TABLE OF CONTENTS

Pearson VUE

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WV PURCHASING
DIVISION

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The WVOIC reserves the right to request additional information and supporting documentation regarding prices when the price appears to be unreasonable.

Cost of Services

Compensation under the contract awarded pursuant to this RFQ will be through fees charged to candidates and or insurance agents, and collected by the Vendor.

Cost Proposal Format Bid Sheet

The Vendor will collect the Examination fee plus $25.00 per examination to be returned to the state pursuant to WV Code Section 33-12-6(a)(8).

Examination fee	$ 68.00
Fee Returned to State per exam (per WV Code Section 33-12-6(a)(8).)	$ 25.00
Total amount collected per exam (Exam fee + $25 to be returned to the state.)	$ 93.00

Note: Combination examinations such as Property/Casualty and Life/Accident & Sickness wherein the candidate schedules both examinations at the same time is considered one examination and candidates must be charged as such.

Additional Costs: Vendor agrees to comply with any services mandated by subset statutes or changes in law that would affect the requirements of this contract.

Signature: _Art Valt_

Company Name: Pearson VUE, a business of NCS Pearson, Inc.

Address: 3 Bala Plaza West, Suite 300, Bala Cynwyd, PA 19004

Phone: (610) 617-5004   Fax: (610) 617-5276

Email Address: art.valentine@pearson.com

EXECUTIVE SUMMARY

Pearson VUE, a business of NCS Pearson, Inc., is pleased to submit this proposal to the State of West Virginia (State) and its agency, West Virginia Insurance Commission (Agency) in response to Solicitation #INS14004 to provide insurance examination services for insurance producers, adjusters, surplus lines, viatical settlement broker licenses and other new license types. **With 80 years of industry experience** via our parent organization, including 30 years serving state regulatory clients, Pearson VUE stands ready to continue meeting and exceeding the Agency's requirements.

As your current testing services provider, we are proud to have served as the Agency's examination development and administration vendor **since 1987.** During our tenure, we have developed an excellent record of reliable performance with the Agency's current personnel, structure, and overall operations. Pearson VUE has established a trustworthy and proven partnership and looks forward to continuing to build on that relationship. Under a pursuant contract, Pearson VUE will continue to leverage our knowledge and experience to provide innovative solutions throughout the contract term.

On the following pages, we have summarized key components of our proposed solution for the Agency's program, noting attributes that distinguish us from the competition and demonstrating that Pearson VUE is the best choice for the Agency's insurance licensure program.

Expert Test Development

Pearson VUE's expert insurance testing services team is led by Dr. Betty Bergstrom, vice president of testing services, and will continue to be supported by senior content developer, Mr. Christopher Beer and content developer, Ms. Jessica Lapointe. These individuals have been working with Agency staff and West Virginia subject matter experts (SMEs) for many years, and will continue to provide the highest degree of consistency, professionalism, and quality. Every item in the insurance agent licensing exams will be relevant to national and state-specific insurance principles and practices. Our industry leading psychometric staff will continue to work with the Agency to make certain that questions on the examinations perform at the appropriate level.

If re-awarded the contract with the Agency, Pearson VUE will continue providing a thorough item writing and review approach that will produce valid and reliable insurance licensing examinations. Furthermore, Pearson VUE staff will continue to use technology such as our content management tool, Builder, to make certain that West Virginia's examinations are updated to reflect any changes in state laws, regulations, and unique practices. The use of Builder will

continue to allow virtual item review meetings, which makes the insurance item development and review process easier and more efficient.

Extensive Insurance Testing Experience

Pearson VUE's longevity in insurance license testing is unsurpassed by any vendor. With **28 years of insurance testing experience**, Pearson VUE remains the premier professional testing organization for insurance examinations. Our expertise accumulated over three decades in the state regulatory professional licensure assessment arena will continue to make a marked difference for the administration of the Agency's examination program.

In 2012, Pearson VUE successfully administered over 235,000 insurance examinations nationwide. We currently support 26 states with testing, continuing education, and/or license management services; as a result, Pearson VUE administers insurance exams in more states than all of our competitors combined. Of our insurance regulatory clients, Pearson VUE has proudly served 12 of those clients – including the Agency – since 1990 or earlier. Our experience in the insurance testing market allows our staff to anticipate the needs of our clients, improve business processes, and deliver quality programs tailored to each client's specific requirements.

Extensive History and Presence within the State of West Virginia

Pearson VUE has been a respected testing contractor for the State of West Virginia for 26 years. We are uniquely qualified to continue managing the Agency's insurance license examination program based on the longevity of our partnership. **In 2012, Pearson VUE delivered nearly 12,000 exams in West Virginia** including exams delivered through our existing contract with the Agency, as well as the West Virginia Real Estate Appraiser Licensing and Certification Board. Pearson VUE also provides testing services for West Virginia residents seeking certification or other professional credentials in the fields of information technology, medicine, inventory control, payroll, and many others.

Pearson VUE's test center network in West Virginia is used extensively to deliver exams for several national certification and regulatory clients. Unlike some of our competitors, Pearson VUE does not rely on state regulatory business alone to sustain its test center network, which is a great benefit for our regulatory clients. Providers that lack Pearson VUE's diversity often find themselves adjusting test center schedules when regulatory testing volumes, such as the real estate licensure market, decrease. Our broad client base supports our test center network's ongoing operation and readiness to accommodate all testing candidates.

Pearson VUE provides testing services to various West Virginia agencies and candidates in conjunction with several national organizations as evidenced below:

- **West Virginia Board of Pharmacy**, through our contract with the National Association of Boards of Pharmacy® (NABP®)

- **West Virginia Board of Examiners for Registered Professional Nurses**, through our contract with the National Council of State Boards of Nursing (NCSBN®)

- **West Virginia Department of Health and Human Resources**, through our contract with the National Registry of Emergency Medical Technicians® (NREMT)

- **West Virginia Board of Social Work Examiners**, through our contract with the Association of Social Work Boards (ASWB)

- Several West Virginia colleges and universities, through our contract with the Graduate Management Admission Council (GMAC®)

- Several investment banking or securities professional regulation examinations to local West Virginia securities professionals, through our contract with the Financial Industry Regulatory Authority (FINRA)

Pearson VUE has established a working relationship with West Virginia state agencies in a variety of licensing programs, as outlined above. We have learned a great deal about the West Virginia regulatory environment, the geographic coverage, and support necessary to fulfill the state's requirements.

Flexible, Client-Driven Test Center Solution

Operating a network of test centers is a core capability of Pearson VUE; our extensive and diversified client base supports our growing test center footprint. Pearson VUE has built a strong reputation on the quality, consistency, and convenience of its test center network. Our test centers have been providing West Virginia professional candidates with quality service for years. As highlighted in our proposal, candidate surveys indicate that our centers are easy to locate, comfortable, and staffed by courteous and helpful professionals.

For the Agency's insurance program, Pearson VUE will continue to provide our established test sites located in West Virginia - **Charleston**, **Morgantown**, and **Beckley**. We have also recently added a third-party Pearson VUE Authorized Test Center in **Martinsburg** in order to provide additional coverage in the Eastern Panhandle region of the state for the Agency's insurance examination program. We will also continue to provide locations in the neighboring states of Maryland, Pennsylvania, and Virginia which provides an even larger regional footprint and more options for candidates.

West Virginia candidates may also test across the United States at no additional charge through our expansive national network of company-owned sites, which includes approximately 200 test centers.

Attentive Program Management

Critical to the success of the Agency's program is Pearson VUE's assigned senior program manager, Ms. Shebbra Toussaint, who will serve as the designated point person for the Agency. Ms. Toussaint will lead all project planning activities upon contract award, manage the implementation of any new services, and make sure that the Agency's candidates receive superior service throughout the life of the contract.

Ms. Toussaint has been in the licensure and certification testing industry for 18 years and effectively utilizes her vast experience to manage complex, technology-oriented programs. Her knowledge and understanding of the issues confronting regulatory jurisdictions, coupled with her skills in the coordination of internal staff and technological systems, translates into efficient delivery of responsive client examination programs.

> "The company is responsive to these expectations and has expressed great willingness to participate in the Division's own goal of developing and maintaining one of the most accurate, efficient and customer friendly testing and licensing processes in the nation."
>
> John Postolowski
> Former Deputy Commissioner of Finance and Administration
> Colorado Department of Insurance

Furthermore, Ms. Toussaint will leverage the presence of Pearson VUE consultants such as Debra Thurner, the former Chief of the Producer Licensing Section, Nevada Division of Insurance. Ms. Thurner's knowledge of insurance testing and licensing practices will add tremendous value for the Agency. Ms. Thurner will work with Ms. Toussaint to assist with identifying insurance licensure regulation changes, trends, service enhancements, and business process improvements to the benefit of the Agency and your constituents. Ms. Thurner will effectively support Pearson VUE's role as the Agency's testing vendor. She and our content development staff will monitor West Virginia's insurance legislative activity.

In addition to the expertise of Ms. Toussaint, Michael Hussey, our vice president of regulatory business development, will serve as Pearson VUE's executive sponsor to the Agency. His role is designed to assist in making sure that the Agency is aware of new innovations in Pearson VUE technology, serve as a sounding board for any issues, and help to identify program improvements. With the executive sponsorship of Mr. Hussey, the Agency is assured continual, superior service and attention from Pearson VUE's top management. Mr. Hussey has held

various executive-level positions at Pearson over the past 25 years and carries with him extensive experience in the regulatory industry and executive management.

Unsurpassed Technology

Pearson VUE's advanced, highly reliable technology will allow us to consistently meet and surpass the Agency's demanding exam registration, administration, and reporting requirements. We continue to invest in technology, so that we are able to meet the needs of candidates, clients, and stakeholders. Some examples of our technologies include:

- **24/7 Scheduling** – We provide fast, flexible ways for insurance agent candidates to schedule their exams through an experience branded to the Agency's program. Our enhanced registration and scheduling system was designed with a specific focus on providing a high-quality user experience. The system includes innovative features such as a Google Maps interface, which allows candidates to find the test centers that are most convenient to them. The system's design has been guided by a team of design professionals, and the user experience has been refined and validated through end-user testing in usability labs. The result is an easy-to-understand user interface and process flow that leads candidates through the scheduling process without the need for lengthy instructions.

- **On-Demand Reporting** – Comprehensive and accurate reporting of program status, operations, testing information, and outcomes are the kinds of critical information that testing programs require to be successful. Pearson VUE's IntelliVUE™ reporting system will provide both a high-level snapshot of key information on the testing program and detailed information in the core reports. The interactive, graphical dashboard allows Agency staff to quickly assess its overall program, including number of appointments being scheduled, number of tests completed, passing rates, trends, and comparisons of that data.

Summary

Pearson VUE is known for our diligent planning and respected for our ability to deliver our examination services on time and with minimal disruption to applicants and our clients' staff. Based on our expertise and our proven insurance program administration with the Agency for the past 26 years, we are confident that we will exceed your expectations for the new contract.

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3. QUALIFICATIONS

3.1. Any examination service submitting a quotation under this procurement shall meet or exceed the minimum qualification set for in this RFQ. Those quotations not meeting the mandatory specifications will be disqualified.

By submitting a quotation under this procurement Pearson VUE will meet or exceed the minimum qualification set for this RFQ. Pearson VUE understands that quotations not meeting the mandatory specifications will be disqualified.

3.2. The Vendor should have a minimum of ten (10) years experience providing insurance testing services in a majority of states.

Pearson VUE's longevity in insurance license testing is unsurpassed by any vendor. With **28 years of insurance testing experience**, Pearson VUE far exceeds this requirement and is the premier professional testing organization for insurance examinations. Coupled with the expertise accumulated for three decades in the state regulatory professional licensure assessment arena, our experience, personnel, and guidance will continue to make a major difference for the administration of the West Virginia Insurance Commission's (Agency) examination program.

In 2012, Pearson VUE successfully administered over 235,000 insurance examinations. We currently support 26 insurance regulatory agencies with testing, continuing education, and/or license management services; as a result, Pearson VUE administers insurance exams in more states than all of our competitors combined. Of our insurance regulatory clients, Pearson VUE has proudly served 12 of them – including the Agency – since 1990 or earlier. Our experience in the insurance testing market allows our staff to anticipate the needs of our clients, improve business processes, and deliver effective programs tailored to their specific requirements.

In addition to experience conducting examination services, please note that Pearson VUE personnel have a storied history in the insurance industry:

- **Kellie Britten, Pearson VUE's director of content development for North America**, has held several positions in the insurance industry for a period of seven years, including an adjuster for American West Insurance Company, a casualty claim representative for American Family Insurance Company, and a senior technical account representative for Benfield Blanch, Inc. (now the Benfield Group/Aon Benfield). Ms. Britten has also previously served as an insurance test developer with Prometric and has completed training with the American Institute for Chartered Property Casualty Underwriters / Insurance Institute of America ("the Institutes").

- **Jim Fryer, EdD, CPCU®, Pearson VUE's senior sales executive** worked in the insurance industry from 1986, until joining Pearson VUE in 2002. He served in several directorial positions at the American Institute for Chartered Property Casualty Underwriters, American Risk and Insurance Association, and the Insurance Institute of America.

- **Paula Sisneros, senior program manager,** developed substantial experience in managing insurance licensing and continuing education programs through roles with the Colorado Division of Insurance, Wells Fargo Insurance, and State Farm Insurance. She has developed legislation, facilitated statewide training, spoken at national events, and appeared in public service announcements as the face of the Colorado Division of Insurance and the Department of Regulatory Agencies (DORA).

- **Everett A. Kenyatta, insurance continuing education compliance administrator and subject matter expert,** has over ten years of experience in the regulatory insurance industry licensed in Property & Casualty and Life & Health. Prior to joining Pearson VUE, Mr. Kenyatta has held several managerial positions at insurance companies such as Geico Direct and AIG. At Pearson VUE, Mr. Kenyatta serves as an in-house consultant on insurance and content development issues.

- **Lisa Forry, project manager,** served as bureau director of the Pennsylvania Insurance Department, Bureau of Producer Licensing from 1997 until 2000.

- **Robert Cicippio, business analyst,** worked as a debit agent in insurance sales for six years at Prudential.

- **Ken Zgraggen, business development director,** has been involved in numerous aspects of the insurance industry throughout the past 30 years. Prior to joining Pearson VUE, Mr. Zgraggen was a participant in the PIA, ACORD and IASA organizations. Since joining Pearson VUE in 2004, Mr. Zgraggen has been an active participant in NAIC, E-Reg, and SILA.

- **Jennifer Cox, FLMI, ACS, AIAA, AIRC, SILA-F, HIAA-A, senior content developer, insurance programs,** spent six years in the insurance industry, where she earned experience in insurance producer initial licensing, company appointments and renewals, broker-dealer commissions, registered representative verification for policy issues, and life and health policy conversions.

Pearson VUE also utilizes its regulatory advisory committee, comprised of industry experts and former regulators, to keep abreast of emerging industry trends and legislative developments. In addition, the committee acts as a forum of SMEs for the exchange of ideas about new products and services, which can lead to more efficient and effective program delivery.

Our regulatory advisory committee is comprised of the following individuals:

- Mike Weaver, former Commissioner, Alabama Department of Insurance

- Andrea Bennett, former Montana Insurance Commissioner and State Auditor

- James Nelson, attorney-at-law, former member of the Texas State Board of Insurance

- Charles Barner, former Chief Deputy, Florida Department of Business and Professional Regulation

- Debra Thurner, former Chief of the Producer Licensing Section for the Nevada Division of Insurance

- Roger Langley, former Chief Deputy, North Carolina Department of Insurance

Pearson VUE recently completed its national insurance job analysis meetings in April of 2010 and launched new general exam content in January of 2011. The meetings featured national life, health, property, casualty, and personal lines focus groups to review and edit the general knowledge content outlines. Pearson VUE completed the process by holding virtual meetings to capture input from states that could not participate in the in-person meetings.

As a further testament to our experience, we have provided profiles and letters of reference from a few of our insurance clients, demonstrating our expertise and knowledge. Please refer to **Appendix J**.

3.3. The following examinations are administered for the following lines of authority and license types (and are subject to any new lines or license types):

> *Life*
> *Accident & Sickness*
> *Property (Property & Casualty administered as one exam or two)*
> *Casualty (including surety)*
> *Personal Lines*
> *Surplus Lines*
> *Viatical Settlement Brokers*
> *Company Adjuster*
> *Public Adjuster*

Pearson VUE has provided testing services to the Agency for more than 20 years and has administered tens of thousands of examinations to the Agency's candidates. In 2012, we successfully delivered 3,386 exams to the Agency's insurance licensing candidates.

As the incumbent, Pearson VUE administers the following lines of authority and license types (and is prepared to administer any new lines or license types):

- Life
- Accident & Sickness
- Property (Property & Casualty administered as one exam or two)
- Casualty (including surety)
- Personal Lines
- Surplus Lines
- Viatical Settlement Brokers
- Company Adjuster
- Public Adjuster

Upon contract award, Pearson VUE will continue to develop and maintain examinations that reliably measure the job-related knowledge of West Virginia licensure candidates to cover both general insurance topics and state-specific laws and rules.
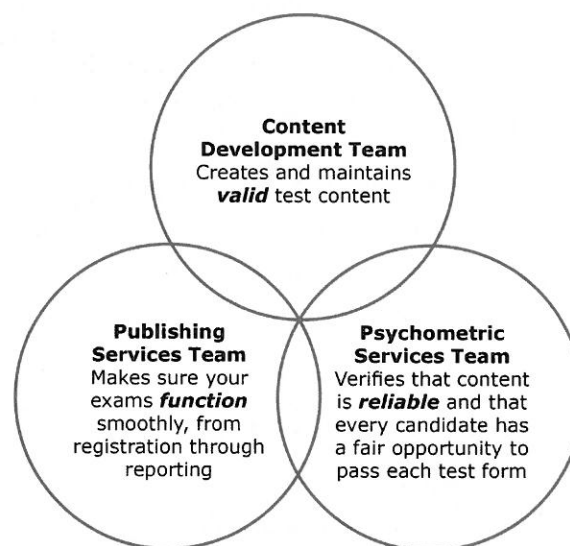
Test Development Methodology

Pearson VUE's testing services teams will develop examinations that function reliably, have valid content, and are representative of industry standards. At the executive level, the teams are led by professionals who have earned the respect of the industry, including Betty Bergstrom, PhD, who has published numerous articles related to computer-based testing, Jason Schwartz, who has overseen content development and test publishing efforts for national, state, and district clients, and Kellie Britten, who has more than 10 years of content development experience in the testing industry in both the regulatory and professional certification markets.

The members of our testing services teams utilize their collective knowledge while exercising high standards, making Pearson VUE an industry leader in insurance test development. Many of them have been with Pearson VUE for a decade or longer, comprising an extremely stable and experienced group.

This staff of highly trained professionals is organized into three teams:

- **The content development team,** led by Kellie Britten, will continue to develop valid content for your exams. This team consists of senior content developers, content developers, and editorial assistants with backgrounds in education, journalism, English language studies, proofreading, and other fields. Well-versed in industry law, legislative tracking, and test development standards, they will build the Agency's item banks to their most robust and focus on the knowledge base that distinguishes an entry-level candidate from one who is not prepared to enter the field. High-quality content is an essential component of a good test, and Pearson VUE's content development team is accomplished at creating and maintaining large-scale item banks.

- **The publishing services team**, led by Elizabeth Danielson, will continue to maintain your program using exacting quality control measures, from registration through reporting. Members of the publishing services team have experience in quality control procedures, scoring, scripting, and database technology. This team will perform several quality control checks on each test before publication. Given the publishing services team's detailed knowledge of the testing business and Pearson VUE's software systems, the Agency will be assured of data integrity.

Content Development Team Creates and maintains *valid* test content

Publishing Services Team Makes sure your exams *function* smoothly, from registration through reporting

Psychometric Services Team Verifies that content is *reliable* and that every candidate has a fair opportunity to pass each test form

Figure 1. Pearson VUE's testing services teams work in conjunction, resulting in a consistent, efficient, and reliable content development and examination delivery process.

- **Our psychometric services team**, led by Susan Steinkamp, will analyze test data, construct or review test forms, equate and scale test forms, identify problem items for content review, and facilitate standard setting (pass point) workshops to make certain that your examinations are legally defensible. Their job is to make sure that candidates have a fair opportunity to pass each test form. These measurement professionals will review performance statistics for every item and make recommendations for improvement, so that the range of item difficulty is appropriate and problem items are identified and marked for review. As these resources are limited and highly valued within the testing industry, Pearson VUE's competitive advantage in this area is significant.

