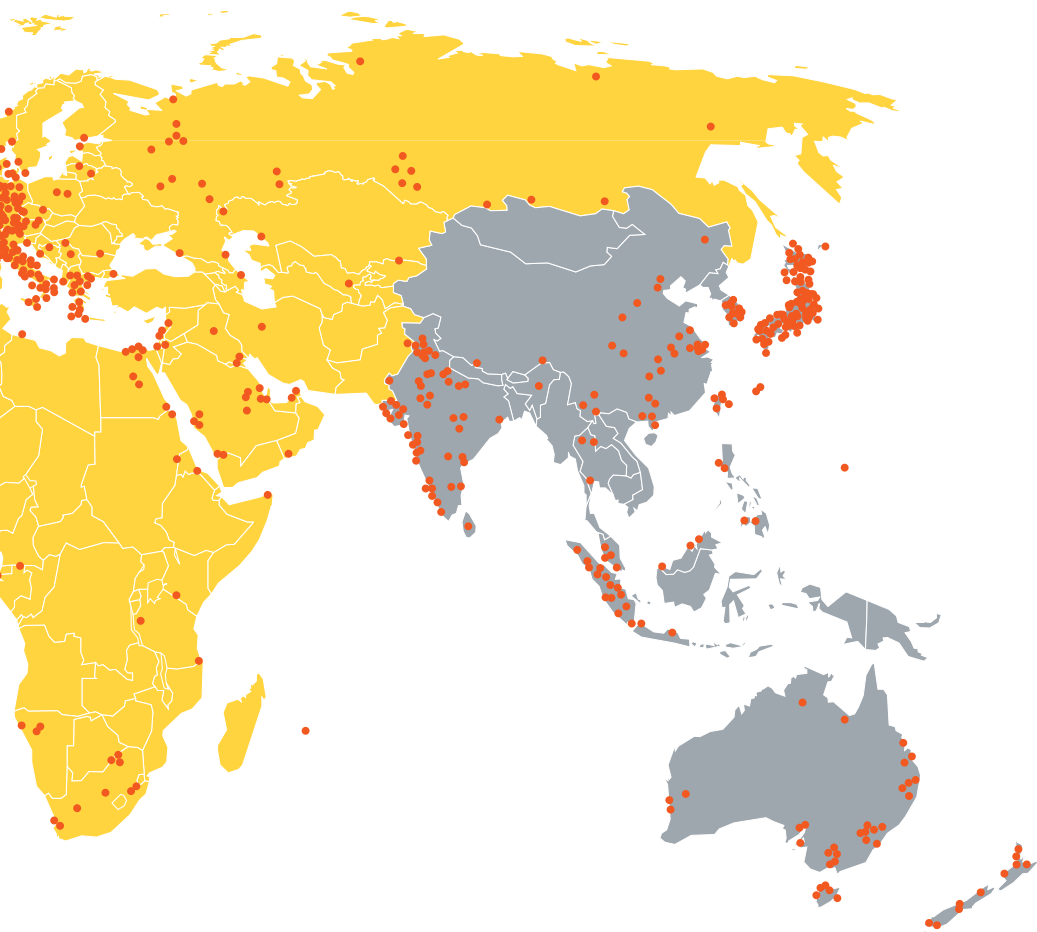


Our Mission

Establish Certiport as the leading provider of global certification products and services, sold and delivered through the world's leading training and certification partner network, bringing value to the candidates, partners, clients and shareholders we serve.

Certiport's Global Testing Network





Certiport Milestones

Steady growth towards industry leadership and an unmatched product roster:

1997



Microsoft® Office Specialist

The official certification program for Microsoft Office is created and launched by Certiport

2002



Certiport IC3®

The world's premier performance-based digital literacy certification is launched

2007



Adobe® Certified Associate

The leading certification for validating entry-level digital communications skills is launched by Adobe® and Certiport

2010



Acquisition of MeasureUp

The leading provider of IT certification practice tests and assessments, providing exam-readiness solutions for Microsoft, Cisco®, CompTIA, PMI and more becomes part of Certiport

2010 (continued)



Microsoft® Technology Associate

Certification designed specifically for secondary and post-secondary students interested in exploring academic and career options in a technology field is introduced by Microsoft and Certiport



CompTIA® Strata™ IT Fundamentals

This critical stepping stone to advanced technical learning and IT skills is introduced by Certiport and CompTIA®, a leader in professional certifications for the information technology industry

2011



Autodesk®

The leading provider of 2D and 3D design software partners with Certiport to provide an entry-level exam to certify secondary students in the US



QuickBooks®

Certification is developed to demonstrate proficiency as a capstone to accounting coursework for secondary and post-secondary students in the US

2012



HP Accredited Technical Associate

The HP Accredited Technical Associate program provides the industry's first architect-level certification designed for academia and validates the required IT expertise for implementing end-to-end solutions."

The Importance of Certification

Certifications validate knowledge and skills, improving job performance as well as graduation and employment rates.

Certiport certifications are valuable, professional credentials—no matter where you are in your career or education. Internet and Computing Core Certification® (IC3®), Microsoft® Office Specialist (MOS), Microsoft Technology Associate (MTA), Adobe® Certified Associate (ACA), HP Accredited Technical Associate (ATA), Intuit QuickBooks Certified User (QBCU) and CompTIA® Strata™ IT Fundamentals certifications and exams are globally recognized standards for digital literacy and desktop computing proficiency.

The Certiport certification pathway provides tools that allow candidates to benchmark skills while providing a personalized plan that helps them to learn concepts and adopt the skills needed to meet the standard. When ready, individuals can validate their newfound knowledge and skills by achieving certification, which provides a vital foundation for further advancement.

Certification provides important validation of a candidate's academic preparedness and workforce readiness. It is also a great way for candidates to distinguish themselves from the crowd—demonstrating valuable skills required for success in today's digital world.

“With the economy so tough these days, it's not easy for graduates to find jobs. Certification helps you to hone in on the knowledge you need and must have... with skills that are valuable in the workplace. Someone who has mastered them — and has the certification to prove it — has a competitive advantage. You're able to demonstrate that you not only understand technology at a proven level, but also that you're willing to go the extra mile.”

– Lutz Ziob, General Manager, Microsoft Learning

CERTIFICATION PROGRAMS OFFER BENEFITS ACROSS A WIDE SPECTRUM OF SECTORS:

Secondary Education

- Improve matriculation in schools, better preparing students for higher education, and providing a dual-enrollment mechanism
- Increase student satisfaction and retention rates
- Make students immediately employable
- Give students an edge when applying to college
- Provide a professional development tool for teachers, and a valuable assessment tool
- Open the door for funding opportunities for the institution
- Give students greater confidence and productivity with assignments

Post-Secondary Education

- Increase retention rates
- Improve matriculation rates
- Place students according to ability
- Increase career placement and boost school rankings
- Free professors from teaching technology to focus on their curriculum
- Distinguish student's resumes with employable skills

Workforce Development

- Provide a valuable means to re-skill workers
- Enable first-time jobholders to gain validation and confidence
- Fulfill government mandates for industry-based certifications
- Open up new funding opportunities



Business and Government

- Augment training departments' curricula
- Significantly reduce Help Desk requests
- Ensure that a company/agency is ready for deployment of new software
- Increase employee satisfaction and efficiencies
- Improve retention
- Reduce costs and legal risks
- Increase productivity and cost savings
- Reduce youth unemployment
- Transition unemployed and socially disadvantaged into careers
- Improve ROI on software investment
- Provide employee advancement opportunities
- Measure employee productivity

Commercial Test Centers

- Provide an easy add-on sale to existing training courses/materials
- Offer a higher value to customers and command a higher price
- Help win competitive bids that require validation or credentials
- Open up opportunities for funds for workforce development and corporate/government tuition assistance



89% of certified employees do not require additional supervision to perform their duties.¹

3 of 4 supervisors believe administrative support employees proficient in Microsoft® Office technology play an important role in setting the standards for the organization's work processes.¹

43% of hiring managers said that investing in employee development reduces turnover as it increases job satisfaction and feelings of engagement.²

¹ IDC White Paper sponsored by Microsoft, Preventing Bad Hires, November 2006.

² **Preventing Bad Hires: The Value of Objective Pre-Hire Assessment**, IDC, 2007.

"People actually use less than 20 percent of the software functions they have at their disposal."

– Barbara Darrow, *CRN*, July 7, 2005



WHY PARTNER WITH CERTIPOINT

- The Certiport Value Proposition
- Partnering With Certiport
- Certiport Authorized Partner Program
- Certiport Partner Advisory Council
- The Certiport Global Partner Summit

Back of Tab

WHY PARTNER WITH CERTIPOINT

The Certiport Value Proposition

Profitable industry-leading certifications will complement your training and testing offerings

Certiport certification exams are the perfect capstone for the learning materials you currently sell, and can help differentiate you as a total solutions provider. The high-profile brand names generate sales because people understand the value they bring; candidates who certify are much better prepared for success in both academia and the business world.

“Certiport Authorized Partners *are key to the success of the clients we serve and the products and solutions they offer. Certiport has purposefully restructured its business strategy to provide our loyal partners and their testing centers with the information, tools and resources necessary to be successful with the products and solutions we represent in the regional markets they serve.*



“Our Partners form the basis of our business philosophy, which is to provide students with industry leading certifications that give them a distinct advantage in today’s digital world. Certiport Partners serve over 12,000 testing centers across the globe, providing support and assistance with not only with the delivery of world class certifications, but helping prepare the workforce of the future.

“Certiport is committed to the development of its Partners and Testing Centers. Once you join the Certiport community, you become an important link in a growing global network of providers dedicated to ongoing improvement of the digital skills of the workforce.”

– Ray Kelly, President, Certiport, Inc.

Partnering With Certiport

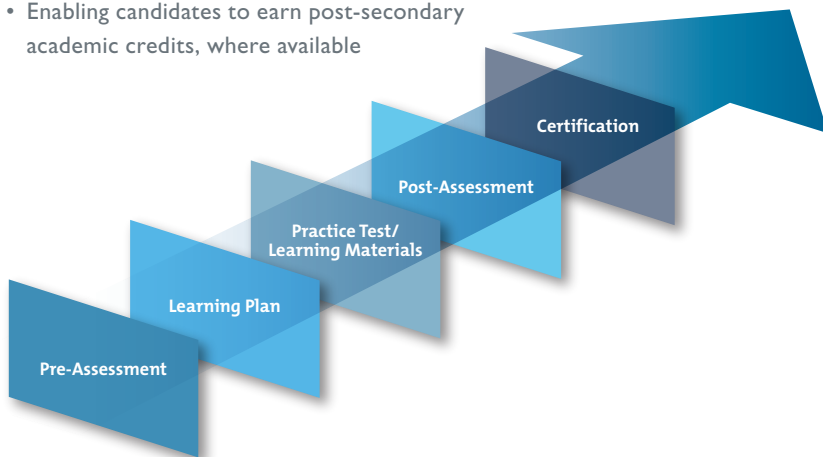
1 Offer a total learning solution

Certiport's full line of products fill in gaps that may exist in your product offering and increase the value of the other products you already sell. Our "pathway" includes assessments, practice tests and courseware to help drive adoption of the program you offer, making implementation of a complete training and testing experience simple and cost effective.

2 Increase sales

Industry-recognized certifications by top companies such as Microsoft®, HP, Adobe® and CompTIA® have become the target benchmark from which to measure success. Offering Certiport certification programs will encourage sales by:

- Attracting new customers who are trying to achieve education standards
- Helping customers meet mandates for industry-based certification
- Opening up funding opportunities for customers—providing money to pay for the program and, often, purchase additional exams
- Enabling candidates to earn post-secondary academic credits, where available





3 Have recurring touch-points with existing customers and candidates

- Certiport certification programs and the Certiport pathway give distributors, solution providers and resellers the opportunity for additional customer visits outside of the typical product sales cycle—which can take years.
- Certification can be positioned as the route to a specific credential or to credentials in other subjects. Either approach allows for increased customer interaction and increased sales opportunities.

Certiport Authorized Partner (CAP) Program

Unique products. Exclusive benefits.

The Certiport Authorized Partner (CAP) Program gives its members access to the full set of Certiport solutions, which can help an organization add value—and prestige—to its portfolio of certifications.

A Certiport Authorized Partner (CAP) is any institution—commercial or not-for-profit—that acts as a “purveyor or distributor” of Certiport exams.

This can be a commercial entity, solution provider, reseller, government agency, school system or district with access to a channel of test centers capable of delivering Certiport exams, MeasureUp assessments and practice tests.

Participants enter the CAP Program from two realms: business and academic, with several different levels of involvement. The Program accommodates capabilities, needs and goals while also recognizing that Certiport business partners are profit-oriented and view results in a different light.

Whether a business or academic partner, a CAP member might also be an owner or director/manager of Certiport-qualified test centers:

A Certiport Authorized Test Center (CATC) is defined as any commercial or not-for-profit institution that can deliver and administer computer-based Certiport-managed exams.

This applies to test centers within a network—business or academic—as well as to those administered by corporations and government agencies.

In either case, Certiport works with CAP Program members to develop the right marketing solutions for their application or region. We will provide expert support and information to help you grow your reach and market. Benefits of CAP membership include:

UNMATCHED SALES AND MARKETING SUPPORT

Certiport works closely with you before and after the sale, assisting you with new and sustaining sales opportunities. A wide variety of marketing materials helps you reach the right people and helps you close the sale.

Sales support

- Bid preparation assistance
- Sales presentation assistance
- Ongoing sales promotions
- Full introductions to new offerings

Marketing support

- Customizable marketing materials, updated regularly
- Case studies and success stories
- Public relations assistance
- Speaking engagements
- Excellent training

To ensure you receive the training you need, Certiport conducts distributor sales rep training, in either a regional or corporate setting. This includes training on our products, sales methods, and Certiport system logistics.

NEW TEST CENTERS GET ON BOARD QUICKLY AND EFFORTLESSLY

- Certiport takes great care of our Authorized Partners and Test Centers, from initial setup to ongoing support.
- In North America, Certiport facilitates the on-boarding process and manages the accounts for our Certiport Authorized Testing Centers making it seamless to administer certification exams.
- For Authorized Partners around the world supporting their own test center networks, Certiport provides start-up expertise and marketing support materials that can be applied when you identify and sign up a new prospect.



BEST-IN-CLASS SUPPORT

- **2nd- and 3rd-level technical support**

For those issues or problems that are beyond the scope of your own technical team (the 1st level of support), CAP Program members have access to the expertise of Certiport's technical support team, via telephone, email and online. *Available 6 AM through 10 PM, US Mountain Standard Time.*

- **Live customer service**

Certiport provides test candidates and customers access to a Customer Service Hotline that will answer related questions (e.g., lost certificate, password change, ordering transcripts, etc.).

- **Partners-only website**

The Certiport Authorized Partner Site (CAPS) allows easy access to sales and marketing tools, an ordering tool, uploads (e.g., test center performance reports), event information, industry news, tips and shortcuts, technical update information, and best practices. CAPS enables you to manage your Certiport partnership easily and cost effectively. Visit caps.certiport.com

- **CATC/Partner Locator**

The Test Center/Partner Locator advertises test center availability by region to assist candidates in finding the nearest Certiport Authorized Test Center. CAP Program members have the opportunity to be represented on this online tool and are encouraged to register their test centers. *View the CATC/Partner Locator at www.certiport.com/locator*

- **Sales training**

CAP members are eligible to receive sales training that will help educate and prepare your sales teams to recruit new test centers, and ultimately sell more tests. *See your Certiport Sales Representative for more details.*



- **Instructor training**

Successful test centers have educated and skilled instructors. As a CAP Program member, you have access to a pool of qualified instructors who will organize and deliver instructor training (i.e., “train the trainer”) for your test center instructors, either in person or with web-based tools. This valuable resource has proven successful in ramping up test center activity and sales.

- **Full “Pathway” Solutions**

Providing Certiport Authorized Testing Centers with access to a full suite of solutions including: assessments, practice tests and courseware helps program adoption. Certiport offers all CAP Program members a rich suite of these solutions, making implementation of a complete training and testing experience simple and cost effective.

Certiport Partner Advisory Council (CPAC)

The Certiport Partner Advisory Council was established to provide thought leadership for the development of programs and other business solutions for the company's diverse partner community. CPAC members are volunteers from Certiport's top partners across the globe.

CPAC members advise Certiport on:

- Developing programs, products, services and tools to drive partner growth
- Identifying top issues and projects that will help Certiport develop solutions to benefit partners in both academic and business environments
- Helping Certiport partners grow their businesses and penetrate more deeply into the markets they serve

CPAC members also represent Certiport at key events, promote Certiport products and solutions, and provide leadership for all Certiport Authorized Test Centers (CATC) worldwide for Certiport vendor competitions. *(See examples of regional/vendor competitions in Products and Development section.)*



The Certiport Global Partner Summit (GPS)

This annual event is hosted by Certiport and brings together certification stakeholders from regions around the world: major distributors and resellers of Certiport certification programs, the Program Sponsors with whom Certiport develops its unique tests, and Certiport corporate staff.

