



CERTIFICATIONS

Industry Driven | Industry Recognized | Industry Valued



iCEV Certification Testing Platform

Throughout the company's 36-year history, CEV Multimedia has teamed with recognized specialists, industry professionals and educators nationwide to create quality and accurate educational content in efforts to bring the expert to the classroom, to save teachers time and to provide students with the focus and preparation needed for successful transition from K-12 to postsecondary studies and/or career success.

Additionally, iCEV tests for industry-valued certifications. Recognized companies and organizations, such as Southwest Airlines, the American Meat Science Association and Ducks Unlimited, utilize iCEV as the testing platform for their certifications.

For more information regarding industry certifications tested for on the iCEV platform, please contact:

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As the testing platform, iCEV fulfills the following responsibilities:

1. Provide secure testing technology for certification exams
2. Regulate testing environment
3. Work with secondary and post-secondary academic institutions, workforce development associations and the public at-large to offer certification options.
4. Provide certification verification to employers for potential job applicants
5. Offer optional certification exam preparation materials



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#HireCertified



CULINARY MEAT SELECTION & COOKERY CERTIFICATION

According to the North American Meat Institute, the meat and poultry industry is the largest segment of U.S. agriculture. It is broadly responsible for 5.4 million jobs and \$257 billion in wages. An estimated 527,019 people have jobs in production and packing, importing operations, sales, packaging and direct distribution of meat and poultry products.⁹



MEETING THE INDUSTRY NEED

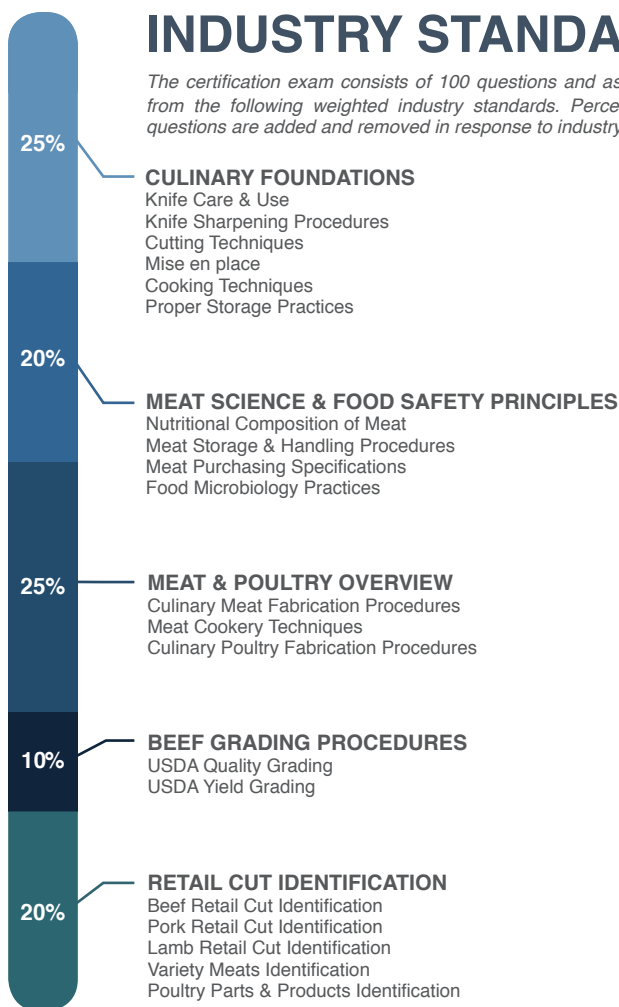
The American Meat Science Association (AMSA) Culinary Meat Selection & Cookery Certification verifies individuals possess **knowledge and skills needed to thrive within the restaurant and culinary industries.**

The certification **assesses industry-valued and industry-recognized standards produced by AMSA**, an internationally-known organization with a membership of more than 2,000 meat scientists. AMSA represents major university research institutions and prominent meat processing companies, such as Tyson Foods, Cargill and Maple Leaf Foods.

The certification **validates fluency in culinary techniques, food safety, meat selection and retail cut identification.** Those who earn the certification are more qualified and prepared to enter a variety of careers, specifically those that involve the selection and preparation of meat. Additionally, the certification allows employers to identify and connect with more skilled candidates, filling gaps in the labor market and jump-starting individuals' careers.

INDUSTRY STANDARDS

The certification exam consists of 100 questions and assesses knowledge and skills from the following weighted industry standards. Percentages may vary slightly as questions are added and removed in response to industry trends.



ABOUT AMERICAN MEAT SCIENCE ASSOCIATION

The American Meat Science Association is a broad-reaching organization of individuals that discovers, develops and disseminates its collective meat science knowledge to provide leadership, education and professional development. Their passion is to help meat science professionals achieve previously unimaginable levels of performance and reach even higher goals. They accomplish this by fostering a learning community of meat scientists, industry partners, outside thought leaders and other stakeholders who embrace this vision. Its members conduct basic and applied research and education programs in muscle growth and development, meat quality, food safety, processing technology and consumer and marketing issues relevant to the international meat industry.

FOOD SAFETY & SCIENCE CERTIFICATION



According to the U.S. Bureau of Labor Statistics, the food safety field is expected to grow at a rate of 27 percent over the next decade.¹⁰ In 2016 alone, more than 21 million people were employed in food safety, fraud and security jobs, which accounted for over 11 percent of total U.S. employment.¹¹

MEETING THE INDUSTRY NEED

The American Meat Science Association (AMSA) Food Safety & Science Certification verifies individuals possess an **in-depth knowledge of food safety procedures and standards** necessary to thrive in the food industry.

The certification **assesses industry-valued and industry-recognized standards produced by AMSA**, an internationally-known organization with a membership of more than 2,000 meat scientists. AMSA represents major university research institutions and prominent meat processing companies, such as Tyson Foods, Cargill and Maple Leaf Foods.

The certification **validates the expertise and skills needed to enter meat and food industries**. Those who earn the certification are more qualified and prepared to begin a variety of food handling, food storage and food safety careers. Additionally, the certification allows employers to identify and connect with more skilled candidates, filling gaps in the labor market and jump-starting individuals' careers.