We have included the resumes of key personnel, including our testing services teams, in **Appendix A.**

Overview

Pearson VUE will provide the Agency with an established, defensible approach to all test development for the Agency's program. The psychometric methods we use provide questions and examinations that are valid, fair, defensible, and free of cultural and other biases.

Pearson VUE will also fully comply with all applicable state regulations and requirements. Our examination development process includes:

- Job analysis/content outline creation
- Review of existing outlines and item pools
- New item development
- Examination development
    - Pretesting
    - Item review
- Form construction/update
- Setting the standard (pass point)
- Quality control

On the following page, we have provided an illustration of our test development process.

Once complete, process begins again in order to maintain item bank
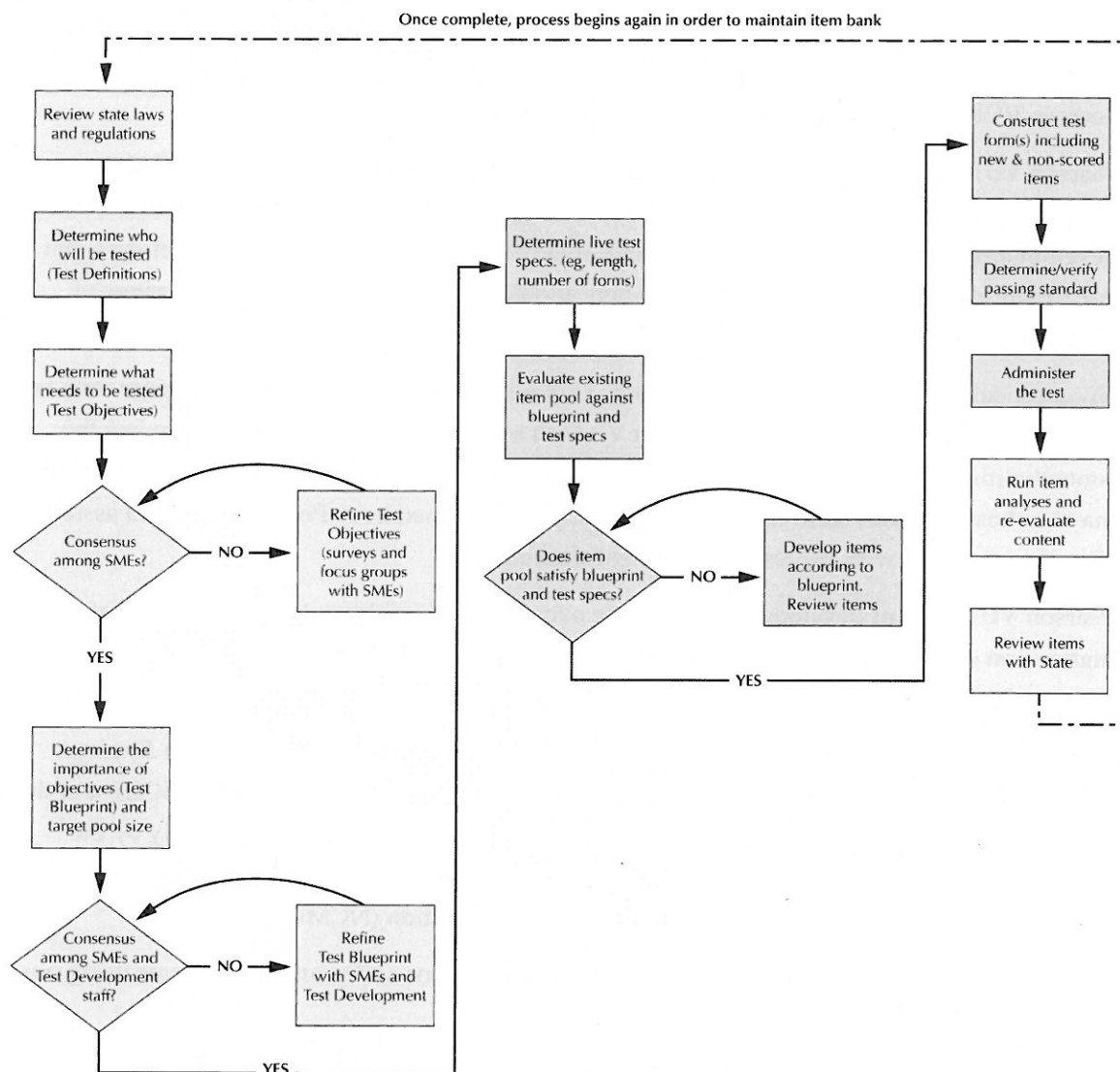
Figure 2. To maintain the West Virginia insurance item bank, Pearson VUE will utilize an ongoing test development process that includes constant pretesting of new items and refreshing the item banks as necessary.

Pearson VUE examinations test that candidates have the knowledge to be a competent, entry-level practitioner. Industry leaders and educators have commented on the high quality of Pearson VUE's test development methodologies and examinations.

Pearson VUE has developed general components for our examination programs and will develop state-specific examination components for West Virginia professionals. These examinations are developed working in concert with state-appointed SMEs. Pearson VUE strongly believes that participation by a cross-section of practitioners and educators, representing a wide range of professional perspectives, enables a variety of practice-oriented questions to be developed.

Upon consultation with the Agency, Pearson VUE will arrange for and conduct regular state test development meetings with SMEs in West Virginia and/or virtually to create and review the content outlines and existing items and to create additional items. Members of the committees may be chosen by the Agency, and may include your staff members. Pearson VUE will assume all costs associated with the test development meetings.

Pearson VUE content developers will provide oversight and guidance to the SMEs so that the highest test development standards are followed. Also, the Agency will be able to review and approve West Virginia-specific items before they appear on the examinations.

Our examinations are developed in strict accordance with the *Uniform Guidelines on Employee Selection Procedures* issued by the Equal Employment Opportunity Commission (EEOC), and the *Standards for Educational and Psychological Testing* (released in 1999) developed jointly by the American Educational Research Association (AERA), the American Psychological Association (APA), and the National Council on Measurement in Education (NCME).

Pearson VUE accurately and securely maintains examinations and examination items using our proprietary content management tool, Builder.

Builder

The Agency can expect to see Pearson VUE content developers use our proprietary content management tool, Builder, to conduct online, real-time test development meetings and to securely view, edit, and store items, along with their associated classifications and statistics. Pearson VUE staff will facilitate all aspects of the West Virginia test development activities and will continue to assume all costs.

Pearson VUE makes significant investments in research and development so that our clients benefit from the latest technology. Pearson VUE delivers the Agency's computer-based examinations using our secure client-server test administration. A proven technology, this system tested over 1 million candidates in 2012. The Pearson VUE test delivery system works through the Internet to securely deliver tests published from Pearson VUE's proprietary content management tool, Builder. Builder also enables Pearson VUE to:

- Author, store, and publish computer-based tests with online item authoring and test publishing

- Store items with complete associated metadata

- Maintain quality assurance

- Archive test versions

Builder offers robust item banking support, complete editing functionality, and single-source publishing capabilities. It also controls publication status for quality assurance, production, and archived versions of tests. All exams will continue to be administered pursuant to the Agency's business rules.
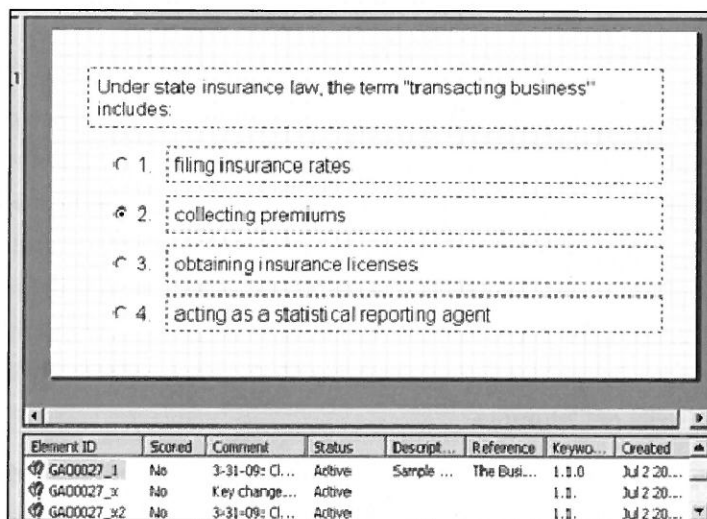
Figure 3. Pearson VUE test editors will use our industry leading, state-of-the-art content management tool for the Agency's insurance exams.

Insurance Job Analysis

Because of increasing national initiatives dealing with uniformity and reciprocity, a national job analysis is essential to the development of national examinations. Since 1996, Pearson VUE has conducted a total of four national job analyses, with a fifth national job analysis in preparation. This is more than twice the number of job analyses conducted by other providers in the same time period.

Pearson VUE's most recent national insurance job analysis meetings were conducted in April of 2010 and new exam content was launched in 2011. The meetings featured national life and health focus groups as well as national property, casualty, and personal lines focus groups to review and update the general knowledge content outlines. Pearson VUE completed the process by holding virtual meetings to capture input from states that could not participate in the in-person meetings.

Pearson VUE's national insurance examinations derive their validity from a comprehensive and detailed review of the specific activities required in the insurance profession. The process requires the appropriate involvement of and facilitation by experienced testing professionals who work with a broad range of subject matter experts (SMEs) to elicit their input and guidance. The 2009 job analysis included representatives who collectively are licensed in all 50 US states and the

District of Columbia. The group included two SMEs who were licensed in West Virginia –
Mr. Mike Voellinger of Wheeling who sat on the Life/Health Committee and Mr. Harless Stover
of Beckley, who sat on the Property/Casualty Committee.

The group of SMEs involved in this project included insurance licensing law officials, insurance
educators, insurance attorneys, and experienced insurance practitioners representing a range of
professional perspectives. This depth and range of industry experience and knowledge in the
SME group is the key to developing valid, job-related licensure examinations. In this era of
increasing national initiatives that deal with uniformity and reciprocity, a national insurance job
analysis review is essential to the development of national insurance examinations. Pearson VUE
is committed in the review of its national examinations to meet these criteria. In addition to the
range of expertise represented, the SME group collectively is licensed in all 50 U.S. states and the
District of Columbia.

Pearson VUE undertook national job analysis surveys in 1995–96, 2001–02, and 2005–06. In 2009
Pearson VUE decided to create a new content outline via a job analysis by seeking input from
industry professionals through a series of national focus groups. The detailed 2005 content
specifications for Pearson VUE's national insurance examination would be closely examined for,
consistency, conciseness, and relevancy to current insurance practice. National meetings were
held in Chicago in both April and October of 2009. These meetings served as the forums for this
process. Representatives from several jurisdictions, including West Virginia participated in the
two meetings. Through the use of a job analysis survey completed in the group setting, this
innovative approach provided both Pearson VUE and the national committee members with
meaningful content data and opportunity for thorough topical conversation. The result was
consensus on the validity of the current Pearson VUE content areas.

The extended and refined blueprint that resulted from the series of focus group meetings became
the basis for a series of virtual meetings with SMEs to confirm the extended outline. A
confidential copy of the outline was sent to an additional group of insurance SMEs. Each of the
SMEs was interviewed about the relevancy and currency of the content outline in detail in a
telephone interview by a member of the Pearson VUE insurance content development staff. As a
result of these in-depth interviews, some refinements were made to the extended outline. This
process ensured quality and thorough participation from all 51 US jurisdictions.

The resulting blueprint and the weighting suggestions from the SMEs were then adapted by
Pearson VUE's testing services staff into a final content outline. New national insurance exams
were subsequently built for the life, health, property, casualty, and personal lines levels based on
the newly adjusted content outline.

While some vendors may downplay the relevance of the classical approach to a job analysis,
Pearson VUE invests in the resources that are required for thorough job analyses with input from

a rich pool of SMEs from across the US. Our methodical approach allows us to provide our clients with valid and reliable content that accurately measures the minimum competencies needed to safely practice insurance. We have provided a copy of our most recent National Insurance Job Analysis report in **Appendix B.**

West Virginia-Specific Job Analysis

Pearson VUE will facilitate annual examination review meetings in West Virginia and/or virtually. At these meetings, Pearson VUE will continue to work with Agency staff and Agency-appointed SMEs to discuss any changes in state laws, regulations, and unique practices for insurance (which provide content validity for the state portion of the examination). If deemed necessary, changes will be made to the content outlines that specify the areas to be tested on the state-specific examinations. Any necessary changes will also be made to items, and new items will be reviewed for inclusion in the examination item bank to maintain good representation in all content areas. Such a review is the equivalent of a "state-specific job analysis" supporting the Agency-specific examinations.

Validity

The validity of our examinations is established by closely linking content on the job with the content of the test. Participation of SME practitioners and educators, representing a range of professional perspectives, is the key to developing valid, job-related licensing examinations.

Pearson VUE's content development team creates valid examinations by:

- Conducting a thorough job analysis
- Reviewing content by knowledgeable SMEs
- Reviewing content by experienced content developers
- Hosting SME-driven item writing and review workshops

Pearson VUE creates examinations that:

- Test the knowledge required in the current practice of the profession
- Are essential to competent performance for public protection
- Are applicable for jurisdictions

Candidates who pass our examinations have achieved the minimal standard set by the given regulatory body. Passing candidates have the knowledge necessary to perform the job, and the consumer is better protected and served because the candidate has met the standard established by the regulatory body.

3.4. The Vendor will also be responsible for providing a mechanism for the collection of all licensing examination fees and information to the Agency on a regularly scheduled daily basis.

Pearson VUE will continue to be responsible for providing fee collection and information to the Agency on a regularly scheduled basis. At the Agency's request, we have the ability to provide such information on a daily basis.

Fee Collection

Pearson VUE's scheduling system accepts payment when an appointment is scheduled, allowing candidates to complete the process at one time. Pearson VUE will provide a receipt to those candidates paying by credit card, debit card, or electronic check that is separate from the confirmation notice.

Schools, companies, and individuals can prepay for examinations by mailing in a check, company check, or money order to Pearson VUE and receive Pearson VUE vouchers that can then be distributed to a group of applicants. The applicants can then schedule their exams via either the Internet or telephone, and pay for the examination by using the voucher number. A payment receipt is not emailed if the full payment is made using a voucher or other discount.

Pearson VUE is dedicated to providing a high level of privacy protection in accordance with the requirements of relevant United States legislation and regulations for personal information collected in connection with the delivery of testing services. Pearson VUE also meets the Payment Card Industry Data Security Standard (PCI DSS) requirements

3.5. In order to compensate the Vendor for services provided under this contract, the Vendor will collect examination fees as approved by the Agency. The Vendor will also be required to collect and remit to the Agency the amount specified in the West Virginia Code 33-12-6(a)(8). The Vendor will collect its examination fees from a candidate when the candidate registers to take an examination. The method of remission of these fees must include a mechanism to allow the Agency to specifically identify the amount of funds remitted for each application. Statistical reports must be delivered to the Agency on a quarterly basis.

Upon contract award, Pearson VUE will continue to meet this requirement by collecting the examination fee from a candidate during the registration and scheduling process. Pearson VUE will continue to collect and remit to the Agency the amount specified in the West Virginia Code 33-12-6(a)(8). As part of the scheduling process, West Virginia candidates are able to select a test center, view and select available appointment dates and times, and submit payment.
Pearson VUE will continue to collect its examination fees from a candidate when the candidate schedules an examination.

Statistical Reports

Pearson VUE will continue to provide the Agency with monthly, quarterly, and annual statistical reports. Our interactive reporting dashboard tool, IntelliVUE™, provides an extensive series of

standard client reports that provide detailed operational data to support the high-level overview in the dashboard. Custom reports may also be created if necessary. All are available to clients via the Pearson VUE secure reporting web portal for self service on demand, with prompts for relevant parameters such as date range, exams, and regions.

Among the core reports that may be available to a client, if appropriate, are the following:

Individual Candidate Record

This report displays information about a particular candidate's exam history, including the testing location. For delivered exams, it indicates the grade, and for scheduled exams, the registration status. The user can search for a particular candidate and run the report, or it can be accessed directly when the candidate is listed in other reports.

Registration

Exams Scheduled – This report displays the number of each exam registered, canceled, and rescheduled, both by registration method and overall. For each registration, a separate report displays details on the test, candidate, test center, and appointment.

Authorization Status – This report displays a list of candidates authorized to take exams in a specified time period. It includes information on the candidate, the authorization granted, and the appointment, if scheduled.

Exam Administration

Exam Administration Summary – Reports the number of exams scheduled, delivered, and canceled in the selected time period by exam.

Exam Results Summary – For each exam, displays the pass and fail counts and rates for first-time and repeat test takers.

Attendance Roster – Lists all of the candidates who have taken exams in a time period, including information on the exam and the candidate, the number of times the exam has been taken, and the grade and score.

Additional reports in development will report candidate results at the section and item responses.

Exam Performance Analysis

Exam Performance Summary – Displays the overall exam statistics (pass and fail counts and rates), and divides them for first-time and repeat test takers.

Pass Rates by Form – For each form of each exam delivered in a time period, shows the number of exams delivered as well as the number passed and the rate.

Regional Analysis

Test Center Activity – Shows the total number of exams scheduled, delivered, passed, and failed by test center.

Authorized Test Centers – Shows which test centers are activated and authorized to deliver the client's exams, including their location and other details.

Standard Monthly Financial Reports

In addition to candidate management data within IntelliVUE, Pearson VUE also provides the following comprehensive monthly financial reports reflecting candidate activity during the previous month:

- **Summary of Activities Report** – This report summarizes all monthly testing activity, including Candidate Fees - At Full Price, Pearson VUE Testing Delivery Fees, Voucher Activity, Credit Card and Banking Fees, and Other Miscellaneous Activity.

- **YTD Cumulative Testing Services Report** – This report provides year-to-date cumulative totals for reconciled data for Candidate Fees - At Full Price, Pearson VUE Testing Delivery Fees, Voucher Activity, Credit Card and Banking Fees, and Other Miscellaneous Activity.

- **Client Services Summary** – This report provides a summary of the number of exams delivered, fees applied and products sold, if applicable. Fields included in the report are: Quantity, Total Full Price and Pearson VUE Testing Delivery Fees.

- **Client Services Detail** – This report provides details of exams delivered, fees applied and products sold, if applicable, including Candidate Fees - At Full Price and Pearson VUE Testing Delivery Fees.

- **Voucher Issuances and Expirations Report** – This report provides information on vouchers sold and vouchers expired during the month.

- **Voucher Redemption Report** – This report provides details of all vouchers that were redeemed during the month.

- **Exams Delivered by Location Report** – This report provides details regarding how many exams were delivered at each site during the month.

- **Candidate Activity Summary Report** – This report provides candidate data, including Name, Exam Taken, Date, Registration ID, Status, Grade Received, Payment Method, Voucher Number (if applicable), and Accommodations.

- **Candidate Activity Detail Report** – This report provides candidate data included in summary report plus Candidate Demographics, Registration Details, Total Full Price, Pearson VUE Testing Delivery Fees, Exam Length, and Test Center.

3.6. Vendor is responsible for administering these examinations at agreed upon test sites that are centrally located so that no candidate shall drive farther than 150 miles to reach the facility from their residence within the State. The Vendor shall report scores to examinees and the Agency and provide the Agency with performance data as well as establishing the availability of facilities, trained personnel, and the functionality of all services described in this contract to the satisfaction of the State no later than 30 days after the date of the contract. No services will be rendered by Vendor to any potential applicants 15 days prior to the start date of the contract which is intended to allow for an effective transfer between Vendors, if required, and to establish functionality of systems prior to rendering services to the public. Vendor acknowledges that this is a mandatory requirement of this contract and that failure to perform may be considered a material breach of contract.

As the incumbent, Pearson VUE is responsible for administering these examinations at agreed upon test sites that are centrally located so that nearly no candidate shall drive farther than 150 miles to reach the facility from their residence within the State. According to survey data from Q1 and Q2 2013, **nearly 97% of West Virginia insurance candidates were able to schedule an acceptable test date and test center location.** Further, according to that same survey data, 97% of candidates agreed that the test center was easy to locate. Pearson VUE-owned testing centers are located throughout the United States and are located within convenient driving distance of up to 95% or more of our clients' test takers.