The purpose of GPS is for attendees to share best practices, product and program information, marketing insights, sales methodology, and success stories.

Typical agenda items include:

- Introduction of new sales and marketing tools, solutions and programs
- Program Sponsor reviews of product roll-outs, updates and successes
- Assessments of regional learning-and-certification environments by industry experts
- Growth strategy sessions to enhance participants' businesses, profits and ongoing relationships with Certiport

Simultaneous with the Global Partner Summit, Certiport also hosts the Certiport® Worldwide Competition on Microsoft® Office. Both events share calendar dates and venues, making it convenient for those Certiport Partners attending GPS and sponsoring competitors from their home countries to accompany—and chaperone—student competitors.

(See details on the Microsoft competition in the Products and Development section.)

For more information on the Global Partner Summit, visit www.certiport.com/gps





CERTIPOINT PRODUCTS AND DEVELOPMENT

- Certification Test Development
- Microsoft® Office Specialist
- Microsoft® Technology Associate
- HP Accredited Technical Associate
- Adobe® Certified Associate
- Internet and Computing
Core Certification® (IC3®)
- CompTIA® Strata™ IT Fundamentals
- Autodesk® Certified User
- Intuit® QuickBooks Certified User

Back of Tab

CERTIPOINT PRODUCTS AND DEVELOPMENT

Certification Test Development

Certiport represents our Program Sponsors in their efforts to promote digital literacy and the benefits of certification to the academic and business communities.

To successfully bring a certification test to market, Certiport has the experienced, knowledgeable professionals and the tools to develop, convert, customize and administer certification tests according to our Program Sponsors' exacting requirements.

CERTIPOINT OFFERS THESE TEST DEVELOPMENT SERVICES:

- Content development
- Item banking
- Authoring tools
- Workflow management
- Collaboration tools
- Psychometric analysis
- Custom look and scoring
- Localization

CERTIPOINT CERTIFICATION TESTS SUPPORT ALL QUESTION FORMATS:

- Simulation
- Drag-and-drop
- Multiple choice
- Sequencing
- Multiple selection
- Fill in the blank
- Live applications



CERTIPOINT HAS LOCALIZED CERTIFICATION TESTS IN 23 LANGUAGES:

- Arabic
- Chinese Simplified
- Chinese Traditional
- Czech
- English
- Finnish
- French
- German
- Greek
- Indonesian
- Italian
- Japanese
- Korean
- Malaysian
- Polish
- Portuguese (Brazil)
- Portuguese (National)
- Russian
- Spanish (Latin America)
- Spanish (National)
- Thai
- Turkish
- Vietnamese

CERTIPOINT TESTING SECURITY IS SECOND TO NONE:

- Proctored
 - Physically present
 - Candidate validated by two forms of ID
- Browser lockdown
 - Locks the user into the exam environment by blocking access to any application
- Encryption
- Watermarking
 - Items are displayed with a unique on-screen code identifying the specific exam instance in session
- Extensive, real-time, audit trail logging
- All responses are stored in a data warehouse



CERTIPOINT'S CERTIFICATION TEST DELIVERY SYSTEM:

- Candidates take exam in proctored environment
 - *Any computer lab can be a test center*
- Candidates receive printed score results or access to print their own transcripts.¹
- Results are uploaded to global candidate database
- Certiport delivers certificate to passing candidates²
- Candidates can view their online Digital Transcripts



¹ Access to print their own transcripts is supplied to candidates when the test center has purchased a site license.

² Access to print their own certificates is supplied to passing candidates when the test center has purchased a site license.

MICROSOFT® OFFICE SPECIALIST



Back of Tab



Microsoft® Office Specialist

Created by Certiport, Microsoft Office Specialist (MOS) is the only globally accepted, standards-based credential for validating Microsoft Office skills. It is the official Microsoft Office certification for desktop productivity, enabling students in secondary and post-secondary schools, as well as candidates training for or re-entering the workforce, to validate their skills and advance academically and professionally.

Certiport currently delivers over a million MOS certification exams each year, making it the largest IT certification program in the world. MOS certification:

- Provides credentials that are recognized worldwide
- Demonstrates essential computing efficiencies
- Helps differentiate candidates in recruitment or promotion scenarios
- Builds confidence for a competitive career path

MOS CERTIFICATION EXAMS

MOS features a series of certification levels, providing a continuum for skills qualification and validation:

Microsoft Office Specialist (Core Certification)

Validates skills with the Microsoft Office suite:

- Word
- Outlook®
- Excel®
- SharePoint® (MOS 2010)
- PowerPoint®
- OneNote®
- Access®

Microsoft Office Expert

Validates advanced skills in specific Microsoft Office applications:

- Either Word Expert or Excel Expert

Microsoft Office Master

Denotes fluency in several important Microsoft Office applications:

- Word Expert
- Either Outlook, Access, OneNote or SharePoint® (MOS 2010)
- Excel Expert
- PowerPoint

BENEFITS OF THE MOS PROGRAM

Test Takers

- Prepares test takers to succeed in the classroom and future/current careers through proven Microsoft Office skills
- Enables test takers to tap the full capabilities of Microsoft Office suite, allowing them to progress through coursework/complete assignments and projects with greater ease and efficiency
- Enables test takers to focus on course content—not on the associated computing
- Validates digital literacy prior to entering a course, program or job position
- Delivers real-world, recognized credentials—MOS is a distinguished credential when applying for jobs, demonstrating workplace readiness
- Comes with ACE accreditation, opening the door for students to use certifications towards college credits (where available)

Instructors

- Accelerates test takers' progress in courses, programs and career
- Strengthens the substance and value of curricula, especially business and technology courses
- Allows instructors to focus on coursework, not technology
- Enables instructors to succeed as test takers succeed
- Provides instructors with a reliable and validated tool to measure the digital literacy skills of their test takers
- Assists instructors and administrators in placement of certificate holders based on proficiencies revealed in exam results
- Promotes improved teaching skills through enhanced digital literacy
- Provides a strong foundation for instructors, enabling them to pass digital literacy on to their test takers

Institution

- Provides relevant, state-of-the-art validation of course offerings
- Embeds digital literacy within all programs and curricula
- Offers a comprehensive, cost-effective, easy-to-implement way for test takers to develop skills necessary for academic work and required by businesses
- Enhances instructor development programs when required of instructors
- Functions as a pre-qualification tool for academic admissions departments and job recruiters
- Helps reduce costs by increasing retention rates
- Gives an academic institution a school ranking advantage by increasing the likelihood of advanced career placement for students

MOS CLASSROOM LICENSE

For education providers, a Microsoft Office Specialist Classroom License means lower costs, expanded implementation, increased control, and simplified budgeting.

License includes the following features:

- No Certiport Authorized Test Center fee
- High-volume testing in one classroom per year, with up to 30 computers
- Comprehensive customer support
- Digital transcript service for students
- Electronic fulfillment of certificates

BENEFITS OF MOS CLASSROOM LICENSE

Improved budgeting

- Economical one-time fee
- Budget one fixed cost each year
- No approval process for additional test funds

Increased opportunity

- Extend implementation to all students from across all educational programs
- No price barrier, restriction or scheduling conflict

Professional development

- Enables extension of testing to instructors

For details, visit www.certiport.com/mos

CERTIPOINT® WORLDWIDE COMPETITION ON MICROSOFT® OFFICE

The Certiport Worldwide Competition on Microsoft® Office is a global competition that tests students' skills on Microsoft Office applications. Students who qualify are invited to represent their respective countries at the World Championships.

In some countries or regions, students are required to participate in a regional test event as well, and the winners of that event continue on to compete in the World Championships.

During the final round of the Competition, each student competes for World Champion in his or her category (either Word, Excel® or PowerPoint®, each by specific Office version).

The Competition started 10 years ago and has grown at an incredible rate. The 2011 Worldwide Competition on Microsoft Office attracted more than 400,000 qualifying exams from 57 countries who competed to prove their Microsoft Office expertise. Seventy-nine student finalists participated in the final round of competition.

Scheduling for the WWC coincides with the Certiport Global Partner Summit, which is located in the same venue—allowing Partners to accompany the winner(s) from their regions.

For details, visit www.officecompetition.com



Microsoft® Office Specialist

SAIT Polytechnic Prepares Graduates to Improve Workplace Productivity with Microsoft Office Specialist Certification

CANADIAN POLYTECHNIC FOCUSES ON EXPERIENCE-ORIENTED TRAINING AND VALIDATES STUDENT SKILLS WITH MOS

Challenge

As one of Canada's leading polytechnics, SAIT Polytechnic provides relevant, skill-oriented education to more than 70,000 registrants each year. From apprenticeships to baccalaureate degrees, SAIT Polytechnic offers a range of credentials in diverse program areas.

The Administrative Information Management (AIM) two-year diploma is a specialized program in the School of Business. The program is a mix of business theory courses, practical information management and hands-on computer applications training.

"We work with industry to provide students who are trained to hit the ground running," said Patricia Rokosh, SAIT Polytechnic, former School of Business Academic Chair. "We teach them critical thinking. By the end of the program, they are completely familiar with computers; the Microsoft Office suite is incredibly important. Although the program is designed to prepare students for further study, many graduates go into industry and their employers don't want to let them go back to school once they realize their value to the organization."

Over the past 10 years, faculty and administrators at SAIT have worked to bring the AIM program to the forefront as office and administrative professionals fill an increasingly important role in the workforce.

"With the evolution of our program, one of the next steps that we saw as essential was to ensure that our students



SAIT Polytechnic

Location:

Calgary, Canada

Program Enrollment:

96 students per year

Success Metrics:

- Preparation for the workforce
- Advanced technology training
- Employer-valued credential

were carrying the industry credentials that would give them recognition for their skill level,” said Janine Violini, an AIM instructor at SAIT. “One of our goals is to make sure our students have the skills to make their offices more efficient and productive. Office professionals today have actually taken on the day-to-day tasks of middle to upper management, and we want to make sure our program continues to teach the skills our students need to be competitive in the workplace.”

Approximately 60 students graduate from the AIM program each year. Administrators began to look for more credentials and assessments to help students master technology skills and prove those skills to potential employers. “Some potential employers don’t know what a diploma in Administrative Information Management includes, so we wanted to help students earn industry-recognized certificates to overcome that hurdle,” said Violini.

Solution

The AIM program did extensive research on technical certifications and in particular, the Microsoft Office Specialist (MOS) certification program. With buy-in from Catherine Koch, Dean of the School of Business, they quickly decided MOS was the right direction to take and started with a pilot program to see how their students would perform on MOS exams.

Since AIM program students already took three semesters of Microsoft Word due to its importance in the industry, they started with the MOS Word exam. SAIT worked with Certiport’s Canadian partner, CCI Learning Solutions, to become a Certiport Authorized Testing Center and implement the MOS program on campus.

“We started out by bringing our practice tests online and setting up our labs for exams,” said Violini. “We relied on CCI Learning so much during those initial months and we were up and running for students to take certification exams that very same academic year.”



“MOS has raised the bar and the level of what our students do in their classes has gone up an entire notch. Now when our students are going out, they can go anywhere in the world and work – they have a skill set that is transportable everywhere.”

– Patricia Rokosh
SAIT Polytechnic,
former School of Business Academic Chair

All of the SAIT students who took the Microsoft Word exam in the first year passed, and some received very high scores. In fact, one of the very first students to take the exam, Emily Daubert, earned a perfect score and became the Canadian Microsoft Word Champion. She then won the gold medal at the Certiport Worldwide Competition on Microsoft Office in 2010.

“Our students quickly got excited about certification and the competition, and implementation was pretty simple for us here at SAIT, since we were already teaching the right skills and programs,” said Rokosh. “Faculty did not have to change their curriculum and our students were well-prepared for the exams.”

Results

To date, approximately 125 MOS certifications have been earned by SAIT students. Faculty and administrators encourage all students to earn certification, and they have received feedback that employers are recognizing the value of MOS certification.

“As an administrator, adding and offering the MOS certifications have really bumped up our level of excellence,” said Rokosh. “MOS has raised the bar and the level of what our students do in their classes has gone up an entire notch. Now when our students are going out, they can go anywhere in the world and work – they have a skill set that is transportable everywhere.”

AIM students are striving to get certified before they graduate, and recent graduates report excellent employment opportunities based on their certifications.

“I think the certification really adds a lot to the graduation,” said Brian Paulhus, AIM student, SAIT Polytechnic. “So instead of just getting a diploma to put on your resume, you are also certified in Excel, certified in Word. It can put you above all the other graduates of other business courses around Calgary.”

SAIT graduate Emily Daubert discovered the true value of MOS certification after she competed and won the gold medal in the Worldwide Competition. *“I received many job offers, and they were mainly based on the fact that I was a Microsoft Office Specialist in Word and Excel,”* said Emily Daubert. *“Certification is what made me stand out from the stack of resumes. When you go into a job interview and 10 other people are being interviewed, certification gives actual proof that you can do what you say you’re going to do.”*



Microsoft® Office Specialist

Queen Anne's County High School maximizes impact of Microsoft Office Specialist exams

BUSINESS DEPARTMENT EMBRACES LONGSTANDING MOS PROGRAM AND CERTIFIES NEARLY 100 STUDENTS EACH YEAR

Challenge

Queen Anne's County High School (QACHS) serves more than 1,200 students in the Eastern shore town of Centreville, Maryland. One mission of QACHS is to ensure that all students receive challenging academic, vocational and cultural experiences. Approximately ten years ago, the Maryland State Department of Education (MSDE) partnered with Certiport and made the Microsoft Office Specialist (MOS) exams available to high schools in the region.

Tina Thomas, Instruction Supervisor for Queen Anne's County Public Schools, explains the push for certification. *"We are focused on college and career readiness and one of the things we want our students to have when they leave our schools is the ability to be successful in college but also to be successful in the workplace."*

Soon after QACHS received access to the MOS exams, Dennis Macy, a 29-year veteran at the school, took over as Business Department Chairperson and inherited the responsibility of helping students earn certification.

Macy and his team at QACHS knew getting more kids certified was a priority. *"I felt it was important for our students to have a solid background in Word, PowerPoint, Excel and Access because I knew these skills were essential for college or for students applying for a job right out of high school."*

Queen Anne's County High School Business Program

Location:

Centreville, MD

Program Enrollment:

90 – 110 per year

Success Metrics:

- Leading application certification testing
- Career and technical education
- Employer-valued credential

However, the program was not being fully utilized and when Macy first took over QACHS was certifying just five students per year. Macy set out to bring the program to its full potential and get more students MOS certified.

Solution

LMOS certification is available to all QACHS students who enroll in one of the business pathways. Students have the opportunity to get as many certifications as they wish at no cost since the school pays for the exams.

The MSDE purchased Certiport's MOS Site License to make the exams more affordable – a program that allows the schools to administer a high volume of exams for one set price. Dr. Nicole Buzzetto-More, Associate Professor at the University of Maryland Eastern Shore, said they aim to help business departments such as the one at Queen Anne's redesign their curriculum to align with the certification standards.

"The Microsoft tasks are application-based, so we want students to have a lot of hands on training, do a lot of real world application and also participate in practice testing. We are asking these students to go beyond the average usage so it takes some guidance from the teachers to help them along."

The teachers in the business department at QACHS bought into the MOS program and worked together to teach students Word, PowerPoint, Excel and Access.

"Having buy-in from the teachers was essential to making the MOS program work," said Macy. "Our teachers realize that these applications play a major role in students being successful outside of the building when they go to college or work for an employer."

QACHS students take introductory courses to learn the programs, then take an advanced course to master their skills and take the MOS certification exams. During the introductory course, teachers begin to tell students about

"Having buy-in from the teachers was essential to making the MOS program work. Our teachers realize that these applications play a major role in students being successful outside of the building when they go to college or work for an employer."

– Dennis Macy
Business Department Chairperson,
Queen Anne's County High School

the MOS program to build excitement and motivate them to earn as many certifications as they can during high school.

QACHS also worked with a sister school, Kent Island High School, to share preparation materials and successfully implement certification. They have found that a more collaborative, less-structured system works well for preparing the students for certification.

“Every student learns differently, so we let them choose the preparation methods that work best for them,” said Macy.
“When you are working with certifications and getting your students to buy into the program, you have to be flexible and allow the students to learn the software on their own.”

Results

From humble beginnings with five students certified in his first year, Macy and his team at QACHS progressed to certify 25 students in the second year, and now they are certifying 85 to 100 students every year.

