



**AUTHORIZED
ACADEMIC
PARTNER**

**CIW Authorized
Academic Partner
(AAP)
Program Guide**

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Introduction

Note: This CIW Authorized Academic Partner (AAP) Program Guide is referenced in the CIW AAP Schedule to the Authorized Partner Contract. The Terms and Conditions contained in this document are part of that Schedule.

Welcome to the CIW Authorized Academic Partner (AAP) program. This Program Guide includes an overview of the CIW AAP program, as well as guidelines and recommendations that will help you establish successful CIW training at your institution. If you have any questions after reviewing this guide, contact the CIW AAP Program Team at CIW.AAP@CIWcertified.com, or access the CIW program Web site at www.CIWcertified.com for up-to-date information.

The most current copy of this Program Guide is available on the CIW Authorized Academic Partner (AAP) Community information page at www.CIWcertified.com.

CIW

CIW is widely recognized as the industry-standard Internet-technologies and job-readiness certification program. The CIW vendor-neutral curriculum and certifications focus on Internet job skills, such as Web site design, development, administration and security. CIW certifications map to the Information Technology (IT) "Career Clusters" defined by the National Association of State Directors of Career Technical Education Consortium. These Career Clusters group IT skills and knowledge by the job roles most common in today's workplace. These groupings help guide students and professionals alike in pursuing educational and workplace opportunities. IT students and professionals in more than 100 countries have earned more than 80,000 CIW certifications since the program's inception in 1998. As one of the fastest-growing IT certifications, CIW is accepted and endorsed by governments, employers and academic institutions.

The CIW Advisory Council, a team of influential educators, blue chip corporations, policymakers and nonprofit organizations, determines the architecture and skills objectives of CIW. The Council adheres to international standard processes and uses the IT job cluster framework created by the National Career Cluster Initiative.

Prosoft Learning Corporation

Prosoft Learning Corporation, a leading provider of Information and Communications Technology (ICT) certifications and content, owns and manages the CIW program as well as the CIW trademarks and intellectual property. For more information about Prosoft, visit www.ProsoftLearning.com.

CIW Authorized Academic Partner (AAP) program

The CIW AAP program allows qualified learning institutions to designate themselves and courses they offer as CIW-authorized. Members of the CIW AAP program gain access to a number of benefits, including a listing on the CIW Web site, marketing materials, CIW logos, professional development and instructor support.

To become a CIW AAP and offer authorized training, an institution must meet these primary requirements:

- Adhere to high standards for training, facilities, materials and student support.
- Use Official CIW Curriculum.
- Use CIW Certified Instructors (CIs), when required, to teach CIW courses*.

**Licensed educators must become CIW CIs within one year of the date their institution attains AAP status.*

Qualified U.S. academic institutions

In order to become a CIW AAP in the United States, a higher-education institution must be accredited by a national or regional accrediting body, and state accreditation is required for a secondary institution.

U.S. regional accrediting bodies include the following:

- Middle States Association of Colleges and Schools
- New England Association of Schools and Colleges
- North Central Association of Colleges and Schools
- Northwest Association of Colleges and Schools
- Southern Association of Colleges and Schools
- Western Association of Schools and Colleges

U.S. national accrediting bodies include the following:

- Accrediting Commission of Career Schools and Colleges of Technology
- Accrediting Council for Independent Colleges and Schools
- Commission of the Council on Occupational Education

Qualified international academic institutions

In Canada, institutions must supply the appropriate provincial/territory registrations. International institutions will be qualified with appropriate government registrations on a case-by-case basis.

Partnership Responsibilities

Following is a list of key responsibilities for Prosoft (the CIW program) and the CIW AAP. A mutually beneficial partnership will result from a clear understanding of each partner's responsibilities.

Prosoft responsibilities

Prosoft is responsible for:

- Managing and ensuring overall CIW program quality and integrity.
- Developing, reviewing and updating CIW program and certification exam materials based on technology changes and IT industry needs.
- Developing CIW Faculty Institute programs to certify and support CIW CIs.
- Authorizing qualified CIW AAP applicants.
- Renewing CIW AAP authorization status based on established criteria.
- Developing and providing up-to-date CIW marketing materials.
- Providing online access to program support materials (available at www.CIWcertified.com).

CIW AAP responsibilities

CIW AAPs are responsible for:

- Ensuring student satisfaction by using high-quality CIW-authorized training and sufficient quality-control measures.
- Managing and scheduling CIW courses at their institutions, and registering students in a professional manner.
- Providing and maintaining learning facilities, including the hardware, software and audiovisual equipment needed for instruction, as outlined in this CIW AAP Program Guide.
- Adhering to the CIW program requirement that CIW CIs teach authorized CIW courses. Licensed educators must become CIW CIs within one year of the date their institution attains AAP status.
- Marketing authorized CIW courses.
- Ordering and using only Official CIW Curriculum or products in class, and ensuring that all course objectives and guidelines are met during class.
- Complying with CIW, CIW AAP and CIW CI program requirements and policies.
- Keeping accurate site and contact information on the online Partner Profile.
- Issuing a completion certificate to each student who completes a CIW course.