Upon contract award, Pearson VUE will continue providing established testing facilities within the State of West Virginia in Charleston, Beckley, Morgantown, and Martinsburg. These sites are staffed with trained personnel, and currently provide all services described in this solicitation to the satisfaction of the State. If re-selected as the Agency's testing provider, Pearson VUE will continue to provide the functionality of all services described in this RFP immediately upon contract award, which far exceeds your requirement. Please refer to **Section 4.5 – Examination Services**, where we have provided a detailed description of our current test center solution.

Moreover, as the incumbent, Pearson VUE currently has a process in place that provides score reports to examinees and the Agency. Pearson VUE will score examinations and will immediately notify candidates of their results through the provision of an on-site, written, photo-bearing score report. Pearson VUE will provide the Agency's candidates with score reports at the check-out desk immediately after they finish their examinations. Please refer to **Section 4.2 – Examination Services, Item 4.2.8**, where we have provided a full description of our score reporting process.

In addition, we also provide the Agency with performance data via the Pearson VUE secure reporting web portal for self service on demand, with prompts for relevant parameters such as date range, exams, and regions. Please refer to **Section 4.6 – Reporting Requirements** for additional information on our reporting system.

Finally, Pearson VUE acknowledges that no services will be rendered to any potential applicants 15 days prior to the start date of the contract, which is intended to allow for an effective transfer between vendors, if required, and to establish functionality of systems prior to rendering services to the public. Pearson VUE acknowledges that this is a mandatory requirement of this contract and that failure to perform may be considered a material breach of contract.

3.7. The Vendor must be able to provide Electronic Data Transfer and Electronic Funds Transfer in a format compatible to the Agency systems.

Pearson VUE will provide Electronic Data Transfer and Electronic Funds Transfer in in a specified format via secure connections. Pearson VUE currently sends a financial report via an encrypted email and payments for the Agency are sent by check and can maintain this method, at the Agency's discretion.

Data Transfers

Pearson VUE's corporate sites are the hubs for extensive data transfers with test centers, client databases, and external vendors. These transfers use high security methods to safeguard the integrity of this data at all times.

Robust encryption algorithms, multi-level multi-source (hardware and software) passwords, role-based access restrictions, and hardware identification (TCP/IP address filtering) are the key features of this process. Pearson VUE's encryption approach includes the highest level of encryption allowed by the U.S. government. When transferring high-stakes examinations via the Internet, the examination is encrypted at both the item level and the session level, the latter using Secure Sockets Layer (SSL).

3.8. Establish sites with handicap access that are Americans with Disabilities Act (ADA) compliant and comply with all applicable State and local regulations.

As the incumbent, Pearson VUE currently provides established test sites for the Agency's insurance testing program with handicap access that are compliant with the Americans with Disabilities Act (ADA) and comply with all applicable State and local regulations.

Americans with Disabilities Act (ADA) Compliance

Pearson VUE provides disability-related accommodations for examinees who meet our clients' requirements and in accordance with our legal obligations, including applicable national laws and regulations, such as the Americans with Disabilities Act (ADA), Section 504 of the Rehabilitation Act, and Department of Justice regulations, as well as state/jurisdiction-specific laws and regulations.

The determination of appropriate accommodations is an individualized process. Commonly requested accommodations include extra exam time, use of a private room or distraction-reduced testing area, a reader, and a writer (i.e., scribe/recorder). Readers, writers, and interpreters are approved by Pearson VUE or the client, not selected by the candidate. Pearson VUE also offers a range of less frequently requested accommodations based on the specific needs of individual candidates.

Accommodations decisions made by Pearson VUE are overseen by John Hosterman, PhD, director of the office of disability services and accessibility, who is also responsible for defining Pearson VUE's disability policy. Dr. Hosterman's background includes significant experience both with accommodations in the testing industry and as a private practice learning disabilities specialist. He participates in and often speaks at national conferences, accommodations workshops, and seminars in the areas of disability law, best practices in the fields of disability service and special education, and use of assistive technology for persons with disabilities.

Since joining Pearson VUE in early 2012, Dr. Hosterman has made great strides in redefining and standardizing Pearson VUE's disability policy. In 2012, **a new accommodations website was launched**, which serves as a central resource for both candidates and clients. The site includes accommodations request forms for candidates, documentation guidelines for candidates and their evaluators (doctors, psychologists), frequently asked questions, and other helpful resources. This website is fully accessible to users who have disabilities and is fully Section 508 compliant. The website can be viewed at http://www.pearsonvue.com/accommodations/.

Planned initiatives under Dr. Hosterman's direction include **the creation of additional staff positions that will be solely dedicated to examination accommodations request fulfillment** in order to provide our clients and their candidates the most consistent, knowledgeable service. In addition to Dr. Hosterman, staff members now include two accommodations specialists with advanced degrees in relevant fields. These accommodations specialists are responsible for initial decisions and will be a primary contact for clients. Staff members also include three accommodations customer services representatives who have extensive backgrounds in working directly with individuals with disabilities. These accommodations customer service representatives will coordinate exam scheduling and be a primary contact for candidates.

3.9. Provide, at each location, sufficient directional signs for applicants to easily locate the examination room or area without the need to ask directions.

As part of our standard layout, our testing facilities provide sufficient directional signs for applicants to easily locate the examination room or area without the need to ask directions.

3.10. Provide an atmosphere conducive to examination, including good housekeeping, controlled environment as to heating and cooling, proper lighting and proper furnishing.

Pearson VUE will continue to provide an atmosphere conducive to examination, including good housekeeping, controlled environment as to heating and cooling, proper lighting and proper furnishing.

Pearson VUE Test Centers

For the administration of the Agency's insurance exams, Pearson VUE will continue to administer the West Virginia insurance licensing examinations in our network of high quality test centers, strategically located throughout the State. To maximize coverage, we offer an optimal combination of company-owned and -operated Pearson Professional Centers (PPCs) and hand-selected, third party Pearson VUE Authorized Test Centers (PVTCs).

Overall, Pearson VUE test centers, regardless of type, provide a quiet, distraction free environment to encourage test taker peak performance. In fact, according to survey data from Q1 and Q2 2013, **more than 99% of West Virginia insurance candidates felt that their testing environment was clean, quiet and comfortable.**

Each will provide a quite acceptable threshold of quality and security, and each is carefully managed to make sure that threshold is maintained.

Pearson Professional Centers

Our network of company-owned and-operated Pearson Professional Centers (PPCs), which includes sites in Charleston, Morgantown, and in nearby Pittsburgh, Pennsylvania, was built from the ground up with a focus on security, comfort, service, and efficiency. The thoughtfully planned and carefully controlled testing environment encourages peak performance from exam candidates:

- Company-owned and -operated and staffed by our own employees with a minimum 8:1 candidate to staff ratio

- Built and operated solely for high-stakes testing and related services—nothing else happens in each test center location

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- Digital video monitoring and recording of each testing session—many sites also have audio recording

- Direct line of sight into the testing room

- Dedicated server sharing encrypted data

- Admissions data: electronic signature and digital photograph available

- Powerful biometrics: palm vein scan available

- Advanced facility design, including dedicated testing room, separate check-in area, and a locker to store personal belongings for every test taker

- Workstations are secured by either privacy screens on the monitors or physical dividers between workstations

- Thoughtfully and carefully designed for optimum test taker performance

- Designed to be quiet and distraction-free

- All are ADA compliant and able to accommodate individuals with special needs

- Each test site location was selected based on the following criteria:

- Located in office buildings – usually "Class B" space

- ADA compliancy

- Convenient restrooms

- Air conditioned

- Chemical-free (for example, not next to a hair salon)

- Noise-free (for example, not next to a video game parlor)

- Power sufficient for workstations, server, administrator workstation, and peripherals

- Convenient to public transportation and/or major highways

- Proactive, dynamic scheduling, custom tailored for each center and based on constant monitoring, makes certain that capacity is always meeting demand

Physical Layout

Most sites are located in office environments. Centers are not typically located in retail strip malls or near fast food establishments. Our goal is to provide a noise- and odor-free experience for your

candidates. They will have ample parking and access to major freeways and public transportation.

Figure 4 displays a sample floor plan for a typical company-owned testing center. The plans show the essential features of the test center, although the actual layout may vary depending on the physical space leased in each location. Each exam delivery station will offer a private, distraction-free environment that is secure and continually monitored
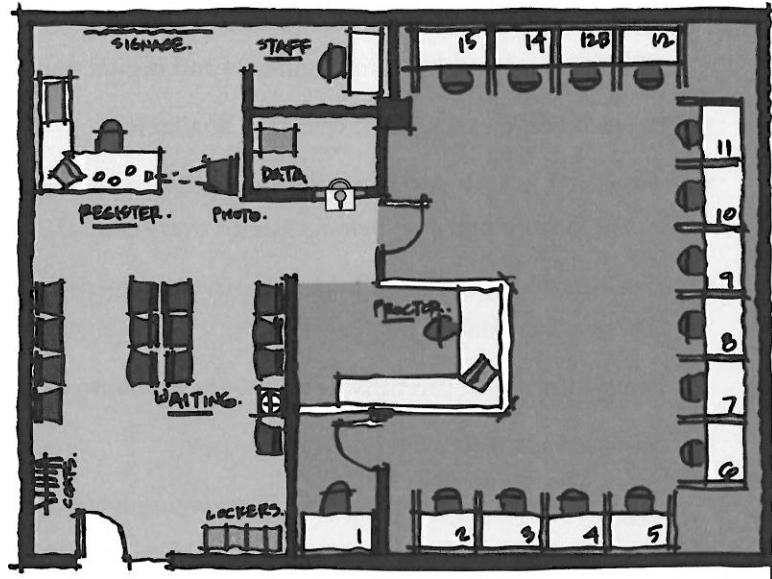
Figure 4. This sample floor plan of a PPC demonstrates the industry-leading, secure test center design.

by a test center administrator. Special accommodations are provided for examinees that meet our client's requirements for special needs. Many of our sites have special needs rooms where readers or other privacy needs are accommodated. All centers are fully ADA compliant and most have at least one adjustable-height workstation for wheelchair access.

In addition to the exam delivery workstations, each company-owned site includes:

- An area for welcoming examinees
- A waiting area with seating for examinees
- Work areas for the center administrators
- Lockers in which examinees can store their personal effects during testing
- A server on which the downloaded exams and delivery software are stored

Each test delivery workstation will be in full view of the proctor, who is typically seated in a dedicated, glass-partitioned workstation. Video surveillance and audio equipment enhance the security of the testing area. A recording of all sessions will be retained for at least 30 days.

Pearson VUE's test center operations department monitors candidate reservation-to-seating timeframes on a daily basis. These findings are provided internally to our customer operations groups to make certain that reservation accommodation times are met for both Pearson VUE's internal standard and those specific to client business rules. In addition, the Agency's dedicated senior program manager can access this information at any time.

In order to show the Agency the benefit of testing in these locations, a video tour of a typical company-owned site is available online at http://www.pearsonvue.com/ppc/.

Pearson VUE Authorized Test Centers (PVTCs)

In addition to our network of company-owned sites, Pearson VUE offers clients our Pearson VUE Authorized Test Centers (PVTCs) – testing facilities owned and operated by third-party business partners who adhere to strict security and administrative standards established by Pearson VUE. For the Agency's insurance program, we are pleased to offer our selected PVTCs in Beckley and Martinsburg as well as Cumberland, Maryland.

Our carefully selected PVTCs are experienced in the administration of high-stakes examinations to various professional licensure regulatory bodies and credentialing organizations throughout the United States and understand the needs of high-stakes testing clients. These facilities are part of the Pearson VUE Test Center Network and must meet our stringent security, technology, and administrative standards, which can be reviewed on the Pearson VUE website at our "Become a Test Center" page, www.pearsonvue.com/pvtc/. PVTCs are typically community colleges, training centers, and other education sites.

Each facility must comply with Pearson VUE's strict standards to make certain that candidates can test in a quiet environment that is free of distractions. PVTCs are located in quiet, secure, quality locations that are conducive to candidates having a positive and successful testing experience. In addition, all centers are compliant with the Americans with Disabilities Act (ADA).

3.11. Be easily accessible and secure for the safety of the candidates.

All Pearson VUE test centers provide an easily accessible, consistent, controlled, and secure testing experience for candidates. Our advanced security features protect clients' intellectual property, provide integrity for the examinee check in/out process, validate examinees that may retest at a different location, and give clients a permanent record of examinees' access to the testing room.

Security measures in the test centers include the following:

Test Center Security Design

Company-owned Pearson Professional Centers are purpose-built for secure testing. In each center, the testing room is fully isolated from the waiting rooms, with access controlled by the proctor using biometric verification (as described below). The glass-partitioned proctoring station provides full view of each test delivery workstation without obstruction,

augmented by real-time digital video/audio surveillance and recording over every two workstations. The test center server and

Figure 5. Pearson VUE-owned test centers are purpose-built for secure testing.

digital video recorder are housed within a physically and electronically secured server room. Secure storage is also provided for exam exhibits and other testing materials, and lockers are offered for candidates' personal belongings.

Digital Audio and Video Recording

The test delivery work area in company-owned test centers is monitored from above, providing a clear view of each test workstation and candidate environment. By recording the work surface from above, the environment is clearly monitored without recording test data on the delivery workstation. There is one camera for every two workstations and the video is provided to the proctor to assist in monitoring test delivery. Audio in the test delivery room is also amplified and monitored by the proctor.

Figure 6. The test delivery work area in company-owned test centers is monitored from above, providing a clear view of each test workstation and candidate environment.

Unique to the Pearson VUE security solution is our use of digital video and audio capture technology over the outdated analog video alternative. The audio and video is digitally recorded, retained for 30 days, and available for review. This exclusive industry leading approach enables us to easily facilitate remote access of audio and video via the Internet for review and potential distribution to our clients. This digital system also eliminates the variable quality associated with the use of videotapes and reduces the likelihood of inventory control challenges.

Automated, Integrated Check-in Processing

All aspects of the candidate check-in process are automated via our proprietary admissions software at the test center. Check-in steps and identification requirements can be configured to meet Agency-specific requirements. The unified scheduling and admissions system automatically enforces business rules such as authorization to test, retest policies and waiting periods, registration blocks (for individuals prohibited from testing), and identification verification requirements.

Figure 7. All aspects of the candidate check-in process are automated via the Admissions Manager software at the test center.

Candidate Verification

For maximum security, Pearson VUE recommends that each candidate present two forms of identification with signatures, one of which must be photo-bearing such as a driver's license or passport. This photo-bearing identification with signature is used to verify the candidate's signature on the sign-in roster. The proctor carefully checks the ID to confirm its validity, and then verifies the information on the ID with the candidate's details as they appear on the schedule. ID requirements may be customized to fit the Agency's specific requirements.

Candidates provide a digital signature at the start of the check-in process as evidence of their agreement with the testing rules. A high-quality digital photo is also taken, using inbuilt image-quality intelligence software to produce a standardized passport-style photo of the candidate that meets rigorous quality standards. The signature and photo on screen are then compared by the proctor to those on the candidate's ID and, if the candidate has tested with Pearson VUE before, to those displayed from the prior test administration.

Figure 8. All Pearson VUE test centers use state-of-the-art biometric technology for candidate identification and verification purposes, including (from left to right), palm vein scan (PPCs only), digital signature, and digital photography.

Palm Vein Recognition Technology

Pearson VUE's company-owned sites are equipped with advanced palm vein recognition technology, which captures and recognizes the unique patterns in a candidate's palm veins using non-intrusive, near-infrared scanning technology. New candidates are enrolled in the biometric system during their first test center admission; their identities are then automatically verified when candidates take and return from breaks, and again when they test in the future at any biometrically equipped location worldwide. Palm vein recognition is secure, privacy friendly, fast, highly accurate, and virtually impossible to forge, and has replaced digital fingerprinting to become the standard biometric technology for candidate identification.

Several aspects of palm vein recognition make it more reliable and easier to use than fingerprinting. Palm vein patterns are invisible and virtually impossible to forge, making the

system highly secure. The digitally encrypted palm vein patterns cannot be read by any other system, and there is no direct contact with the sensor, eliminating the possibility of smudging. Moreover, an individual's palm vein pattern cannot become worn down — like a fingerprint — as a result of certain occupations.

The palm vein recognition process does not increase the length of the admission process, usually taking less than a minute to complete.

3.12. Prove ready access to restrooms and other facilities of human needs to the candidates.

As part of our standard physical layout in all testing locations, Pearson VUE provides easy access to restrooms and other facilities of human needs that are convenient to the candidates.

3.13. Provide for multiple candidates to sit for an examination at any given time in venue that is a detriment to the likelihood of cheating.

Pearson VUE provides several workstations in each test site, which allows multiple candidates to sit for an examination at any given time in the venue that is a detriment to the likelihood of cheating.

In order to minimize cheating, workstations are equipped with partitions as shown in **Figure 9.** As an added security measure, candidates are not seated in adjacent workstations whenever possible.
Pearson VUE's state-of-the-art test delivery system maintains each candidate's assigned workstation ID number with his or her test result file, eliminating the need for paper seating charts. The electronic record is stored in Pearson VUE's database for the duration of the contract plus one year, unless otherwise required by the client.
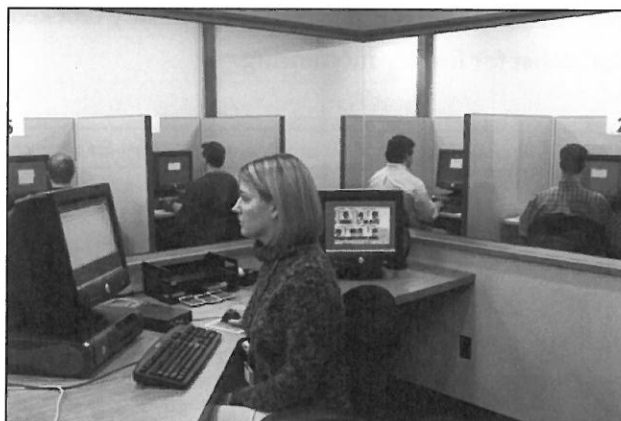
Figure 9. In our company owned sites, a patented soundproof, glass-partitioned proctoring station provides full view of each test delivery workstation without obstruction.

Before a test is delivered to the candidate's workstation, the test center administrator must log on to the workstation using a special ID and password and then select the appropriate candidate name. All attempts to access a test with an incorrect ID and password are prevented and logged by the system. Test questions are unencrypted and delivered from the LAN server one at a time

during the test administration and are encrypted again once the candidate moves to the next question. Access to the entire test file from the candidate's workstation is prohibited. The test administration application locks the candidate out of all other applications on the computer until the test is completed.

Online, Integrated Incident Response Management

In the event of a violation of the test center rules or any other candidate misconduct or security breach, proctors are trained to intervene wherever possible and stop the exam. The test center retains cheating materials recovered from the candidate, and submits a detailed incident report through Pearson VUE's online incident reporting system. Any security incidents reported by test centers are automatically linked to the candidate's testing record and promptly investigated. Evidence relating to the incident is analyzed and preserved; an initial notification is provided to clients, normally within one to two business days, depending on the nature and severity of the incident.

Procedures for responding to different types of security incidents may be customized to specific client requirements. Pearson VUE personnel will supply documentation, evidence, and/or testimony required to support administrative or legal proceedings with the candidate. If requested, candidates may be automatically blocked from scheduling further exams or added to a watch list for further monitoring.

3.14. Produce and maintain all equipment necessary for a successful operation.

Pearson VUE's test centers, regardless of type, are equipped with state-of-the-art workstations and equipment necessary for a successful operation. Pearson VUE has completed a technical refresh for the hardware in all domestic PPCs. This refresh involved the upgrade of servers, test administration workstations, switches and digital video recording devices. Below are the configuration minimums for PPCs after the refresh.

- Dell Optiplex GX745

- 1GB RAM

- Intel® Core™ 2 Duo Processor E6300 (1.86GHz, 2M, 1066MHz FSB)

- 80GB SATA Hard Drive

- No Floppy Drive

- 16X DVD ROM

- USB Keyboard and Mouse

- PCIe,256MB ATI Radeon X1300 Pro graphics

- 17" LCD Monitor (x2 for Proctor)

- 8 - USB 2.0 ports (2 on front, 6 on back)

- Windows XP Pro

- DirecX 9.0c

3.15. The examination service must provide insurance examination testing services in all states.

As previously stated, West Virginia applicants will have access to our national network of approximately 200 company-owned sites at no additional cost.

3.16. Ensure that all equipment is properly maintained and receives routine preventative maintenance. In the event of equipment failure make appropriate arrangements for retesting without additional costs to the candidate.