INDUSTRY STANDARDS

The certification exam consists of 100 questions and assesses knowledge and skills from the following weighted industry standards. Percentages may vary slightly as questions are added and removed in response to industry trends.

20%

FOOD CHEMISTRY PRINCIPLES

- Chemical Properties of Food
- Chemical Changes Related to Cooking & Food Processing
- Food Production Processes

15%

FOOD HANDLING, PACKAGING & STORAGE PROCEDURES

- Sanitary Food Handling Practices
- Food Packaging Regulations
- Cold Food Storage Methods
- Food Additives
- Food Preservation Techniques
- Food Packaging & Labeling Guidelines

15%

FOOD SAFETY & SANITATION METHODS

- Workplace Safety Procedures
- Food Industry Inspections
- Foodborne Illness Prevention Strategies
- Sanitation Procedures
- Sanitation Laws & Regulations

50%

HAZARD ANALYSIS CRITICAL CONTROL POINT (HACCP) SYSTEMS

- Hazards in Food Processing
- Hazard Analysis Process
- Critical Control Points Identification
- Establishing of Critical Limits
- Monitoring of Critical Limits
- Methods for Taking Corrective Actions
- Establishing Verification Procedures
- Recordkeeping Procedures

"For students looking to start a career in the culinary arts, this new certification provides a viable path towards a successful and rewarding career in the culinary industry."

Deidra Mabry, M.S.
Chief Operating Officer
American Meat Science Association



MEAT EVALUATION CERTIFICATION

According to the North American Meat Institute, the meat and poultry industry is the largest segment of U.S. agriculture. It is broadly responsible for 5.4 million jobs and \$257 billion in wages. An estimated 527,019 people have jobs in production and packing, importing operations, sales, packaging and direct distribution of meat and poultry products.¹²



MEETING THE INDUSTRY NEED

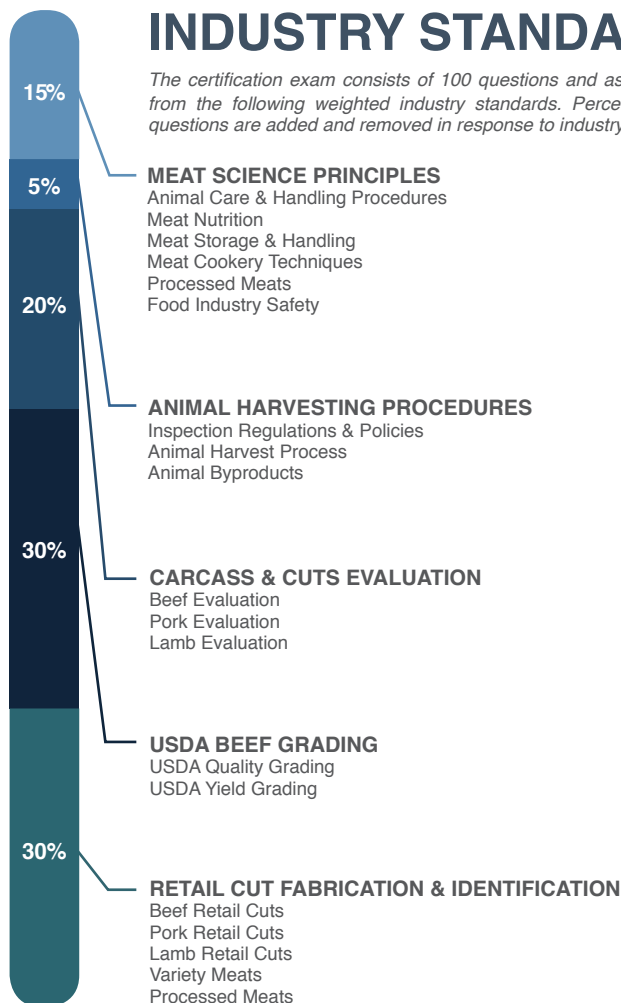
The American Meat Science Association (AMSA) Meat Evaluation Certification verifies individuals are **better prepared to enter fields related to the meat animal industry**, which includes production and processing.

The certification **assesses industry-valued and industry-recognized standards produced by AMSA**, an internationally-known organization with a membership of more than 2,000 meat scientists. AMSA represents major university research institutions and prominent meat processing companies, such as Tyson Foods, Cargill and Maple Leaf Foods.

The certification **validates knowledge and skills in meat carcass quality grading, meat handling and food safety**. Those who earn the certification are more qualified to begin a career in the meat industry. Additionally, the certification allows employers to identify and connect with more skilled candidates, filling gaps in the labor market and jump-starting individuals' careers.

INDUSTRY STANDARDS

The certification exam consists of 100 questions and assesses knowledge and skills from the following weighted industry standards. Percentages may vary slightly as questions are added and removed in response to industry trends.



"Our partnership with CEV is a strategic part of the American Meat Science Association's efforts to recruit and equip the next generation of meat scientists. Our member scientists have worked closely with CEV to ensure high quality, accurate, science-based training materials."

Deidra Mabry, M.S.
Chief Operating Officer
American Meat Science Association

PLANT SCIENCE CERTIFICATION



There are more than 100 career titles working with plants, spanning across art, science, technology and business, according to Seed Your Future.⁷ Furthermore, landscapers, scientists and agri-business workers can make six-figure salaries according to Learn How To Become.⁸