Communication

Industry and program information changes frequently. CIW staff considers it critical to communicate these changes. The following methods are used to communicate this information.

CIW AAP Community at CIWcertified.com

As a CIW AAP, you will have access to a private CIW AAP section at www.CIWcertified.com. This section will be the primary communication connection between Prosoft and your institution, and will give you important CIW program information and tools to help you administer the program at your school. You will find a variety of instructional tools, details about instructor certification programs, marketing materials, and program guides and forms.

Electronic CIW NEWSFLASHES

You will periodically receive an electronic CIW NEWSFLASH that highlights important program-related news and communicates information about new tools and resources that are available to you, your institution and your students. Your location will be automatically added to the distribution list when your institution has been approved as a CIW AAP.

E-mail communication

To support your institution, the CIW AAP Program Team can answer program-related questions via the following e-mail addresses. Additional contact information is located on the last page of this guide.

- CIW AAP program issues: CIW.AAP@CIWcertified.com
- CIW Certified Instructor (CI) issues: CIW.CI@CIWcertified.com
- CIW exam information: CIWCustService@CIWcertified.com

Your online profile

To ensure that all program and industry-related information reaches you, your CIW CIs and students, you must keep all contact information up to date. Online profiles can be accessed through www.CIWcertified.com by entering one of the site's private communities (Academic [AAP] Community, Instructor Community or Candidate Community).

CIW Program Overview

The following information describes the CIW program, including CIW certifications and exams.

CIW program objectives

The CIW certification program validates job-role skills competency for entry-level job seekers and seasoned professionals alike. CIW provides a clear path with industry-recognized job titles and practical skills required to perform specific job tasks.

The following section describes the levels of CIW certification and the job skills that are part of each certification.

CIW Associate

The CIW program begins with foundational Internet and IT knowledge and progresses toward job roles that require higher skill levels. Candidates earn the CIW Associate designation after passing the CIW Foundations exam and completing the CIW Certification Agreement. Today's e-business jobs require an individual to demonstrate basic hands-on skills and knowledge evaluated by CIW Foundations. Topics covered in CIW Foundations include basic Internet technologies, advanced Internet user skills, networking and Web page authoring using XHTML. The latest hardware and software applications are taught in the courseware to reflect advances in wireless, open-source, security, and Voice over Internet Protocol (VoIP) technologies. The courseware also teaches workplace skills such as project management, teamwork and technical writing. Passing the CIW Foundations exam allows participants to progress into higher levels of CIW certification.

CIW Professional

The CIW Professional certification validates skill in a specific IT job role. CIW Associates must reach the CIW Professional designation to demonstrate readiness for a specific IT job.

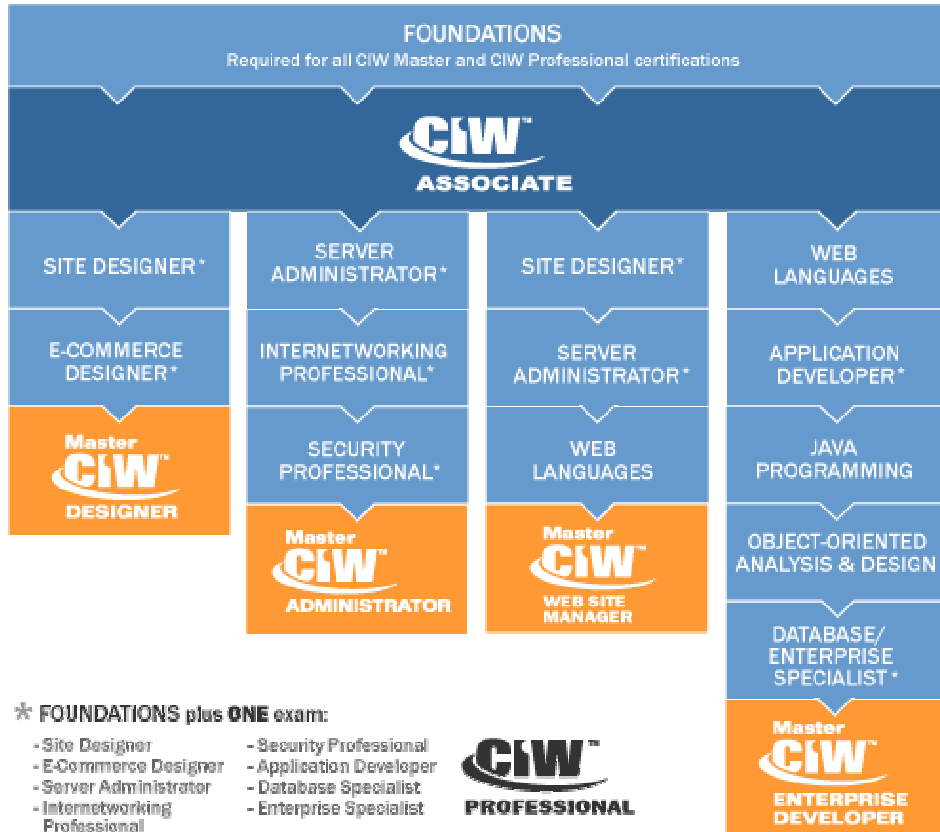
CIW Professional designation can be achieved by passing the CIW Foundations exam plus any one of eight CIW job-role exams. Professional-level CIW courses allow experienced and vendor-certified professionals to build on existing technical skills while expanding into new areas. CIW Professional certifications are available in Web site design, e-commerce design, Web server administration, network administration, security, Web application development, database development and enterprise application development using Java.