Pearson VUE will continue to make sure that all equipment is operational, properly maintained and receives routine preventative maintenance. In the event of equipment failure, Pearson VUE will make appropriate arrangements for retesting without additional costs to the candidate.

3.17. The candidate will collect the examination fees and return the required examination fee to the state.

Upon contract award, Pearson VUE will continue to collect the examination fees and return the required examination fee to the state. As previously stated, Pearson VUE collects its examination fee when a candidate schedules an examination. Pearson VUE currently sends the Agency a financial report via an encrypted email and payments are sent by check. We will be happy to remit the required examination fee to the state by EFT for the new contract term.

3.18. Have sufficient site staffing to remain operational in the event of absent personnel (illness, emergency, etc.).

Pearson VUE can assure the Agency that Pearson VUE will continue to have sufficient site staffing to remain operational in the event of absent personnel (illness, emergency, etc.). Survey data from Q1 and Q2 2103 show that **over 99% of West Virginia candidates felt that our test staff was helpful and knowledgeable.**

Pearson Professional Center Staffing

The key to excellent test center service (for examinees and for clients) is the quality of the test center staff. Pearson VUE recruits and hires only qualified personnel to operate this critical component of our service. Applicants are carefully screened, given a criminal background check, and evaluated for a variety of skills including personal communication skills. As a condition of employment, Pearson VUE's proctors and test center managers agree to adhere to a set of

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standards and a code of behavior designed to provide a fair, equitable, and honest test administration.

For the staffing of our test centers, we require that two of our certified employee proctors or administrators are present at the start of each test session. This includes one administrator to handle the candidate check-in process and a second administrator to monitor the testing room. Pearson VUE's staffing levels allow for continuous supervision of the testing room, even while other candidates are being checked into the test center.

A three-tiered staffing structure permits Pearson VUE to manage this key component of our business, the testing channel, from all levels:

- The **vice president of global candidate services** deals directly with Pearson VUE's executive team on strategic issues and long-term client goals.

- Supporting the vice president of global candidate services on a more operational level is the **director of test administration**, who resolves issues that are escalated by the regional test center managers and also works closely with the program management team to meet client objectives and service standards.

- Finally, the **regional test center manager** handles daily operations and resolves routine issues directly with each test center manager.

Pearson VUE makes certain that our clients' testing procedures are maintained through two important ways: (1) hiring test center staff best suited to the work, and (2) a comprehensive training and certification program. Training for the Pearson VUE test center staff in West Virginia will continue to be handled through a comprehensive approach to provide a positive test taker experience that is secure and consistent:

Pearson VUE completes a background check on employees working for Pearson VUE. We do not hire employees that have not successfully passed Pearson VUE's required background check. Pearson VUE will work with State to satisfy the intent of Section 51 of the RFP's terms and conditions.

Pearson VUE Authorized Test Center Staffing

We require that a certified proctor or administrator staff each test center whenever exams are being delivered. The next level of our staffing control processes is attained through our test center channel operations structure. The test center staff are trained and supported by our central channel operations and quality team in each region.

The channel quality team helps to maintain high-quality staff at the test centers for which they are responsible by following up with sites that are not following proper procedure, conducting retraining of test center staff, and providing online policies and procedures guides. As with staff at our company-owned test centers, PVTC personnel are required to pass an annual certification exam to make sure they are familiar with Pearson VUE policies. These steps help to maintain a consistent administration of our clients' program and superior customer service to each candidate.

3.19. The Vendor will establish and maintain a website that allows applicants to register and schedule examinations that collects all demographic information necessary for registration.

Upon contract award, Pearson VUE will continue to maintain a website that allows applicants to register and schedule examinations and that collects all demographic information necessary for registration.

Exam Scheduling by the Internet

At Pearson VUE, we have been scheduling a significant number of our test takers on the web since the late 1990s, and the number continues to grow. Approximately 70 percent of our candidate examination appointments are scheduled online.

In 2012, Pearson VUE introduced clients to our enhanced web-based registration and scheduling system, which was designed with a specific focus on providing a high-quality user experience. The design was guided by a team of design professionals, and the user experience was refined and validated through end-user testing in usability labs. The result is an easy-to-understand user interface and process flow that leads candidates through the scheduling process without the need for lengthy instructions. In addition, the web system is:

- **Compliant with Web Content Accessibility Guidelines (WCAG) 2.0,** allowing it to be accessible by a broad range of users

- **Compatible with a wide array of mobile devices** by incorporating responsive web design to optimize the view on electronic devices, including desktop computer monitors, tablet computers, and mobile phones

Our web registration and scheduling system has always been an actual application with real-time access to the registration and scheduling databases. Candidate registration and scheduling of exams are never out of sync with the call center. In addition, our clients are provided custom web landing pages, complete with messaging, logos, and other information. Clients can send candidates directly to this page for efficient one-stop scheduling, and Pearson VUE's Agency-specific landing page will continue to contain a link back to the Agency's home page.

Pearson VUE's web registration and scheduling system provides candidates with the ability to:

- **View appointment availability** – Candidates can easily view appointment availability for their preferred test center using a graphical calendar display and can optionally compare appointment availability across their top three preferred centers.

- **Search for test center locations** – Our system integrates with the Google Maps application programming interface (API) to aid the user in selecting the preferred test center(s). Users can search for test centers using a full or partial address, and test center results are displayed by proximity to the search address.

- **Change appointments within parameters set by the Agency** – Users can change their appointments (test center, appointment time, and additional test support) as long as they allow at least one working day—prior to their scheduled test date.

- **Cancel an appointment and, if appropriate, obtain a refund** – Users can cancel their appointment through a two-step process on any date prior to the scheduled test date. If users cancel their tests within the timeframe designated by the client, they will receive a full refund.

- **Receive appointment confirmations by email** – The Pearson VUE correspondence engine provides confirmation emails using custom email templates.

- **View test history** – Users may view their Pearson VUE test history with pass/fail results and the dates for previously taken tests.

Registering for a web account and scheduling an examination using our web-based system is easy and takes only a few minutes to complete. Candidates can initiate the process 24 hours a day, seven days per week. Candidates with access to a web browser can navigate to www.pearsonvue.com, register, and schedule exams using the following steps:

1. **Select the "Learn—View Program Information" icon and then select the Agency's program.** The candidate will be directed to the Agency's unique web landing page. The Agency can also send candidates directly to this page for efficient one-stop scheduling.

2. **Create web logon credentials.** Candidates can obtain their web logon credentials when they first register with Pearson VUE. Alternatively, for testing programs that provide the candidate ID (other than a social security number) and demographic details to Pearson VUE, we offer several streamlined choices for obtaining web account credentials. Pearson VUE will work with the Agency to implement this advanced candidate registration and scheduling system free of charge.

3. **Select the "Schedule a Test" or "My Account" icon.** This will bring the candidate to the account sign-in screen. Depending on the options set up for the Agency's program, a first-time candidate can supply his/her full name, full address, phone number, and email

address after selecting the "create a new web account" link. As part of this process, Pearson VUE also offers clients the ability to collect additional information in the form of custom questions. The candidate will also be prompted to create a username and password and to answer two security questions. Returning candidates can complete the sign-in process by entering their username and password and selecting the "Sign In" button.

4. **Select an exam, schedule an appointment, and submit payment.** After creating a web account, the candidate will be directed to the scheduling homepage where he/she can both schedule an exam appointment and submit payment or log out of the system. As part of the scheduling process, the candidate will be able to select a test center (if applicable), view and select available appointment dates and times, and submit payment. Multiple exams for the same candidate can be included on one order, even if those exams are scheduled at on the same day, at the same test center, on different days, or at different test centers. As part of the scheduling process, Pearson VUE offers the ability to collect additional information specific to a selected exam in the form of custom questions.
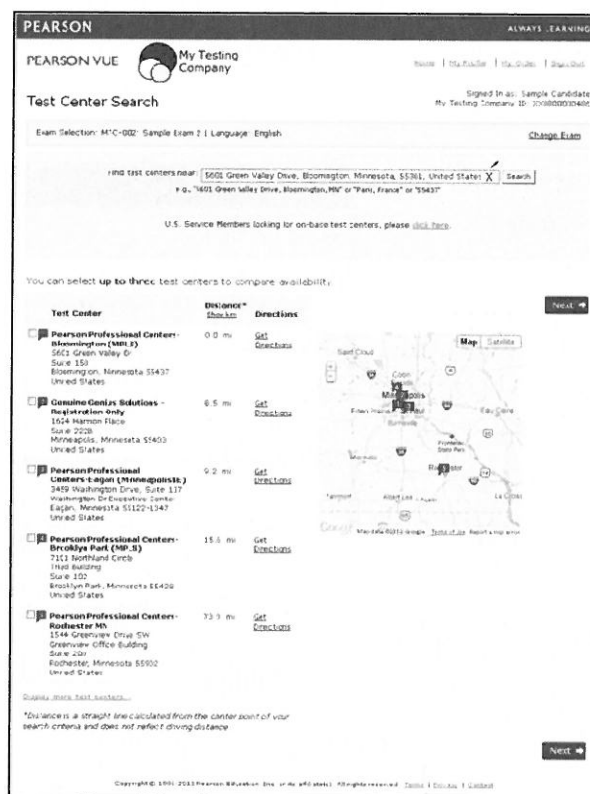
Figure 10. Screenshot of our web scheduling system's "Test Center Search" function, which integrates with Google Maps.

5. **Confirm appointment.** Upon completion of scheduling and submitting payment for an exam, the candidate is presented with a printable confirmation screen and will also immediately receive, via email, a confirmation notice containing the details of the scheduled exam appointment, client policies, and directions to the test center as well as a receipt containing payment information. The payment receipt is sent only if funds are

collected by credit card or electronic check. No receipt is sent if the full payment is made using a voucher or other discount.

6. **Access account.** With the assigned username and password, candidates may return to the Pearson VUE website to schedule, reschedule, or cancel exam appointments, view their current appointment activity, review past exam history, and, depending on client rules, update their demographic information.

We have provided screenshots that illustrate the candidate experience in **Appendix C**

Website

Pearson VUE will continue to provide a series of web pages on www.pearsonvue. com to provide registration and scheduling information to prospective candidates for the Agency's program. On these program-specific web pages, candidates will be able to access information, frequently asked questions, examination-related forms, and examination content outlines. Additionally, Pearson VUE will

Figure 11. Pearson VUE will continue to provide a series of web pages on www.pearsonvue.com to provide registration and scheduling information to prospective candidates for the Agency's program.

provide links to the Agency's website and other relevant websites, as directed by the Agency. Candidates will also be able to make a reservation to test through Pearson VUE's Internet

reservation system, as described above. Candidates will be able to register online for examinations 24 hours per day, seven days a week from any computer or mobile device with Internet access. Our online registration process is password-protected.

The web page will also include, at a minimum:

- Candidate handbook
- Examination registration forms
- Instructions to schedule an exam online
- Content outlines
- Links to make an examination reservation online
- Phone numbers for reservations and questions
- Links to the Agency's website
- Links to take an online practice test
- Other information as required by the Agency

Content change to the website or the candidate handbook will be handled immediately by the assigned senior program manager, Ms. Shebbra Toussaint. Whenever possible, changes will be processed within **one business day**.

3.20. Applicants shall not wait more than five (5) minutes, when calling on a service line, before being connected with a live operator to accept the applicant's information. During this waiting period, the Vendor shall notify the applicant of their website scheduling option. In addition, there shall be recurring statements notifying the caller of the anticipated wait time until an operator is available. The Vendor shall test applicants within five (5) business days of the applicant's request to schedule an appointment.

Pearson VUE's call center, which is open seven days a week, is sufficiently staffed so that applicants will not have to wait more than five (5) minutes, when calling on a service line, before being connected with a live operator to accept the applicant's information. **Typically, our call center's hold times are in the 30 second range.** During this waiting period, an automated message will notify the applicant of their website scheduling option and provide the anticipated wait time until an operator is available.

Once transferred to a call center agent, the candidate can be scheduled for an appointment as soon as the next business day. According to survey data from Q1 and Q2 2013, nearly 97% of West Virginia insurance candidates were able to schedule an acceptable test date and test center location. Nationally, 95% of candidates are able to test within five business days or less. Pearson VUE provides the most flexible test center hours in the industry. Capacity at our test

centers is monitored five times daily, seven days per week, with automated alerts for high available capacity consumption occurrences.

Toll-Free Examination Inquiries and Scheduling

If at any point a candidate has any questions or concerns, or simply would like to schedule an examination by phone, the candidate may call our toll-free call center, which is open seven days a week. Our Minnesota-based call center is staffed by customer care representatives who will be trained in the details of the Agency's program and will respond immediately and accurately to all candidate requests and inquiries.

Seven day availability is very important for candidates; it not only gives them added flexibility, but it makes it easier for those wishing to reschedule or cancel a test appointment to do so without incurring a penalty fee. If, for example, a candidate needs to reschedule a Tuesday appointment, he/she can either contact our call center or go online the prior Sunday and make the appropriate adjustments without incurring a fee. In the same situation with a different vendor whose call center was not open on Sundays, the candidate would likely be charged a cancellation fee.

In order to schedule an examination via our call center, candidates can call the program-specific toll-free telephone number and be quickly routed to one of our trained representatives. Pearson VUE's average speed of answer is less than one minute and often closer to 30 seconds. The representative will ask a series of questions to validate the candidate's identity and to determine what program and examination he/she would like to schedule (e.g., the Agency, Life exam). The representative will then work with the candidate to schedule an exam on the desired date at the test center of his/her choice and will also answer any questions.

Upon completion of scheduling and submitting payment for an exam through the call center, a candidate will receive, via email, a confirmation notice containing the details of the scheduled exam appointment, client policies, and directions to the test center as well as a receipt containing payment information. The payment receipt is sent only if funds are collected by credit card or electronic check. No receipt is sent if the full payment is made using a voucher or other discount.

Call Center Staff

We understand that call center operations is a key interface for the Agency candidates and that providing a quality service will reflect positively on the Agency's program. With that in mind, Pearson VUE has established and will continue to maintain a dedicated toll-free telephone number for the Agency program to serve as a single touch point for scheduling appointments and inquiries via telephone. Our Minnesota-based call center is staffed by at least 70 customer care representatives—and as many as 90 during peak periods. All staff will be trained in the

details of the Agency's program and will respond immediately and accurately to all candidate requests and inquiries. All calls are monitored and recorded for consistency and professionalism. **Pearson VUE's call center is open and staffed seven days per week, allowing us to rely less on automated systems.**

Our customer care representatives (CCRs) will receive updated training if changes occur throughout the contract term. Program-specific guides will be created that contain the Agency's program business rules and made available online (internally) to each CCR for quick reference, facilitating proper and consistent handling of candidate requests. Scheduling calls are also monitored in order to verify that information is provided consistently to all candidates.

Our CCRs are cross-trained in order to provide staff that is readily available to respond to candidate scheduling and inquiries, even in the instance of forecast absences. The inverse is also true. A change in the Agency requirements, for instance, could cause a sudden increase in volume of the Agency's candidates, and our CCRs would be able to accurately and professionally handle these calls. We also monitor incoming calls by program, on a daily basis, to make certain we are meeting our performance standards for our clients. Additionally, the CCR staff has a sizable number of multi-lingual agents to assist Spanish-speaking candidates.

Interactive Voice Response (IVR)

Although most candidates prefer to register by Internet or phone, we also offer an Interactive Voice Response (IVR) application provides that self-service features for candidates to obtain routine information and directs them to the appropriate personnel to handle their inquiry. The system has an easy-to-use functionality, but also allows candidates to reach a program-specific customer service agent trained to properly address the candidate's inquiry. This IVR technology can be tailored for requirements specific to the Agency's program, providing information on licensing or pre-approval requirements, or even where required documents are located online. As previously mentioned, approximately 70 percent of our candidates register online.

3.21. All applicants affected by site closures shall be notified of the closure within 24 hours of the applicant's appointment. The Vendor shall reschedule all applicants affected by a site closure within five (5) business days of the closure.

All applicants affected by site closures shall be notified of the closure within 24 hours of the applicant's appointment. Pearson VUE will reschedule all applicants affected by a site closure within five (5) business days of the closure.

The Agency's assigned senior program manager, Shebbra Toussaint, will immediately notify the Agency as soon as the decision is made to change any location or close any or all sites. The senior

program manager will notify the Agency promptly after a decision has been made to change a location or close any sites in West Virginia. Pearson VUE will work with the Agency to address any concerns that the Agency may have with a site change and/or closing.

In the event of a location change known in advance of the administration date, Pearson VUE will immediately inform the Agency, update our website and scheduling system, and inform our call center staff so that no additional candidates schedule their appointments at the affected test site. Using a scripted phone call and/or email, we will notify candidates and reschedule them at the next closest site and make every attempt to keep the original appointment date and time. Candidates will receive an updated confirmation letter for any rescheduled appointment.

3.22. Provide a Special Accommodation Request form or provision to candidates for whom: English is a 2nd language, for religious reasons cannot take an examination only offered on Saturdays and for ADA reservations.

Pearson VUE will continue to provide a Special Accommodation Request form or provision to candidates for whom English is a second language, for religious reasons in which they cannot take an examination only offered on Saturdays, and for ADA reservations.

Accommodations Request Process

In order to request accommodations, candidates can go to Pearson VUE's centralized website, http://pearsonvue.com/accommodations, and then select their testing program from the alphabetized list. Here, candidates can view their testing program's guidelines and print a copy of the request form that they must complete to request accommodations. On the form, candidates are asked to provide their contact information, a description of their disability, and the requested accommodation(s). Candidates are also asked to provide documentation from a qualified evaluator (e.g., a physician) to substantiate their disability and need for accommodation. Completed forms may be submitted to Pearson VUE via fax. Candidates who have additional questions concerning test accommodations may contact the ADA coordinator at accommodationspearsonvue@pearson.com.

4. MANDATORY REQUIREMENTS

4.1 Mandatory Contract Services Requirements and Deliverables:

4.2 Examination Services

4.2.1 The Vendor shall establish and maintain four (4) testing centers throughout West Virginia including but not limited to, Charleston, Beckley, Morgantown and a testing site located in the eastern panhandle.

For the Agency's insurance program, Pearson VUE will continue to provide our established test sites located in West Virginia - Charleston, Morgantown, and Beckley. Responding to the need for additional capacity, we have recently added a third-party Pearson VUE Authorized Test Center in Martinsburg, West Virginia in order to provide additional coverage in the Eastern Panhandle region of the state for the Agency's insurance examination program. We will also continue to provide locations in the neighboring states of Maryland, Pennsylvania, and Virginia, which provides an even larger regional footprint and more options for candidates. Sites in Cumberland, Maryland, and Pittsburgh, Pennsylvania in particular, can provide a convenient alternative for applicants residing in certain areas of the State. Please refer to **Section 4.5 – Examination Sites**, where we have provided a detailed description of our test center solution.

West Virginia candidates may also test across the United States at no additional charge through our expansive national network of company-owned sites, which includes approximately 200 test centers.

4.2.2 Establish and maintain a mechanism for the positive identification of all examination candidates. The Vendor shall ensure that the applicant presents proper identification documents at the time of the examination. The identification documents presented by the applicant must include 2 (two) forms of current signature identification:

Primary ID must be government -issued and photo bearing with a signature
o *Government-issued Driver's license*
o *U.S. Department of State Driver's License*
o *U.S. Learner's Permit (plastic card only with photo and signature)*
o *National/State/Country identification card*
o *Passport*
o *Passport card*
o *Military ID*
o *Military ID for spouses and dependents*

Secondary ID must contain a valid signature
o *U.S. Social Security Card*
o *Debit (ATM) or Credit card, with name on card.*
o *Any form of ID on the Primary list*

Pearson VUE will continue to make sure that each applicant presents proper identification documents at the time of examination. For maximum security, Pearson VUE recommends that each candidate present two forms of identification with signatures, one of which must be photo-bearing such as a driver's license or passport. This photo-bearing identification with signature is used to verify the candidate's signature on the sign-in roster. The proctor carefully checks the ID to confirm its validity, and then verifies the information on the ID with the candidate's details as they appear on the schedule. ID requirements may be customized to fit the Agency's specific requirements.

Candidates provide a digital signature at the start of the check-in process as evidence of their agreement with the testing rules. A high-quality digital photo is also taken, using inbuilt image-quality intelligence software to produce a standardized passport-style photo of the candidate that meets rigorous quality standards. The signature and photo on screen are then compared by the proctor to those on the candidate's ID and, if the candidate has tested with Pearson VUE before, to those displayed from the prior test administration.