“We are preparing students to take a third party test with higher standards that are recognized by industry and also by universities,” said Macy. “The students pull for each other and the teachers are cheerleaders as well. I look at success based on the fact so many of our business students are holding that certification in their hands when they walk out of the building.”

QACHS students perform very well on the certification exams, and one student, Breana Guarnera, even qualified as the Microsoft Word 2007 Finalist for the United States and competed in the 2011 Worldwide Competition on Microsoft Office.

“I am interested in business and have always been pretty good with Microsoft Word for my school projects,” said Breana.
“When Mr. Macy approached me about certification, I was excited because I want to pursue anything that will help me in

the future. I have only taken one semester of computer courses so far since I am a freshman, but now I use those skills every day.”

Many QACHS students have become excited about certification, and they are discovering the benefits of earning as many as possible during their time in high school. One student, Taylor Hartman, has earned Word, PowerPoint, Excel and Excel Expert certification.

“I thought at first this was going to be an easy class,” she said. “But then my Dad told me that people at his work have certifications and that it really looks good on your resume no matter what field you go into. I realized you definitely want to try to get certified in the class.”



Microsoft® Office Specialist

Global Construction Company Implements Microsoft Office Specialist Certification to Increase Employee Productivity

HANJIN HEAVY INDUSTRIES AND CONSTRUCTION CERTIFIES HUNDREDS OF EMPLOYEES EACH YEAR

Challenge

Hanjin Heavy Industries and Construction is a global construction company based in Korea that specializes in ship building, construction and plant services. With eight major offices worldwide, one of Hanjin's goals is to continually increase employee productivity.

A total of 3,400 employees work on the ship building side of Hanjin's operations, and 1,300 employees work on the building of roads, harbors, subways and airports.

In 2003, Hanjin audited their internal processes and discovered that most of their employees were using Microsoft Office. They also determined that Office application skills were directly tied to the productivity of the organization.

"We place a top priority on customer satisfaction through advanced technology and service," said Sun-Han Kwon, Assistant Manager, Hanjin Heavy Industries and Construction. "One way to better serve our customers is to improve our internal processes, and we decided to look for a better way to test our employees and improve on their technology skills."

The human resources department began to evaluate Microsoft Office Specialist (MOS) certification as a way to strengthen employees' skills and as an assessment for employee performance evaluations.



Hanjin Heavy Industries and Construction

Location:

Korea

Number of Employees:

3,400

Success Metrics:

- Employee assessment
- Globally-recognized standard
- Increases productivity

Solution

Once the human resources department determined that MOS was a valuable assessment of employee skills, various departments at Hanjin implemented MOS training and certification. The MOS exams replaced Hanjin's internal computer ability evaluation test.

"The internal computer test was not always considered fair and objective," said Kwon. "By implementing the Microsoft authorized certification program, we were giving our employees a third party evaluation that was recognized by the industry worldwide."

Yang Jaesik, Section Chief of Hanjin Construction Training Team #2, said the MOS program was adopted in part because computer skills are necessary for every company, regardless of the type of business. *"We are a construction company and our sales are generated nationwide, therefore the noncumulative method is very important to our business. For this reason, our employees need better-than-average Excel skills."*

Hanjin conducts three days of computer training for employees, and they take the MOS exams on the last day of the program.

In order to be promoted and to earn credit points for their performance evaluation, employees must pass two out of the three MOS exams. The MOS score results are sent to the individual test taker, the human resources department, the head of the test taker's department and site managers by email.

Results

Today, Hanjin offers all non-managerial employees the opportunity to undergo training and certification for Microsoft Word, Microsoft Excel and Microsoft PowerPoint. They plan to extend adoption of the MOS program to section chiefs later this year.

"The feedback we have received from human resources and employees who have participated in the MOS program is that in addition to improving their skills and productivity, it also helps to build their career with the company."

– Yang Jaesik
Section Chief of Hanjin Construction
Training Team #2

“The feedback we have received from human resources and employees who have participated in the MOS program is that in addition to improving their skills and productivity, it also helps to build their career with the company,” said Mr. Yang.

Some employees thought their training period was not long enough to pass the certification exams, and Hanjin plans to continue to refine the preparation process to help employees pass the exams.

“Certification has helped our employees work to master these Microsoft Office programs,” said Mr. Sun-Han. “The exams are motivating and have already started to increase productivity at Hanjin.

Since 2003, More than 2500 Hanjin employees have earned an MOS certification. The human resources department has set a goal to have all employees earn two MOS certifications.

“MOS certification motivates and stimulates our employees, and gives us a third party measure to verify their computing skills,” said Mr. Sun-Han. “We look forward to expanding the program at Hanjin, and hope to continue to increase productivity throughout the company.”

Microsoft® Office Specialist

Helps motivate students in the California Division of Juvenile Justice

JOHANNA BOSS HIGH SCHOOL OFFERS INDUSTRY-RESPECTED CERTIFICATION TO YOUTH IN THE JUVENILE DETENTION SYSTEM

Challenge

The Division of Juvenile Justice (DJJ) provides education and treatment to California's youthful offenders up to the age of 25 who have the most serious criminal backgrounds and most intense treatment needs. DJJ operates an accredited school district, providing youth with the same high school curriculum in each of its four institutions that they would receive in their local community.

Youth attend school each day to achieve a high school diploma, and DJJ considers a diploma or GED a minimum requirement for parole consideration. Certificates in a variety of vocations and college classes are offered to graduates as well. Since 2004, 5,642 youth have achieved some form of academic achievement, and the number of youth completing a high school education has increased 300 percent.

In 2007, Johanna Boss High School technology teacher Chris Lawyer wanted to offer his DJJ students an industry-recognized certification. He began with 22 students on track to earn A+ certification, and ended with just 4 students who completed the course and earned college credit but not certification.

"A+ was too hard and it wasn't a good fit for our program," said Lawyer. "I wanted something that would give these kids an edge in the workforce, but it had to be feasible for them to complete it in a reasonable amount of time for youth without much experience with computers."



Johanna Boss High School California Division of Juvenile Justice

Location:
Stockton, CA

Program Enrollment:
50 per year

- Success Metrics:**
- Confidence booster
 - Technology training to equip juvenile offenders with workforce skills
 - Employer-valued credential

Lawyer began to look for a more useful certification his students could earn to teach them real world job skills. The certification needed to be implemented primarily at Johanna Boss High School, with distance learning opportunities for students at other DJJ institutions and reception centers. In addition, Johanna Boss needed an offline solution, since students/wards are not allowed access to the Internet.

Solution

Lawyer attended a technology and education conference in 2007, where he met Certiport and began to research the Microsoft Office Specialist (MOS) certification exams. Certiport could offer Johanna Boss High School the ability to test students offline, which was hard to come by in the industry.

“I was attracted to the Microsoft exams because Microsoft application skills are something employers want to see,” said Lawyer. “We knew MOS certification would be something our kids could take with them when they leave.”

Lawyer did not have any trouble getting the administration on board with working with Certiport to adopt MOS certification. *“We thought the MOS exams would be a great fit, but Chris had to do a lot of work to get the project up and running,”* said James Shaw, Vocational Vice Principal at Johanna Boss High School.

The procurement process was long since California State government has many restrictions and guidelines, but Lawyer purchased MOS exams for his first class and Johanna Boss High School became a Certiport Authorized Testing Center in 2008. A Perkins Grant funded the program.

The program was set up to have Johanna Boss students who are not quite ready for MOS certification take an Operating Systems course from Lawyer, and those



who are ready can take a Microsoft Word or Microsoft PowerPoint course.

“Most of the students in my technology classes have earned their diploma or GED, and they are ready for more advanced training,” said Lawyer. “This is not an easy test, and the students have to have very high reading comprehension skills to succeed.”

Unlike a traditional school, Johanna Boss has open entry and exit, so students are coming in and out of the courses all of the time. As a result, Lawyer has set up a flexible study plan whereby each student works on the path to certification at their own pace. Students who have earned certification and mastered pertinent Microsoft skills assist others as they study and take Certiprep practice exams.

Results

During the first year, 10 Johanna Boss students earned MOS certification. Today, more than 60 certifications have been earned and the program is growing. Other DJJ high schools have begun to participate through distance learning, and some students are even going the extra mile to earn their MOS Master certification – which shows they passed four MOS certification exams.

“Chris’ course is very popular, there is usually a waiting list,” said Shaw. “Most of these kids have only had negative experiences in life, so earning certification gives them something positive to focus on – it truly empowers our students to do better things with their lives.”

When Johanna Boss students earn an MOS certificate, they are recognized on campus and at graduation. For many families, earning certification may be one of their child’s crowning achievements at this point in their lives.

“When I have families come in for Open House and I hand them a DJJ envelope, I think they are worried about what

“We are working with kids who came to us from terrible situations, destroyed families and who have committed serious crimes. For them to complete their high school diploma or GED and then focus on something as positive as computer application skills and earn certification – it is life changing and helps them make a productive life for themselves.”

– James Shaw
Vocational Vice Principal,
Johanna Boss High School

their child did now,” said Lawyer. “When they open up that envelope and see their child earned a Microsoft Certification, the look on their face is priceless. These students and their families finally have something to be excited about.”

Shaw adds, “We are working with kids who came to us from terrible situations, destroyed families and who have committed serious crimes. For them to complete their high school diploma or GED and then focus on something as positive as computer application skills and earn certification – it is life changing and helps them make a productive life for themselves.”



MICROSOFT® TECHNOLOGY ASSOCIATE

Microsoft®
Technology
Associate

Back of Tab

Microsoft® Technology Associate

Microsoft Technology Associate (MTA) certification is the first step in the Microsoft IT Certification Program. MTA validates the fundamental technology concepts that become the building blocks for a successful career in IT, enabling students to explore career paths in technology with a reasonable investment of time and resources.

- Designed by Microsoft Learning experts and professional educators
- Based on high-demand industry career tracks
- Content can be easily imported and integrated into existing curricula
- Includes Certification Exam Review Kits
 - Supplement and reinforce the content already being taught

MTA CERTIFICATION EXAMS

MTA features a series of certification levels, providing a continuum for skills qualification and validation.

Developer Exams

- Software Development Fundamentals
- Windows Development Fundamentals
- Web Development Fundamentals
- Mobile Development Fundamentals
- Gaming Development Fundamentals
- HTML5 Application Development Fundamentals
- .Net Fundamentals

IT Pro Exams

- Windows Operating System Fundamentals
- Networking Fundamentals
- Security Fundamentals
- Windows Server Administration Fundamentals

Database Administration Exams

- Database Administration Fundamentals



BENEFITS OF THE MTA PROGRAM

Students

Validates fundamental technology knowledge and enables technology education and career path by:

- Providing students with the foundation and confidence to be successful with intermediate studies and certifications, and ultimately a career in technology
- Augmenting and complimenting technology-related studies
- Offering the first step towards becoming a Microsoft® Certified Technology Specialist (MCTS)

Faculty

Enables easy deployment of an innovative, industry-relevant, state-of-the-art certification by:

- Easily integrating into existing curricula, with exams delivered right in the classroom
- Providing an easy-to-use, reliable validation tool to measure students' understanding of building-block IT concepts
- Enabling delivery of industry-relevant knowledge to prepare students for success with academic and vocational pursuits
- Strengthening substance and value of curricula

Institutions

Helps institution to stand out as an innovative technology curriculum provide by:

- Offering an easy, cost-effective solution for validating key fundamental technology concepts
- Providing a Microsoft credential that prepares students for today's workplace
- Attracting technology students, enhancing college applications, and preparing students for advanced IT studies
- Empowering faculty and motivating students to pursue their passion for technology





MTA CAMPUS LICENSES

Licenses include the following features:

- 500 exam site license
- Full portfolio of MTA certification exams
- Exam Review Kit, Student Study Guides and access to Objective Domains

BENEFITS OF MTA CAMPUS LICENSE

Improved budgeting

- Economical one-time fee
- Budget one fixed cost each year
- No approval process for additional test funds

Increased opportunity

- Extend implementation to all students from across all educational programs
- No price barrier, restriction or scheduling conflict

Professional development

- Enables extension of testing to instructors

For details, visit www.certipoint.com/mta

Microsoft Technology Associate

Starts British Youth on IT Career Path in Zenos Apprenticeship Programme

APPRENTICES GAIN EXPERIENCE WHILE VALIDATING BASIC TECHNOLOGY SKILLS WITH INTERNATIONALLY RECOGNIZED CERTIFICATION

Challenge

With headquarters near Banbury, England and a network of 31 training centres across the country, the Zenos programme helps thousands of young people every year. The Zenos Training Centres deliver training under the National Apprenticeship Service funded by the Skills Funding Agency, and also provides internationally recognized certifications from vendors such as Microsoft and CompTIA.

“The IT industry in the UK has a shortage of young talent, and we aim to make sure the right young people get the right skills and the right certifications in order to fill open jobs,” says Jason Moss, Managing Director, Zenos. “We train young people on everything from customer service to business ethics to technology certifications.”

The 39-week Zenos Apprenticeship Programme accepts young people aged 16 to 24 and includes up to 22 weeks in the workplace in addition to off-the-job training in a Zenos training centre. Zenos apprentices earn CompTIA A+ and Microsoft Certified Technology Specialist (MCTS) certification, and Zenos was looking for an entry-level certification to add to the program to help students prepare for these higher-level certifications.

“Previously, our apprentices were taking MCTS at the end of the apprenticeship program, but that was a big leap for beginners,” says Zeshan Sattar, Curriculum Manager, Zenos. “Learning all of the different elements of networking, security and operating systems and jumping right into MCTS certification was too high level for apprentices who are brand new to the

ZENOS

Zenos IT Apprenticeship Programme

Location:

Banbury, Basingstoke, Bradford, Brighton, Birmingham, Bristol, Cheltenham, Coventry, Croydon, Derby, High Wycombe, Leeds, Leicester, Luton, Maidstone, Manchester, Milton Keynes, Newcastle, Oxford, Preston, Romford, Slough, Sheffield, Southampton, Stevenage, Telford, Wakefield, Watford, Wokingham, West London, Warrington England

Program Enrollment:

5000 apprentices per year

Success Metrics:

- Starting participants on Microsoft certification path
- Providing credential valued by local industry
- Introductory certification to prepare individuals for advanced studies

IT field. We needed a solution to bridge the gap and get them started on the right foot.”

Zenos has delivered the MCTS certification for several years, but there was a large learning curve for most new students to pass the exam. Zenos looked for a certification that would serve two purposes – help to bridge the gap to MCTS and give students an introductory technology certification to boost their CVs.

Solution

Zenos Apprenticeship training already included the installation of software, configuring software, installing networks and other basic technology functions. When Zenos heard about the new Microsoft Technology Associate (MTA) certification, they believed the exams would fit well into the existing curriculum to bridge the gap to more advanced certifications and give program participants another impressive accomplishment on their CV.



“When the MTA program launched it actually sounded too good to be true,” says Sattar. “Here was a certification covering security, servers, Windows, and other skills that fit really well into our program, and it was endorsed by Microsoft. Since we are the biggest Microsoft IT Academy in Europe, we wanted to be the first to offer any new Microsoft certification exams.”

Zenos began by running a small pilot program where they invited some apprentices who had previously completed the program back to take a three-day course with the MTA exam on the last day. All of the apprentices passed the exam on the first time.

Since MTA was a perfect fit, Zenos decided to implement the certification on a large scale and purchased a campus license to deliver MTA. Zenos worked with Certiport's UK partner Prodigy Learning as the authorized provider of MTA and chose to deliver two of the MTA exams at their

31 centres across the UK – Networking Fundamentals and Windows Operating System Fundamentals.

Apprenticeship Programme participants across the country used study books and practice exams from MeasureUp to prepare for the MTA exams. One participant, Chirag Patel, explains how the practice exams helped him to prepare to earn MTA certification. *“The practice examinations showed me my weak points and gave me explanations on what I got right and wrong. I went from there and preparing for the MTA exam was quite simple really.”*

Results

As soon as Zenos was prepared to deliver the MTA exams, there were already approximately 2,000 apprentices ready to take the exam in a 24-hour period across all of the testing centres. Zenos was concerned about the testing system handling so many exams at once, so they worked closely with Prodigy Learning and Certiport to make it possible to upload all of the exams in one day.

“In July, 2,000 apprentices in England took the MTA exam and we had a fantastic pass rate,” says Sattar.