MEETING THE INDUSTRY NEED

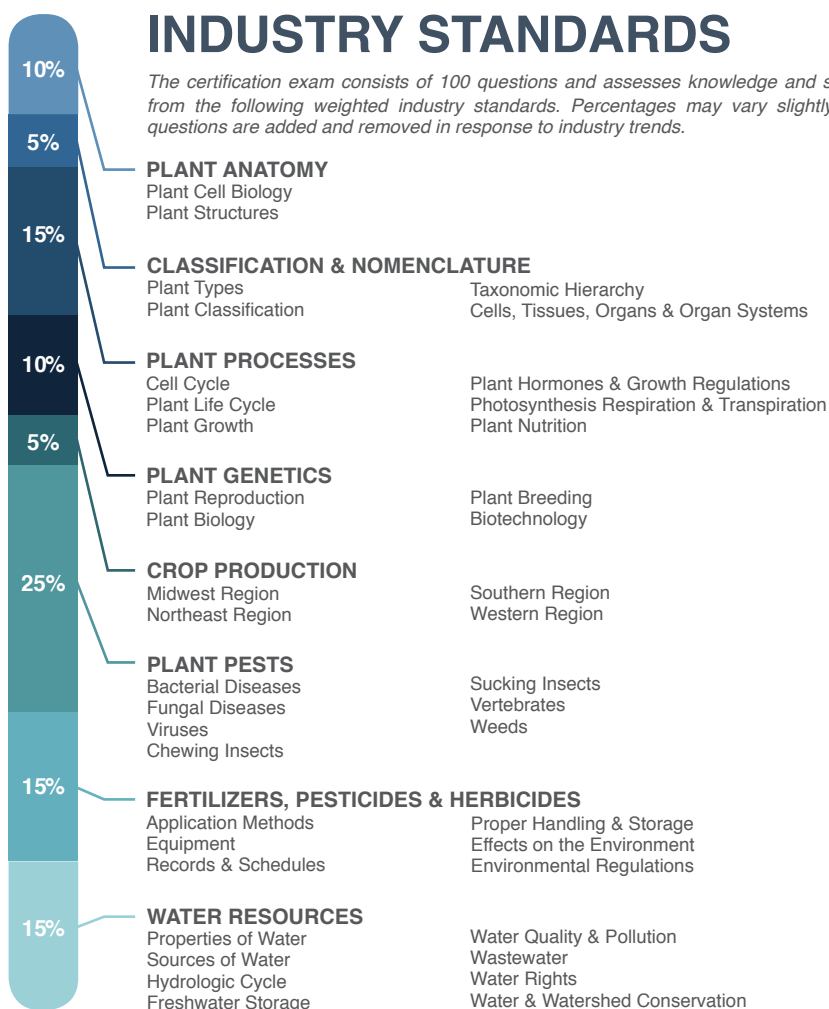
The BASF Plant Science Certification verifies individuals have acquired the knowledge and skills necessary to **excel in a variety of plant, natural and environmental science related fields**.

The certification **assesses industry-valued and industry-recognized standards produced by BASF**, an international company known for using chemistry to address the growing need for food, clean water and energy across the world. With more than 122,000 employees worldwide, BASF uses science and innovation to contribute to a world that provides a viable future and enhanced quality of life for everyone.

The certification **validates individuals are prepared to play a vital role in ensuring agricultural productivity**. Additionally, the certification allows employers to identify and connect with more skilled candidates, filling gaps in the labor market and jump-starting individuals' careers.

INDUSTRY STANDARDS

The certification exam consists of 100 questions and assesses knowledge and skills from the following weighted industry standards. Percentages may vary slightly as questions are added and removed in response to industry trends.



ABOUT BASF

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. The approximately 122,000 employees in the BASF Group work on contributing to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio is organized into six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions. BASF generated sales of around €63 billion in 2018. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (BAS).

"At BASF our goal is to build a sustainable future for agriculture through scientific innovation. The plant science certification will provide a foundation to build on for tomorrow's leaders as they seek to meet societal demands for food and fiber."

Ginger G. Light, Ph.D.
TD Trait Introgression & Greenhouse Manager
BASF



TEXAS TECH UNIVERSITY
College of Human Sciences

Center for Financial Responsibility

PERSONAL FINANCIAL LITERACY CERTIFICATION

The 2018 Purchasing Power Financial Stress Survey found 87 percent of U.S. adults are at least somewhat stressed about money. "With employees' financial stress affecting an organization's bottom line in terms of productivity, higher absenteeism and more healthcare claims, employers today are compelled to pay more attention to their employees' financial wellbeing."
- Scott Rosenberg, Purchasing Power President



MEETING THE INDUSTRY NEED

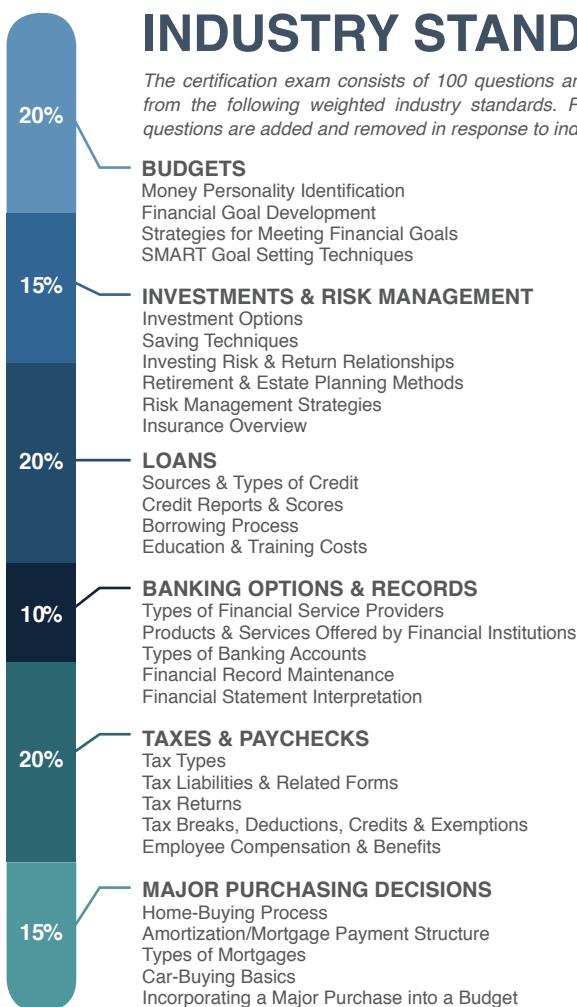
The Center for Financial Responsibility Personal Financial Literacy Certification **verifies individuals possess the ability to successfully navigate vital monetary decisions** which affect both their personal and professional lives.

The certification **assesses industry-valued and industry-recognized standards produced by the Center for Financial Responsibility**, a premier institution which works closely with professionals in the field to lead the way in financial education.