4.2.3 Provide examinations that consist of objective, multiple choice questions or problems of a length and duration as determined by the Vendor. All examination items developed or provided by the Vendor shall be the property of the Agency and may be copyrighted in the Agency's name. The content of the examinations shall be based upon the West Virginia examination content outlines, developed and periodically revised by the Vendor and the Agency. The outlines shall be approved by the Agency prior to use. The Agency shall retain the right to request and view the examination questions.

Pearson VUE will continue to provide examinations that consist of objective, multiple choice questions or problems of a length and duration as determined by Pearson VUE.

Content Outline Creation

Pearson VUE staff works with the SMEs to craft valid and reliable content outlines and examination items that address the entry-level licensure requirements. We have experience in working with insurance SMEs from across the country. The SME committee's function is to provide the industry-specific knowledge necessary for developing, reviewing, and revising appropriate examination content.

Pearson VUE will work with the Agency to form an SME committee to review and update the current West Virginia content outlines. Committee members should be demographically representative of the insurance industry, taking into account such factors as geographic location, gender, and ethnicity. SMEs are selected based on their practical knowledge of appropriate entry-level content, years of experience in the field, and expertise in particular content areas. Because of these procedures, exam specifications and the resulting examinations will be valid and defensible.

Test Design

Pearson VUE currently has comprehensive banks of hundreds of items for our general examinations. We use this extensive item bank to create equated test forms of the general examination. The general examination includes:

- 50 scored multiple choice questions (100 for the property/casualty combination exam)

- 10 pretest questions that do not count toward the candidate's score
  (20 for the property/casualty combination exam)

The general portion of the examinations deals with the knowledge and understanding of the general principles and practices of insurance. Each question has been written by members of Pearson VUE's national test development committee. The committee members are comprised of regulators, educators, and practitioners from each of Pearson VUE's client states. Each question is linked to a section of the national outline developed in accordance with our national job analysis and reviewed by the committee for the given line of insurance.

The state-specific portions of the examinations tests candidates' knowledge of West Virginia laws, rules, and regulations. The state-specific section deals with insurance laws, rules, regulations, and practices that are unique to the state. The state portion of the examination typically includes:

- 25-40 scored multiple choice questions

- 5-8 pretest questions that do not count toward the candidate's score

Notwithstanding anything contained in this Contract, the parties agree that Contractor will be the exclusive owner of existing test items provided or derived from its general or state item banks ("Root Items"). If State-specific items are developed specifically for State, those items shall become the property of State, unless those items were created or derived from Root Items or jointly developed under the Contract. For any items created or derived from Root Items or jointly developed under the Contract, State shall have a non exclusive and royalty free license to use these items only in connection with the State's testing program during the term of this Contract. In the event of any dispute regarding ownership of any item, the State, at a minimum, shall grant Contractor a nonexclusive, perpetual, and royalty free license to use and sublicense any test item resulting from Contract.

Test Delivery System

Using the Internet, the Pearson VUE test delivery system securely delivers tests published from Pearson VUE's proprietary content management tool, Builder.

Candidates who do not provide valid identification are not allowed to test. As an added security measure, clients can elect to include a security statement in the examination that appears when the client launches the test. The security statement requests the candidate to agree to the client's test taking security policies. If the candidate selects "no," the test terminates and the candidate cannot proceed with the examination.

Pearson VUE is unique in the industry for the depth of information we capture during the test taking experience. We capture every event that occurs during test administration, from mouse-clicks and keyboard strokes, to exam pauses and restarts. We create a log that enables us to provide an event-driven reconstruction of the candidate's entire testing session. At the close of the test session, this event log is packaged in XML format for encrypted transmission back to Pearson VUE. If a power outage or other temporary hardware failure interrupts a test, these files can be used to restore the test exactly to the point of interruption. Item-level timing and test-level timing accurate to the end of the previous item can be restored as well.

Our proprietary content management tool Builder accurately and securely maintains our examinations and examination items. Builder will be used by Pearson VUE's content developers to organize the work practices surrounding the development of testing content and to develop and maintain examinations for the West Virginia programs.

Test content created and imported into Builder can be revised, edited, associated with supporting elements and statistical histories, or otherwise prepared for test delivery.

Builder offers high-performance project management controls, robust item banking support, complete editing functionality, and single-source publishing capabilities. It also controls publication status for quality assurance, production, and archived versions of tests.

Pearson VUE's primary item type is the single response, four-option, multiple-choice item. Pearson VUE utilizes this item type in several ways:

- **Standard Item Presentation:** A stem and four response options are presented, with each item containing only one clear correct answer.

- **Split-Screen Items:** Pearson VUE's test delivery system allows for several innovative presentation styles of the standard multiple-choice item. By using a split screen, a scenario relating to professional practice, or a graphic interpretation of such, is presented on one half of the screen, with an item, or a series of items, relating to the former presented on the other half of the screen The screen may be split horizontally or vertically, and the candidate has the ability to manipulate the size of each half of the screen for optimum viewing. In this way, Pearson VUE offers an alternative to simple recall items, as the candidates are required to apply the information supplied in the scenario or graphic in order to answer the related item.

Figure 12. A sample of a standard Pearson VUE multiple choice item, complete with stem, three distractors, and a key.

- **Exhibits:** Pearson VUE also offers another item enhancement option by which additional item information may be provided to the candidate. By using the exhibit feature in our test delivery system, we are able to provide graphics, additional text, or a simple function calculator to a candidate via an applet window. When a candidate clicks on the "exhibit" button in our test delivery system, a separate pop-up window containing one of these pieces of information appears to the candidate. An exhibit screen may be opened or closed at the candidate's discretion. For the greater part of our current regulatory examination clients, this feature is used to provide the online calculator to those jurisdictions that allow or require such.

In Pearson VUE's regulatory examinations, the majority of item types currently used reflect those described above. Pearson VUE also has a growing library of innovative item types that employ graphics, sound, full motion video, Macromedia Flash "hotspot" technology, and embedded

applets, which we currently use in our certification markets, but have potential for adaptation to the regulatory marketplace.

Examination Durations

During the publication process, specifications regarding the presentation of the exam will be delivered to the vendor, including the ability to skip items, name of the exam/test, and duration. Should the candidate run out of time, a pop-up message will announce to the candidate that the time has expired, and the candidate will need to select "OK" in order for the exam to advance to the next section. At the end of the exam, general information specified by the client may be displayed, which can include the candidate score. At that time, the candidate must select "End Exam" and close out the testing experience.

4.2.4 Validate prelicensing certificates from one of West Virginia's approved prelicensing providers prior to testing. If certificate is not valid; the date is greater than 90 days from the date of the certificate, the certificate has been falsified or not from an approved prelicensing provider the testing center is required to refuse the candidate its testing services.

Pearson VUE will continue to validate pre-licensing certificates from one of West Virginia's approved pre-licensing providers prior to testing. If the certificate is not valid, the date is greater than 90 days from the date of the certificate, or if the certificate has been falsified or is not from an approved pre-licensing provider, then Pearson VUE testing center staff will refuse the candidate its testing services.

Aside from presenting two forms of signature identification at the test center, one of which must be photo-bearing, candidates taking Life, Accident and Sickness, Property and Casualty, and Personal Lines must also present a Certificate of Pre-licensing Course Completion to be admitted to the test center.

4.2.5 Provide candidates with the ability to take practice tests for the major lines of authority. The practice tests should contain questions developed by subject matter experts using concepts found in the general portion of the licensure examination.

Pearson VUE will continue to provide insurance practice exams online for the major lines of authority and will make those practice exams available to exam candidates for an additional fee. The practice tests contain questions developed by subject matter experts using concepts found in the general portion of the licensure examination. These exams are 50 to 75 questions in length and include in-item feedback with correct/incorrect answers and a score report.

Using Pearson VUE's practice exams, candidates are able to take an examination that mirrors the actual examination as it would appear on the computer in the test center. Candidates can become familiar with the navigation features, thereby reducing any anxiety related to the novelty of the test experience. Online practice tests simulate the testing experience by providing a test-quality

insurance examination right on the candidate's personal computer. Candidates may purchase the practice exams using a credit card or voucher by clicking on a link directly at the Agency's landing page at www.pearsonvue.com or, if desired, through the provision of a link on the Agency's website.

4.2.6 Monitor the difficulty level of the various examination questions in order to produce examinations of comparable difficulty, calculate a difficulty index for each item for this purpose, and be prepared to demonstrate that examinations are equivalent in degree of difficulty.

Pearson VUE will continue to monitor the difficulty level of the various examination questions in order to produce examinations of comparable difficulty, calculate a difficulty index for each item for this purpose, and be prepared to demonstrate that examinations are equivalent in degree of difficulty.

Statistical Analysis (Reliability)

Pearson VUE's psychometric team continually reviews the performance of examinations and items, including a monthly review of pass/fail rates and regular review of item statistics.

The psychometric team also monitors examinations and items on the following levels as part of the test maintenance:

Test Level:

- Number of respondents

- Descriptive statistics for test scores

- Descriptive statistics for response time

- Reliability

Item Level:

- Number of respondents

- Response difficulty

- Response discrimination

- Response time on the question

- Response option maintenance (distractor analysis)

- Standard error of measurement

- Fit of the question to the IRT model

- Item parameter drift

- Item

Item Pool Maintenance:

- Distribution of the items by content

- Distribution of the items by difficulty

- Average and range of difficulty by content area

Pearson VUE is prepared to demonstrate that exams are equivalent in degree of difficulty. Pearson VUE's psychometricians are responsible for the overall soundness of examinations. They also maintain the most current knowledge of statistics and measurement in the credentialing industry. When tests are used to make important decisions about a candidate's future, it is imperative that the test be psychometrically sound and fair.

4.2.7 At the request of the State, review and rescore a candidate's examination to verify the validity of the examination results at no cost to the State or the candidate.

When requested by the State, Pearson VUE will review and rescore a candidate's examination to verify the validity of the examination results at no cost to the State or the candidate.

Candidate examination appeals due to a perceived error in the scoring process are handled by Pearson VUE's program coordinators at no cost to the state; program coordinators are a select customer service group that is a part of our Candidate Support Services team. These representatives will work directly with Pearson VUE psychometricians and the Agency's assigned Pearson VUE senior program manager, Shebbra Toussaint, to facilitate a hand scoring of the examination to verify or disprove the candidate's claim. Depending on the outcome of the hand score, the psychometrician will either verify the accuracy of the original computer-based score or take the necessary action to validate the candidate's claim.

4.2.8 Upon completion of an exam, the Vendor will notify candidates at the test site of exam results. The Vendor shall provide at the test site an exam score report for all individuals who successfully pass an examination for licensure administered by the Vendor. The exam score report should include but not be limited to the candidate's name, address, Vendor identifier number, birth date, type of examination, exam data, school code, exam result and candidate picture. The content of the exam score report may be revised and reviewed periodically according to the Agency's needs to all individuals who successfully pass an examination for licensure administered by the Vendor.

Pearson VUE will score examinations and will immediately notify candidates of their results through the provision of an on-site, written, photo-bearing score report. Pearson VUE will provide the Agency's candidates with score reports at the check-out desk immediately after they finish their examinations. The exam core report will include but not be limited to the candidate's name, address, Pearson VUE's identifier number, birth date, type of examination, exam data, school code, exam result, and candidate picture. The content of the exam score report may be revised and reviewed periodically according to the Agency's needs to all individuals who successfully pass an examination for licensure administered by Pearson VUE.

Score Reporting

Passing candidates will receive a photo-bearing score report that includes the candidate's name and address, test date, and candidate identification number. For many exams, the Pearson VUE score report will contain a unique validation code that a potential employer or other

Figure 13. Immediately following the completion of the exam, Pearson VUE will provide the Agency's insurance examinees with a photo-bearing score report.

interested third party can use, through the Pearson VUE website, to verify that the score report is authentic. We call this technique our Online Score Report Authentication system. It's an easy to use, yet secure way of allowing potential employers to verify a candidate's score report and speed up the employment process.

Score reports for passing candidates can also contain other specific data as defined by the Agency, such as "next steps" for licensure. Failing candidates will be notified that they failed the examination and provided their overall numerical score and the passing score, with an additional breakdown of their results by major category. Failing candidates will receive a photo-bearing score report that provides this additional results breakdown, also known as diagnostic performance information, which includes the examination results and candidate performance by

content area. Failing score reports will also contain specific instructions and rules for re-examination as specified by the Agency. We have provided sample score reports in **Appendix D.**

Employers wishing to validate a score report must first obtain both the validation code and the registration ID number from the candidate, and then enter that information on the Pearson VUE website. Once submitted, Pearson VUE's system automatically retrieves an electronic file that contains the candidate's name, test result, and, if applicable, photo.

Pearson VUE will not advise candidates of their performance on pretest items, which are not considered in scoring their examinations.

If unforeseen circumstances (e.g., equipment failure, power outage, etc.) should prevent the provision of written score reports to candidates, site personnel will advise candidates that a score report will be generated and sent to the candidate within five business days.

4.2.9 The actual passing score utilized by the Agency for exams is 70%. The Agency will remain responsible for setting the actual passing score and the Vendor, if requested to do so, will provide assistance to the Agency in establishing an appropriate passing score for future exams.

Pearson VUE understands that the actual passing score utilized by the Agency for exams is 70%. The Agency will remain responsible for setting the actual passing score and Pearson VUE, if requested to do so, will provide assistance to the Agency in establishing an appropriate passing score for future exams.

Should the Agency request Pearson VUE's assistance in establishing an appropriate passing score for future exams, we have provided our process below.

Passing Standard

Pearson VUE regularly holds standard setting meetings using two methods in order to collect information that will aid in selecting items for inclusion on the test.

- **Modified Angoff** – SMEs read each question and rate it for the probability that a minimally competent, entry-level professional will answer it correctly. The probability data generated for each item are then used to compute the minimum passing score for the test as a whole.

- **Bookmark** – The bookmark method uses SMEs to review questions that have IRT calibrations. Questions are ordered from least difficult to most difficult. SMEs place a "bookmark" at the point along the difficulty continuum where they estimate a minimally competent professional would be able to answer the questions correctly. Calibrations on the questions are used to refine the process.

Standard setting is a method of determining the test score that corresponds to a specified test taker performance level. The test score that is determined during the standard setting procedure to demarcate one performance level (e.g., pass or fail) from another is called the cut score.

Standard setting is a two-step process that first requires subject matter experts (SMEs) to adequately describe a minimally competent test taker (or minimally qualified test takers) in terms of what they can be expected to know. This process assumes that there is a theoretical knowledge continuum, ranging from insufficient knowledge at one end to fully competent levels of knowledge on the other. It is the SMEs' job to identify the point on this theoretical continuum that separates the test taker who is minimally competent from one who is not. That is, this knowledge standard is based around the concept of level of competence and can be visualized as a ruler. The first step in the standard setting processes involves positioning the desired level of competence on the ruler. The articulation of content standards at this step of the process is independent of any particular exam form or set of items.

In the second step of the standard setting process, participants examine the individual items on a test along with the historical test taker performance on those items. They use that information to translate the knowledge standard defined above into a cut score on the specific exam. It is only at this step that the difficulty of individual test items is taken into account during the standard setting process. Specific details concerning this step may vary, depending on the procedure that is used, but all procedures require the SMEs to make informed judgments about the performance of minimally competent test takers on a given set of items. Once this step is completed, the knowledge standard from the theoretical knowledge continuum can be said to be translated into a cut score on an actual exam form.

Recommended cut scores are submitted to the client for approval, along with estimates of the anticipated impact on examination pass rates. Candidates who pass our examinations have achieved the minimal standard set by the given regulatory body. Passing candidates have the knowledge necessary to perform the job, and the consumer is better protected and served because the candidate has met the standard established by the regulatory body. Pearson VUE will closely monitor and report on any newly-applied cut score and the standard established will be maintained for future examinations.

4.2.10 Develop and maintain a bank of licensing examination questions for all examinations sufficient to remove the ability of any person(s) from recreating the examination through repetition of testing.

Pearson VUE will continue to develop and maintain a bank of licensing examination questions for all examinations sufficient to remove the ability of any person(s) from recreating the examination through repetition of testing.

Uniquely Ordered Examinations

All items in our examinations are randomly sequenced in every delivery. Pearson VUE utilizes a number of proven test development and security practices that randomizes exam questions in an extremely effective and efficient manner. A typical Pearson VUE insurance licensing examination can be administered in well over a trillion unique combinations.

Pearson VUE's test development and security procedures make certain that exam items and forms are randomized. Our test delivery system, Builder, supports a variety of question types for the creation of fixed-length, adaptive, or random delivery tests as well as quality surveys. Using an automated test assembly (ATA) engine, Pearson VUE can build several forms of equal difficulty that meet content specifications with minimal overlap.

Pearson VUE also employs the technique of pooled pretesting so that each test taker receives a different set of items, enhancing the security of the test. Builder presents all scored and unscored test items in a random order, and administers a varying set of pretest items. Yet, because Pearson VUE equates forms, each test form meets all statistical and content targets, resulting in a secure, equivalent examination for all candidates, regardless of the time or location the examination is administered.

Automated Test Assembly (ATA)

Pearson VUE has developed an automated test assembly (ATA) engine that enables test forms to be constructed to meet numerous content and statistical constraints. Using the ATA, Pearson VUE can build several forms of equal difficulty that meet content specifications. These forms will have minimal overlap with other forms. This process allows form construction that can quickly and easily take into account constraints that would be difficult for a human to implement. Automated test assembly represents Pearson VUE's continuing effort to blend the latest in technology with the best human expertise, resulting in a single solution that meets our clients' needs.

Rather than relying solely on automated software, Pearson VUE utilizes a dedicated team of highly trained professionals to personally review each form.

From a psychometric perspective, the ATA process makes it possible to build forms that simultaneously balance more relevant test attributes than can be dealt with by a human test developer. Specifically, multiple parallel forms can be built such that content requirements are met while test information is peaked at the passing standard and numerous other constraints (e.g., word counts, items type) are balanced.

Pearson VUE's ATA engine selects items by content area first, and subsequently applies the additional content and statistical constraints. Additionally, certain randomization is built into the ATA algorithm to make sure that the same pool won't always result in the same test forms.

Using the ATA results in a minimal overlap across the test forms constructed. When overlap is desired (e.g., for common item equating), it is achieved at the last stage of form construction. The percent overlap between forms is calculated, and if the overlap is less than the specified overlap, non-overlapping items are replaced with items from other forms. Following test assembly by ATA, all forms will be reviewed and approved by a content developer and a psychometrician.

It is important to note that Pearson VUE does not rely solely on automated software. **Every single examination form that Pearson VUE publishes is carefully reviewed by a highly trained content developer and psychometrician who are dedicated to your program.** While sophisticated automated software is an important tool, it is not an adequate replacement for a trained professional. Unlike some of our competitors, Pearson VUE uses automated software together with a content developer and a psychometrician to make certain that examination forms are published to the optimal psychometric standards.

Pooled Pretesting

Pearson VUE implements a "pooled pretesting" method that allows more than just a fixed number of pretest items per form to go through the pretesting process during routine test administration. This pretesting strategy will hinder the ability of any person(s) from recreating the examination through repetition of testing and allow for new items to be introduced more frequently and added to the Agency item banks.

Pearson VUE uses pooled pretesting to maximize the number of pretest items that can be administered at a time. During test administration, each test taker receives the same number of pretest items as indicated in test specification, but these items are randomly selected as a different set drawn from a large pretest pool. The size of the pretest pool will be estimated on the basis of candidate volumes for each exam level. It allows more items to be pretested by placing an appropriate number of available pretest items into a pool to get sufficient candidate responses. As each candidate is administered with a unique set of pretest items, exposure of items will be controlled and test security will be enhanced. Once performance data is collected on the pretest items they are evaluated for operational use.

By administering randomized test forms with pooled pretesting, the optimal mix of sound test construction and test security is provided. Each candidate receives a carefully crafted, balanced test form including a randomly selected set of pretest items. All items are administered in randomized order. As a result, each candidate will receive a unique ordering of test questions or an "individualized test form". The portion of the test that contributes to the candidate's score is

carefully controlled and psychometrically sound, and at the same time, candidates receive a random set of pretest items from a larger group of available pretest items. This provides maximum reliability and validity while allowing the overall item bank to be expanded and deepened as quickly as possible, as the maximum number are pretested during each test from administration period.