Patel took the MTA exam with the first group and shared his feelings upon earning certification. *“When I first passed my MTA exam I was really happy and confident. It gave me a sense that I had moved a piece on the chessboard to pursue my IT career. When going for interviews I knew it would show employers that I had taken the time to take the examination, and that I’m committed to a career in IT.”*

Today, 10,000 MTA exams have been taken at Zenos and the success rate continues. MTA helps Zenos Apprenticeship Programme participants get the skills that are relevant in Windows and networking, making the transition to MCTS easier. *“We want to ensure our apprentices are certified in Microsoft, and MTA starts them*



Opportunities to thrive in IT

“When the MTA program launched it actually sounded too good to be true. Here was a certification covering security, servers, Windows, and other skills that fit really well into our program, and it was endorsed by Microsoft. Since we are the biggest Microsoft IT Academy in Europe, we wanted to be the first to offer any new Microsoft certification exams.”

– Zeshan Sattar,
Curriculum Manager,
Zenos

off on that ladder,” said Moss. “MTA is a stepping stone for MCTS or whatever path the individual chooses to take.”

One participant, Martin Kemp, said MTA was a good introductory certification that helped him enter the IT field. *“I was already interested in IT, but I wanted someone to certify my knowledge since I was just starting out and didn’t have any qualifications. MTA gave me that first certification and the same principles taught on the exams fit into the certifications I took later.”* Martin went on to earn MCTS for Windows Server and the Microsoft IT Professional in Enterprise Administration at Zenos, and plans to earn additional certifications now at his job with Capgemini.



Microsoft Technology Associate

La Salle College High School Adopts Microsoft Technology Associate Program to Start Students on Technology Path

PRIVATE HIGH SCHOOL NOW CERTIFIES 200 STUDENTS EVERY YEAR, MANY EARN ADVANCED CERTIFICATIONS

Challenge

La Salle College High School is a private school in Wyndmoor, Pennsylvania with 1,063 young men enrolled. The core program balances academics, athletics, the arts and community service, and an impressive 100 percent of La Salle graduates go onto college.

"Parents who are looking for a private school education are looking for value-added benefits for their children," said Joseph Marchese, Principal, La Salle College High School. "We've been a Microsoft IT Academy for about 10 years now, so we have long been providing our students with excellent technology training."

Marchese and his team at La Salle knew their technology program taught students valuable skills, but they had some difficulty successfully validating those skills with an industry-recognized certification. Some students took the Microsoft Certified Technology Specialist (MCTS) exams, but many were unprepared for such an advanced certification.

"I started going through classes at La Salle and jumped right into the MCTS by taking the Windows 7 MCTS," said Sam French, student. "I bombed it! I almost gave up on technology."

La Salle's Chief Information Officer Peter Sigmund had attended education technology conferences and talked to Microsoft Learning, but he found that the certification path was lacking the basics. *"It is very difficult to teach kids*



La Salle College High School

Location:

Wyndmoor, Pennsylvania

Program Enrollment:

200 students per year

Success Metrics:

- Entry-level technology certification
- Preparation for further Microsoft certifications
- Selling point for private school

MCTS classes at this level when the certification path doesn't teach network or server fundamentals," said Sigmund.

As a result, Sigmund and the technology team at La Salle kept their ears and eyes open for an entry-level technology certification program they could adopt and offer in-house to students.

Solution

Sigmund attended another education technology conference and heard about the new Microsoft Technology Associate (MTA) certification. MTA was developed to fill the gap La Salle was experiencing, as the first step on the Microsoft technology certification roadmap. The exams would provide a basis for students to pursue a career in technology and validate a variety of basic IT and development technology knowledge prior to earning more advanced Microsoft technology certifications.

Sigmund received a warm reception from his colleagues when he presented MTA. *"It didn't take a lot for us to buy into the MTA program once we heard about it,"* said Marchese. *"We are well-known as a technology leader in the area, and the benefit of MTA to our students would be great."*

Offering an industry-recognized certification like MTA would be a selling point for a private school like La Salle, and becoming a Certiport Authorized Testing Center to offer the exams right at the school was extremely desirable. Sigmund explains, *"What really sold me on the MTA was working with Certiport and having the ability to test on site. I knew testing on site would raise our pass rates and raise the number of kids taking the exams by leaps and bounds."*

La Salle quickly became a Certiport Authorized Testing Center and began to offer the MTA exams to students, differentiating their students with industry certifications – all from the classroom.



In conjunction with the MTA certification, La Salle implemented an innovative hands-on learning experience called the Lab Manager program. Technology students who have earned their MTA certification assist the technology department in maintaining the school's network. They perform tasks ranging from setting up a printer to troubleshooting the network, giving them invaluable real-world experience with the technologies they learn in La Salle courses and validate with the MTA exams.

Results

La Salle students and their families were eager to participate and MTA was an instant success. Nicholas Coggins, La Salle Director of Curriculum, Instruction and Assessment, explains how the program is helping them stand above other high schools. *"MTA offers an amazing opportunity for students and it's a major selling point for a school like ours in a very competitive market of independent private schools. When our potential students and their families come in and see Microsoft IT Academy and know there is an MTA program, they say this is where they want to be."*

La Salle also adopted MeasureUp practice exams and preparation materials to get students ready for the MTA exams. *"MeasureUp offers the students an opportunity to see how they are doing as they progress through these courses,"* said Coggins. *"They get instant feedback that helps them to make better decisions in the future and also teaches them all along the way."*

La Salle students boast an excellent pass rate on MTA exams, and approximately 200 students per year participate in the program. MTA also leads to higher certifications, with about 15 La Salle students earning their MCTS certification each year.

Opportunities to thrive in IT

"MTA offers an amazing opportunity for students and it's a major selling point for a school like ours in a very competitive market of independent private schools. When our potential students and their families come in and see Microsoft IT Academy and know there is an MTA program, they say this is where they want to be."

– Nicholas Coggins,
Director of Curriculum,
Instruction and Assessment,
La Salle College High School

Marchese is thrilled with the results of incorporating MTA exams, and says La Salle is the place to go for students who want to develop technology skills. *“The MTA certification program has really legitimized what we are doing here in our technology program, and it puts our students at the front of the pack.”*



HP ACCREDITED TECHNICAL ASSOCIATE



Back of Tab



HP Accredited Technical Associate

In today's business environment, employers need IT expertise in translating business objectives into technology strategies and end-to-end solutions. The HP Accredited Technical Associate (HP ATA) certification provides a complete learning solution including: courseware, hands-on remote labs, practice test, and certification exams that go well beyond simple concepts and product knowledge.

The HP ATA certification delivers an industry, architect-level certification designed for academia. It validates real-world skills and prepares students for employment in small and medium business environments.

HP ATA CERTIFICATIONS

- HP ATA – Connected Devices: For candidates who want proven experience with industry-standard client technologies, including the expertise to plan and design common desktop virtualization, mobile computing, traditional PCs, thin clients, and cloud infrastructures
- HP ATA – Networks: For candidates who want proven experience with networking technology recognition, wired and wireless network design, and network management and administration
- HP ATA – Servers and Storage: For candidates who want proven experience in server recognition, systems management, design, optimization, and maintenance
- HP ATA – Cloud: For candidates who complete the Connected Devices, Networks, and Servers and Storage certifications, and then want proven experience explaining industry-standard cloud and virtualization technologies, including their benefits and their implications on customer needs

BENEFITS OF THE HP ATA PROGRAM

Students

- Provides end-to-end skills that will lead to enhanced IT career and economic opportunities.
- Enhances learning and retention with HP Remote Labs (hands-on labs).
- Provides a credential with worldwide recognition.
- Improves the articulation process between higher education admissions offices and post-secondary schools because of the industry-recognized HP certification.
- Introduces entrepreneurial-minded students to technologies, giving them better business insights. (A value prop in the IT for Business segment coming in a later phase)
- Proves skills to higher education admissions assemblies.
- Prepares students for the next level of HP certification.

Faculty

- Provides end-to-end skills that will lead to enhanced IT career and economic opportunities.
- Delivers an industry, architect-level certification designed for academia.
- Drives IT expertise for communities.
- Enhances learning and retention with HP Remote Labs (hands-on labs).
- Provides a credential with worldwide recognition.
- Satisfies the evidentiary requirements for grants and other funding.
- Reduces development and maintenance time, resources, and costs by delivering the complete pathway that includes courseware, hands-on labs, practice tests, and certification exams.

Institutions

- Provides end-to-end skills that will lead to enhanced IT career and economic opportunities.
- Delivers an industry, architect-level certification designed for academia.
- Drives IT expertise for communities.
- Enhances learning and retention with HP Remote Labs (hands-on labs).
- Provides a credential with worldwide recognition.
- Satisfies the evidentiary requirements for grants and other funding.
- Improves the articulation process between higher education admissions offices and post-secondary schools because of the industry-recognized HP certification.
- Lowers per-student exam costs and streamlines the program management overhead through site licenses.
- Reduces development and maintenance time, resources, and costs by delivering the complete pathway that includes courseware, hands-on labs, practice tests, and certification exams.



ADOBE® CERTIFIED ASSOCIATE



CERTIFIED
ASSOCIATE

Back of Tab



Adobe® Certified Associate

Employment, using digital communications, is rapidly expanding across all industries, and around the world. Whether it's a career in graphic design, Web marketing, video production, or any field utilizing digital communications, achieving the Adobe Certified Associate is an industry recognized credential that can be added to a résumé as validation of skills in an increasingly competitive work world:

- Endorsed by the worldwide industry leader in digital media communications software
- Aligns certification objectives directly to classroom curriculum offered by Adobe Education
- Incorporates both knowledge and performance-based questions that replicate the real application experience
- Validates digital media communications skills using Adobe® Creative Suite® skills to meet the job-market demand

ACA CERTIFICATIONS

ACA integrates seamlessly into course curricula with the following certifications:

- Rich Media Communication using **Adobe® Flash®**
- Web Communication using **Adobe® Dreamweaver®**
- Visual Communication using **Adobe® Photoshop®**
- Video Communication using **Adobe® Premiere® Pro**

Adobe offers classroom curriculum that correlates directly to the certification objectives.



BENEFITS OF THE ACA PROGRAM

Students

- Empowers students with a broader range of communication skills, using all forms of digital media (video, audio, Web, multimedia, and graphics)
- Enables students to focus on course content and not on the associated computing tools
- Expands the opportunities for students as they enter the workforce or advance their education with certification from Adobe®, a worldwide leader in digital media
- Provides a résumé-building head start on careers in digital video, web graphics, and graphic design

Instructors

- Strengthens the substance and value of curricula, especially digital media courses, to prepare students for greater success in education or employment
- Enables instructors to focus more on the curriculum and less on re-teaching the application tools
- Equips instructors with a reliable and validated tool to measure the digital media skills of their students
- Incorporates easily into current digital video, web graphics, and graphic design programs with free Adobe curriculum
- Minimizes budget constraints through yearly certification license

Institution

- Incorporates industry-recognized, entry-level certifications into academic programs, thereby increasing the relevance of the entire educational process
- Gives the institution a competitive advantage by improving student recruitment efforts, increasing student retention, and enhancing the relevance of Adobe curricula
- Provides an endpoint for career technical education programs using digital communication skills aligned to national and international initiatives
- Enables administrators to enhance teacher evaluation and faculty development programs
- Executes proctored exams in the classroom with no additional testing lab cost; minimizes budget constraints through yearly license



ADOBE CERTIFIED ASSOCIATE LICENSES: CLASSROOM AND CAMPUS

Licenses include the following features:

- Unlimited testing for one year
- All exam versions included
- Digital transcript service for students
- Electronic fulfillment of certificates

BENEFITS OF ACA LICENSES

Improved budgeting

- Economical one-time fee
- Budget one fixed cost each year
- No approval process for additional test funds

Increased opportunity

- Extend implementation to all students from across all educational programs
- Students and instructors can certify on current skills and migrate to new versions without any additional cost

Improved training

- Practice tests can be used as assessment and training tools
- Enables extension of testing to instructors for Professional Development

ADOBE CERTIFIED ASSOCIATE EDUCATOR

Instructors and trainers have the opportunity to become an Adobe Certified Associate Educator through the Certiport- and Adobe-sponsored program. This qualification demonstrates their ability to successfully align and teach to the ACA certification objectives to certify others.

ADOBE® CERTIFIED ASSOCIATE CHAMPIONSHIPS

The Adobe Certified Associate Championship competition provides a great venue for ACA certified students to demonstrate their Adobe knowledge and showcase their digital communication skills.

For details, visit www.certiport.com/adobe



Adobe® Certified Associate

Provides Foundation for State's Digital Media Curriculum

CAREER & TECH CENTER PIONEERS EFFORTS TO SUCCESSFULLY IMPLEMENT CERTIFICATION PROGRAM AND SPARK STATEWIDE ADOPTION ACROSS MISSISSIPPI

Challenge

Three years ago, Trey Gore was a key figure in creating the curriculum behind Mississippi's Digital Media Technology program for high school students. Guided by the state's College and Career Readiness initiative, which gave him latitude to select subject matter equipped to help students achieve footholds in high-demand careers, Gore found curriculum provided by Adobe® that supported the achievement of Adobe Certified Associate (ACA) credentials.

Gore adopted several components of the curriculum to fashion the Digital Media Technology program approved by the state department of education. Yet something was still missing. Gore, an instructor at the Pearl-Rankin Career & Technical Center, sought a way to validate student digital media skills. His efforts came to fruition earlier this year with the acquisition of the ACA Classroom License. The Classroom License provides unlimited access to certification exams for a one-time annual fee.

"Previously, there was no way at the high school level to show proficiencies in these skills," he said. "Allowing students to take this exam gives us an industry standard—a benchmark—and allows them to pursue careers based on these standards after they leave my class."



Pearl-Rankin Career and Technical Center

Location:

Pearl, MS

School District

Enrollment:

4,850 students

Program Enrollment:

50 students

Success Metrics:

- Proof of employment-ready skills
- National and international standard
- Popular program enhancer

Solution

According to Gore, the Pearl-Rankin Career & Technical Center, located on the campus of Hinds Community College in Pearl, Mississippi, is one of five institutions in the state to currently offer the two-year Digital Media course and the only one that offers ACA certification. Students come from both the Pearl and Rankin School Districts to learn digital communications techniques through fast-paced classroom lessons in Adobe Photoshop®, Dreamweaver® and Flash®. They hone their skills through a bevy of project work—banners, posters, tee-shirts—anything Gore can get his hands on to put them to task.

All of the coursework is designed to provide students with meaningful opportunities to develop core skills that will aid them in achieving ACA credentials, something Gore believes to be essential both to participating students and the program. *“The fact that they’re able to take a test that is recognized statewide, nationally, and even internationally — it’s a plus, and it’s been much needed,”* he said.

Gore has become a staunch supporter of the credential. He’s pushed to embed the certification as a licensure requirement of educators who teach the Digital Media Technology course, would like to see it become a state benchmark for student proficiency of digital communications skills, and also be included as part of an articulation agreement for credit with state community colleges.

Of course, such wide-ranging initiatives will take time and funding. Emily Reed, the instructional design specialist who helped choreograph the multiple developmental phases of the Digital Media Technology curriculum, said the challenge is for each individual district to find the budget to bring the certification program on board.



“I would definitely like to see all [Digital Media Technology] programs adopt the ACA certification,” she said. “I understand the financial constraints, but I would like to see us work to find alternative funding or resources that provide all Digital Media students with the opportunity to sit for and pass the exams prior to graduation.”

Gore said the Pearl-Rankin Center was able to overcome economic barriers to offering the ACA certification with the Classroom License. *“It was a ‘no-brainer’ when we signed off on [the Classroom License]. We were able to test 31 different students in three different [application domains] that would have cost us a fortune if we had used vouchers.”*

Results

The popularity of the Digital Media Technology course at the Pearl-Rankin Center has skyrocketed in a matter of a few short months. Gore said he expects next year’s enrollment to double or even triple. *“It’s growing like wildfire,”* he said. *“I can’t tell you the number of parents who have called asking about the certifications, and other people who aren’t high school students wanting to know if they can sit in and take the test.”*

He said evidence of the ACA certification’s success can be noted in the intensity of student engagement. *“Students do not want to leave the classroom. The students actually enjoy coming to school. They look forward to participating in the class and know from Day One what’s expected of them and what they can get out of it.”*

Gore said one student in particular, who entered his class this year somewhat shy and unassuming, is now fixed and determined to achieve a dream career using her digital media skills. Tristan Duplichain, who will be going into college next fall, says she now wants to own and operate a photography studio after certifying in Dreamweaver, Flash and Photoshop. *“The certification[s] made me realize*

I was better in these areas than I thought,” she said. “I wasn’t sure of my potential going into the classroom, [but] I was encouraged to know I was able to achieve such a high goal.”

Early successes in the classroom have garnered the Pearl-Rankin Center coverage in a local publication, *Metro Teen Jackson*. Publisher Amy Braud was impressed by the skills and credentials students could take with them throughout life. *“As an employer, I think this program is very valuable,”* she said. *“Many of our largest creative employers currently must move new employees in from other states. Having local students who can be brought on board early will be a great asset to these companies.”*

Reed said perhaps Adobe Certified Associate’s greatest benefit is to state employers that can hire without costly training. *“[The certified] student comes in already having mastered industry-standard software and has the skills needed to get to work,”* she said.