Master CIW certifications

Reaching Master-level CIW certification requires extensive knowledge within a given subject area. Four CIW Master-level certifications are available: Master CIW Designer, Master CIW Administrator, Master CIW Web Site Manager and Master CIW Enterprise Developer. These certifications prepare an individual to work on mission-critical projects, lead e-business project teams or manage technology deployments. Master CIW designation can be achieved by passing all required exams within a Master CIW track.

The following diagram illustrates the CIW program. For more information on the various CIW certification tracks and course information, refer to www.CIWcertified.com.

CIW Certification Pathways & Exams



CIW Specialization Certifications



CIW AAP Program Overview

The following information describes the CIW AAP program, including benefits and pricing, course delivery guidelines, and curricula.

Benefits

As a CIW AAP, your institution will be able to provide outstanding Internet technology and job-readiness training and certification for all your students. When you offer the CIW program, your students will get the education, skills and hands-on experience they need to reach their educational and technical goals.

Benefits of membership in the CIW AAP program include the following:

- **Preferred pricing** — Receive preferred pricing on Official CIW Curriculum and other courseware distributed through ComputerPREP.
- **Online Academic Community** — Enjoy a wide range of online information and tools that will help you maximize success with the CIW program. These tools include comprehensive program materials, up-to-date preparation materials for your instructors, marketing tools and more.
- **Instructor resources** — Your instructors will be able to access a variety of online resources to help them teach CIW and streamline their class preparation. These resources include sample syllabi, classroom setup guides, instructor PowerPoint slides and more.
- **CIW Faculty Institute** — As a CIW AAP, you have access to a specialized certification program to prepare your educators to teach CIW courses as CIW Certified Instructors. This structured educator-to-educator program prepares instructors to implement CIW programs in their classrooms.
- **CIW logo usage** — Use CIW AAP logos, plus CIW Associate, CIW Professional and Master CIW certification logos, for Web sites, marketing materials and other documentation.
- **Educational updates** — Receive periodic electronic CIW NEWSFLASHES to keep you current on the latest CIW program updates and industry-related news.
- **CIW exam delivery** — As a CIW AAP, you are eligible to enroll in the CIW Certified Testing Center (CTC) program. Through this program, members can deliver official CIW exams at a reduced cost in their classrooms.
- **Program support** — Receive support from a CIW implementation specialist who can answer your questions and be a valuable resource throughout your program.

Course delivery guidelines

Following are guidelines for CIW course delivery.

- Teach all CIW courses using CIW CIs. All CIW CIs must have passed the certification exam for the course(s) they plan to teach.
- Maintain a 1:1 computer-student ratio for all instructor-led training classes.
- Maintain minimum hardware and software requirements.
- Use Official CIW Curriculum to deliver instructor-led courses.
- Observe Official CIW Curriculum copyright guidelines. You may not copy, modify, reproduce or translate the CIW courseware.
- Issue course completion certificates. You must give all CIW students a course completion certificate at the end of the course.

- Promote the CIW program in a positive manner, speaking positively about the CIW program and the technology discussed in the program to students before, during and after CIW classes.
- Maintain quality-control procedures. To ensure a positive learning experience for all CIW students, your institution is required to maintain center-specific quality-control procedures.

Student feedback

You may submit student complaints, comments and questions to the CIW AAP Program Team at CIW.AAP@CIW.certified.com.