To further illustrate the pooled pretesting concept, Pearson VUE refers the Agency to **Figure 14** below.
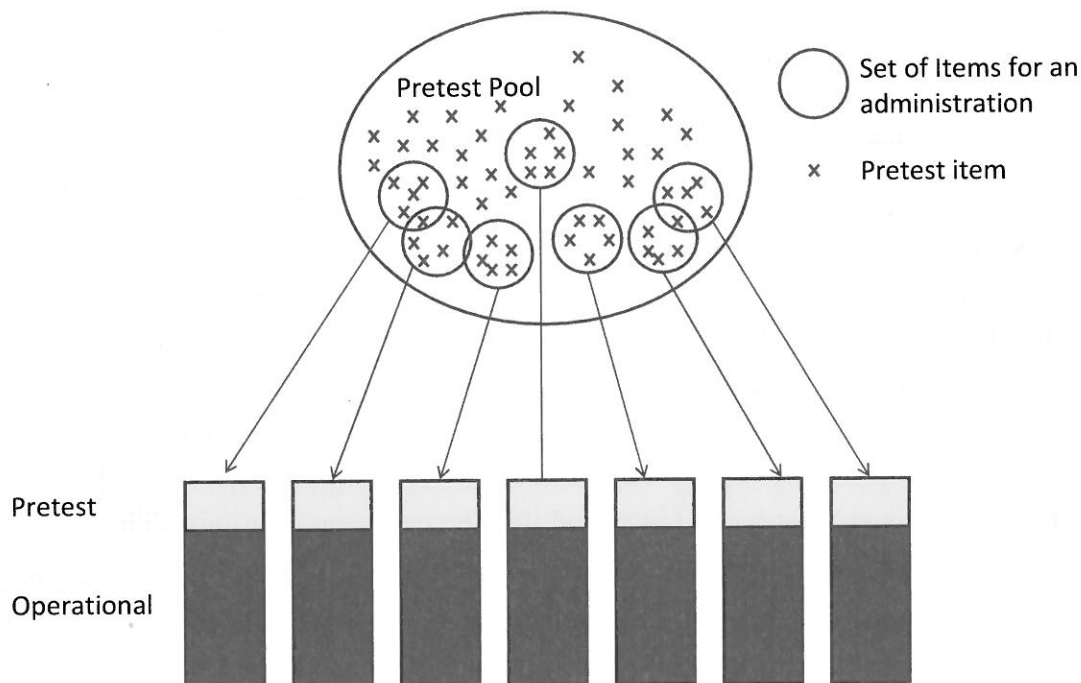
Figure 14. Pooled pretesting allows more items to be pretested by placing all available pretest items into a pool from which each equated examination form can dynamically and randomly pull.

4.2.11 Maintain a level of security for the bank of questions sufficient to remove the ability of any person(s) from gaining unauthorized access to the questions and answers.

Pearson VUE follows stringent test development security procedures that start with controlled corporate access: all employees are required to carry electronic identification badges.

Other procedures are followed, including:

- A criminal background check is conducted on Pearson VUE test development personnel.

- Test materials are maintained in secure storage or online. Contact is restricted and limited to those persons within Pearson VUE's test development department. Access is password-protected and is granted only to those whose job function directly relates to item development, production, and evaluation of examination materials.

- All printed materials are kept in secure storage. Any materials that are to be discarded are first shredded for added security.

- All test development and item writing sessions are completed using Pearson VUE's online review system. Committee members cannot leave a meeting with any items on paper. In addition, all test items are maintained in electronic form, never on paper.

- Every Subject Matter Expert is taught the security procedures. Each SME agrees, in writing, to stringently adhere to these measures and is required to sign a confidentiality agreement prior to participation as an SME.

- User accounts are defined for each item bank repository database. In order to access a repository database, the user's Builder application must be configured with the domain name of the Pearson VUE server with the ISAPI listener, the name of the repository database, and the name of a DSN connection that has been configured on the Pearson VUE server.

- When the user attempts to access a repository database, he or she must enter the specific login ID and password that has been set aside for access to that repository database. Each account is assigned specific privileges for viewing and modifying data within the database.

Access is assigned from within the Builder application for specific access to items, tests, and classifications within an item bank. Access is given to only those individuals whose job functions directly relate to item development, production, and evaluation of examination materials. The testing services staff member's computer initiates data exchanges with Pearson VUE's data servers. Communication with the testing services computer is never initiated from the server side at Pearson VUE.

Builder accurately and securely maintains examinations and examination items. It offers high-performance project management controls, robust item banking support, complete editing functionality, and single-source publishing capabilities. It also controls publication status for quality assurance, production, and archived versions of tests. Test content created and imported into Builder can be revised, edited, associated with supporting elements and statistical histories, or otherwise prepared for test delivery.

4.2.12 Upon the award of a new Vendor, the existing license examination questions are to be provided from prior approved Agency. Questions are to be developed and remodified if needed, and approved by Agency and ready for distribution/use no later than 30 day prior to contract start date.

Pearson VUE understands that upon the award of a new Vendor, the existing license examination questions are to be provided from prior approved Agency. Questions are to be developed and modified if needed, and approved by Agency and ready for distribution/use no later than 30 days prior to contract start date.

4.2.13 The Vendor must agree that the Agency may reject any examination question which contains subject matter that is not in compliance with all applicable state laws, regulations, and Agency policies.

Pearson VUE agrees that the Agency may reject any examination question which contains subject matter that is not in compliance with all applicable state laws, regulations, and Agency policies.

4.2.14 Eliminate or revise examination questions on a particular topic area as necessitated by changes in laws, standards, rule, or at the request of the Agency.

Pearson VUE will continue to eliminate or revise examination questions on a particular topic area as necessitated by changes in laws, standards, rule, or at the request of the Agency. Pearson VUE will work with Agency staff and SMEs to discuss eliminating or revising the question, and potential impact will be provided for the Agency to review. Pearson VUE has the ability to immediately pull any exam form from production if necessary. A new form can be live in the field 48 hours after the issue in question has been resolved and new items have been approved as replacements.

All examinations will be subject to Pearson VUE's strict testing services quality assurance procedures. Through Pearson VUE's quality control procedures, our exams are stringently reviewed before they are placed into production for candidate testing. Please refer to **Appendix E** for complete information regarding these procedures.

4.2.15 The Agency has the right to request at anytime, with notice, a reevaluation of an exam regardless of volume, at no cost to the state.

Pearson VUE understands that the Agency has the right to request at anytime, with notice, a reevaluation of an exam regardless of volume, at no cost to the State.

If an exam, regardless of volume, is subject to any changes in content, candidate challenges or updated state laws, regulations, and unique practices during operational use, Pearson VUE will work with Agency staff and SMEs to reevaluate the exam, discuss the modifications, and potential impact will be provided for the Agency to review.

Pearson VUE creates valid examinations that:

- Test the knowledge required in the current practice of the profession

- Are essential to competent performance for public protection

- Are applicable for jurisdictions

All examinations will be subject to Pearson VUE's strict testing services quality assurance procedures. Through Pearson VUE's quality control procedures, our exams are stringently reviewed before they are placed into production for candidate testing.

4.2.16 The Agency has the right to request at anytime, regardless of volume, that there be multiple exams offered for a particular examination.

Regardless of volume, Pearson VUE will provide the Agency with multiple exam forms for a particular examination on an as needed basis. We will be happy to work with the Agency to address any concerns about additional forms being needed to minimize the likelihood of candidates memorizing items.

The validity of the multiple examinations is established by closely linking content on the job with the content of the test. Participation of SME practitioners and educators, representing a range of professional perspectives, is the key to developing valid, job-related licensing examinations.

Pearson VUE's content development team creates valid examinations by:

- Conducting a thorough job analysis (JA)

- Reviewing content by knowledgeable SMEs

- Reviewing content by experienced content developers

- Hosting SME-driven item writing and review workshops

Pearson VUE administers multiple forms of each examination drawn from the calibrated bank. Before any item is selected for inclusion on an examination, the content developer will review the item bank and item statistics, making sure that the items are up-to-date. Items selected for an examination will fit the criteria of the approved test content outline. Each item will have defensible statistics, and no item will be used as a scored item until it has been pretested and approved.

Through equating, passing standards are set so that the same level of proficiency is required to pass different forms of the examination. Each candidate who is administered a set of test questions receives a statistically equivalent examination: one that is neither easier nor harder than any other candidate. Pearson VUE uses a method called Item Response Theory (IRT) to calibrate scores from two or more test forms on the same scale. IRT uses statistical models to quantitatively link all items to a common benchmark scale.

Pearson VUE then develops an IRT calibrated item bank. Since all items are linked to the common scale, test difficulty of different forms can be assessed prior to publication, and slight differences in test difficulty be taken into account. Test forms are drawn from the calibrated item bank and no item appears on a test before it has been pretested and equated to the benchmark scale. Since Pearson VUE pretests questions and pre-equates test forms, every candidate has a statistically comparable test regardless of which form of the test is administered. Pearson VUE's equating methods give every candidate a fair chance to pass the test.

Candidates who pass our examinations have achieved the minimal standard set by the given regulatory body. Passing candidates have the knowledge necessary to perform the job, and the consumer is better protected and served because the candidate has met the standard established by the regulatory body.

4.2.17 The Vendor shall score all examinations and provide the Agency with candidate information and examination results in a manner and form acceptable, via electronically, to the Agency's system, during a nightly data transmission of each examination which will include the data required for a successful transmission of each candidate tested, the type(s) of examination(s) taken, and each candidate's exam results in terms of score and passing or failing status.

Pearson VUE will continue to score all examinations and provide the Agency with candidate information and examination results in a manner and form acceptable, via electronically, to the Agency's system, during a nightly data transmission of each examination, which will include the data required for a successful transmission of each candidate tested, the type(s) of examination(s) taken, and each candidate's exam results in terms of score and passing or failing status.

Pearson VUE will electronically transfer the Agency candidates' exam scores to the Agency in a specified format via secure connections. This is standard quality and operating procedure at Pearson VUE. We deliver clients' test results electronically to an SFTP site (either "pulled" from our site or "pushed" to the client's SFTP site). Because of security concerns, Pearson VUE does not send test results files via email.

Data Transfers

Pearson VUE's corporate sites are the hubs for extensive data transfers with test centers, client databases, and external vendors. These transfers use high security methods to safeguard the integrity of this data at all times.

Robust encryption algorithms, multi-level multi-source (hardware and software) passwords, role-based access restrictions, and hardware identification (TCP/IP address filtering) are the key features of this process. Pearson VUE's encryption approach includes the highest level of encryption allowed by the U.S. government. When transferring high-stakes examinations via the

Internet, the examination is encrypted at both the item level and the session level, the latter using Secure Sockets Layer (SSL).

4.2.18 Vendor shall assist candidates in questions regarding the locations of fingerprinting sites.

Pearson VUE will assist candidates in questions regarding the locations of fingerprinting sites and would direct them to our partner for fingerprinting services.

4.2.19 The Vendor must employ test development experts (psychometricians) to construct and evaluate the examinations.

As previously noted in **Section 3 – Qualifications, Item 3.3**, our psychometric services team, led by Susan Steinkamp, will analyze test data, construct or review test forms, equate and scale test forms, identify problem items for content review, and facilitate standard setting (pass point) workshops to make certain that your examinations are legally defensible. Their job is to make sure that candidates have a fair opportunity to pass each test form. These measurement professionals will review performance statistics for every item and make recommendations for improvement, so that the range of item difficulty is appropriate and problem items are identified and marked for review. As these resources are limited and highly valued within the testing industry, Pearson VUE's competitive advantage in this area is significant.

The individuals who will be involved in the evaluation of examinations required by this contract are as follows:

Susan Steinkamp, Director, Psychometric Services

Ms. Steinkamp leads a team of psychometricians who work on a variety of measurement and research activities with Pearson VUE licensure and certification clients. She oversees all ongoing operational psychometric activities that maintain the quality of assessment programs. Ms. Steinkamp uses her expertise in item response theory, classic test theory, and examination development to help clients develop and maintain computer-based testing programs. She works with software developers and quality assurance analysts to make sure the integrity of Pearson VUE exams is intact and also represents the company at professional meetings and conferences.

Prior to joining Pearson VUE, Ms. Steinkamp worked for Pearson Assessment and Information and Prometric. Her areas of research expertise include compliance with the Standards for Educational and Psychological Testing (APA, NCME, and AERA). Ms. Steinkamp has more than 20 years of experience in the assessment and credentialing arena.

Ms. Steinkamp earned an MA in Educational Psychology: Measurement and Statistics from the University of Minnesota and a BA in psychology from the College of St. Catherine.

Xin Li, PhD, Supervisor, Psychometric Services

Dr. Li's expertise has provided psychometrically and statistically defensible and applicable solutions for clients from a wide variety of professions and disciplines. In her current role as supervisor of psychometric services at Pearson VUE, Dr. Li leads the group responsible for conducting psychometric and statistical analyses for licensure and certification testing programs in the regulatory industries. She formerly served as a psychometrician, where she supported a nationwide computerized adaptive testing (CAT) program.

Dr. Li has worked on large-scale certification, state assessment, and complex survey programs. Her research interest in item response theory (IRT), CAT, differential item functioning (DIF), drift, and test security have been presented at professional meetings and published in various articles and reports.

Dr. Li holds a PhD in Measurement and Quantitative Methods as well as a MS in Statistics from Michigan State University. She also earned a BA in English from Xi'an International Studies University in China.

Donna Butterbaugh, PhD, Psychometrician

Dr. Butterbaugh is a psychometrician with more than 10 years of professional experience in the practical arena of test development and computer-based testing utilizing classical test theory. She is one of Pearson VUE's expert regulatory psychometricians dedicated to the insurance market. Dr. Butterbaugh has broad experience in measurement, statistical methodology, data analysis, and classroom instruction. She currently works on the development of state and national insurance licensure exams.

Dr. Butterbaugh was the recipient of the Evaluation Training Project (ETP) Fellowship Grant which was co-sponsored by the American Educational Research Association (AERA) and the National Science Foundation (NSF). She taught both undergraduate and graduate-level statistics and research methods courses while a graduate student at the University of Minnesota. She is also a former high school science teacher.

Dr. Butterbaugh earned her PhD in Educational Psychology, Statistics, and Research Design from the University of Minnesota. She also holds a MA in Science Education from Boston University and a BS in Chemistry from the University of Minnesota.

Nicole S. Tucker, Psychometrician

Ms. Tucker is one of the psychometricians responsible for supporting test development efforts at Pearson VUE. She performs and quality controls standard item analyses and calibrations, test form construction, and test equating. Her most recent work has concentrated on providing

psychometric services for regulatory licensing exams, including the insurance, real estate, and mortgage industries.

Ms. Tucker has been with Pearson VUE since 2007 and previously worked as an editor for the content development group. She has experience in examination development and validation, project management, statistical analysis to support quality assurance, project summary publications, and employee training. She also has several years of experience as a high school and elementary math instructor.

Ms. Tucker completed her Masters degree at the University of Pennsylvania in Statistics, Measurement Assessment, and Research Technology. She also holds a BS in Mechanical Engineering from Rutgers University.

4.2.20 The Vendor shall provide trained personnel to operate the test sites and follow established procedures. The Vendor shall provide training and information to all personnel to ensure uniform, secure, and efficient test administration.

Pearson VUE will continue to provide trained personnel to operate the test sites and follow established procedures. Pearson VUE will also provide training and information to all personnel to provide uniform, secure, and efficient test administration.

Pearson Professional Center Staffing and Training

The key to excellent test center service for both examinees and clients is the quality of the test center staff. Pearson VUE recruits and hires only qualified personnel to operate this critical component of our service. Applicants are carefully screened, given a criminal background check, and evaluated for a variety of skills, including personal communication. **As a condition of employment, Pearson VUE's proctors and test center managers agree to adhere to a set of standards and a code of behavior designed to provide a fair, equitable, and honest test administration.**

For the staffing of our test centers, Pearson VUE maintains a minimum ratio of one staff member for every eight testing candidates, which includes one test administrator to handle the check-in process and one proctor to monitor the testing room. The proctor will be responsible for evaluating no more than 15 candidates in a testing room.

A three-tiered staffing structure permits Pearson VUE to manage this key component of our business, the testing channel, from all levels:

- The **vice president of global candidate services** deals directly with Pearson VUE's executive team on strategic issues and long-term client goals.

- Supporting the vice president of global candidate services on a more operational level is the **director of test administration**, who resolves issues that are escalated by the regional test center managers and also works closely with the program management team to meet client objectives and service standards.

- Finally, the **regional test center manager** handles daily operations and resolves routine issues directly with each test center manager.

Pearson VUE makes certain that our clients' testing procedures are maintained through two important ways: (1) hiring test center staff best suited to the work, and (2) a comprehensive training and certification program. Training for the Pearson VUE test center staff in West Virginia will continue to be handled through a comprehensive approach to provide a positive test taker experience that is secure and consistent.

Training and Certification

Pearson is a leader in developing processes for assessing potential employees for a wide variety of positions. Pearson VUE continually updates training curriculum and focuses on the duties and responsibilities of test center administrators for each client. Some components of this curriculum are geared for computer-based delivery, while other components are being converted in order to make the curriculum available at every test center and to permit rapid updating as content or emphasis changes.

We have developed a certification exam for our testing administrators to make sure each administrator is fully qualified in all aspects of test center operations. All test center staff in West Virginia is required to pass the annual Pearson VUE Test Center Professional Certification Exam.

Training modules will continue to be made available online in the form of interactive eLearning, which highlight the major content categories (test center staff responsibilities, hardware/software, admissions, and security). These courses are provided to test center staff and are reviewed on a periodic basis.

Test center staffers will also receive hands-on training at the test center by either a regional or test center manager to help them practice the skills they read about in the guide and training. There are training agendas provided to be sure all bases are covered.

Pearson VUE will continue to provide training and a test center administration reference manual to test center staff and the Agency. We have included the table of contents from the Pearson VUE Company-owned Test Center Policies & Procedures Guide in **Appendix F**. This guide shows the types of support we give our center administrators in using our software applications, understanding policies and procedures, and becoming familiar with the requirements of each testing program. A complete copy of this guide is available upon request.

In addition, as the incumbent, our channel quality team has established an Agency-specific Client Guide, which will continue to be provided to all test center staff. This guide augments our general test center guide by providing our test administrators with client-specific policies. Examples may include special documentation that must be collected or handed out during check-in or specific rules on candidate breaks during the exam that must be enforced.

A large portion of the West Virginia test center staff training sessions is devoted to security. Our proctors will continue to be trained to identify fraudulent behavior and to report any irregularities of any type to the test center manager.

Test Center Staff Responsibilities

Below, we have listed the primary responsibilities of Pearson VUE's test center staff. As previously stated, each staff member will be sufficiently trained so that he or she may perform these duties in concert with our established policies and procedures.

- Performs daily site opening and closing procedures

- Assures that equipment is operational and test stations are free of extraneous materials

- Reviews daily transmissions for status:

    o Test results upload from prior day's testing

    o Daily download of exams and site schedule

- Checks in candidates and verifies identification

- Conducts the appropriate admissions data (e.g., digital photograph, electronic signature) and biometric checks (e.g., palm vein scan)

- Explains the test process briefly and asks candidates to place all personal belongings, such as briefcases and calculators, in lockers

- Escorts candidates to assigned test station

- Launches the exam and tutorial for candidates

- Answers any questions before the timed portion of the test begins

- Actively monitors examinees

- Prints score reports after candidates completes test

- Records and reports problems or discrepancies

In addition, our staff cleans each center on a daily basis. For security reasons, we do not hire outside cleaning crews.

PVTC Staffing and Training

We require that a certified proctor or administrator staff each test center whenever exams are being delivered. The next level of our staffing control processes is attained through our test center channel operations structure. The test center staff are trained and supported by our central channel operations and quality team in each region.

The channel quality team helps to maintain high-quality staff at the test centers for which they are responsible by following up with sites that are not following proper procedure, conducting retraining of test center staff, and providing online policies and procedures guides. As with staff at our company-owned test centers, PVTC personnel are required to pass an annual certification exam to make sure they are familiar with Pearson VUE policies. These steps help to maintain a consistent administration of our clients' program and superior customer service to each candidate.

The current Pearson VUE Authorized Test Center Policies & Procedures Guide Table of Contents, which shows the types of support we give administrators in using our software applications, understanding policies and procedures, and becoming familiar with the requirements of each testing program, is located in **Appendix G**. A complete copy of this guide is available upon request.