As more students, parents and employers see the ACA certification’s link to coveted employment skills, Gore says, the profile of his course will continue to snowball across the state. *“The bottom line in any class now is the value of it. And today, it’s jobs,”* he said. *“The kids see the opportunity to use what they’re learning in this class to make money with it in a job environment.”*

“It’s growing like wildfire. I can’t tell you the number of parents who have called asking about the certifications and other people who aren’t high school students wanting to know if they can sit in and take the test.”

– Trey Gore
Digital Media Technology Instructor,
Pearl-Rankin Career & Technical
Center at Hinds Community College



Adobe® Certified Associate

Aligns Educational System with Professional Creative Media Requirements

VIRGINIA COMMUNITY COLLEGE USES THE CERTIFICATION PROGRAM TO PREPARE COLLEGE AND DUAL-ENROLLED HIGH SCHOOL STUDENTS WITH REAL-WORLD SKILLS AND CREDENTIALS

Challenge

When the Adobe® Certified Associate program first launched in 2007, Carlotta Eaton gathered enough information on the new program to present it to her industry advisory committee. After costly examination fees and frustration with another creative media certification program, the Director of Game Technology at New River Community College was ready for a change.

“The big problem was employers didn’t know what the previous certification was—they had never heard of it,” Eaton recalled.

The advisory committee, made up of graphic design professionals from the surrounding area, quickly embraced the idea of embedding the Adobe Certified Associate program into the curriculum as a means to help students acquire and validate the skills of some of the tools industry professionals use most: Adobe Dreamweaver®, Flash® and Photoshop®.

Solution

By implementing Adobe Certified Associate, Eaton eliminated some funding issues and provided justification for needed software purchases. With the other certification program, Eaton said, students were often dinged twice if they had to retake a failed exam. She learned the Adobe program is available through a classroom license that provides unlimited certification exams and use of test-preparation software. Perhaps more importantly, by combining her certification purchase with her software upgrades, she has been able to convince



New River Community College

Location:

Dublin, VA

School Enrollment:

- 5,000 students
- 1,000 dual-enrollment high school students

Program Enrollment:

100 students

Success Metrics:

- Professionally recognized credential
- Value in articulation with state department of education
- Validation of curricular relevance
- Return on software-upgrade investments

school administrators that she can earn a return on investment with the latest release of the Adobe Creative Suite.

“If you actually have a certification that goes along with [the software], it’s easier to get through the budget process of why we need this particular software,” she said.

New River Community College (NRCC) has offered associates degrees and certificates to residents of the surrounding area since 1969. In a growing information and technology program of nearly 200 students a year, about 45 students annually earn Adobe Certified Associate certifications in Eaton’s semester-long information technology design courses that include Dreamweaver, Flash and Photoshop. Certification is a core component and requirement in each class.

“It helps the students because on their résumé they have the coursework, the degree, the portfolio and the certification. So it gives them a stronger résumé,” Eaton said.

Students spend the first half of the semester building their competency in the applications to take the certification exam as part of the required mid-term. Later, Eaton has students put their newly acquired skills to task by completing projects that emphasize their creativity and time management. So far, she has found course work to be a good predictor of which students will pass the certification exams and also excel in the overall course.

“Usually students who pass the certification have A’s and B’s in the class,” she said. “If they have a lower grade they usually can’t pass the certification.”

And Eaton’s instructional methods typically garner high pass rates. For example, she said all of the students in a recent Web Design II class passed the Dreamweaver certification on the first attempt.

Results

Eaton says students are motivated to earn industry certification. Despite circumstances such as work outside of a full class load, many students in her class go to great lengths to prepare for and achieve certification. *“It gives them another edge,”* she said. *“They’ve got something to show for [their skills] besides just the class completion.”*

One information technology design student sees her three Adobe Certified Associate certifications as a foundation for her career aspirations. *“Achieving certification says I’m serious about what I want to do,”* said Heather Walters. *“I am working towards my goal to be a graphic or web designer, and here is proof that I am achieving that goal.”*

Other than NRCC students, the information technology design classes also feature a mix of dual-enrolled high school and university students, high school teachers and professionals. One such professional, Glen Duncan, art director for Virginia Tech Magazine, discovered that Adobe Certified Associate has helped boost his capacity and credibility to support Web design projects at Virginia Tech, as well as through freelancing opportunities.

“I feel like I’m moving my career forward,” said Duncan. *“It’s something I can put on my résumé. I can tell clients I have an Adobe certification. It’s something that can build a lot of trust for clients.”*

As part of the Virginia Community College System (VCCS), an educational system that values articulation with the state’s secondary schools, NRCC also has ties to local high schools through which the Adobe Certified Associate program plays a significant role. It builds value in the community college’s relationship with the state Department of Education whether students who earn the certifications opt to enroll in a VCCS college or move on to seek employment with an industry-recognized credential in-hand.



“We feel the job market better relates with, and values, skill-set verification as opposed to course exams for career and technical education.”

– Gordon Creasy
Specialist for Industry Certification,
Virginia Department of Education

“We feel the job market better relates with—and values—skill-set verification as opposed to course exams for career and technical education,” said Gordon Creasy, specialist for industry certification at the Virginia Department of Education.

Judith Sams, a program specialist in business and information technology at the Virginia Department of Education, says high school teachers are energized and enthusiastic to develop their students’ multi-media skills when they go through Eaton’s teacher training courses.

“This extension of the New River Community College Adobe Certified Associate program has been a very positive experience,” Sams said. *“And the name and reputation of both Carlotta Eaton and NRCC are known throughout technology training circles.”*



Adobe® Certified Associate

Gives College Students Credibility as Aspiring Professionals

BALL STATE UNIVERSITY'S DIGITAL CORPS PROGRAM EMPLOYS DIGITAL COMMUNICATIONS CERTIFICATION TO DEVELOP IN-HOUSE EXPERTISE, SERVICE THE NEEDS OF INTERNAL AND EXTERNAL CLIENTS

Challenge

In 2003, Ball State University was awarded the first in a series of grant awards from the Lilly Endowment to establish a number of multidisciplinary digital media research and content development initiatives. Hiring a student support staff to help execute these campus-wide initiatives has been integral to their success—and, at times, has been a challenge. Gaps in the application skills of student employees sometimes limited the potential scale and speed of production. Jonathan Huer, emerging technologies director at Ball State, noted that students who interviewed for positions often overstated their knowledge of key graphic design programs like Adobe® Photoshop®.

“There [was] a real sense of overconfidence that [wasn’t] productive,” Huer said.

Building the expertise and the credibility of the student staff was critical to achieving a return on the endowment. *“It really became apparent that equipment isn’t knowledge,”* said Ryan Bitzegaio, senior designer of emerging technologies. *“If the critical mass of knowledge was to [build], certification was just a natural jump.”*



Ball State University

Location:

Muncie, IN

Annual Enrollment:

20,000 students

Success Metrics:

- Professional skills and credibility
- Widely recognized industry credential
- Quantifiable return on investment

Solution

Four years after the launch of the first grant initiatives, Huer and others developed an intriguing program to create multi-media expertise and professionalism in-house using a guild model. Through the Digital Corps, students can pass through three levels of expertise—apprentice, specialist and master. To act as a mechanism for advancement between levels, Huer, the inaugural director of the program, turned to industry standard certifications such as Adobe Certified Associate.

He says the certification program has been a useful benchmark for proficiency. *“Many students are self-taught by the time they get to us. There are many holes in their education. For students who really struggle with [passing the exam] the first time, it’s a wake-up call on the difference between a professional and a student.”*

Students hired as employees of the Digital Corps vary in knowledge and ability to maneuver in applications like Adobe Dreamweaver®, Flash® and Photoshop. In order to be promoted from apprentice to specialist with a pay increase, they must all pass at least two certifications to prove their mettle.

Bitzegaio says most student employees don’t come on board with an excellent range or depth of application skills, but they learn quickly with a heavy dose of exposure and certification preparation. *“Things start to snowball when [they] learn a single application,”* he said.

Digital Corps master and student Stacey Ernst got her first promotion after achieving certification. *“My certifications proved to my superiors that I was committed to my job, which, in turn, expanded the scope of my responsibilities in the Digital Corps,”* she said. *“I was given the opportunity to create effective design, manage projects and interact with clients.”*

Results

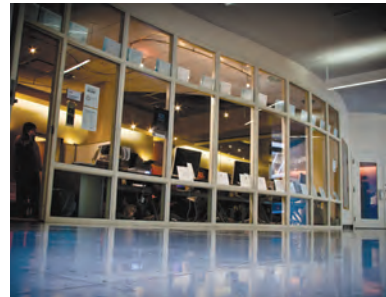
With the aid of certification, the Digital Corps has been able to become much more than support in a high-end media lab. The group regularly takes on digital communications projects both inside and outside Ball State, such as the development of an Apple® iPhone® application that acts as an interactive map of the campus.

Bitzegaio believes certification has helped raise the bar on the collective expertise of the group. *“It forces them to know their craft a lot more, which allows them to be more productive. We teach the tool, so [they] are not concerned so much with the tool but with the design and storytelling processes.”*

“It really proves they know what they’re doing,” he added. *“Our clients are generally impressed.”*

Adobe certification among the nearly 50 students employed in the Digital Corps has since spilled over into the general student population. Ball State now offers inter-disciplinary, for-credit classes in which students can learn Photoshop, Flash or Dreamweaver with the option to achieve certification. In the winter semester alone, ten sections of Adobe-based courses are currently offered to interested students from broad disciplines that range from architecture to English.

Huer thinks student interest in the Adobe application courses reflects the fundamental importance of digital communications skills today. *“These are foundational things for working in the real world,”* he said. *“Some people believe it’s a specialized skill, but if you can’t make a video and throw it online somewhere, you’re at a loss.”*



Students in the digital media courses who are close to graduating recognize the credential's value to employers, said Bitzegaio. *"With certification they can say, 'not only do I think I know Photoshop, but Adobe thinks I know Photoshop.' It's a really good thing to put on your résumé."*

Ernst, who is certified in Visual Communication using Adobe Photoshop as well as Web Communication using Adobe Dreamweaver, says her certifications will stand out on her résumé as she enters the workforce. *"They not only demonstrate my skill level in Photoshop and Dreamweaver but also my dedication to learning how to efficiently use these programs to produce a great product for a client. My certifications ... improve my credibility as a graphic designer and give me a competitive edge."*

The combination of an outstanding portfolio and Adobe Certified Associate credentials makes graduating students credible professionals in the workforce, said Huer. *"It's a technical foundation that says, '[this] didn't take me ten years to make. I can do it efficiently and effectively, using the right processes.'"*

"It's a technical foundation that says, '[this] didn't take me ten years to make. I can do it efficiently and effectively, using the right processes.'"

— Jonathan Huer
Emerging Technologies Director,
Ball State University



INTERNET AND COMPUTING CORE CERTIFICATION



INTERNET AND
COMPUTING CORE
CERTIFICATION

Back of Tab

Internet and Computing Core Certification

Internet and Computing Core Certification (IC³) validates the candidate's readiness to succeed in environments that require the use of computers and the Internet. Objectives for the IC³ exams are determined by the Global Digital Literacy Council, a panel of subject matter experts representing Certiport's global audience. IC³ is internationally recognized and reflects the most relevant digital literacy skills needed in today's academic and business settings. To certify, candidates must pass three exams:

IC³ CERTIFICATION EXAMS:

Living Online – Covers skills for working in an Internet or networked environment

Key Applications – Covers popular word processing, spreadsheet and presentation applications and the common features of all applications

Computing Fundamentals – Covers a foundational understanding of computing, including hardware, software and operating systems

“Demand for computer and database professionals is expected to increase much faster than all other occupations (37%) through 2016. Fueling this demand is the growth of information networking, the expansion of client-server environments, and the need for computer specialists to use their knowledge and skills in a problem-solving capacity.”

– U.S. Bureau of Labor Statistics



BENEFITS OF THE IC³ PROGRAM

- IC³ is the only global standard that validates abilities and enables digital literacy across schools, districts, and regions—empowering institutions to measure teaching efficacy and student performance.
- IC³ incorporates true performance-based testing, where candidates perform actual tasks to demonstrate readiness (for example, they demonstrate how to save a document with a specific name to a specific location).
- The IC³ ecosystem delivers the complete digital literacy pathway that includes a comprehensive pathway that includes pre-assessments, books, e-learning, practice tests, and certification exams.
- IC³ provides three comprehensive modules that certify candidates' digital literacy skills and fulfills evidentiary requirements.
- IC³ gives educators the confidence and the pathway to teach digital literacy effectively, efficiently, and cost effectively.
- With IC³ online digital transcripts, students can prove their digital literacy skills to educational institutions and employers.
- IC³ site licenses substantially lower institutions' per-student exam costs and streamline the program management overhead.



IC³ PROGRAM LICENSE

License includes these features:

- Free practice tests
- No Certiport Test Center fee
- High-volume testing in one center per year
- Comprehensive customer support
- Electronic certificate fulfillment
- Digital transcript service for students

BENEFITS OF IC³ PROGRAM LICENSE

Improved budgeting

- Economical one-time fee
- No approval process for additional test funds
- Annual fee can be covered by student/candidate fees

Increased opportunity

- Extend implementation to all students from across all educational programs

Improved training

- Practice tests can be used as assessment and training tools
- Enables extension of testing to instructors for Professional Development

For details, visit www.certiport.com/IC3

Certiport IC³®

Helps Lead Government of Sultanate of Oman into the Digital Age

OMAN'S INFORMATION & TECHNOLOGY AUTHORITY IMPLEMENTS DIGITAL LITERACY TRAINING AND CERTIFICATION FOR CIVIL SERVICE WORKFORCE.

Background

The Oman Information & Technology Authority (ITA) aims to transform the Sultanate of Oman into a sustainable knowledge society by leveraging information and communication technologies to enhance government services, businesses and individuals. In accordance with eOman, the Sultan of Oman's e-Governance initiative, the ITA approved Certiport's Internet and Computing Core Certification (IC³®) to ensure civil service employees possess foundational digital literacy skills to compete in today's world.

IC³ provides students and job-seekers with the foundation of knowledge they need to succeed in environments that require the use of computers and the Internet. The IC³ Global Standard, an internationally recognized standard for digital literacy, reflects the most relevant skills needed in today's academic and business environments including Computing Fundamentals, Key Applications, and Living Online.

After examining several technical certifications, the ITA chose to partner with Global Skills LLC to deliver the IC³ exam as a training and achievement certificate for 93,000 civil service employees in Oman. As a Certiport Solution Provider, Global Skills offers individuals current and relevant digital skills and credentials for the competitive global workforce. Through the IC³ program, ITA will work to close the digital gap and spread digital literacy throughout Oman's government bodies and ultimately to the Omani people.



Oman Information and Technology Authority

Location:

Oman, Middle East

Partner:

Certiport and
Global Skills LLC

Program:

Certiport IC³

Market Sector:

Government Ministries

Sub-Sector:

- Postgraduate Universities
- Colleges
- Institutes

Tools for success:

- Global Skills, a strong local partner with international expertise and a proven track record to drive the IC³ program
- Availability of 35 local Certiport Authorized Testing Centers
- A complete certification solution available in both English and Arabic to meet the needs of the marketplace
- A thorough understanding of local government procedures to improve digital literacy among civil service employees
- The ability to position Certiport IC³ as the ideal global standard for digital skills

Steps to success:

1. *Problem Assessment:* The ITA was established in May 2006 to provide leadership for Sultan Qaboos' eOman initiative and various other e-Governance projects. ITA performed an analysis of digital literacy skills in Oman and found the country lacked the skills necessary to create a successful digital government. Top officials and ministers in Oman agreed on the need for a program to train government workers on computer fundamentals.
2. *Initiative:* The National IT Training & Awareness Initiative was created to develop Information and Communication Technology (ICT) skills in Oman through two key projects – Government IT Training and Community IT Training. In July 2006, ITA conducted a market analysis of internationally-recognized digital literacy programs and vendors to determine the best fit for these projects.
3. *Trial Period:* The ITA piloted two digital literacy programs among Oman's civil service employees. After analyzing the results of the pilot, the ITA determined Certiport's IC³ exam was the more useful test and met their needs for certifying government employees.