The certification **validates knowledge and skills** pertaining to credit cards, loans, retirement, investments and mortgages. Those who earn the certification are more **qualified and prepared to make informed financial choices, perform better in the workplace and achieve long-term financial success**, no matter what job they choose. Additionally, the certification allows employers to identify and connect with more skilled candidates, filling gaps in the labor market and jump-starting individuals' careers.

INDUSTRY STANDARDS

The certification exam consists of 100 questions and assesses knowledge and skills from the following weighted industry standards. Percentages may vary slightly as questions are added and removed in response to industry trends.



ABOUT THE CENTER FOR FINANCIAL RESPONSIBILITY

The Center for Financial Responsibility is committed to enhancing the financial wellbeing of both individuals and families. The Center advances these causes by supporting multiple initiatives such as backing research surrounding important policy issues in the financial planning industry and hosting outreach programs to promote future financial success.

"The CFR believes teaching financial skills to young people prior to them entering college or the workforce is critical to better equip them to live independently as adults. By partnering with CEV Multimedia, we are able to expand our educational outreach to enhance the overall financial stability of students nationwide."

Ashley Guillemette, MPA
Director
Center for Financial Responsibility

ECOLOGY CONSERVATION & MANAGEMENT



As a result of the greater value society has begun to place on natural resources and the environment, the Bureau of Labor Statistics projects an 8% job growth in wildlife management from 2016-2026. Careers include wildlife habitat manager, wildlife population manager, wildlife research ecologist, wildlife law enforcement officer and others.⁵

MEETING THE INDUSTRY NEED

The Ducks Unlimited Ecology Conservation & Management Certification **verifies individuals have acquired a solid understanding of ecological principles.**

The certification **assesses industry-valued and industry-recognized standards produced by Ducks Unlimited**, the world's leader in wetlands and waterfowl conservation. Using a grassroots, volunteer-based organizational structure, Ducks Unlimited has built a successful partnership with private individuals, landowners, agencies, scientific communities and other entities to conserve, restore and manage North America's wetlands.

The certification **verifies that individuals have obtained exceptional knowledge and skills** in the areas of ecological principles and wildlife management, as well as habitat, forest, grasslands, wetlands and waterfowl conservation and management. Additionally, the certification allows employers to identify and connect with more skilled candidates, filling gaps in the labor market and jump-starting individuals' careers.

INDUSTRY STANDARDS

The certification exam consists of 100 questions and assesses knowledge and skills from the following weighted industry standards. Percentages may vary slightly as questions are added and removed in response to industry trends.

20%

ECOLOGICAL PRINCIPLES

Ecological Systems
Ecological Succession
Monitoring & Sustaining Ecosystems

10%

SPECIES IDENTIFICATION

Non-Game Animals
Predator & Furbearers
Game & Upland Birds
Waterfowl

30%

WILDLIFE CONSERVATION & MANAGEMENT

North American Model of Wildlife Conservation
Population Ecology
Management Plans

40%

HABITAT CONSERVATION & MANAGEMENT

Types of Habitats
History of Conservation
Importance of Conservation
Benefits, Threats, Legislation & Conservation & Management of the Following Habitats:
Forests
Grasslands
Wetlands

ABOUT DUCKS UNLIMITED

Ducks Unlimited Inc. is the world's largest nonprofit organization dedicated to conserving North America's continually disappearing waterfowl habitats. Established in 1937, Ducks Unlimited has conserved more than 14 million acres thanks to contributions from more than a million supporters across the continent. Guided by science and dedicated to program efficiency, DU works toward the vision of wetlands sufficient to fill the skies with waterfowl today, tomorrow and forever.

"It's important that students understand not only the conservation and ecology of wildlife and wildlife habitat, but also their personal roles as future stewards."

Mark Horobetz

Manager of Youth & Education Programs
Ducks Unlimited



FUNDAMENTALS OF ANIMAL SCIENCE CERTIFICATION

According to the American Society of Animal Science, there are 500 job classifications within the animal science industry.¹³ The typical job working with animals brings in about \$55,775, according to 2015 U.S. Census data, quoted in a USA Today article.¹⁴



MEETING THE INDUSTRY NEED

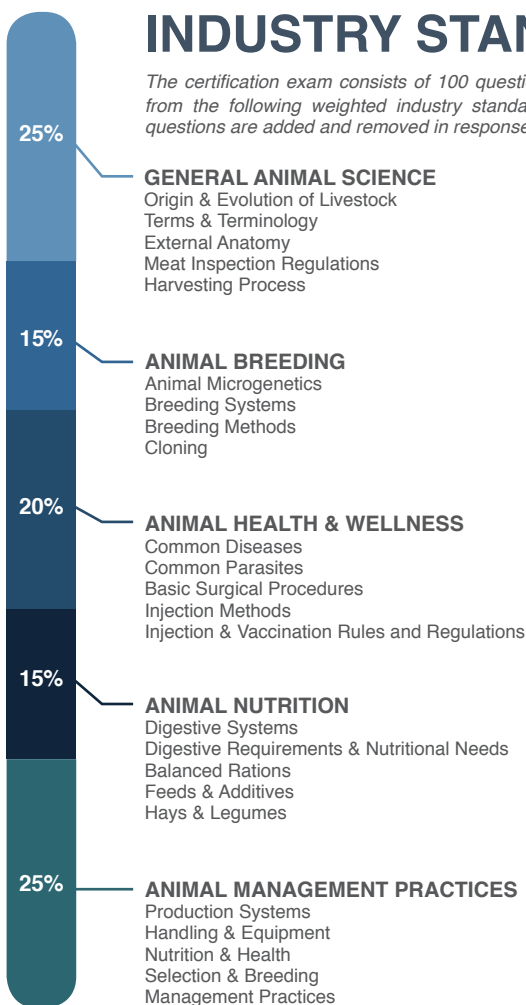
The Elanco Fundamentals of Animal Science Certification verifies individuals have acquired the foundational knowledge and **skills to pursue a career within the animal science industry**.

The certification **assesses industry-valued and industry-recognized standards produced by Elanco**, a global company developing products to improve animal health and protein production in more than 90 countries. Due to their leadership in the field of animal science, employers — veterinarians, animal health-care providers, zoologists, feed sales/consultants, sales representatives, livestock farm managers/herdsman, etc. — recognize the value behind the Elanco brand.