In addition, our channel quality team will work with the Agency to develop an Agency-specific Client Guide, which will be provided to all test center staff. This guide augments our general test center guide by providing our test administrators with client-specific policies. Examples may include special documentation that must be collected or handed out during check-in or specific rules on candidate breaks during the exam that must be enforced.

4.2.21 The Vendor must identify a specific representative as the liaison with the Agency. That person will be the point of contact for the Agency to address any issues.

Upon contract award, Pearson VUE senior program manager, Shebbra Toussaint, will continue to serve as the designated liaison between Pearson VUE and the Agency. She will be the Agency's primary point of contact for the West Virginia insurance examination development and administration program, and the individual who will address any issues and be the final authority for all work under a pursuant contract. **It is important to note that Ms. Toussaint is an experienced assessment professional, having served in the industry for 18 years, and has been with Pearson VUE since 2006.**

Ms. Toussaint will continue to leverage her wealth of state regulatory experience and business expertise to provide for seamless program maintenance and the implementation of any new requirements. Ms. Toussaint will lead all project planning activities upon contract award, manage

all program activities, and assure the Agency that West Virginia licensure candidates continue to receive superior service throughout the life of the new contract. Ms. Toussaint will be supported by an extremely experienced team of examination program professionals who will assist her in the ongoing maintenance of the Agency's program. Ms. Toussaint will continue to be available to the Agency via telephone, fax, and email for routine correspondence during normal business hours, and via cell phone for emergencies and/or urgent program issues.

In addition to the expertise of Ms. Toussaint, Michael Hussey, our vice president of regulatory business development, will serve as Pearson VUE's executive sponsor to the Agency. His role is designed to assist in making sure that the Agency is aware of new innovations in Pearson VUE technology, serve as a sounding board for any issues, and help to identify program improvements. With the executive sponsorship of Mr. Hussey, the Agency is assured continual, superior service and attention from Pearson VUE's top management. Mr. Hussey has held various executive-level positions at Pearson over the past 25 years and carries with him extensive experience in the regulatory industry and executive management.

4.2.22 Develop, subject to the Agency's review and approval, a licensing Candidate handbook containing exam requirements, examination content outlines, the process of applying for a license, the types of licenses available, and the process of registering for admission to an examination, rules regarding candidate conduct during the examination, rules regarding Vendor policies and guidance to the appropriate forms and applications. Handbooks shall be viewable and printable on the Vendor's website and printed by the Vendor and provided in sufficient quantities to be available without charge, to all candidates upon request from the Vendor, the Agency, and any other locations as mutually agreed. Licensing information handbooks are to be developed and approved by Agency and ready for distribution/use no later than 30 day prior to contract start date. Hardcopies of the handbook are to be made available to the Agency, at no cost to the Agency.

Pearson VUE will prepare, print, and distribute a licensing candidate handbook for the Agency's testing candidates and to interested parties as requested. Pearson VUE's candidate handbooks are a high-quality publication, not newspaper print, and contain program-specific covers and text. Information will be presented to candidates as directed or agreed to by the Agency. The handbook will also be made available on the Agency's landing page on the Pearson VUE website.

The Pearson VUE senior program manager dedicated to the West Virginia insurance program, Ms. Shebbra Toussaint, will work closely with the Agency and with one of Pearson VUE's publications editors to develop the candidate handbook so that it is tailored to the Agency's requirements. Pearson VUE's publications department is staffed with personnel who have extensive experience in working with regulatory agencies to develop program-specific handbooks to meet the needs of candidates. The team's skills include graphic design, writing, editing, proofreading, project management, and print/web publishing and design. The editors actively identify ways to make our online handbooks increasingly user-friendly for candidates, such as adding bookmarks and search keys to help candidates find information quickly and

easily. A sample cover is shown in **Figure 15**. We have also included a sample candidate handbook as **Appendix H**.

Information printed in the candidate handbook and posted to the Agency's webpage on Pearson VUE's website, can include but is not limited to the following:

- Clear and concise instructions for registration and exam procedures

- West Virginia's licensing requirements

- Types of licenses available

- Examination scoring methods

- Content outlines and the relative values for each topic

- Sample questions

- Test center locations and frequency of examinations

- Important phone numbers

- Forms for requesting duplicate score reports

- Retake policies and procedures

- Administrative policies for notification, admission to the examination, required identification, policies for late arrivals, conduct during the examination

- Provisions for special testing accommodations
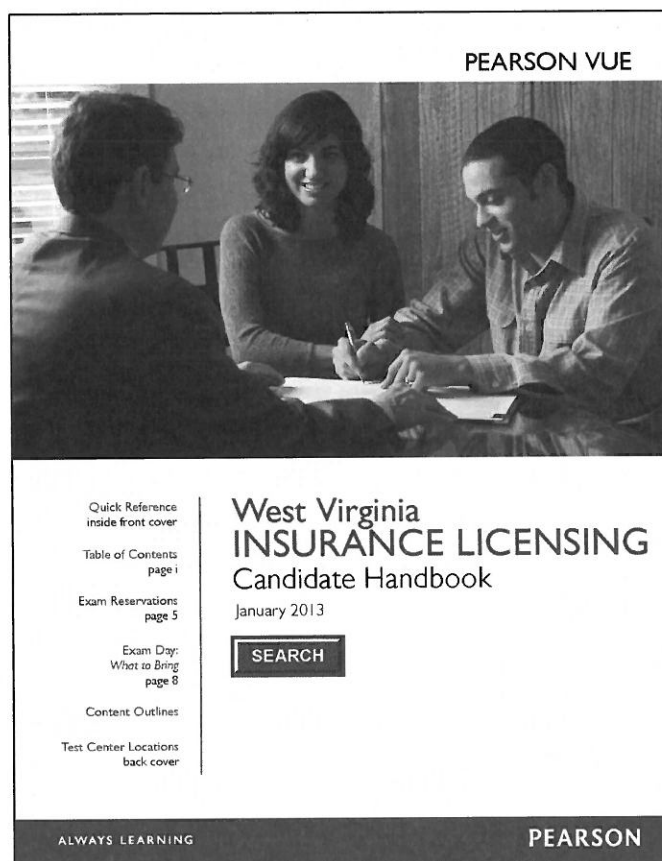
Figure 15. Pearson VUE will prepare, print, and distribute a licensing candidate handbook for the Agency's testing candidates and to interested parties as requested.

Candidates may contact Pearson VUE and request that Pearson VUE mail a copy of the candidate handbook directly to them. The candidate handbook, in addition to any Agency program forms can be made available on www.pearsonvue.com. With this option, many candidates who have access to the Internet are able to view and print the handbook and forms directly at the point-of-use, thereby reducing the numbers to be published and ultimately containing costs for constituents.

Licensing information handbooks will continue to be developed and approved by Agency and ready for distribution/use no later than 30 day prior to contract start date. Hardcopies of the handbook will be made available to the Agency, at no cost to the Agency.

Updating the Handbook

The Agency's Pearson VUE-designated senior program manager Ms. Shebbra Toussaint will meet with the appropriate personnel from the Agency to develop, review, and update the candidate handbook as necessary. **Changes to the candidate information bulletin will be handled immediately and, in most instances, be updated on the Pearson VUE website within one business day.** Updated versions will be printed and distributed to the Agency, schools, and candidates, as necessary. If a major change occurs to the program before the next scheduled printing, Pearson VUE can provide an insert for the candidate handbook and immediately post the new information on our website. If the change occurs close enough to the next scheduled printing, Pearson VUE can move up the review process and printing of the new candidate handbook.

4.2.23 Hold biennially, in Charleston, West Virginia, a meeting with the Agency personnel, industry experts to review, develop, discuss and evaluate examination questions. The Vendor shall coordinate the biennial meeting and pay expenses of the meeting. If needed, at the request of the Agency, more frequent reviews and development may be required if statutory changes or other issues occur requiring modification of the tests.

Pearson VUE agrees to hold biennially, in Charleston, West Virginia, a meeting with the Agency personnel, industry experts to review, develop, discuss, and evaluate examination questions.

Pearson VUE will continue to coordinate the biennial meeting and pay expenses of the meeting. If needed, at the request of the Agency, more frequent reviews and development may be required if statutory changes or other issues occur requiring modification of the tests.

Item Review (In-Person or Virtual)

The Agency can expect to see Pearson VUE content developers use our proprietary content management tool, Builder, to conduct online, real time test development meetings and to securely view, edit, and store items, along with their associated classifications and statistics. Pearson VUE staff will facilitate all aspects of the Agency's test development activities and will assume all costs associated with such meetings.

Builder also allows Pearson VUE to facilitate two methods of SME involvement: in-person meetings and virtual meetings. An in-person meeting allows for a dynamic conversation among licensed professionals, where testing subject matter is discussed and analyzed. A virtual meeting facilitates the same exchange of ideas, with the added benefit of allowing the participation of individuals in multiple remote locations. If it is difficult or impossible for key members of your

team to travel to the physical meeting, Pearson VUE can conference in an absent committee members using highly secure communication technology. Pearson VUE's test development process offers flexibility, and we will accommodate the committee in a variety of technology-facilitated ways.

Industry Days

Pearson VUE will conduct at least once per year, in cities identified by the Agency, an annual "Industry Day." This is a day dedicated to one or more workshops to provide updates to course sponsors, companies, and other interested parties to fully explain the state's program. Pearson VUE will present the programs to all parties involved and mail presentation materials to interested parties unable to attend. The Industry Day also provides an additional forum for discussion of any concerns that they may have. We will discuss the status of the testing program, upcoming changes to the testing program, and pass/fail ratio statistics for each exam type as desired by the Agency.

4.2.24 The Agency shall have the right to visit test sites for integrity and contract adherence purposes provided proper identification is presented to the test site personnel and provided such visits do not disrupt the business activities of the test site.

Pearson VUE agrees that the Agency shall have the right to visit test sites for integrity and contract adherence purposes provided proper identification is presented to the test site personnel and provided such visits do not disrupt the business activities of the test site.

4.2.25 The Vendor shall provide all services and materials necessary for test administration, equipment and manage its examination sites so that candidates are able to secure appointments and take examinations within a maximum of five business days of the request of such appointments. The Vendor shall prepare for administration of the examinations including providing adequate testing space for the expected number of candidates and arranging for testing facilities that are accessible to individuals with disabilities.

Pearson VUE provides the most flexible test center hours in the industry. Typically, 95 percent of our candidates test at the site of their choice within five days. Capacity at our test centers are monitored five times daily, seven days per week, with automated alerts for high available capacity consumption occurrences. Pearson VUE has a proven history of extending test center hours and/or adding sites to meet demand.

In addition, Pearson VUE closely regulates and monitors our company-owned test centers to provide quality service to candidates and to meet client expectations of seat availability and candidate wait times. Our systems currently monitor this statistic automatically. We have a group dedicated to forecasting, demand-modeling, reviewing, and auditing capacity within the test delivery channel. Adherence to key performance indicators and client expectations is

foremost in the group's mission. This group provides training to field personnel to enforce understanding and compliance, develops enhancements to the tools and reporting available, and applies these tools to the capacity management process to maximize availability while minimizing waste and inefficiency.

4.2.26 Establish and maintain Electronic Data Transfer (EDT) capability with the Agency, State Based, or subsequent, Systems, authorized business partners and National Insurance Producer Registry no later than 30 days prior to contract start date.

Pearson VUE will maintain Electronic Data Transfer (EDT) functionality with the Agency, State Based Systems, authorized business partners, and National Insurance Producer Registry (NIPR).

Interfacing with Third-party Systems

With 30 years of experience working with state regulatory agencies, Pearson VUE has extensive experience and a proven history of interfacing with third-party systems as required for our Colorado, District of Columbia, Georgia, and North Carolina programs. This experience includes working with entities such as State Based Systems (SBS) and the National Association of Insurance Commissioners (NAIC). For example, in developing the export of insurance licensing candidates' examination scores for the North Carolina Department of Insurance (NCDOI), Pearson VUE worked directly with SBS and the NAIC to develop the required file format to allow the data to be easily processed.

Pearson VUE is also experienced in utilizing third-party applications for processing new license applications. In 2004 and 2005 respectively, the Georgia Insurance Department and the Colorado Division of Insurance converted from internal licensing systems to a third-party system (in these cases, the Sircon for States application). This required Pearson VUE to work very closely with the third-party vendor to make certain that all business rules for each license type and transaction type was clearly defined. We have also developed extensive processing procedures for this system, including step-by-step, click-by-click instructions for all employees using the system.

In addition, we have developed relationships with SBS for uploading examination score files on behalf of NCDOI into the SBS system. In Colorado, we have been working closely with the NIPR to develop business rules for processing new license applications as well as resident and non-resident renewals.

We pride ourselves on having expert staff members within our own organization who make sure that we are familiar with current insurance licensing, statutes, and regulations. Staff members who will be responsible for implementing information systems with the Agency's licensing vendor include:

- **Niraj Chokshi, Senior Software Developer, has nearly 25 years of progressive software development experience.** As a senior software developer, Mr. Chokshi has spearheaded various software development projects for Pearson VUE. In his tenure, he designed and wrote services that automated candidate background checks, developed a subsystem that integrated paper-and-pencil testing with existing computer-based test (CBT) scoring, developed the services for checking fingerprints, and served as team leader and principal developer for the continuing education (CE) banking system. Mr. Chokshi has been with Pearson VUE since 1998.

- **Robert Cicippio, Business Analyst, has 30 years of experience in software development and technology,** including 15 years of pre-licensing and continuing education experience with Pearson VUE. He identifies, defines, and communicates business requirements to facilitate the implementation of pre-licensing and continuing education (CE) technology solutions for client programs. After program implementation, he provides support to the software development team to make certain that the technology solution continues to meet clients' evolving needs. He has been with Pearson VUE since 1998.

- **Ron Lancaster, Vice President, Technology, has 16 years of experience in software development.** As vice president of technology, he manages software teams that provide a full suite of services—including test development and data management—designed to provide a fair, equal, and comprehensive measurement of candidates' performance. Mr. Lancaster is an experienced leader, an accomplished software developer, and a consistent advocate for improvement and innovation. He has been with Pearson VUE since 1997.

4.2.27 Establish and maintain Electronic Funds Transfer (EFT) capability with the Agency, State Based, or subsequent, Systems, authorized business partners and National Insurance Producer Registry no later than 30 days prior to contract start date. The funds transfer system must include a mechanism to identify specific monies with specific transactions/applications.

If re-selected as the Agency's testing vendor, Pearson VUE will establish and maintain Electronic Funds Transfer (EFT) with the Agency, State Based Systems, authorized business partners, and National Insurance Producer Registry. Pearson VUE understands that the funds transfer system must include a mechanism to identify specific monies with specific transactions/applications. As previously stated above, Pearson VUE has extensive experience and a proven history of interfacing with third-party systems such as State Based Systems (SBS) and the National Association of Insurance Commissioners (NAIC). For example, in developing the export of insurance licensing candidates' examination scores for the North Carolina Department of Insurance (NCDOI), Pearson VUE worked directly with SBS and the NAIC to develop the required file format to allow the data to be easily processed.

4.2.28 Exercise best efforts to monitor changes in the West Virginia State Code, the West Virginia Administrative Rule and State policies to revise content outlines and implement new examination items on an as needed basis. The Agency agrees to inform the Vendor of any changes in all applicable state laws, regulations, and Agency policies regarding the licensing of West Virginia licensees, which may establish a need to revise the content outlines or examination questions.

To maintain the West Virginia item bank, Pearson VUE will utilize an ongoing test development process that includes constant pretesting of new items and refreshing the item banks as necessary. We will meet with the Agency and SMEs at least once annually to review state-specific items. Our content development staff regularly researches Westlaw, a market-leading legal research tool, to monitor any changes in insurance law, in addition to consulting with the Agency.

At regularly scheduled, Pearson VUE-facilitated test development meetings, held in-person or virtually, Pearson VUE content developers will work with the Agency staff and SMEs to discuss any changes in state laws, regulations, and unique practices. If deemed necessary, changes will be made to the content outline that specifies the areas to be tested on the examination. The goal of the regular review of all items by subject matter experts is to keep exam content current.

The collaboration between Pearson VUE and the SMEs allows for the creation of questions that are written at an appropriate level and reviewed by individuals who are familiar with insurance practice in West Virginia, which results in a pool of items that are truly state-specific. All new questions will be pretested on the examinations prior to use as a scored item for candidates.

Content Outline Creation

Pearson VUE staff works with the SMEs to craft valid and reliable content outlines and examination items that address the entry-level licensure requirements. We have experience in working with insurance SMEs from across the country. The SME committee's function is to provide the industry-specific knowledge necessary for developing, reviewing, and revision appropriate examination content.

Pearson VUE will work with the Agency to form an SME committee to review and update the current West Virginia content outlines. Committee members should be demographically representative of the insurance industry, taking into account such factors as geographic location, gender, and ethnicity. SMEs are selected based on their practical knowledge of appropriate entry-level content, years of experience in the field, and expertise in particular content areas. Because of these procedures, exam specifications and the resulting examinations will be valid and defensible.

New Item Development

For new item development, Pearson VUE's process will produce items that test the minimum level of competency for an entry-level practitioner, are clearly stated, and are presented in an optimal format.

Our content developers:

- Adhere to standards and industry best practices, as well as proper item style and format, to create reliable and defensible examinations

- Conduct item writing workshops with SMEs

- Provide clear guidelines on procedures for writing effective test questions

- Classify questions, with the aid of SMEs, according to content areas using a detailed, multi-level content outline

- Review each item for format, grammar, cultural sensitivity, item accuracy, clarity, and readability

- Continually refresh the item bank by a maintenance cycle of item writing, pretesting, SME review, statistical analysis, and new form development

Further details can be found in our Item Writing Guide, which has been included as **Appendix I.**

As previously noted, if West Virginia-specific items are developed for the Agency contract, then they will become the property of Agency. Pearson VUE will be the exclusive owner of existing test items provided or derived from its general and state item banks ("root items"). Notwithstanding anything contained herein, Pearson VUE will retain ownership of the root items. The Agency and Pearson VUE will license any additional items as appropriate in the forthcoming contract.

4.2.29 The Vendor shall investigate all reports of testing irregularities and will notify the Agency within 10 days of each report of testing irregularities which in the judgment of the Vendor has a foundation in fact and which brings into question the validity of an individual's examination results. The Vendor will also solicit feedback from test center personnel and examinees on the effectiveness of its administrative procedures in order to make its system of administration as secure and efficient as possible.

Pearson VUE will continue to investigate all reports of testing irregularities. We will notify the Agency within 10 days of each report of testing irregularities when Pearson VUE determines that the validity of an individual's examination result is in question. Pearson VUE will continue to provide a system for handling any issues that arise. The VUE Support Services (VSS) Incident Reporting System is a web-based, password-protected system that test centers can use to report low and normal priority incidents and track their resolution. High priority incidents must be

reported by phone. All incidents reported through this system are acted upon within one business day. When a service-affecting event is reported by the test center channel or detected through proactive monitoring, a VSS incident is opened. This report contains a description of the service issue and is used to transfer information between VSS team members responsible for testing and repair. Pearson VUE will contact the Agency as soon as possible to notify of a suspected cheating incident or candidate disturbance.

If the test center administrator or a candidate feels that an incident influenced the candidate's exam experience or exam results, it is the test administrator's responsibility to report this as a candidate incident. Incidents that can affect a candidate's performance or the candidate's satisfaction with the testing experience always warrant immediate attention. Medical emergencies, nearby construction, or even another candidate humming in the testing room are all examples of incidents that might distract candidates and affect their performance. Other examples might include a power outage, equipment failure, heating/cooling problem, or suspected candidate misconduct.

Properly investigating, documenting, tracking, and responding to security incidents that have the potential to impact program integrity is critical, aiding in the development of preventive measures to reduce the likelihood of their recurrence.

Security incidents are defined as adverse events where some aspect of information security has been compromised. Compromise occurs when a threat agent (such as an employee, candidate, or malicious software) exploits a vulnerability and exposes a program asset to some kind of loss. The incident may result in the interruption of system or data availability, the compromising of program or data integrity, or the loss of data confidentiality. Security incidents may involve accidental or deliberate violations by individual candidates, test center personnel or employees, failure to maintain appropriate security measures, or outside threats.

Formal incident reporting and escalation procedures have been implemented at Pearson VUE to provide that incidents are reported as quickly as possible to designated points of contact. These guide the response team through the various stages of incident identification and assignment, response, containment, further investigation, and resolution. Responsibilities and procedures are in place to handle security incidents once they have been reported to provide for a quick, effective, and orderly response. Evidence is collected and, where appropriate, preserved for the purpose of potential disciplinary or legal action.