Corrective action procedures

If a complaint against your institution is brought to the attention of Prosoft, it will be investigated with the person or company lodging the complaint, as well as with your staff, and appropriate action will be taken. If the problem is verified and is considered serious, and a resolution determined by Prosoft to be reasonable has not been offered to that person or company, your status as a CIW AAP may be revoked.

Official CIW Curriculum

As a CIW AAP, you must use Official CIW Curriculum or material when teaching CIW courses. Although other content may be used to supplement CIW content, it may not be used as a substitute for any of Prosoft's CIW offerings or classes. Official CIW Curriculum may be used to teach non-CIW courses if the topics are relevant to other courses, but may not be promoted as authorized. Any courseware that is not Official CIW Curriculum is unauthorized, as are classes taught with altered materials. In addition, courseware that has been shortened or rearranged is not authorized. The following section explains how to take advantage of the benefit of Official CIW Curriculum.

Curriculum availability and pricing

As a CIW AAP, you will have access to current Official CIW Curriculum through selected distributors worldwide. For updated curriculum availability, go to www.CIWcertified.com and review the information on the CIW AAP Community pages. You can place orders directly by contacting your CIW representative or customer service representative. If you do not have his or her contact information, contact sales@CIWcertified.com. If you have registered to use the online ordering system, you can also place orders at <http://onaccount.ComputerPREP.com>.

Curriculum revision strategy

Because Internet technology and products change rapidly, Prosoft releases updated Official CIW Curriculum as the need arises. Each CIW course is reviewed and evaluated to determine whether a revision is necessary, and to what extent, based on the following factors.

- New technologies
- Software version updates
- New industry standards
- Outdated references
- Errata (updates between major revisions)

Between revisions, feedback is collected from CIW AAPs, students, instructors and the CIW Advisory Council. This feedback is reviewed, and updates are posted in the CIW AAP Community pages at www.CIWcertified.com.

As a general rule, blueprints and outlines for all upcoming new and revised CIW courses are posted in the CIW AAP Community section at www.CIWcertified.com at least 60 days before the course's release date.

Updated Classroom Setup Guides prepare instructors to teach the CIW courses, and are available for download from www.CIWcertified.com on the date new or revised courses are released. Current Classroom Setup Guides are always available on the site. Older versions of instructor materials are available for three months after the latest version has been released. However, we recommend that you begin using the new version as soon as it is available.

Curriculum inventory management and return procedures

Our goal is to provide you with 100-percent error-free service. However, we do ask that you please check your materials upon receipt and notify us immediately if your order is not as requested, or if the materials were damaged in shipping.

Customer service contact information

To place your order or to reach a CIW customer service representative, please call (800) 228-1027 and select Option #1. You may also submit your order to our Orders Only fax number at (602) 225-9144, or send your orders via e-mail to fulfillment@ProsoftLearning.com (USA/Canada) or CustomerService@ProsoftLearning.com (outside the USA/Canada). In addition, you can now order CIW materials online at <http://onaccount.ComputerPREP.com>.

To ensure a smooth and speedy process, please include your Customer Account Number when placing orders. If you do not know your Customer Account Number, your customer service representative will provide it to you.

Changes to orders

If you want to change an order after placing it, we will make every effort to assist you in receiving the materials you need. However, because we use a rapid order processing and distribution system, it may not be possible to change an order after it has been entered. Please help us provide the best possible service to you by double-checking your order before sending it.

Return/exchange policy

Physically defective products may be exchanged or returned at no charge. Customized or co-branded materials, self-study products and software products (including e-learning) may not be exchanged or returned. **Only unopened/unused** products in their original packaging are eligible for return or exchange subject to the following provisions.

All returns and exchanges require a Return Merchandise Authorization (RMA) number, which must be clearly marked on the outside of the box. Please contact a customer service representative at (800) 228-1027 for additional information or to request an RMA number and return shipping address. **Do not return products to the shipping point of origin.** Customers outside the USA/Canada may also submit return requests to CustomerService@ComputerPREP.com.

Within **60 days** from the date of invoice, **one** previous version of any CIW courseware title (subject to exceptions noted previously) may be exchanged on a one-for-one basis for the newest version without a restocking fee. The exchange order must be placed at the time the RMA is requested. Other returns or exchanges must be made within **60 days** from the date of invoice and are subject to approval by a CIW representative and a 15 percent restocking fee. Returns received more than **60 days** from the date of invoice or without an RMA number on the outside of the box may be refused or subject to additional restocking charges.

Return/exchange policies are subject to change.

Official CIW Training Options

CIW AAPs can provide options for students seeking traditional instructor-led classroom training or more flexible programs. One of the newest benefits of becoming a CIW AAP is the opportunity to teach the courses in the following formats.