The certification **validates individuals are more qualified and prepared** to enter a wide variety of roles in one of the largest industries in the world. Additionally, the certification allows employers to identify and connect with more skilled candidates, filling gaps in the labor market and jump-starting individuals' careers.

INDUSTRY STANDARDS

The certification exam consists of 100 questions and assesses knowledge and skills from the following weighted industry standards. Percentages may vary slightly as questions are added and removed in response to industry trends.



ABOUT ELANCO

Elanco is a global animal health company that develops products and knowledge services to prevent and treat disease in food animals and pets in more than 90 countries. With a 64-year heritage, Elanco rigorously innovates to improve the health of animals and benefit customers, while fostering an inclusive, cause-driven culture for more than 5,800 employees. Elanco is driven by their vision of food and companionship enriching life - all to advance the health of animals, people and the planet.

VETERINARY MEDICAL APPLICATIONS CERTIFICATION

Elanco



Employment of veterinary technologists and technicians is projected to grow 19 percent from 2014 to 2024, according to the U.S. Bureau of Labor Statistics – significantly faster than the projected seven percent average job growth for all occupations. Nearly 18,000 new veterinary technicians will be needed to fill these jobs.¹⁵

MEETING THE INDUSTRY NEED

The Elanco Veterinary Medical Applications Certification verifies the competencies needed to **achieve employability within the veterinary science field** and is transferable to health and animal science fields.

The certification **assesses industry-valued and industry-recognized standards produced by Elanco**, a global company developing products to improve animal health and protein production in more than 90 countries. Due to their leadership in the field of animal science, employers — veterinarians, animal health-care providers, zoologists, feed sales/consultants, sales representatives, livestock farm managers/herdsman, etc. — recognize the value behind the Elanco brand.

The certification **validates the knowledge and skills necessary to begin animal health care careers**. Those who earn the certification are more qualified and prepared to enter a variety of roles within the veterinary, animal science and health industries. Additionally, the certification allows employers to identify and connect with more skilled candidates, filling gaps in the labor market and jump-starting individuals' careers.

INDUSTRY STANDARDS

The certification exam consists of 100 questions and assesses knowledge and skills from the following weighted industry standards. Percentages may vary slightly as questions are added and removed in response to industry trends.

20%

VETERINARY TERMS & TERMINOLOGY

- Laws & Ethics
- Word Structure & Abbreviations
- Medical Equipment Identification
- Mathematical Applications

15%

ANIMAL WELFARE & BEHAVIOR

- Animal Roles in Society
- Animal Rights & Animal Welfare
- Animal Protection
- Animal Research Laws, Policies & Regulations
- Animal Behavior

15%

ANATOMY & PHYSIOLOGY

- External Anatomy
- Circulatory System
- Respiratory System
- Digestive System
- Endocrine System
- Immune System
- Integumentary System
- Nervous System
- Skeletal System
- Muscular System

50%

VETERINARY MEDICAL PRACTICES

- Animal Handling & Restraint
- Vital Signs
- Blood Samples
- Injections
- Clinical Examinations
- Laboratory Procedures
- Hospital Procedures
- Surgical Procedures
- Pharmacology

"Career opportunities within animal health are more vast and evolving than ever before. It is key for students to understand the dynamics of this highly innovative space and get real-world training from experts in the field."

Eric Schilling

Director of Learning & Development
Elanco

According to a recent survey conducted by Pew Research Center, a large majority of Americans rank technical skills as critical to workplace success, including a detailed understanding of how to use computers, of which 85 percent rate as “extremely” or “very” important.³



MEETING THE INDUSTRY NEED

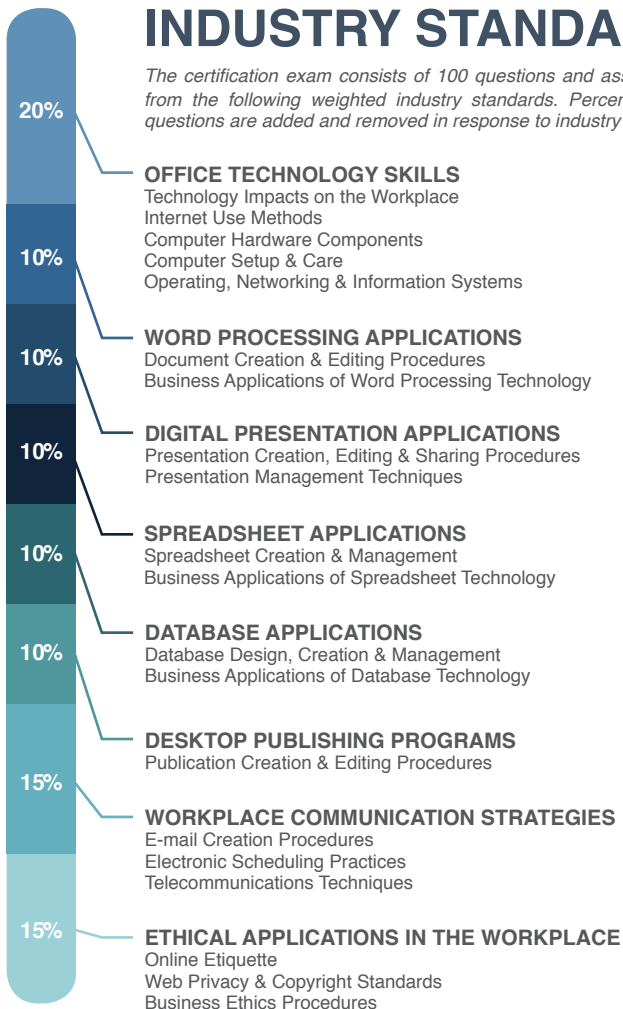
The Express Employment Professionals Business Office Technology Certification verifies individuals have acquired the **technical computer skills necessary to be competitive** in today's modern workplace.

The certification **assesses industry-valued and industry-recognized standards produced by Express Employment Professionals**. A premier staffing agency in the U.S., Canada and South Africa, Express specializes in recruiting and placing highly-skilled professionals in a wide variety of industries, all of which require a basic knowledge of business office technology.