4. *Approval:* On October 25th, 2008, the ITA partnered with Certiport Solution Provider, Global Skills, and signed a three-year implementation contract to provide digital literacy training and/or certification to 93,507 civil service employees under the Government IT Training & Certification (GITTC) Project.
5. *Communication:* Early in 2009, the ITA informed Oman government employees about the opportunity to achieve digital literacy certification through Certiport's IC³ exam. Since some Omani government employees did not see the value of the program, ITA and Global Skills worked together to continually communicate the importance and benefits of IC³ and how it would help government employees significantly in their daily duties.
6. *Implementation:* The ITA worked with Global Skills and the Oman Ministry of Education to establish training and testing centers throughout the country. Global Skills prepared all preparation materials and handled project logistics for a successful implementation of the IC³ exam.

Results

After 18 months, it is anticipated that there will be 50,000 civil servants participating in the GITTC Project. An impressive 35 Ministries of Oman are participating in the project, and 18 of them have provided a computer lab to offer in-house training to their employees.

To invest in Oman's future, only Omani nationals are employed and trained as IC³ instructors. As a result, 123 Omani job seekers have become IC³ Authorized Instructors and 10 have become Certified Professional Instructors. They are employed as trainers for the GITTC Project. In addition, 272 Ministry of Education teachers achieved their IC³ credential and are employed as part-time trainers for evening classes throughout Oman.

"In association with the ITA, Global Skills has taken the initiative to lead the Sultanate of Oman into the digital age by training and certifying Omanis utilizing the IC³ program, internationally recognized digital standards. The Government IT Training & Certification Project has proven to be a very successful public-private partnership providing the necessary steps for increased economic development in Oman. A win-win situation for all concerned."

– Marie Taylor
Chief Executive Officer,
Global Skills LLC.

Next steps

The Sultanate of Oman is working to become a digitally advanced country with expertise in information and communication technologies. By continuing to implement the IC³ program, a large portion of civil service employees will possess the basic digital literacy skills to ease Oman's transition into the digital age.

The second year of the project has been very successful and ITA and Global Skills are working to meet their original targets in three years, with the possibility of adding an additional year to the project.

Global Skills has built very strong relationships with Oman Ministry officials and now has a very strong team of Omani trainers and technical support, with local offices in all regions of Oman. The infrastructure is now in place to provide training for 10,000 civil servants in the program at any one time."

Certiport IC³®

Helps Postgraduates Prepare for Domestic and International Workforce

IRAQI MINISTRY OF HIGHER EDUCATION AND SCIENTIFIC RESEARCH IMPLEMENTS POSTGRADUATE DIGITAL LITERACY EXAM REQUIREMENTS.

Background

The Iraq Ministry of Higher Education and Scientific Research (MHE) aims to better prepare the country's postgraduate students for further studies and careers abroad. With the intent to ensure each postgraduate applicant has the foundational digital literacy skills to succeed in a global economy, the MHE approved the Certiport Internet and Computing Core Certification (IC³®) as a national requirement for application to postgraduate studies at all of Iraq's 19 universities.

IC³ provides students and job-seekers the foundation of knowledge they need to succeed in environments that require the use of computers and the Internet. The Global Standard 3, an internationally recognized standard for digital literacy, reflects the most relevant skills needed in today's academic and business environments including Computing Fundamentals, Key Applications, and Living Online.

Following more than 35 years of scientific isolation, the MHE discovered Iraqi postgraduate students were completing their studies in various specialties, but many still lacked basic computing skills such as familiarity with key word processing applications and skills for working in a networked environment. After examining various technical certifications, the MHE chose the internationally-recognized IC³ exam to ensure postgraduate students began their studies with core digital literacy skills in place.



Iraqi Ministry of Higher Education and Scientific Research

Location:

Iraq, Middle East

Partner:

Certiport

Program:

Certiport IC³

Market Sector:

Higher Education

Sub-Sector:

Postgraduate Universities

In order to improve higher education in Iraq and better prepare students for careers and studies abroad, the MHE began to administer IC³ exams in 2010.

Tools for success:

- Strong relationships with international academic and workforce leaders
- Trial period to allow MHE and Iraq's university professors to complete the IC³ exam.
- Ability to position Certiport IC³ as ideal global standard for digital skills
- Localized Certiport Authorized Testing Centers
- IC³ has been used across the globe for nearly a decade to measure the broad-based ICT literacy required by students and teachers to succeed.

Steps to success:

1. *Problem Assessment:* Dr. Ammar Hasan, Deputy Minister of Higher Education and Scientific Research in Iraq, received feedback from universities and organizations around the world indicating that many Iraqi students lacked the essential digital literacy skills to succeed. Dr. Hasan had observed the same predicament first hand as a medical professor earlier in his career. Other top Iraqi officials and leaders at Iraq's universities agreed their students needed further preparation in information technology to compete on a global scale.
2. *Initiative:* Dr. Hasan worked with representatives at Iraq's top universities to create an initiative to search for an internationally-recognized certificate that would verify Iraq's postgraduate students possessed basic digital literacy skills. Iraq had administered their own tests for many years, but other countries did not recognize these internal tests and they did not sufficiently measure postgraduate student IT preparedness.

3. *Trial Period:* The MHE administered a variety of digital literacy tests for a trial period at Iraqi university computer training centers. The MHE and university computer science experts took the tests themselves, collected data and analyzed the results. They determined the IC³ certification was the most useful test and met their needs for certifying postgraduate students for digital literacy.
4. *Approval:* Early in 2010, the Minister of Higher Education and Scientific Research approved the IC³ exam as a requirement for all postgraduate applicants in Iraq.
5. *Communication:* In February, 2010, the MHE began to notify the public of the new IC³ certification requirements for postgraduate applicants through Iraqi Satellite TV and the MHE website.
6. *Implementation:* The MHE worked with Certiport to establish a sufficient amount of testing centers and preparation materials for postgraduate applicants. Approximately 50,000 students apply to postgraduate studies each year, and the MHE recommended each applicant complete the three certification exams.
7. *Messaging:* Some Iraqi postgraduate applicants did not respond favorably to new testing requirements. The MHE worked to develop proper messaging around IC³ to show students the exam would further their careers and help them succeed in a global market. Some Iraq testing centers presented exam results to the media to further communicate the success rate and positive changes to improve the exam preparation process.



"After living in scientific isolation for the past 35 years, it is critical for Iraqi postgraduate students to prove their digital skills to the global market with the internationally-recognized IC³ certification."

— Dr. Ammar Hasan
Deputy Minister of Higher Education
and Scientific Research, Iraq

Next steps

The MHE has full support for the IC³ exam from Iraq's universities, but students are still reluctant to adopt the new requirements for applying to postgraduate studies. The MHE is working to distribute messaging to students to help them understand the need for an internationally-recognized certification and how it will ultimately help them succeed.

A vast majority of Iraqis participate in postgraduate studies, and the MHE is working to return the country's academic sector to global respect and admiration. By requiring the IC³ exam for every postgraduate applicant, a large portion of Iraq's population will possess basic digital literacy skills. In the future, the MHE plans to implement the exam at an undergraduate level. The MHE is also working to develop a financial assistance program for Iraqi students who cannot afford the IC³ exam.

Said Dr. Hasan, *"Although they may not understand yet, we are working to better prepare Iraqi students for the workforce and for international travels and diplomacy. After living in isolation for many years, we look forward to re-emerging as an educated people who can contribute and compete in the scientific world in meaningful ways."*

Certiport IC³®

Measures Valuable IT Skills and Prepares Students for Further Education and Workforce

WARREN COUNTY MIDDLE SCHOOL ADDS IC³ CERTIFICATION TO REQUIRED ELECTIVES TO VALIDATE KEY DIGITAL LITERACY SKILLS

Challenge

Warren County School District's Career and Technical Education (CTE) programs prepare students for the challenging business world and ensure that employers in North Carolina have access to a skilled workforce. The CTE programs are designed to connect middle and high schools with post-secondary institutions and build partnerships with industry.

Warren County Middle School (WCMS) participates in the District's CTE program and serves 600 6th, 7th and 8th graders in a small, rural community in Warren County, North Carolina.

Prior to 2010, the state of North Carolina administered a computer skills test to all WCMS students. In 2011 the test was eliminated and WCMS was required to find their own way to certify students and make sure they met the objectives to move from 8th grade to high school.

WCMS had a popular Business and Information Technology Program, and they began looking for a way to satisfy the state requirements to measure student readiness for high school while increasing the value of the course.

"We wanted to increase the standards for the Business and Information Technology courses, while offering more value to our students with some type of certificate to build their experience and resume," said Ernie Conner, Director of Career and Technical Education, Warren County Schools.



Warren County Middle School

Location:

Warrenton, NC

Total Enrollment:

175 students per year

Success Metrics:

- Basic digital literacy certification
- Preparation for further certifications
- Satisfies state assessment requirements

Conner along with Warren County School District administrators looked for a certification solution to measure student technology skills at WCMS. The exam would need to be appropriate for a middle school grade level, cost-effective, and would need to satisfy the North Carolina state assessment requirements.

Solution

Conner had been introduced to the Certiport Internet and Computing Core Certification (IC³) as a former CTE coordinator in Virginia. IC³ provides students with the foundation of knowledge they need to succeed in environments that require the use of computers and the Internet. The Global Standard 3 is an internationally recognized standard for digital literacy and reflects the most relevant skills needed in today's academic and business environments.



“The IC³ exams met the state assessment requirements perfectly, and we knew offering the certification would give our students the extra value we were looking for,” said Conner.

“We wanted every one of our middle school students to be familiar with the certification process and learn the basic 21st century technology skills measured with the IC³ exam.”

WCMS quickly became a Certiport Authorized Testing Center and adopted the IC³ exams. They offer the IC³ Key Applications exam to 7th graders as part of an 18-week course. The IC³ Living Online and Computer Fundamentals exams are incorporated into an 18-week course for 8th graders. Conner administers all of the exams on campus. Debra Clayton and Andrea Dethmers, Business Education Teachers, teach the required courses.

“All of our students take these courses as required electives,” said Clayton. “It is a rigorous and challenging curriculum, and the students have to stay focused to take it to the next level. If they don’t pass the IC³ exam the first time, they usually pass it the second time.”

WCMS uses curriculum provided by a Certiport partner, CCI Learning Solutions, which incorporates presentations and sample questions to teach students the relevant principles to pass the IC³ exams. All instruction happens at school in a computer lab since many students do not have access to computers at home.

“At first these young 7th and 8th graders are hesitant to take a certification exam, but once they see their peers passing, they want to see their names go up on my wall,” said Clayton. “Once they get one of the IC³ modules under their belt, they are motivated to get the rest to earn the whole certification.”

Result

WCMS Students who pass the IC³ exams are recognized on campus or at graduation for their efforts. In its first year administering IC³, WCMS tested over 100 students in at least one area and 41 students passed the three credentials to become IC³ certified. In only its second year of implementation, an additional 40 students became officially IC³ certified during the Fall 2011 semester. Since the entire Warren County School District only has 2,458 students, WCMS is very proud of their IC³ results.

“The IC³ certification increased the rigor and relevance of our Business and Technology Program,” said Conner. “I am the most proud of the fact that we are the only middle school in the entire state of North Carolina to offer IC³. We set the standard and now other middle schools are asking questions and planning to start programs as well.”

Clayton believes the IC³ certification is extremely valuable for teaching basic workforce skills. *“The advantage of having the IC³ certification is that when these students apply for jobs and colleges, they can have a digital portfolio and show proof of their knowledge. It makes them a little more marketable and tells employers and colleges that they know a more about computers than other candidates.”*



“I am the most proud of the fact that we are the only middle school in the entire state of North Carolina to offer IC³. We set the standard and now other middle schools are asking questions and planning to start programs as well.”

– Ernie Conner
Director of Career and
Technical Education,
Warren County Schools

Certiport IC³®

Provides High School Students with Industry-Recognized Credential for School Credit and Workforce Preparation

CANYONS TECHNICAL EDUCATION CENTER VALIDATES HIGH SCHOOL STUDENTS' BASIC IT SKILLS WITH INTERNET AND COMPUTING CORE CERTIFICATION

Challenge

Every year, more than 1,000 Utah high school students spend part of their day in college and career training at the Canyons Technical Education Center (CTEC). The Sandy, Utah campus offers 19 programs ranging from Criminal Justice to Medical Assisting, including 4 technology programs: Digital Media, Network Systems, Programming/Software Development, and Web Development.

When Jeannie DelRio joined CTEC as the instructional assistant and test administrator seven years ago, the school had implemented Certiport's Internet and Computing Core Certification (IC³) in the Academy of Information Technology (AOIT), which includes the school's four technology programs, however only a few students per year were earning the certification.

"We are unique for offering this industry-valued credential that will help students in the future and I wanted to make sure every student earned a certification to build their resume," says DelRio. "Students who come to CTEC have worked hard to make room in their high school schedule to spend their time with us, and our goal is to get them on the right path for the career of their choice."

DelRio set out to expand the IC³ program at CTEC by ensuring that every student in the AOIT earned certification.



Canyons Technical Education Center

Location:

Sandy, UT

Total Enrollment:

140 per year

Success Metrics:

- Prepares students for advanced certification
- Satisfies high school tech course requirement
- Valued by employers and colleges

Solution

When Certiport made IC³ site licenses available, CTEC quickly switched from a voucher system to the site license to offer unlimited IC³ testing for one flat fee so every AOIT student could earn certification. As a result, the Business Management Program also adopted IC³ into their curriculum.

“The site license really made it feasible for us to expand the IC³ program,” says DelRio. “Since we were already doing certification, implementation was simple, we just expanded the number of students who could test. Plus, students could retest if necessary without a strain on our budget.”

The Canyons School District gives high school credit for the IC³ certification, so students who pass can waive the high school computer tech requirement. DelRio and her team created a tight curriculum where students work to get certified during their first quarter at CTEC so they can go on to focus on the more advanced certifications for their specific programs such as A+, CompTIA Strata IT Fundamentals, or Adobe Certified Associate.

Lezlie Harper, the AOIT department head, explains how they implemented IC³ in their curriculum at CTEC. *“Each technology instructor teaches IC³ concepts and we set aside Mondays as certification day. On certification day students are expected to be dressed professionally. Wearing a suit or slacks helps students take this exam seriously, and helps them to understand that IC³ certification is preparing them for a career.”*

CTEC teachers emphasize the IC³ curriculum during the first quarter, and the students' study, take practice exams, and brush up on their weaknesses until they are ready to pass the exam.

Harper was impressed with how simple implementing the IC³ solution has been for many types of students and abilities. *“The way we implemented IC³, students can jump right in and take the exam their first week at CTEC if they have tech experience. Or, they can study and we can work with them for months if necessary to get them ready.”*

Result

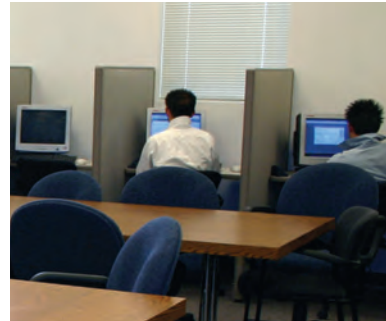
Last year, 131 AOIT students earned IC³ certification, up from just 13 students 5 years ago. In addition, 39 students from the business program earned certification.

DelRio is thrilled with the program and says students are benefiting greatly in both college and the workforce from earning IC³ certification. *“These students are going on to work in the field, and they have the basic IT certification that tells employers they won’t have to hang over them and teach them.”*

Will Frakes, a CTEC student, says earning IC³ certification helped him get an internship with the Canyons School District and a job with the customer support department at Office Depot. *“IC³ tells employers you know how to do the jobs they require on computers and the Internet. Earning certification became the main part of my resume, and I think IC³ is a great opportunity for anyone wanting to get ahead and have a better job.”*

Certification has become one of the main components of the AOIT as they aim to get students career-focused and armed to work in their chosen fields. This year they participated in the IC³ World Cup competition for the first time and came in 14th in the world. *“The IC³ World Cup was a fun event that got my students more career-focused and very excited about completing the certification exams.”*

One of DelRio’s students used her as a reference as she applied for a job at a new hospital. When HR contacted DelRio about the candidate, she mentioned IC³



“Earning certification became the main part of my resume, and I think IC³ is a great opportunity for anyone wanting to get ahead and have a better job.”

– Will Frakes
Student,

Canyons Technical Education Center

certification and the skills it validates. *“The HR person told me she was going to give the student a different job, which was actually two levels higher than the one she was applying for. Since she had a working knowledge of technology, she obtained a much better starting position.”*

CTEC students have gotten excited about earning IC³ certification since it boosts their resume, satisfies high school and often college requirements, and gives them confidence to know they can succeed in the information technology field.