Instructor-led training

CIW instructor-led training classes feature lectures, hands-on labs and supplemental materials that help students learn quickly and effectively. Experienced CIW CIs guide students through the course materials, provide them with real-world examples of how to use their newly acquired skills, and answer their questions. To ensure that the learning experience meets the standard requirements for CIW certification, all approved instructor-led courses must use Official CIW Curriculum.

Web-delivered tools

CIW course management system (CMS)/Web-ready content allows academic institutions to incorporate a suite of customizable online Official CIW Curriculum materials that instructors can use to supplement official CIW printed courseware. This feature enables instructors to jump-start the course creation process. Each instructor can customize and manage the content within the course environment of his or her choice (examples: Moodle, WebCT, Blackboard, proprietary systems).

CMS/Web-ready content from ComputerPREP includes course content, graphics and figures from ComputerPREP's instructor-led courseware; a table of contents with links to appropriate content; lesson overviews, objectives, topics, introductions and summaries; a glossary with hypertext links of key terms; resource pages with reference texts and Web site links; a test bank for exam preparation; and suggested syllabi. Order information is available at www.CIWcertified.com.

AssessPREP from ComputerPREP is a computer-based assessment tool designed to measure a student's proficiency on a given topic or application. Assessment tools give test takers more confidence in their abilities to pass certification tests. This confidence increases their chances of success, ultimately enhancing job performance. AssessPREP can be used to:

- Pre-assess aptitudes, then tailor courses accordingly.
- Prepare students for Information Technology (IT) certification exams.
- Deliver in-class assessments, allowing more control over quizzes and exams.
- Instantly evaluate course knowledge, allowing instructors to modify courses as needed.
- Review materials in testing or study environments.
- Personalize study plans and progress reports for students to target additional study areas.
- Administer post-assessment to validate that content was effectively learned.

Whether a student is using CD-ROM, Web-enhanced or instructor-led training materials, AssessPREP provides an additional method of review and assessment to enhance the learning experience.

Equipment Requirements

The following sections list the hardware and software requirements to implement CIW program courses.

Hardware

The following table summarizes the minimum hardware requirements for all courses in the CIW program. Each classroom should be equipped with an individual computer workstation for each student and the instructor.

Note: The CIW hardware requirements are similar to the minimum system requirements for Microsoft Windows XP Professional implementation except that CIW requires increased hard disk space (8 GB).

Hardware Specifications	Minimum Requirements
Processor	Intel Pentium III processor (or equivalent) with 300-MHz processor clock speed recommended; 233-MHz minimum required (single or dual processor system)
L2 cache	256 KB
Hard disk	8 GB
RAM	128 MB
CD-ROM	32X
Network interface card (NIC)	10BaseT or 100BaseTX (10 or 100 Mbps)
Sound card/speakers	Required for instructor station, optional for student stations
Video adapter	4 MB
Network hubs	Enough 10-port 10BaseT or 100BaseTX (10 or 100 Mbps) hubs to allow classroom computers to communicate
Monitor	Super VGA (800 x 600) resolution video graphics card and monitor with 256 colors

Software

Software requirements for each course vary. For current software requirements, refer to the AAP Community pages at www.CIWcertified.com. If you are not yet a CIW AAP, contact your CIW representative for additional information.

Instructor Resources

CIW Certified Instructors (CIs) are professional instructors with practical experience in an educational environment. In addition, CIW CIs have certified CIW skills that qualify them to teach the CIW courses.

CIW CI application process

To apply for the CIW CI program, please follow these steps:

1. Download the CIW Certified Instructor Program Guide, located in the Instructor Community at www.CIWcertified.com, and carefully review it in its entirety.
2. Attend CIW Foundations training in either an instructor-led class or an online course. Training through Faculty Institute courses (either in person or online) is also an option. Learn more about the Faculty Institute program and upcoming courses at www.CIWcertified.com.

3. Pass the CIW Foundations exam at a Prometric or VUE testing center, or take the exam through a CIW Testing Center (CTC).
4. Complete the online CIW Certified Instructor application.
5. Fax proof of instructional experience from the following checklist to the Prosoft Certification Department (to the attention of the CIW CI Department) at (602) 794-4190. Documentation can include a technical instructor certificate or transcript, a Train-the-Trainer certificate, an accredited teaching certificate, or a combination of a current résumé, two letters of recommendation and 10 student evaluations.
6. After Prosoft receives and reviews all necessary paperwork, you will be notified via e-mail regarding your instructor status within three weeks.
7. Upon approval, a user name and password to access the Instructor Community will be sent to you in an e-mail message. It is important to maintain current and accurate contact information, including a valid e-mail address, by periodically monitoring your certification status in the CIW Candidate Information Center at <https://i7lp.integral7.com/prosoftciw>.
8. To become certified to teach additional CIW courses, take and pass the CIW exam(s) for the course(s) you want to teach.
9. Prepare to teach classes by reviewing course delivery guidelines in the CIW CI Program Guide, course outlines and additional instructions available in the Instructor Community.
10. Check the Instructor Community at www.CIWcertified.com frequently for new program information to make sure you keep your certifications up to date.