Those who earn the certification are more qualified and **prepared to implement core technology and business skills** in the workplace. Additionally, the certification allows employers to identify and connect with more skilled candidates, filling gaps in the labor market and jump-starting individuals' careers.

INDUSTRY STANDARDS

The certification exam consists of 100 questions and assesses knowledge and skills from the following weighted industry standards. Percentages may vary slightly as questions are added and removed in response to industry trends.



ABOUT EXPRESS EMPLOYMENT PROFESSIONALS

Express Employment Professionals is a leading staffing provider in the U.S., Canada and South Africa. The company was founded in 1983 and has more than 800 franchise locations worldwide. The company's long-term goal is to put a million people to work annually and currently, the organization employs more than 566,000 people annually.

CAREER PREPAREDNESS CERTIFICATION



According to a Gallup survey, Americans have little confidence in high school graduates' preparedness to enter college or the workforce, with only five percent of adults thinking graduates are "very prepared" to enter the workforce and only three percent thinking students are "very prepared" for college.⁴

MEETING THE INDUSTRY NEED

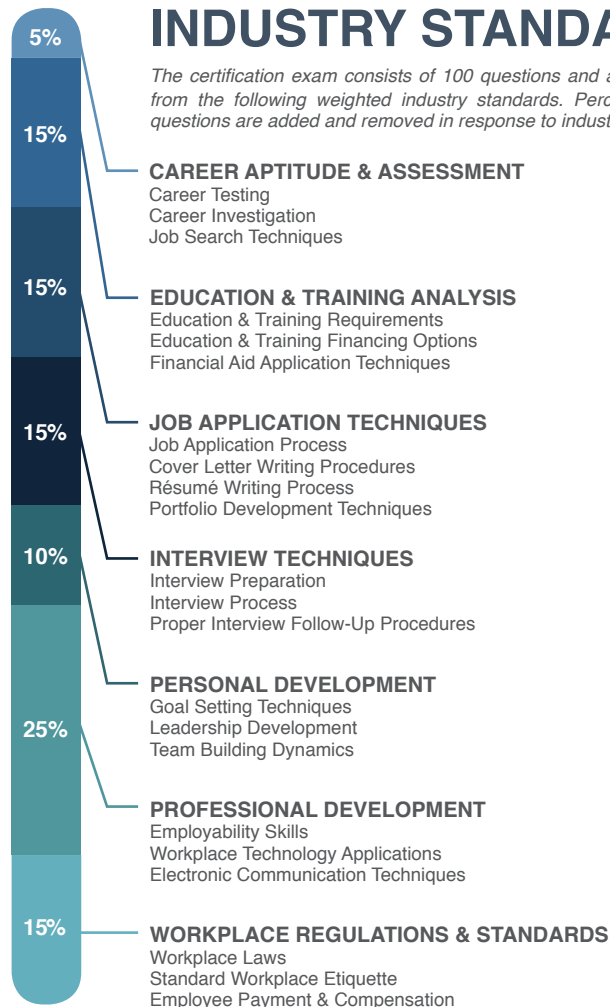
The Express Employment Professionals Career Preparedness Certification verifies individuals possess the **skills necessary to discover, pursue and successfully achieve career goals**.

The certification **assesses industry-valued and industry-recognized standards produced by Express Employment Professionals**. A premier staffing agency in the U.S., Canada and South Africa, the Express brand is synonymous with career preparation as evidenced by the multitude of companies and associations they work with to place qualified candidates in various career fields.

The certification **validates candidates have a basic understanding of the workplace** and their role in a professional environment. Additionally, the certification allows employers to identify and connect with more skilled candidates, filling gaps in the labor market and jump-starting individuals' careers.

INDUSTRY STANDARDS

The certification exam consists of 100 questions and assesses knowledge and skills from the following weighted industry standards. Percentages may vary slightly as questions are added and removed in response to industry trends.



"We want to empower the next generation to make knowledgeable decisions about education and careers, and this partnership with CEV Multimedia is a powerful stepping stone in helping students discover and achieve their career goals."

Rachel Rudisill
Director of Marketing
Express Employment Professionals



RESIDENTIAL CONSTRUCTION SKILLS CERTIFICATION



MEETING THE INDUSTRY NEED

The Home Builders Association of Alabama (HBAA) Residential Construction Skills Certification **validates an individual's knowledge and skills of construction principles and practices.**

The certification **assesses industry-valued and industry-recognized standards produced by HBAA**, an affiliate of the National Association of Home Builders (NAHB). HBAA's membership is comprised of builders, remodelers, developers, suppliers, manufacturers, architects, engineers, real estate brokers, lenders, attorneys and other industry professionals.

The certification **verifies an individual possesses fundamental competencies necessary to be a productive worker on a residential construction job site.** Those who earn the certification are more qualified and prepared to enter high-demand roles within the construction industry. Additionally, the certification allows employers to identify and connect with more skilled candidates, filling gaps in the labor market and jump-starting individuals' careers.

INDUSTRY STANDARDS

The certification exam consists of 100 questions and assesses knowledge and skills from the following weighted industry standards. Percentages may vary slightly as questions are added and removed in response to industry trends.

25%

BUILDING TRADES

Drywall
Plumbing
Electrical
HVAC

25%

SAFETY & HEALTH

Personal & Occupational Health
Hand Tool Safety
Power Tool Safety
Trenching & Excavating

50%

BUILDING COMPONENTS

Construction Drawings
Codes
Site Preparation
Foundation/Subflooring
Framing
Windows & Doors
Roofing

ABOUT HOME BUILDERS ASSOCIATION OF ALABAMA

The Home Builders Association of Alabama (HBAA) is a trade association with 9,000 members in 26 local associations statewide. HBAA members include builders, remodelers, subcontractors, suppliers, real estate brokers and other industry professionals.

"The Home Builders Association of Alabama is proud to offer the Residential Construction Skills Certification. We believe this certification will be a valuable tool to construction workers and employers."