“IC³ allows my students to demonstrate their competencies right out of the gate,” says Harper. *“I have several students who have landed jobs and scholarships with the help of certification.”*



COMPTIA® STRATA™ IT FUNDAMENTALS

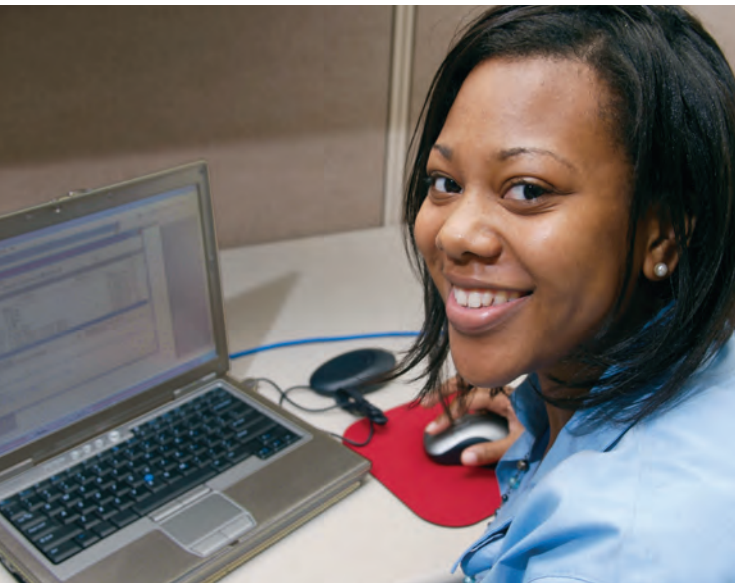


Back of Tab

CompTIA® Strata™ IT Fundamentals

The Strata IT Fundamentals program offers individuals a broad introduction to computing technology and serves as a critical stepping stone to advanced technical learning and IT skills. This certificate program benefits students and those transitioning to new careers, as well as organizations catering to the fast-growing IT market segment. The Strata certificate program:

- Measures knowledge of basic IT terminology and skills
 - Setting up a basic PC work station, printers and other hardware
 - Installing and using software
 - Identifying compatibility issues
 - Recognizing and preventing basic security risks
 - Understanding Green IT initiatives
- Proves ability to communicate with IT professionals
- Boosts confidence for a career in IT
- Sets the foundation for other certification programs



"The ratio of job seekers per job opening has narrowed... Although this is a good sign for the economy, with over 26 million people interested in pursuing an IT career, individuals will need to work harder on selling themselves."

— U.S. Bureau of Labor Statistics

COMPTIA® STRATA™ IT FUNDAMENTALS EXAM

Technology and Computer Hardware Basics

- Identify and explain the vocabulary of the PC platform, including the characteristics of various I/O devices

Compatibility Issues and Common Errors

- Explain which technologies work together, what happens when they don't, and how to minimize risks

Software Installation and Functions

- Display an ability to conduct an installation, removal and upgrade, and identify possible issues

Security Risks and Prevention

- Identify potential problem areas, including identity threats, and understand how to head them off or resolve them

Green IT and Preventative Maintenance

- Identify environmentally sound techniques and procedures for preserving power, disposing materials, and basic care



About CompTIA

CompTIA is the voice of the world's information technology (IT) industry. Its members are the companies at the forefront of innovation; and the professionals responsible for maximizing the benefits organizations receive from their investments in technology. CompTIA is dedicated to advancing industry growth through its educational programs, market research, networking events, professional certifications, and public policy advocacy. For more information, visit www.comptia.org or follow CompTIA on Twitter at [www.twitter.com/comptia](https://twitter.com/comptia)

**BENEFITS OF THE COMPTIA® STRATA™
IT FUNDAMENTALS PROGRAM**

Students

- Provides vendor-neutral exploration of information technology as an education and/or career focus
- Validates literacy in information technology required for academic admissions, continued studies, and career pathway
- Represents a preparatory step for CompTIA A+™ certification series
- Online-accessible digital transcript

Instructors

- Enables easy deployment of a vendor-neutral, innovative, industry-relevant certification
- Easily integrates into existing curricula, with exams delivered right in the classroom
- Enables delivery of industry-relevant knowledge to prepare students for success with academic and career pursuits
- Provides reliable validation of student's understanding of foundational IT concepts
- Reduces administrative time by eliminating test development and providing automated scoring

Institution

- Enables institution to deliver vendor-neutral information technology education and certification relevant to today's students and employers
- Provides an objective, quantifiable evaluation of candidate knowledge
- Attracts technology students and potential employers with vendor-neutral IT exam solution
- Reduces administrative costs by eliminating test development, providing automated scoring, and enabling statistical analysis
- Provides easy-to-view exam reporting



THE GLOBAL MARKET FOR COMPTIA STRATA IT FUNDAMENTALS CERTIFICATION

A recent survey involving 13 European countries revealed:

- Finding employees with the right skills has become a major issue for employers in Europe
- Millions face being locked out of the job market due to their lack of computer skills
- 58% of employers believe the education sector is not doing enough to prepare young people for the modern workplace

CompTIA Strata IT Fundamentals is a re-tooling program that can help reorient the workforce to fit employers' requirements. With this credential, individuals around the globe can be well suited to augment the development of a high-performance and confident workforce.

For details, visit www.certiport.com/strata



AUTODESK® CERTIFIED USER

Autodesk®

Back of Tab

Autodesk® Certified User

Career and technical education programs across the United States equip students with marketable 2D and 3D design skills by teaching them to use state-of-the-art Autodesk design software. Autodesk Certified User (ACU) is available to ensure students have the skills necessary to continue their design careers, whether they attend college, enter the workforce or work toward additional levels of industry certification after graduation.

- ACU exams align both academic and industry requirements into one attainable certification specifically designed for students.
- Exams combine multiple-choice and performance-based exam questions to ensure students can effectively use Autodesk software.
- Autodesk Education Community offers students and educators free software, learning materials and classroom support—giving them experience with the same design software that professionals use every day.

ACU CERTIFICATIONS

Autodesk Certified User exams validate entry-level skills on the following software applications:

- AutoCAD® Certified User
- Autodesk Inventor® Certified User

Only available in certain countries and sectors. Please check with your Certiport representative.



BENEFITS OF THE ACU PROGRAM

Students

- Provides credentials from a worldwide industry leader in digital design
- Expands opportunities for entering the workforce through Autodesk certification
- Promotes focus on course content rather than the associated computing tools
- Provides a résumé-building head start on careers in architecture, engineering, and digital arts
- Fosters success in the classroom by validating Autodesk software skills

Instructors

- Promotes focus on the curriculum rather than re-teaching application tools
- Strengthens the substance and value of curricula, especially architecture, engineering, and design courses, to prepare students for greater success in education or employment
- Provides a reliable and validated tool to measure students' digital design skills
- Assists in the placement of students based on proficiencies revealed in exam results
- Minimizes budget constraints through yearly certification license

Institution

- Incorporates industry-recognized, entry-level certifications into academic programs, thereby increasing the importance of the entire educational process
- Brings a competitive advantage by improving student recruitment efforts, increasing student retention, and enhancing the relevancy of courses using Autodesk software
- Provides an endpoint for career technical education programs using design and drafting skills aligned to national and international initiatives
- Enables administrators to enhance teacher evaluation and faculty development programs
- Executes proctored exams in the classroom with no additional testing lab cost and minimizes budget constraints through yearly license

AUTODESK CERTIFIED USER LICENSES: CLASSROOM AND CAMPUS

Licenses include the following features:

- Unlimited testing for one year
- All exam versions included
- Digital transcript service for students
- Electronic fulfillment of certificates

BENEFITS OF ACU LICENSES

Improved budgeting

- Economical one-time fee
- Budget one fixed cost each year
- No approval process for additional test funds

Increased opportunity

- Extend implementation to all students from across all educational programs
- Students and instructors can certify on current skills and migrate to new versions without any additional cost

Improved training

- Practice tests can be used as assessment and training tools
- Enables extension of testing to instructors for Professional Development

For details, visit www.certipoint.com/autodesk

For Autodesk Digital STEAM workshop and exam preparation materials, go to www.certipoint.com/digitalsteam



Autodesk®

Indiana High School Prepares Students for Manufacturing and Industrial Workforce with Autodesk Certified User Exam

HERITAGE HILLS HIGH SCHOOL IMPLEMENTS CERTIFICATION IN CTE ENGINEERING PROGRAM

Challenge

Heritage Hills High School serves approximately 700 9th through 12th graders in Lincoln City, Indiana. With significantly higher scores than the state average, Heritage Hills boasts an impressive 90 percent graduation rate, and also offers several Career and Technical Education programs for students.

The Engineering Program, which is also a nationally certified Project Lead The Way (PLTW) program, gives students access to state-of-the-art technology to learn computer-aided drafting and advanced manufacturing concepts.

“Manufacturing and agriculture are the dominant industries in Southern Indiana, so I am striving to prepare my engineering students for the workforce or two- or four-year programs in this industry after high school,” said Jennifer Hohne, Engineering Instructor at Heritage Hills.

Approximately 75 students participate in the Engineering Program at Heritage Hills each year, taking courses such as Introduction to Engineering and Design, Principles of Engineering, Computer Integrated Manufacturing, CAD and Advanced Engineering. Hohne teaches all of the engineering courses, which include instruction in Autodesk applications, the industry leading 3D design and engineering software.



Heritage Hills High School Engineering Program

Location:

Lincoln City, Indiana

Program Enrollment:

75 students per year, and growing

Success Metrics:

- Teaching industry skills to prepare students for the workforce
- Credential valued by advanced education facilities and local and global employers
- Certification to validate leading engineering software skills

Autodesk software is used heavily in the engineering industry, and I want my students to know it well so they can jump right into a job without the employer needing to train them,” said Hohne.

After teaching the Engineering program for a few years, Hohne hoped to find a certification program to help her students validate their Autodesk skills. She knew certification would boost their resumes and also satisfy the state’s requirements for an industry-recognized certification as one step to earning a technical honors diploma.

Solution

Hohne researched certification and contacted Autodesk, but at the time they did not have a student certification exam available. They were, however, in the process of developing an online exam for students that would be distributed by Certiport.

“I knew the Autodesk Certified User Exam being developed by Autodesk and Certiport was exactly what I needed, so I continued to teach the software in my courses and waited patiently for the exams to be released,” said Hohne.

Hohne took an early version of the exam and provided feedback to Autodesk and Certiport. Then, she became a Certiport Authorized Testing Center and when they were ready, began to offer AutoCAD® Certified User and Autodesk Inventor® Certified User certifications to her students.

“Jay Hohne championed the Autodesk exams and worked very hard to get the program going at Heritage Hills,” said Glenn Weil, Patoka Valley Career and Technical Education Director. *“The district is very supportive of any teacher who can find a valuable, industry-recognized certification like*

Autodesk and fit it into their curriculum to give students an added credential.”

Since Heritage Hills already taught Autodesk tools in the Engineering Program, they chose not to make any changes to the existing courses or curriculum for the certification exams. Students spent approximately an hour a day working with the software and then took the exam towards the end of the school year. The Heritage Hills AutoCAD course is a dual credit course through Ivy Tech, so students can also earn college credit with certification.

Results

Fifteen Heritage Hills students took the Autodesk Certified User exam the first time it was offered, and Hohne was pleased with the results. *“The students who earned certification were very excited. They knew Autodesk was widely used in the engineering and manufacturing industry and at local employers, so this certification would help them in college or to find a job.”*

Local industry employers see the value of certification, such as Jarid Hirt, Vice President at Spencer Industries. Spencer Industries is a custom thermoformer in Dale, Indiana.

“The employees we hire for our shop floor must have a high school diploma, but if they have CAD training, they can more-easily be promoted to work as set-up technicians for our computer numerical control (CNC) machine,” said Hirt. *“These high school students are taught to be comfortable working in a three dimensional space, which gives them a leg-up on using our equipment. Any type of certification, such as Autodesk, just validates for us that the individual is better prepared to work for us.”*



Hohne also teaches an AutoCAD course for college credit through Vincennes University with mostly adult participants, and she hopes to expand the program to allow more members of the workforce and community to certify. *“The incumbent workers in our local economy would benefit greatly from this instruction and exam, I truly hope we can expand the program to help the economy in Indiana,”* she said.

Weil believes certification does two things – helps schools earn higher marks on standard evaluations and shows employers that certified students have validated knowledge. *“Certification is incredibly valuable, since it proves the certified individual knows how to practice the skill in a real world setting. The students who earn Autodesk certification are better prepared for further study or the workforce with this accomplishment on their resume.”*

INTUIT® QUICKBOOKS CERTIFIED USER



Back of Tab



Intuit® QuickBooks Certified User

More businesses than ever turn to Intuit® QuickBooks, the premier managerial accounting software for small businesses, to simplify bookkeeping activities like tracking expenses, issuing employee compensation, and managing invoices. Becoming an Intuit QuickBooks Certified User (QBCU) signifies a certificate holder has the knowledge and skills to help manage the books effectively without costly training. Whether for an accounting professional supplementing a résumé or for a student looking to break into business, QBCU certification provides marketable skills that speak to employers.

Intuit QuickBooks has the proven reliability and performance that makes it the number one accounting software in the United States¹:

- QuickBooks enjoys 85% retail market share in small business accounting software
- Four out of 5 accountants recommend QuickBooks to their small-business clients
- Over 4,200 financial institutions are connected to QuickBooks

VALIDATE QUICKBOOKS KNOWLEDGE BY BECOMING AN INTUIT QUICKBOOKS CERTIFIED USER:

- Test proficiency in QuickBooks Pro/Premier software versions 2009, 2010 and 2011
- QBCU exams align both academic and industry requirements into one attainable certification specifically designed for students
- Developed with the intent to demonstrate proficiency as a capstone to coursework or training

Only available in certain countries and sectors. Please check with your Certiport representative.

¹ Source: <http://fi.intuit.com/whyconnect/>

BENEFITS OF THE QBCU PROGRAM

Students

- Validates newly acquired QuickBooks skills for an entry-level position in professional accountancy
- Effectively demonstrates bookkeeping skills, including how to create purchase orders, track sales and expenses, produce and manage invoices, and monitor financial records
- Expresses business acumen in a tangible, measurable way
- Positions certificate holders as credible job candidates to “get in the door” with employers
- Promotes focus on course content rather than associated computing tools

Instructors

- Promotes focus on the curriculum rather than teaching the application tools
- Strengthens the substance and value of curricula, especially accounting and bookkeeping courses, to prepare students for greater success in education or employment
- Enables acceleration of students’ progress in classroom courses and career objectives through staying current with the latest software resources
- Minimizes budget constraints through yearly certification license

Institution

- Incorporates industry-recognized, entry-level certifications into academic programs thereby increasing the importance of the entire educational process
- Brings a competitive advantage by improving student recruitment efforts, increasing student retention, and enhancing the relevancy of courses using QuickBooks accounting software
- Provides an endpoint for career technical education programs aligned to accounting and bookkeeping programs
- Enables administrators to enhance teacher evaluation and faculty development programs
- Executes proctored exams in the classroom with no additional testing lab cost and minimizes budget constraints through yearly license

INTUIT QUICKBOOKS CERTIFIED USER LICENSES: CLASSROOM AND CAMPUS

Licenses include the following features:

- High-volume cap on certification exams
- All exam versions included
- Digital transcript service for students
- Electronic fulfillment of certificates

BENEFITS OF QBCU LICENSES

Improved budgeting

- Economical one-time fee
- Budget one fixed cost each year
- No approval process for additional test funds

Increased opportunity

- Extend implementation to all students from across all educational programs
- Students and instructors can certify on current skills and migrate to new versions without any additional cost

Improved training

- Practice tests can be used as assessment and training tools
- Enables extension of testing to instructors for Professional Development

For details, visit www.certipoint.com/quickbooks





CERTIFICATION PREPARATION AND PRACTICE TESTS

- MeasureUp®
- Certiprep
- Pre-Test Assessment
- Learning Materials

Back of Tab

CERTIFICATION PREPARATION AND PRACTICE TESTS

MeasureUp®

Since 1997, MeasureUp's award-winning solutions have equipped more than 2 million students and IT professionals with certification success across hundreds of corporations, career colleges and technical training facilities worldwide. MeasureUp's award-winning practice tests are popular in the IT industry because of the learning, remediation and reporting capabilities, the high quality of content and its renowned reporting modules.

MeasureUp practice tests include innovative use of simulation and live-in-the-app question types, comprehensive explanations and references covering all exam objectives, exclusive ShowMe demo vignettes, SumItUp study guides and convenient download or cloud connectivity providing 24x7 access outside the classroom.

As an official Microsoft® Certified Practice Test Provider, MeasureUp covers Desktop, IT Pro and Developer titles, as well as a comprehensive portfolio of technical practice tests for **CompTIA**, **Cisco**, **LPI**, **PMI (PMP)**, **CIW**, **ECCouncil**, **Oracle**, **SCP** and more.