The following table provides information about the various options available to instructors wanting to apply for CIW CI status.

	Option 1	Option 2	Option 3	Option 4
Intended Audience	Instructors working for learning centers who already have technical instructor certifications	Instructors working for learning centers	Instructors working for academic institutions	Instructors who have recently attended a CIW Faculty Institute
Step 1: Pass CIW Foundations Exam	Required	Required	Required	Required
Step 2: Complete CIW Certification Agreement	Required	Required	Required	Required
Step 3: Submit CIW CI Application	Required	Required	Required	Required
Step 4: Submit Instructional Skills Documentation via Fax or E-Mail	Approved Technical Trainer Certificate or transcript: <ul style="list-style-type: none"> ▪ Certified Technical Trainer (CTT) ▪ Microsoft (MCT) ▪ Novell (CNI) ▪ Lotus ▪ Santa Cruz Operations ▪ Cisco Systems ▪ Sun Microsystems 	Letter of recommendation from current employer stating you are qualified to teach and have one or more years of experience OR Current résumé, two letters of recommendation from former employers AND 10 student evaluations	Accredited Teaching Certificate OR Letter of recommendation from current employer stating you are qualified to teach and have one or more years of experience OR Current résumé, two letters of recommendation from former employers AND 10 student evaluations	CIW Faculty Institute Completion Certificate
Step 5: Submit Proof of CIW Foundations Class Attendance	Not required	Submit CIW course Completion Certificate OR Proof of CIW Professional certification	Submit CIW course Completion Certificate OR Proof of CIW Professional certification	CIW Faculty Institute Completion Certificate

Fax all documentation required for CI status to (602) 794-4190 or send scanned image files (JPG format) via e-mail to CIW.CI@CIWcertified.com.

Additional instructional resources

A CIW AAP may request to contract with a CIW CI directly from Prosoft, subject to availability. For more details about this option, please contact your CIW representative.

CIW Faculty Institute

The CIW Faculty Institute program is designed to provide accessible and affordable CIW instruction training for educators. Using the Official CIW Curriculum, CIW Faculty Institutes help prepare secondary and post-secondary educators to become CIW CIs. Faculty Institutes are the schools that educators look to for CIW training.

A CIW Faculty Institute offers:

- 45+ hours of instructor-led training using Official CIW Curriculum and assessment tools.
- CIW instruction conducted by an experienced CIW CI.
- An in-depth look at the CIW curriculum from a learner's perspective.
- Thorough in-class CIW exam preparation for educators.
- A CIW exam voucher (\$125 value) for educators to use at the end of class. The voucher may be used for taking an exam at a Prometric or VUE testing center, or for taking an exam in the classroom through the CTC program.
- Preparation for instructors to become CIW CIs.
- The opportunity to share experiences and best practices with other educators.

To become a CIW Faculty Institute, the educational institution must:

- Be or become a CIW AAP by signing a CIW Partner Contract with Prosoft.
- Use the Official CIW Curriculum in your classes.
- Use instructors who meet the CIW Certified Instructor requirements.
- Be an accredited educational institution.
- Have existing faculty and staff with IT knowledge and expertise.
- Promote the CIW program.

Certification Testing

The following information provides details about the CIW Certified Testing Center (CTC), CIW exam registration and the testing process.

CIW Certified Testing Center (CTC): Certification testing in your classroom

The CIW CTC program provides a flexible and secure means for technology-based CIW certification exam delivery. Each CTC has a certified proctor who will administer the exams in the classroom.

Features and benefits of the CIW CTC program include the following:

- Reduced exam costs
- The ability to deliver CIW certification exams conveniently in your own classroom
- The ability to take exams in a familiar setting
- The ability to earn certification quickly
- The ability to use CIW certification exams as final examinations
- Immediate access to student exam scores

The process requires only a computer with a current browser such as Microsoft Internet Explorer 6.0 or Mozilla Firefox 1.0, Internet access, and authorization and training to use the delivery system. To start the process, complete the CTC Application.

Note: The CTC program is available only within the United States.

Exam registration process

The exam registration process may vary by country and testing provider, so candidates should always check with Prometric or VUE directly for country-specific procedures. This section explains the normal exam registration process in the United States.

Note: CIW exam candidates must complete a registration process with either VUE or Prometric, schedule an exam appointment and arrange to pay the candidate fee.

