



Prepare Your Employees for Success with an ICT Literacy Program Designed to Demonstrate Critical Thinking Skills in Technology-enabled Work Environments

## WANTED: ICT LITERACY

Today's competitive, global marketplace requires that businesses hire smart and retain top talent. In a global economy that is driven by and dependent on an ever-expanding array of digital systems and devices, progressive corporations recognize the need to evaluate prospective and existing employees' ICT literacy—their ability to use digital technology, communication tools, and networks to solve information problems and to think critically about information.

Not surprisingly, eight of the ten fastest growing occupations in the United States require digital literacy. Employers need workers who not only know how to obtain digital information, but can analyze, evaluate and apply what they find to solve everyday problems. Workers who lack ICT literacy skills are less productive. And corporations that fail to recruit, train, and retain a digitally literate workforce are far less competitive.

“The nature of the economy is changing. It's putting more and more premium upon intellectual skills, analytical skills, creative skills, which are in short supply.”

The Economist,  
October 5, 2006 Print Edition



## DIGITAL PRODUCTIVITY FROM ETS AND CERTIPOINT

In response to employers' growing need for digitally literate workers, Educational Testing Service (ETS) and Certipoint—the acknowledged leaders in educational assessment and certification—have developed a new certification: *iCritical Thinking™ Certification powered by ETS*.

This certification measures the ability to navigate, critically evaluate, and communicate digital information to solve problems on the job in real-life scenarios. For human resource directors, the *iCritical Thinking™* certification program provides evaluation of a job candidate's ICT-based critical thinking skills. For corporate trainers and line managers, *iCritical Thinking Certification* offers objective assessment and certification of an employee's ability to apply critical thinking and problem solving skills when using digital technology.

The *iCritical Thinking* certification exam is aligned with the nationally recognized ICT literacy standards and is endorsed by the Global Digital Literacy Council (GDLC). The exam features real-time, simulated, scenario-based task items designed to measure your employees' ability to navigate, critically evaluate, and make sense of the wealth of information available through digital technology so that you can identify skill levels and gaps when making employment, advancement, or training curriculum decisions.

## DESIGNED WITH BUSINESS IN MIND

The *iCritical Thinking* certification program can be used as an evaluative tool to provide guidance on hiring and promotion decisions and to train and retain valuable talent. It also demonstrates to workers that a company is progressive in its hiring practices and is willing to invest in its employees' professional development. And it encourages increased productivity by challenging employees to improve their ICT skills.

The exam itself takes about an hour to complete and provides informative individual and group reporting. Content areas reflect real-world research and workplace scenarios. Prospective or existing employees must demonstrate the ability to accomplish everyday tasks by effectively utilizing technology such as:

Web Use	E-mail, Instant Messaging, Bulletin Board Postings, Browser Use, Search Engines
Database Management	Data Searches, File Management
Software	Word Processing, Spreadsheets, Presentations, Graphics

## 21ST CENTURY WORK-READINESS SOLUTIONS

When paired with proven digital literacy and desktop computing and publishing programs such as the Internet and Computing Core Certification (IC3®), Microsoft® Certified Application Specialist, and Adobe® Certified Associate, *iCritical Thinking* Certification becomes part of a 21st-Century, work-readiness solution tailored to the specific assessment and certification needs of your organization. And it provides a valuable, verifiable certification credential that can be used as a consideration for employment, job placement, or advancement.



The *iCritical Thinking* certification exam provides a clear understanding of how your workers incorporate and integrate these technologies while performing the following ICT literacy tasks:

Define	Understand and articulate the scope of an information problem in order to facilitate the electronic search for information.
Access	Collect and/or retrieve information in digital environments. Information sources might include Web pages, databases, etc.
Evaluate	Judge whether information satisfies an information problem by determining authority, bias, timeliness, relevance, and other aspects of materials.
Manage	Organize information to help you or others find it later.
Integrate	Interpret and represent information, using digital tools to synthesize, summarize, compare, and contrast information from multiple sources.
Create	Adapt, apply, design or construct information in digital environments.
Communicate	Disseminate information tailored to a particular audience in an effective digital format.

## ONLINE AT A CERTIPOINT CENTER NEAR YOU

*iCritical Thinking* powered by ETS is securely administered through Certiport's network of over 12,000 authorized testing centers.

We invite you to learn more about *iCritical Thinking* Certification by calling the Certiport Business Solutions Team today.

### Contact Certiport:

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