Kory L. Boling

Foundation Executive Director
Home Builders Association of Alabama

PRINCIPLES OF LIVESTOCK SELECTION & EVALUATION CERTIFICATION



The need for qualified workers within the agriculture industry is evident and exists at all levels. According to Miranda Driver of CalAgJobs, an organization that works to connect farm businesses with employees, there are two jobs available in agriculture for every new job seeker. In some states, there are four jobs open for every applicant.¹⁷

MEETING THE INDUSTRY NEED

The National Collegiate Livestock Coaches' Association (NCLCA) Principles of Livestock Selection & Evaluation Certification verifies individuals have acquired the **specialized skills necessary to excel in the livestock industry**.

The certification **assesses industry-valued and industry-recognized standards produced by NCLCA**, an organization known for providing individuals with applicable knowledge of the livestock industry and honing important employability skills such as communication, character and leadership, with the goal of making students more marketable to potential employers.

The certification **validates the foundational competencies needed to begin animal science careers**, specifically those related to the selection and evaluation of breeding and market animals. Those who earn the certification are more qualified and prepared to enter a variety of roles within the industry. Additionally, the certification allows employers to identify and connect with more skilled candidates, filling gaps in the labor market and jump-starting individuals' careers.

INDUSTRY STANDARDS

The certification exam consists of 100 questions and assesses knowledge and skills from the following weighted industry standards. Percentages may vary slightly as questions are added and removed in response to industry trends.

10%

15%

15%

60%

BREED IDENTIFICATION

Cattle
Goat
Sheep
Swine

EXTERNAL ANATOMY

Terms & Terminology
External Components of Livestock
External Anatomy Identification

EXPECTED PROGENY DIFFERENCES (EPDs) & BREEDING SYSTEMS

Parent Selection
Types of Breeding Systems
Crossbreeding Methods
Mating Systems

SELECTION & EVALUATION CRITERIA

Cattle
Goat
Sheep
Swine

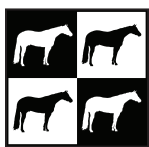
ABOUT NATIONAL COLLEGIATE LIVESTOCK COACHES' ASSOCIATION

The National Collegiate Livestock Coaches' Association provides unique opportunities to develop student knowledge of the livestock industry through educational settings beyond traditional classrooms. The association is comprised of coaches from various universities throughout the United States.

"...it's extremely critical that we continue to develop competent agricultural career-ready students, both coming straight out of high school and at the college level."

Ryan Rathmann, Ph.D.

National Collegiate Livestock Coaches' Association



EQUINE MANAGEMENT & EVALUATION CERTIFICATION

According to the American Horse Council Foundation, the equine industry has a \$122 billion economic impact nationally, and jobs range from working with horses for recreation, show, racing and labor. This results in a total employment impact of 1.7 million jobs.¹⁶



MEETING THE INDUSTRY NEED

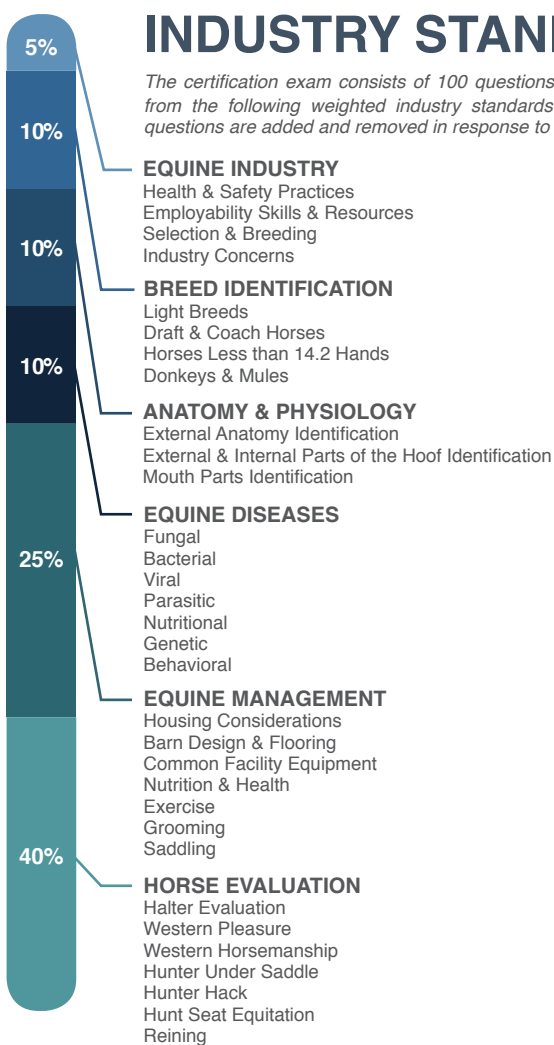
The National Horse Judging Team Coaches' Association (NHJTCA) Equine Management & Evaluation Certification verifies individuals are **prepared to pursue a career in the fields of equine evaluation, management and production.**

The certification **assesses industry-valued and industry-recognized standards produced by NHJTCA.** Comprised of coaches from across the country, NHJTCA serves as an official voice for horse judging team leaders who set industry standards for equine evaluation and selection.

The certification **validates the knowledge and skills needed to begin equine-related careers** in evaluation, breeding, handling, stable management and more. Those who earn the certification are more qualified and prepared to enter a variety of roles within the industry. Additionally, the certification allows employers to identify and connect with more skilled candidates in a highly-specialized industry.

INDUSTRY STANDARDS

The certification exam consists of 100 questions and assesses knowledge and skills from the following weighted industry standards. Percentages may vary slightly as questions are added and removed in response to industry trends.



ABOUT NATIONAL HORSE JUDGING TEAM COACHES' ASSOCIATION

The National Horse Judging Team Coaches' Association is dedicated to promoting, encouraging and aiding the training of coaches and evaluation teams to strengthen employment skills of the students participating in horse judging contests nationally. By providing and enhancing communication and networking among coaches, NHJTCA encourages consistency among the equine evaluation industry.

"We are proud to partner with CEV Multimedia to develop high quality, accurate materials which will equip students with the foundational skills necessary to pursue a sustainable career in the fields of equine evaluation, management and production."

John Pipkin, Ph.D.