VUE

Candidates can register for CIW exams online with VUE's CIW exam registration page at www.vue.com/ciw. They may also register in person at any authorized VUE testing center.

Prometric

Candidates can register for CIW exams online with Prometric by going to www.2test.com and selecting the Information Technology (IT) Certification option. They may then select CIW in the drop-down list in Step 2 to continue the registration process. CIW candidates in the United States and Canada may also call Prometric CIW exam registration at (800) 380-EXAM (3926).

For telephone registration in other countries, please consult the Prometric registration site at www.2test.com for a list of registration phone numbers and Authorized Prometric Testing Centers.

Candidates who have previously taken CIW exams at Prometric or VUE should have their candidate identification numbers available. This number is usually a government ID number (national health insurance, Social Security, and so forth) or other Prometric or VUE assigned candidate number.

Taking the exam

All CIW testing candidates should arrive at the testing center at least 15 minutes before the scheduled exam. They should bring the following:

- A current photo ID (driver's license, company photo ID or security badge)
- Another form of ID, such as a major credit card, a passport or a birth certificate

Exam results

As soon as a candidate completes a CIW certification exam, he or she will see the score results immediately on the computer screen. The candidate will also receive a hard copy of the score report from the testing center manager. The score report should print immediately after the candidate completes the CIW exam. This score report shows whether the candidate passed or failed the exam, and indicates the score on each section of the exam. The score report does not include any information on specific questions. Partial credit is not awarded on questions. For more information on specific certification exams, go to www.CIWcertified.com/exams/general.asp?comm=CND&llm=3.

CIW certificates

After a candidate passes the exam(s) necessary for a given CIW certification, he or she must log on to the CIW Candidate Information Center and complete the CIW Certification Agreement. Certification will not be awarded until this step is completed. After the Agreement has been completed, certificates will be mailed within one week. Delivery to international locations can take up to eight weeks. Please do not contact Prometric or VUE regarding CIW certificates. A certificate is awarded after a candidate has completed all of the requirements for a certification. For more information, consult www.CIWcertified.com/certifications/program.asp?comm=CND&llm=3.

If a candidate has not received a certificate within 60 days of passing the exam and completing the Certification Agreement, he or she should contact CIWCustService@CIWcertified.com. In the e-mail

message, the candidate should include his or her full name, postal address, exam date(s), registration number(s) from the score report and the CIW ID number.

Marketing Your Program

As soon as your institution becomes a CIW AAP, you can publicize your new status and the programs now available to your students. The following sections will introduce resources to help you promote and market CIW in your course catalogs.

Marketing resources

To help you promote the CIW program, the following marketing resources are available.

CIW AAP program materials

CIW AAPs have access to the following marketing materials.

- **CIW AAP Marketing Material** — As a CIW AAP, you will have access to the wealth of online marketing material found in the AAP Community section of *www.CIWcertified.com*.
- **CIW AAP Training Locator** — Every AAP's contact information will be included in the online CIW AAP Training Locator to help prospective students find CIW training. This tool can also provide sales leads.
- **Partner Marketing Programs** — Additional predesigned marketing and promotional materials and advertising templates are available. For more information, visit the AAP Community section at *www.CIWcertified.com*.
- **CIW logo usage** — You may use CIW AAP, CIW Associate, CIW Professional and Master CIW logos for Web sites, marketing materials and other documentation, according to the trademark guidelines in this CIW AAP Program Guide.

Local CIW AAP marketing materials

In addition to using the materials available through the CIW AAP program, you are encouraged to promote, market and sell CIW by using materials that relate to your own marketing strategies. All such activities must comply with the trademark guidelines detailed in this guide. To confirm whether your marketing activities are approved, please contact CIW.AAP@CIWcertified.com.

The following methods may be used to market the program.

- **Course schedules** — Include information about the CIW program in your next course schedule.
- **Institution Web site** — Add information about the CIW program on your institution's Web site to generate interest in the program.
- **Certification seminars** — You can hold specific CIW certification seminars for prospective students. See the Marketing Materials page in the AAP Community section at *www.CIWcertified.com* and select the "How to run a CIW certification seminar - 4 steps" document.
- **Success stories** — When you encounter any CIW success stories, you may relate them during certification events, or use them as a foundation for CIW program flyers or other marketing pieces. You may also submit your success stories to the CIW program for possible publication on *www.CIWcertified.com*. See information about success story contests in the AAP Community at *www.CIWcertified.com*.
- **Local IT industry associations and groups** — Participation in local IT or Internet association meetings can help to promote your institution as well as the CIW program. Consider advertising on association Web sites.

