BOOST STUDENT RETENTION AND EMPLOYABILITY
while improving the bottom line
Students equipped with validated digital literacy and desktop application skills are better prepared for academic and professional success. Certiport’s IC³ and Microsoft Office Specialist certifications provide your students with these skills and give them an advantage in the workplace. More competitive students mean greater prestige and profitability for your institution. In short, our certification programs differentiate your center from the competition.

Certiport’s IC³ helps you retain more students and prepare them for the workforce by ensuring they are digitally literate – that they possess the basic knowledge and skills required to use computer hardware, software, networks and the Internet. And when it comes to competing for jobs and advancing careers, Microsoft Office Specialist is the premier certification worldwide for validating students’ desktop proficiency with the most widely used productivity tools of business – Microsoft Word, Excel, PowerPoint® and more.
Distinguish your institution
Retain more students
Attract more corporate clients
Increase graduate placement

Canadian Tourism College (CTC) in Vancouver, B.C., is incorporating IC³ as a graduation requirement in its Computer Office Environment curriculum at its Vancouver and Surrey campuses. Stated CTC president Kim Beharrell, “Integration of the IC³ program into CTC curriculum allows us to provide graduates with a globally recognized credential that validates students’ ability to use technology effectively in the workplace. This increases their immediate employability upon graduation.”
As the IC³ is bolster confidence and create expanded learning opportunities that make their studies more productive.

Recent research has revealed that the interest in computer science degrees among college age students has dropped by 60% in the last 4 years. Increasingly, the new demographic for computer skills training is a middle-age, minority woman, attending a for-profit institution to better her position in the workforce. Many of these individuals have had little interaction with technology and realize that they must gain these skills to keep up with workplace demands.

In addition to providing IC³ to your students, staff members can become a Certiport Authorized Instructor, allowing them to gain the experience needed to give students a richer learning experience and obtain greater value from their education – further driving student retention and employability upon graduation.

**IC³ COMPUTING FUNDAMENTALS**
- Computer Hardware
- Computer Software
- Using an Operating System

**IC³ KEY APPLICATIONS**
- Computer Program Functions
- Word Processing Functions
- Spreadsheet Functions
- Presentation Software Functions

**IC³ LIVING ONLINE**
- Networks and the Internet
- Electronic Mail
- Using the Internet
- The Impact of Computing and the Internet on Society

**ONLINE CREDENTIAL VERIFICATION**
Certiport’s Online Verification Service provides incentive to your students and boosts retention rates as they view their own access to their credentials to validate their digital literacy.

http://verify.certiport.com

“We recognize that all students, regardless of their career and post-secondary goals, need a strong foundation of core technology literacy skills to be successful in today’s global society. Certiport’s IC³ certification program is a model for districts who want to offer students—and teachers—access to the necessary technology literacy skills to prepare them for today’s tech savvy workplace.”

*Rod Duckworth, Director of Career and Technical Education, Office of Superintendent of Public Instruction, State of Washington*
ATTRACT MORE EMPLOYERS with Microsoft Office Specialist certification

The fact is, most businesses worldwide standardize on the Microsoft Office platform, yet the typical user only masters a fraction of the system’s functionality. Profit today is based on productivity, and productivity is based on proficiency. Hiring managers want job candidates who can leverage Microsoft Office programs to hit the ground running and contribute immediately to the bottom line.

In a study of 14,000 Office Specialists and 1,200 of their supervisors in North America, the United Kingdom, and Japan, 85% say Office Specialists are more credible than non-certified employees.

When you offer the Microsoft Office Specialist certification program, students develop superior skills in today’s most commonly used desktop programs:

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<th>MICROSOFT WORD</th>
<th>MICROSOFT POWERPOINT®</th>
<th>MICROSOFT ACCESS</th>
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<tr>
<td>MICROSOFT EXCEL</td>
<td>MICROSOFT OUTLOOK®</td>
<td>MICROSOFT PROJECT</td>
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Rest assured, students aren’t the only ones who benefit from certification. Your faculty and staff can earn the Office Specialist certification endorsed by Microsoft for verifying an instructor’s skill and hands-on ability with Office programs.

“Something amazing is happening at Rockford Business College. The students are using their (Microsoft Office Specialist) certification as a tool to land a job when they leave college. They are ‘thinking outside the grade’ and not just settling for the A or B on their report card. And the great news is that they aren’t all computer majors.”

Scott Blanchard, Technical Training Supervisor, Rockford Business College, Rockford, Illinois
CERTIFICATION MEANS PLACEMENT SUCCESS
as proven by RHI study

good news for employers, it can be discouraging for job seekers. Students who place “Microsoft Office Specialist” on their resumes stand out from the pack with the necessary computing skills to be productive immediately.

Robert Half International (RHI), the world’s largest provider of specialized staffing services, has placed individuals holding Microsoft Office Specialist certifications in temporary assignments since September 2003 through 300 of its AccountTemps® and OfficeTeam® locations in the U.S. In a landmark study, RHI tracked more than 2,600 Office Specialists and compared them to more than 43,000 non-certified individuals concerning wages, placement, and conversion to full-time employment.

According to RHI findings, Microsoft Office Specialists:

- earn up to **12 percent** more than their non-certified counterparts
- are **placed at a higher rate** than the industry average
- are **twice as likely** as their non-certified peers to be converted from temporary to full-time jobs

DUBOIS BUSINESS COLLEGE TRUMPETS HIGH EMPLOYABILITY FOR GRADUATES

DuBois Business College in Pennsylvania has tied its curriculum to the employability of its graduates in the local economy. An integral part of this curriculum is compulsory computer training and Microsoft Office Specialist certification. The college has administered more than 1,400 Microsoft Office Specialist exams in the past two years—improving employability of its graduates.

“We have employers who come looking for our students,” said Mary Jones, Academic Corporate Dean. “We have many organizations that say they’ll only hire our graduates because they know our graduates are well prepared. We even have programs where the demand exceeds our supply. Many of our students come back and say to me, ‘I have to teach everybody I work with how to do this because they think I’m so smart because I know how.’”
Becoming an authorized Certiport testing center allows you to offer a wider selection of in-demand programs that help students excel in school and prepare for success in life.

As a Certiport Center you’ll be authorized to deliver IC³ and Microsoft Office Specialist certification exams in your own on-site lab, giving your students convenience and accessibility as they progress in their education. More importantly, becoming a Certiport Center differentiates your institution and gives you a significant advantage in the eyes of students, employers and competitors.

Your opportunity to change lives by delivering in-demand and relevant digital skills is greater than ever. We would like to partner with you to provide these opportunities to those in your communities. To learn more, call us at 1-888-999-9830 or visit us online at:

www.certiport.com/BecomeACenter