National Horse Judging Team Coaches' Association

PROFESSIONAL COMMUNICATIONS CERTIFICATION



In a Wall Street Journal survey (2016) of nearly 900 executives, 92 percent said soft skills were equally important or more important than technical skills. But 89 percent said they have a very or somewhat difficult time finding people with the requisite attributes.²

MEETING THE INDUSTRY NEED

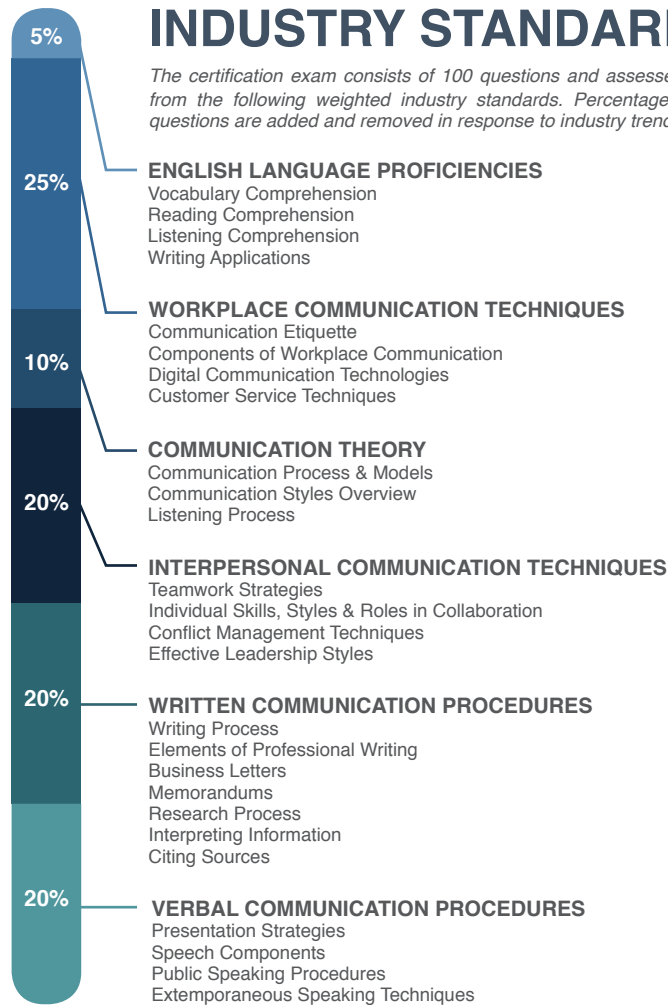
The Southwest Airlines Professional Communications Certification **verifies individuals possess the soft skills necessary to thrive** in any workplace environment.

The certification **assesses industry-valued and industry-recognized standards produced by Southwest Airlines**. Southwest is one of the most honored airlines in the world, known for a triple bottom line approach that contributes to the carrier's performance and productivity, the importance of its People and the communities they serve, and an overall commitment to efficiency and the planet.

The certification **validates the knowledge and skills necessary to communicate effectively**, think critically and work with others, resulting in an employee with greater interpersonal and customer service skills. Those who earn the certification are **more qualified and prepared to enter any work environment**, regardless of industry interest. Additionally, the certification allows employers to identify and connect with more skilled candidates, filling gaps in the labor market and jump-starting individuals' careers.

INDUSTRY STANDARDS

The certification exam consists of 100 questions and assesses knowledge and skills from the following weighted industry standards. Percentages may vary slightly as questions are added and removed in response to industry trends.



ABOUT SOUTHWEST AIRLINES

In its 49th year of service, Dallas-based Southwest Airlines continues to differentiate itself from other air carriers with exemplary Customer Service delivered by more than 59,000 Employees to a Customer base topping 130 million passengers annually. Southwest became the nation's largest domestic air carrier in 2003 and maintains that ranking based on the U.S. Department of Transportation's most recent reporting of domestic originating passengers boarded. In peak travel seasons, Southwest operates more than 4,000 weekday departures among a network of 101 destinations in the United States and 10 additional countries.

"We're confident this certification will challenge students and provide essential training they need in order to thrive in a career or post-secondary environment."

Linda Rutherford
Senior Vice President, Chief Communications Officer
Southwest Airlines

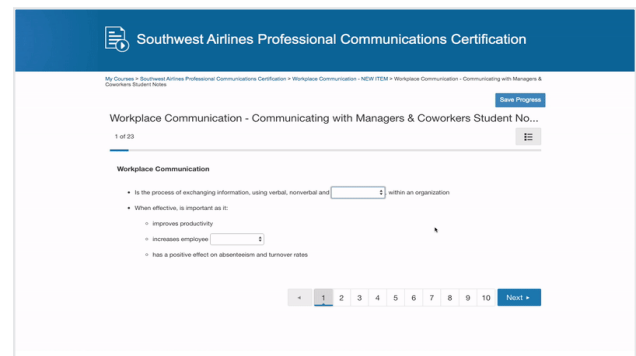
Optional Certification Preparation Materials

The iCEV online curriculum platform offers a variety of preparatory content and resources designed to prepare individuals to earn industry certifications. Preparation materials consist of a playlist, which includes a combination of video and PowerPoint® lessons created in collaboration with our industry partners to teach and reinforce the industry standards tested for by the certification.



MULTIMEDIA PRESENTATIONS

Prepare for the certification exam with engaging video and PowerPoint® presentation lessons. Each lesson is developed through collaboration with industry experts in order to address industry standards within each certification.



INTERACTIVE COURSEWORK

iCEV's interactive activities, projects and assessments are based on real-world scenarios and reinforce comprehension of the industry standards assessed within each certification exam.



#HireCertified

SUPPORT CERTIFICATION EARNERS

Join the effort to promote industry certification earners by letting local businesses in your community know why it's a great idea to hire industry-certified applicants.

Visit our #HireCertified page for a library packed with resources you can use to promote your certification program and earners in an effort to build mutually beneficial relationships with businesses in your community.

Customize content to reflect your program's achievements, use the printable resources for leave-behinds and spread the word on social media by sharing our collection of images and success stories. Remember to tag local businesses you are interested in working with, and don't forget to use the #HireCertified hashtag.

★ **Informational Certification Handouts**

★ **Why Hire Certified Infographic**

★ **Customizable Flier**

★ **Shareable Success Stories**

★ **Customizable Press Releases**

★ **Social Media Images**

★ **How to List an Industry Certification on a Résumé Handout**



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