- **Direct mail campaign** — Send a bulk mail postcard to students promoting CIW and announcing upcoming courses.
- **Flyers** — Promote your program by handing out CIW program flyers when students attend other classes.

Trademark guidelines

As a CIW AAP, you and your staff must abide by the following trademark guidelines when promoting CIW courses.

- **Use** — Notwithstanding anything to the contrary, the CIW AAP shall not use Prosoft's name, logo, trademarks, insignia or symbols (collectively, the "Marks") in connection with any marketing or promotional efforts unless the materials related to such use (whether in printed, recorded, electronic, filmed or videotaped form) shall have been delivered to Prosoft at least seven days before the materials are publicly distributed, and Prosoft shall have not reasonably objected to such materials based upon context, style, appearance, composition, timing or media. Electronic versions of Prosoft's Marks can be accessed via the Internet at Prosoft's CIW AAP support Web site located at www.CIWcertified.com.
- **Acknowledgment Of Marks** — The CIW AAP shall properly acknowledge Prosoft's ownership of the Marks. The CIW AAP may not do business under any of the Marks or derivatives or variations thereof, and the CIW AAP shall not directly or indirectly hold itself out as having any relation to Prosoft or its CIW AAPs, other than as a "CIW Authorized Academic Partner."
- **No Endorsement Of Non-Prosoft Products** — The Marks are not to be used by the CIW AAP in any way to imply Prosoft's endorsement of non-Prosoft products and/or services.
- **No Rights In Prosoft Marks** — Nothing in the CIW AAP's contract or any transaction, representation or agreement can or will create for the CIW AAP any rights in the Marks of Prosoft.
- **No Reproduction Of Materials** — All Prosoft Materials (any and all materials obtained under the terms of the CIW AAP contract, including, but not limited to, student kits, training products or software) are copyright-protected and may not be reproduced, copied or provided in any manner other than approved distribution under the CIW AAP's contract.
- **No Repurposing Of Materials** — The CIW AAP is not permitted to repurpose or in any manner alter or change Prosoft Materials in any way including but not limited to online presentations.
- **No Removal Of Marks** — The CIW AAP may not remove any notice of copyright, trade name, trademark or any other proprietary notice from any materials provided to the CIW AAP, and must reproduce all such notices on all manuals, promotional materials and other documents where the placement of such notices is necessary or desirable in order to protect Prosoft's rights.
- **Recognition Of Prosoft Marks** — The CIW AAP recognizes Prosoft's ownership and title to the Marks and agrees that it will do nothing inconsistent with or adverse to such ownership, and that all goodwill associated with the use of the licensed Marks will inure to the benefit of Prosoft. The CIW AAP recognizes the goodwill associated with the Marks and acknowledges that such goodwill belongs to Prosoft. The CIW AAP will not contest Prosoft's Marks, trade names, copyrights, or other intellectual property rights, or do anything that would jeopardize or diminish their value or Prosoft's rights to them. The CIW AAP may not apply for registration of any Prosoft Marks or any mark that could be considered similar, or Prosoft trade names, or any marks or names that, in the opinion of Prosoft, are confusingly similar to or that incorporate Prosoft Marks or names. If the CIW AAP's contract is terminated, the CIW AAP agrees not to display, advertise or use the marks.
- **Institution Name** — Unless otherwise approved by Prosoft in writing, the CIW AAP must use its institution name (as specified in its contract) and must clearly indicate that it is acting in the capacity of a currently authorized CIW AAP when advertising Official CIW Curriculum and courses.

CIW AAP Contract Renewal

The initial term for CIW AAP authorizations is 12 months from the date of the first CIW AAP contract. Unless terminated by either party according to the termination term and terms in your latest CIW AAP contract, your membership will continue automatically for additional one-year terms, or will end after one year.

CIW AAP Site Expansion Policy

CIW AAP status is given on a per-site basis. Each additional site must fulfill the same program requirements before acceptance into the program is granted. Contact your CIW representative for more information.

CIW AAP Site Relocation, Sale and Acquisition Policies

The following section provides information about various changes to your institution.

Relocation

If your institution's physical location is going to change, your institution must request approval from Prosoft to maintain current CIW AAP status at the new location. Proof that the new facility meets the CIW AAP program requirements must be provided before an approval will be granted. Contact your CIW representative for further instructions.

Change of institution name

If the name of your institution is going to change, the original Agreement must be amended to reflect this change. Contact your CIW representative to initiate this process.

CIW Worldwide Contacts

The following program e-mail contacts are available to help support your CIW training business.

- **CIW AAP issues** — CIW.AAP@CIWcertified.com
- **CIW CI issues** — CIW.CI@CIWcertified.com

For all other requests and information, please visit
www.CIWcertified.com/contact/contacts.asp?comm=AAP&llm=1