MeasureUp Sales – USA

Jeff Randall

jrandall@certiport.com

tel: 1.888.999.9830 x124

or 801.847.3124

fax: 801.492.4118

MeasureUp Sales – Outside USA

Ilene Steinberg

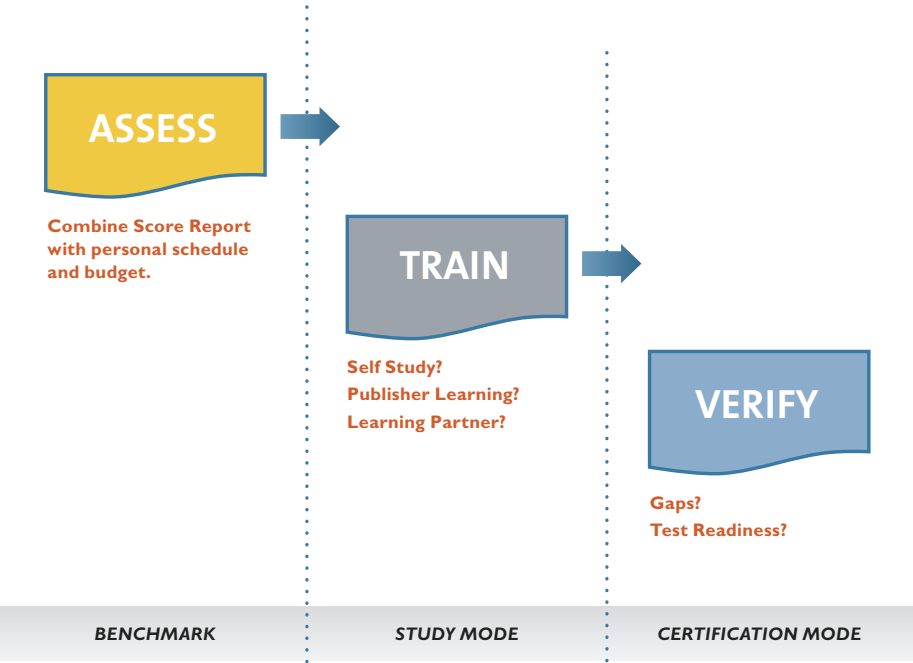
isteinberg@certiport.com

tel: 001.678.356.5008



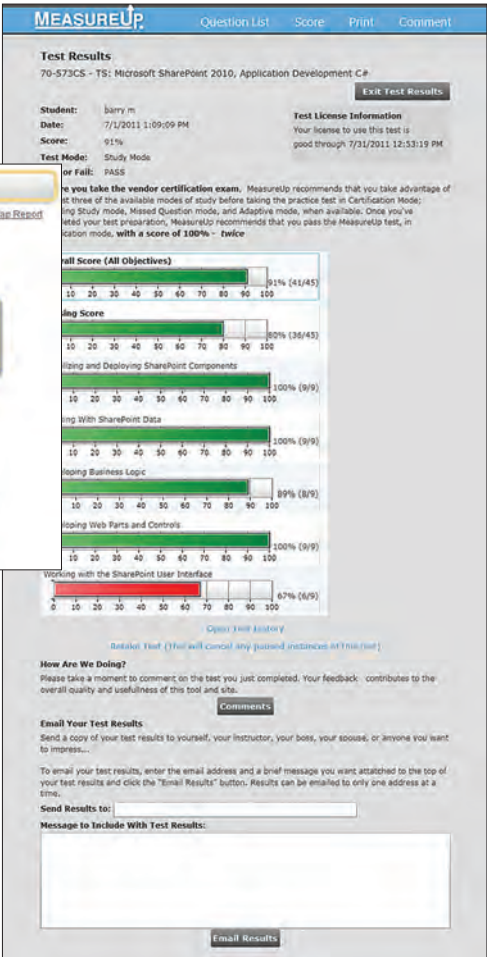
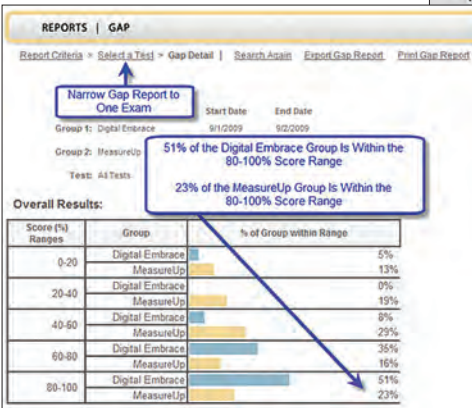
MEASUREUP'S PATH TO CERTIFICATION SUCCESS

MeasureUp users begin with a benchmark assessment to establish a beginning 'state'; the practice test then serves as a learning resource regardless of the path of training; then the tool serves as a validator of the candidate's 'test readiness.'



Partners will also have access to MeasureUp's full line of assessments, which are typically comprised of 30 questions covering the objective areas of the corresponding exam, to assess job candidates, classroom placements, project assignments and more. Assessment types include:

- Desktop skills
- Technical – Pro skills
- Job role – Soft skills



GROUP SUMMARY

DETAIL BY END USER

DETAIL BY ASSESSMENT

Group

View: Practice Tests

Complete Date: 8/22/2009 to 8/26/2009

Usage: All

Users: 4

Group Name: Fall 2009

Assessment Name:

Status: All

Tests: 63

User Name:

Assessment Type: All

Objective Detail: N

Gain/Loss

% of Increase or Decrease in Scores

of Times Taken in Study Mode

	Study		Certification		Test Mode		Adaptive		Full Test	
	# Uses	# Gain / Loss	# Uses	# Gain / Loss	# Uses	# Gain / Loss	# Uses	# Gain / Loss	# Uses	# Gain / Loss
CompTIA (220-701) A+ Essentials (2009 Edition) Preview (220-701)										
Rob Bao	3	30 %	2	-1 %	2	-10 %	2	-1 %	2	-10 %
Lisa Rietz	5	30 %	1	0 %	2	0 %	1	0 %	2	0 %
Denise Hoffmann	4	-80 %	3	10 %	2	90 %	3	10 %	2	90 %
Shawn Walls	5	10 %	2	1 %	2	0 %	2	1 %	2	0 %
Test Average (%)	4.25	-3 %	2.00	5 %						

Records 1 - 12 of 12

25 per page

Report Criteria

REPORT CRITERIA: Complete Date between 8/1/2009 and 8/26/2009; First Name = shawn; Last Name = walls

Type	Assessment Name	First Name	Last Name	Passing Score	Actual Score	# Questions / # Answered	Passed	Start Date	Elapsed Time (min)	Mode	Score Report
Practice Tests	CompTIA (220-701) A+ Essentials (2009 Edition) Preview	Shawn	Walls	750 (75 %)	1000 (100 %)	10 / 10	Y	8/24/2009 14:39	3	Study	Score Report
Practice Tests	CompTIA (220-701) A+ Essentials (2009 Edition) Preview	Shawn	Walls	750 (75 %)	1000 (100 %)	10 / 10	Y	8/24/2009 14:43	2	Study	Score Report
Practice Tests	CompTIA (220-701) A+ Essentials (2009 Edition) Preview	Shawn	Walls	750 (75 %)	1000 (100 %)	10 / 10	Y	8/27/2009 16:57	10	Custom	Score Report
Practice Tests	CompTIA (220-701) A+ Essentials (2009 Edition) Preview	Shawn	Walls	750 (75 %)	900 (90 %)	10 / 10	Y	8/28/2009 10:53	20	Study	Score Report
Practice Tests	CompTIA (220-701) A+ Essentials (2009 Edition) Preview	Shawn	Walls	750 (75 %)	900 (90 %)	10 / 10	Y	8/28/2009 10:53	24	Custom	Score Report
Practice Tests	CompTIA (220-701) A+ Essentials (2009 Edition) Preview	Shawn	Walls	750 (75 %)	900 (90 %)	100 / 100	N	8/28/2009 13:20	90	Certification	Score Report
Practice Tests	CompTIA (220-701) A+ Essentials (2009 Edition) Preview	Shawn	Walls	750 (75 %)	710 (71 %)	100 / 100	N	8/28/2009 14:51	90	Certification	Score Report

BENEFITS OF PRACTICE TEST IMPLEMENTATION

MeasureUp practice tests and assessments are used by educational institutions and training centers to validate learning and prepare students for certification.

- Increase student confidence so they are prepared and comfortable during the real exam
- Increase the train-to-test-to-pass ratio
- Greater number of students will achieve certification in shortest time
- Save money by eliminating wasted vendor vouchers for students who have not achieved readiness

"Since my classes have been practicing with the materials produced by your company, there has been an increase in the number of students passing the Microsoft Office Specialist Certification examination. Approximately 90% of the students taking the exam are passing. Again, I thank you and look forward to working with MeasureUp in the future."

– Patricia Belle, MOS Instructor

"I am glad to have found this system for preparing for the MCSE tests. I have used MeasureUp to help me pass 5 of the 6 required MCSE tests. I have passed each test the first time. I really believe that I would not have done so well if it weren't for the MeasureUp tests."

– Jeff Mothersbaugh

"I just wanted to personally email you to let you know how pleased I was with your product. I wasn't looking for just some practice test that feed me answers, I really wanted to understand the material so that I would be confident going into the test. I went into the test today with NO doubt that I would pass. Your product delivered that and more! I left the test with an 891 out of a possible 900. For my next certification, I will definitely be back."

– Juana

Certiprep

The premier practice test solution for Microsoft® Office Specialist (MOS) 2007 and 2010 certifications, Certiprep is designed to accurately replicate the certification testing environment for the appropriate Office applications, and maps directly to exam objectives. Certiprep employs the same “live application” technology used in the real exams.

Certiprep practice tests are also available for Adobe® Certified Associate and IC³ exams.

Pre-Test Assessment

Certiport offers baseline testing solutions to determine a candidate's readiness to move on to formal certification exams. Recommendations can then be made for a learning pathway to acclimate the candidate with the certification process and appropriate learning materials (where available).

Separate pre-test assessments are currently available for IC³ exams. Certiport recommends using Certiprep as a benchmarking tool where unique pre-test assessments are not available.

Learning Materials

Working with our Program Sponsors and Authorized Test Centers, Certiport makes available courseware for use on the pathway to certification. This can take the form of hard-copy books, downloadable media, online instruction and computer-based training, mentoring, and mobile learning and collaboration, all produced by a Certiport-approved roster of industry-recognized experts and publishers.

Learning materials are currently available for MOS 2007 and 2010, Microsoft Technology Associate, ACA, HP ATA, CompTIA Strata IT Fundamentals, QuickBooks Certified User, and IC³ certifications.

Certiprep
for 2007 Microsoft® Office Certifications

Certiprep
for Adobe® Certified Associate Certifications

Certiprep
for the Internet and Computing Core Certification (IC³®)

MeasureUp Sales – USA

Jeff Randall

jrandall@certiport.com

tel: 1.888.999.9830 x124

or 801.847.3124

fax: 801.492.4118

MeasureUp Sales – Outside USA

Ilene Steinberg

isteinberg@certiport.com

tel: 001.678.356.5008



BUSINESS PROPOSAL

- Market Opportunity

Back of Tab

BUSINESS PROPOSAL

Market Opportunity

Certiport is dedicated to supporting our partners with market awareness and assessment information. To this end, we have calculated the retail potential of our products on a country-specific basis. The chart(s) in this section represent the size of your market in USD, taking into account the candidate/student population, overall population, and other factors. There are always mitigating factors that can raise or lower market potential. These include, but are not limited to: Internet access, PC penetration and availability, and government support.

Please use this information to help scale and scope your opportunity for success with Certiport products in your markets.





NEXT STEPS

- [How to Become a Certiport Authorized Partner \(CAP\)](#)
- [New Partner Training](#)
- [Certiport Contact Information](#)

Back of Tab

NEXT STEPS

How to Become a Certiport Authorized Partner (CAP)

The Certiport Authorized Partner (CAP) Program has been developed to meet the needs of organizations wanting to provide leading industry-recognized certifications into their markets. The program has been designed for all types of Partners and rewards performance with a wide-range of benefits designed to help business growth.

STEP 1:

Sign the CAP Agreement and addenda as required for the markets served and products chosen

- Once you and your Certiport Sales Representative have agreed to a business plan, he or she will present the CAP Agreement for your review and signature. This agreement must be signed by an officer of your company.



STEP 2:

Sign the Exhibits attached to the Agreement

- Exhibit A defines the products you will offer, the territories and sectors you will be allowed to market and sell into, and your purchase commitments.
- You will need to agree to logo usage for those products you will be selling, audit procedures, and confidentiality agreements (these documents can be found online and only require your acceptance – no paper signature is required)

STEP 3:

Work with your Certiport Representative to complete the Contract Cover Sheet

- Once agreements have been signed, work with your Certiport representative to provide the information required for the Contract Cover Sheet including date and time availability for training. When the Cover Sheet is complete and authorized by your Certiport Sales Representative, the CAP support team will contact you to confirm information and verify dates and times for training.
- New Partner Training is offered to any person(s) who will be managing your partner Certiport account

Please work closely with your Certiport representative to ensure that these steps are completed correctly. This will significantly reduce the time it takes to get you up and running as a CAP.

It's as simple as that. Once you have an official agreement in place and have been trained, it is time for you to start building your network and recruiting test centers.

Welcome to Certiport and a world of opportunity!

New Partner Training

New Partner Training is available for the member(s) of your staff responsible for managing your Certiport Partner account.

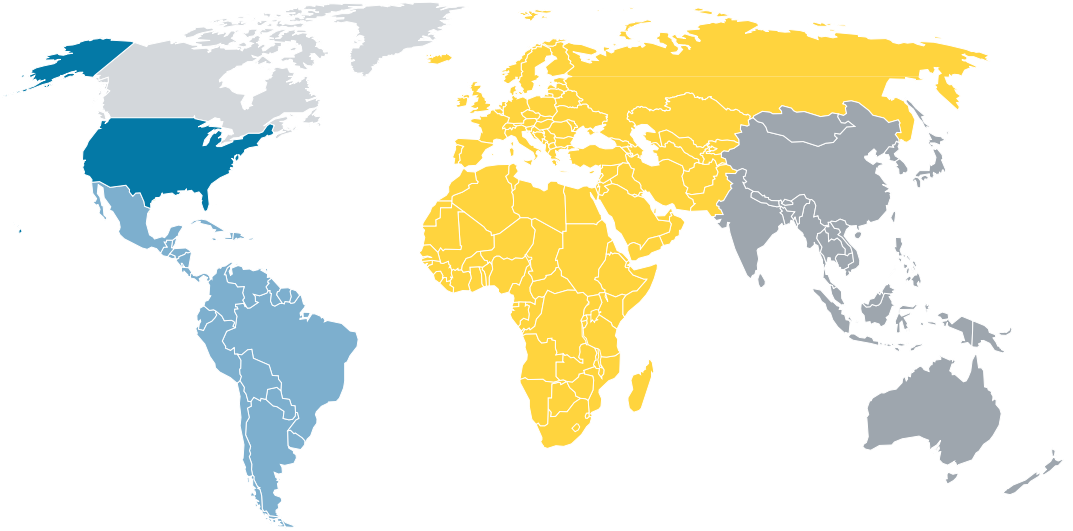
You will receive thorough instruction in:

- All facets of the Certiport Authorized Partner (CAP) Program, including the roles and responsibilities of a Certiport Authorized Partner
- The wealth of information found on the Certiport website
- Managing and using your account within the Certiport website also referred to as portal
- Certification Exam Delivery Systems – enabling you to provide support and training for your testing centers

Live Training – Certiport Authorized Partners can get live one-on-one training sessions from the CAP Support Team – to help you with initial setup and continual support.



Certiport Contact Information



● **Certiport USA**
SalesAmericas@certiport.com
tel: 1.888.999.9830 or 801.847.3100
fax: 801.492.4118

○ **Canada Sales**
CanadaSales@certiport.com
tel: 1.888.999.9830 x149
or 801.847.3149
fax: 801.492.4118

● **EMEA Sales**
SalesEMEA@certiport.com
tel: 801.847.3152

● **APAC Sales**
APACSales@certiport.com
tel: 60.3.9205.7700

● **LATAM Sales**
LATAMSales@certiport.com
tel: 801.847.3168

○ **CAP Support Team**
CAP@certiport.com
tel: 801.847.3150

Contact us through our Social Media links:





CAP TRAINING QUICK REFERENCE GUIDE

- CAP Program
- Certiport Website
- Certiport Portal Roles
- CAPS Website
- Exam Delivery Systems

Back of Tab

**CERTIPORT**



PARTNERING WITH CERTIPORT®

2nd Edition



1276 South 820 East, Suite 200
American Fork, Utah 84003

(888) 999-9830 (U.S. Toll-free)
(801) 492-3100 (International)

www.certiport.com