Incidents are communicated and tracked in a manner allowing appropriate and timely corrective action to be taken. Clients affected by the incident are involved in the response process.

We will continue to work with the Agency to understand the involvement you require, whether you want to be notified and involved immediately or prefer our security team to notify once we have investigated an incident.

4.2.30 The Vendor shall provide, at least quarterly and as often as requested, to the Agency a summary of statistics regarding the number of candidates tested and percentages of pass/fail by type of examination.

Pearson VUE will continue to provide, at least quarterly and as often as requested, to the Agency a summary of statistics regarding the number of candidates tested and percentages of pass/fail by type of examination. Please refer to **Section 4.6 – Reporting Requirements**, where we have provided a detailed description of the reports available for the Agency through our IntelliVUE Reporting Dashboard.

4.2.31 The Vendor shall provide the Agency with an annual report which includes statistical data for licensing candidates.

Pearson VUE will continue to provide the Agency with an annual report which includes statistical data for licensing candidates. Please refer to **Section 3 – Qualifications, Item 3.5**, where we have provided a detailed description of the statistical data reports available for the Agency through our IntelliVUE Reporting Dashboard.

4.3 Fee Collection/Billing Reconciliation

4.3 .1 The Vendor shall provide the State with its documented refund policy. The per applicant fee bid by the Vendor in accordance with price line shall remain constant. The Vendor shall collect the per applicant fee for providing the examination.

Refunds will be provided only to candidates who have canceled an exam appointment at least two days prior to their scheduled examination date or to candidates who have missed an exam appointment but provide a valid excuse accompanied by appropriate written documentation.

Refunds can be either credited directly to the credit or debit card used during the initial scheduling transaction, or provided to candidates in the form of a paper check. Although many candidates who meet the above criteria opt to reschedule their examination and pay the examination fee using their credited previous payment, Pearson VUE is more than willing to accommodate those candidates who prefer a refund of monies paid.

We understand that the applicant fee bid by Pearson VUE in accordance with price line shall remain constant. Upon contract award, Pearson VUE will continue to collect the per applicant fee for providing the examination.

4.3.2 The Vendor shall accept the following forms of payment:

1. Credit cards/Debit cards
2. Money orders
3. Certified checks
4. Business checks
5. Cash

Candidates may pay for examinations with a major credit card (American Express, Visa, or MasterCard), debit card, Pearson VUE credit voucher, or electronic check. If paying by check, a candidate must schedule an exam at least seven days before the preferred exam date to allow time for processing. Schools and companies may use business checks to purchase vouchers.

While we are capable of accepting money orders and certified checks, the use of our registration system - either via the call center or online - allows for examination registrations to be completed real time. This process includes real time payment of the required examination fee, which has been the case during the past three years of the current contract. Payment of the examination fee via the use of a certified check or money order would not allow candidates to make a registration in real time and would require additional time for funds to clear before a registration could be completed.

Pearson VUE's scheduling system accepts payment when an appointment is scheduled, allowing candidates to complete the process at one time. Pearson VUE will provide candidates paying by credit card, debit card, or electronic check with a receipt of their payment that is separate from the confirmation notice.

According to survey data from Q1 and Q2 2013, **98% of West Virginia insurance candidates felt that the current exam registration process was easy to use**.

4.3.3 Any invalid fees collected by the Vendor, i.e., bad checks, credit cards, etc., resulting in non-payment are the sole responsibility of the Vendor. The Agency must be notified of all invalid fees. The Agency shall have the right to request waiver of examination fees.

Any invalid fees collected by Pearson VUE, i.e., bad checks, credit cards, etc., resulting in non-payment are the sole responsibility of Pearson VUE. Pearson VUE will notify the Agency of all invalid fees and the Agency will have the right to request waiver of examination fees.

4.4 Confidentiality

4.4.1 The Vendor shall agree that it will not disclose to anyone, directly or indirectly, any personally identifiable information for other confidential information gained for the Agency, unless the individual who the subject of the information consents to the disclosure in writing or the disclosure is made pursuant to the Agency's policies, procedures and rules. Vendor must adhere with the Confidentiality Policies and Information Security Accountability Requirements, found at www.privacy.wv.gov by selecting Privacy Policies.

Pearson VUE agrees that it will not disclose to anyone, directly or indirectly, any personably identifiable information for other confidential information gained for the Agency, unless the individual who the subject of the information consents to the disclosure in writing or the disclosure is made pursuant to the Agency's policies, procedures and rules. Pearson VUE will continue to adhere with the Confidentiality Policies and Information Security Accountability Requirements, found at www.privacy.wv.gov by selecting Privacy Policies.

4.4.2 Vendor shall take all actions reasonably necessary, in accordance with applicable Federal or State laws and policies, to preserve, protect, and maintain the confidentiality of the disclosing party's confidential information and any privileges associated therewith. In addition, all confidential information belongs to and will remain the property of the disclosing party; and, restrict access to the disclosing party's confidential information to those employees at the receiving party, and agents of the receiving party under the receiving party's direct supervision and control, (e.g., outside counsel, accountants, and consultants), who have a need for such information consistent with, and directly related to, the purposes for which the information was requested.

Pearson VUE will take all actions reasonably necessary, in accordance with applicable Federal or State laws and policies, to preserve, protect, and maintain the confidentiality of the disclosing party's confidential information and any privileges associated therewith. In addition, Pearson VUE agrees that all confidential information belongs to and will remain the property of the disclosing party; and, restrict access to the disclosing party's confidential information to those employees at the receiving party, and agents of the receiving party under the receiving party's direct supervision and control, (e.g., outside counsel, accountants, and consultants), who have a need for such information consistent with, and directly related to, the purposes for which the information was requested.

Standards-Based Security Management

Pearson VUE has implemented a comprehensive Information Protection Framework (IPF) approach to security management. This framework defines security objectives, policies, and controls in 14 domains as they relate to every aspect of operations. Strictly confidential, relevant parts of it can be made available for confidential client review.

It is tightly integrated with Pearson plc's corporate information security assurance program and is based upon recognized global standards and guidelines related to security, data privacy, and test delivery, including the following:

- ISO/IEC 27001: Code of practice for information security management

- ISO/IEC 17024: General requirements for bodies operating certification of persons

- ISO/IEC 23988: Code of practice for the use of information technology (IT) in the delivery of assessments

- BS 25999: Business continuity management

- Guidelines and standards for computer-based testing and/or test security published by industry bodies such as the Association of Test Publishers (ATP), International Test Commission (ITC), Institute for Credentialing Excellence (ICE), and the National Commission for Certifying Agencies (NCCA)

- The Payment Card Industry Data Security Standard (PCI DSS)

- The AICPA/CICA's Generally Accepted Privacy Principles (GAPP)

- The US Department of Commerce's Safe Harbor Privacy Principles

Data Protection and Privacy Compliance

Pearson VUE is dedicated to providing a high level of privacy protection for personal information collected in connection with the delivery of testing services, in accordance with the requirements of relevant United States, European, and international legislation and regulations. Since 2002, we have certified annually to the US-EU and US-Swiss Safe Harbor Frameworks operated by the US Department of Commerce. Pearson VUE is also committed to compliance with European Directive 95/46/EC (the EU Data Directive), the decisions of the European Community Data Protection Authority, and the data protection laws and regulatory directives of the various international jurisdictions where we collect and handle personal information as instructed to do so by clients.

Compliance and Security Team

Pearson VUE has assembled a team of highly qualified compliance and security professionals, with dozens of years of cumulative expertise in the fields of channel management, test security, and information security management. This team is led by our chief information security and data privacy officer, Michael Nealis. Compliance and security team members include product and project managers, security/compliance analysts, and quality specialists. This staff is located at the Pearson VUE corporate headquarters in Minneapolis, Minnesota; Philadelphia, Pennsylvania; Chicago, Illinois; and several other locations. Key security personnel hold recognized industry

qualifications and certifications, undertake continuing education in their areas of expertise, actively contribute to industry security initiatives, and frequently speak about security at industry conferences and events. They meet regularly with customers to keep abreast of security requirements and concerns and to determine priorities for security enhancements and initiatives.

SSAE16 Type II Audit

In order to evaluate that our information systems are meeting security, availability, processing integrity, confidentiality, and privacy policies, Pearson VUE participates in a SSAE 16 Type II audit on an annual basis. The SSAE 16 Type II audit, based on existing SysTrust and WebTrust principles, makes certain that Pearson VUE is up to date with new international service organization reporting standards, which allow us to compete on an international level and to make certain that our clients can confidently partner with us for their testing needs.

Layered Personnel and Policy Controls

Pearson VUE corporate and test center employees are screened before hiring, subject to confidentiality and non-disclosure agreements, and undertake mandatory security awareness training on an ongoing basis. Employee policies and procedures are maintained centrally in a secure, online repository, with updates communicated to employees as appropriate. A very limited number of strictly screened and authorized personnel who are assigned to support a client program have access to that client's confidential test content, and such personnel are prohibited from taking that client's exams.

Robust Physical Security

As stated, all data is housed centrally in Pearson VUE's physically secured and hardened data center in Iowa City, Iowa. All corporate facilities and Pearson-owned test centers are secured via measures such as alarmed entrances, electronic proximity card readers, surveillance cameras, and intruder alert systems. Furthermore, client test content may only be accessed in specified areas of certain Pearson corporate facilities that are subject to additional physical security controls. We have implemented comprehensive business continuity and disaster recovery plans for the data center, corporate facilities, and test center network.

Secure Technology and Communications Infrastructure

As noted, client test content and candidate information, including test results, are protected through a range of carefully integrated and tested technology controls. These protections extend across the board to include item development, pretesting, item bank maintenance, test form construction, publishing to test centers, exam scheduling, payment processing, proctored exam administration, and client reporting. Network access is protected by robust multi-layer firewalls

and network perimeter security, including intrusion detection and prevention systems. Data communications are encrypted using 128 bit TLS/SSL (Transport Layer Security/Secure Sockets Layer). Within the network, and, in all systems that access confidential information, the use of two-factor authentication and role-based permissions limits access to personnel authorized to perform specific activities.

Test content is protected within its own database—residing on a highly available database cluster, and secured using AES 256 encryption and double-blind encryption keys—and remains encrypted all the way to the test center. Sophisticated measures have been implemented within the test center applications to prevent unauthorized access or tampering with tests and data, including a secure test driver that locks down the testing workstation and decrypts no more than a single item at a time during exam delivery, and support for "tethered" exam delivery in the authorized third-party test centers. A team of dedicated product strategists maintain a long-range roadmap for the evolution of Pearson VUE's technology architecture. They work with our security and data privacy teams to foster the continuous development of information and exam data security.

4.4.3 Vendor shall be cognizant of the risk the improper disclosure of social security numbers (SSNs) can have on individuals, including the risk of identity theft. Therefore the collection, management and display of SSNs must be controlled and use of a SSN as a identifier shall be limited to only purposes where it is necessary and used in compliance with federal and state law. SSNs may only be requested in certain cases where it is required by law or for a specific business purpose, with appropriate disclosure to the individual of its use. On-line and off-line systems that maintain SSN data must have adequate security controls implemented to protect its confidentiality and integrity.

Pearson VUE is cognizant of the risk of the improper disclosure of social security numbers (SSNs) can have on individuals, including the risk of identity theft. We understand that the collection, management and display of SSNs must be controlled and use of a SSN as an identifier will be limited to only purposes where it is necessary and used in compliance with federal and state law. Pearson VUE understands that SSNs may only be requested in certain cases where it is required by law or for a specific business purpose, with appropriate disclosure to the individual of its use. Online and offline systems that maintain SSN data must have adequate security controls implemented to protect its confidentiality and integrity.

Pearson VUE's Secure Testing Framework™

Maintaining test and data security is crucial to the sustained success of any high-stakes testing program. Without strong security, program assets and reputations are at risk and the fairness and integrity of the testing process may be brought into question. An effective security strategy, therefore, must reduce risk and minimize the impact of any security incidents on program operations while maintaining a fair, accessible, and service-oriented testing experience for all candidates.

Pearson VUE's Secure Testing Framework™ is a proven, comprehensive, and strategic approach to realizing these security objectives. It is designed to preserve the integrity, availability, and confidentiality of systems and data through robust and integrated measures designed to provide multiple layers of protection that extend from item and test development, publication, and distribution through to scheduling, test administration, and scoring.

The Framework is comprised of four fundamental building blocks, each of which provides multiple overlapping levels of prevention, detection, and response capabilities. In summary, these four elements are as follows:

- **Data Protection and Security** – Securing all aspects of our clients' intellectual property and candidate data is paramount. Confidential test content and candidate information is protected end-to-end through overlapping layers of physical, administrative, and technical security, including standards compliance, a strong security team, personnel and process controls, application and network security, extensive logging and audit, and physically secured corporate facilities and data center.

- **Secure Proctored Delivery** – Pearson VUE provides a consistent and secure testing experience through our global network of test centers. Security measures include certified proctors, uniform test administration, incident reporting, secret shopping, and ongoing monitoring by our global security team. Many of our Pearson VUE Authorized Test Centers (PVTCs) also utilize video surveillance of each candidate.

- **Advanced Identity Management** – Pearson VUE's pioneering identity management solution is designed to make sure that only properly authorized and verified individuals may sit for exams. This includes automated check-in processing, strict adherence to authorization and identity requirements, and digital signature and photograph capture. Pearson Professional Centers (PPCs) and some PVTC also benefit from the use of advanced palm vein biometrics to reliably confirm identity and prevent proxy testing or testing under multiple identities.

- **Compliance Management** – Pearson VUE offers an array of optional forensic services designed to put the client in control of test security. With leading-edge business intelligence technology and comprehensive access to testing data from one end of a program to the other, we are uniquely positioned to support timely analysis and response in relation to security incidents and testing irregularities.

Pearson VUE's four Secure Testing Framework elements are designed to provide a high level of test and data security, and thus, to protect our clients' valuable investments in their exams, credentials, brands, and associated programs and services.

4.4.4 During the term of this agreement, Vendor shall notify the Agency immediately by telephone and email, web form or fax upon the discovery of a breach of security of personal identifying information, where the use or disclosure of information is acquired by an unauthorized person.

During the term of this agreement, Pearson VUE will notify the Agency immediately by telephone and email, web form or fax upon the discovery of a breach of security of personal identifying information, where the use or disclosure of information is acquired by an unauthorized person.

Securing all aspects a candidate's personal identifying information is paramount. Through the use of our Secure Testing Framework, which is described above, confidential test content and personal candidate information is protected end-to-end through overlapping layers of physical, administrative, and technical security. These overlapping layers include compliance standards; a well-organized security team; personnel and process controls; application and network security, extensive logging and audit; physically secured corporate facilities; and a data center. Once data is processed and housed on the Pearson VUE system, it resides in secure storage, so no physical intrusion on the database hardware will allow such a breach of data.

4.5 Examination Sites

4.5.1 Vendor is responsible for establishing multiple testing locations throughout West Virginia, at its own expense including but not limited to, Charleston, Beckley, Morgantown and a site to address the eastern panhandle. West Virginia candidates will also be able to test at Vendor test sites located in other states. Vendor is responsible for providing services such that no applicant travels more than one hundred and fifty (150) miles to take an exam.

As the incumbent, Pearson VUE has been providing insurance licensing examinations to the Agency's candidates at multiple sites for the West Virginia testing program for the past 26 years. As previously mentioned, Pearson VUE will continue to provide our established test sites, at its own expense, located in West Virginia - Charleston, Morgantown, Beckley, and Martinsburg, West Virginia. Martinsburg has been added in order to provide additional coverage in the Eastern Panhandle region of the state. We will also continue to provide locations in the neighboring states of Maryland, Pennsylvania, and Virginia, which provides an even larger regional footprint and more options for candidates. Our sites in Cumberland, Maryland and Pittsburgh Pennsylvania, for example, may provide a convenient alternative for applicants residing in certain areas of West Virginia.

West Virginia candidates may also test across the United States at no additional charge through our expansive national network of company-owned sites, which includes approximately 200 test centers.

Test Sites

Pearson VUE's experienced channel operations team conducted a thorough analysis, including the current test center configuration servicing West Virginia test takers today, West Virginia candidate testing patterns experienced over the last three years, state population clusters, and typical travel routes encountered to the current and proposed testing locations. Pearson VUE's current test center solution provides abundant and convenient testing opportunities to West Virginia test takers. We have determined that this test center solution meets the needs of candidates, while reducing any unnecessary costs to the candidates.

Pearson VUE-owned testing centers are located throughout the United States and are located within convenient driving distance of up to 95 percent or more of our clients' test takers. To accommodate insurance licensing candidates, Pearson VUE will provide test centers in the following locations:

Established Test Sites
Charleston, WV
Morgantown, WV
Beckley, WV
Martinsburg, WV
Cumberland, MD
Pittsburgh, PA

Highlights of our test center solution include:

- Company-owned sites are located in the major population areas of the State and will expect to handle 90% percent of total annual volume.

- Schedules can be expanded – up to 12 hours per day, six days a week at company-owned sites and if volumes continue to exceed capacity we could further expand hours or days to seven days a week.

- All sites are monitored for capacity to make sure candidates are able to schedule examination appointments within a reasonable timeframe.

- All sites are ADA compliant.

- Candidates are also welcome to test at approximately 200 US Pearson VUE test centers at no additional charge. All of these sites will meet Pearson VUE's strict interior, quality, and security standards.

Please refer to **Section 3- Qualifications, Item 3.10** for a full description of our testing facilities.

4.5.2 Vendor is responsible for maintaining sufficient facilities and personnel to provide the State with examination services. The Vendor shall establish a toll-free number and a call center to schedule appointments for all sites maintained by the Vendor and shall assume all long distance phone charges and any other type of communication expenses.

We understand that call center operations is a key interface for West Virginia applicants and that providing a quality service will reflect positively on the Agency's program. With that in mind, Pearson VUE has established and will continue to operate a dedicated toll-free telephone number for the Agency program to serve as a single touch point for scheduling appointments for all sites and inquiries via telephone. Our Minnesota-based call center is staffed by at least 70 customer care representatives—and as many as 90 during peak periods. All staff, including test center staff, will be trained in the details of the Agency's program and will respond immediately and accurately to all candidate requests and inquiries. Please refer to **Item 4.2.20**, where we have provided information on our training procedures.

All calls are monitored and recorded for consistency and professionalism. Pearson VUE will assume all long distance phone charges and any other type of communication expenses. **Pearson VUE's call center is open and staffed seven days per week, allowing us to rely on less automated systems.**

4.5.3 The call center shall be available between the hours of 8:00 AM to 11:00 PM ET, Monday through Friday and available at least from 8:00AM to 4:00PM on Saturday and Sunday. The Vendor shall provide operator availability during all call center operating hours. Hearing impaired services for scheduling shall also be provided by the Vendor at a separate phone number during the same hours as the call center or any other means easily accessible by the candidate. Changes to the hours of operation shall be based on applicant demand and require approval by the Agency. Candidates will have the opportunity to cancel their reservations with the Vendor up to at least (2) two calendar days before reservation.

If at any point a candidate has any questions or concerns, or simply would like to schedule an examination by phone, the candidate may call our toll-free call center, which is open seven days a week. **Pearson VUE's call center hours of operation are 8:00 a.m. to 11:00 p.m. (ET) Monday through Friday; 8:00 a.m. to 5:00 p.m. (ET) Saturdays; and 10:00 a.m. to 4:00 p.m. (ET) Sundays.** All messages will be returned within one business day, and all calls are monitored for consistency and professionalism. In order to schedule an examination via our call center, candidates can call the program-specific toll-free telephone number and be quickly routed to one of our trained representatives. The representative will then work with the candidate to schedule an exam on the desired date at the test center of his/her choice and will also answer any questions.

Telecommunication Devices for the Deaf (TDD)

Telecommunications Devices for the Deaf (TDD) technology has become outdated and is not currently used by most deaf or hard-of-hearing adults. Instead, individuals in this population typically communicate via email. Our staff strives to respond to emails within one business day of submission. Our customer service teams and web pages include email contact information for candidates, which is a preferred method of access for all candidates, including those who are deaf or hard of hearing.

Pearson VUE is also pleased to offer candidates our accommodations website, which serves as a central resource for both candidates and clients. The site includes accommodations request forms for candidates, documentation guidelines for candidates and their evaluators (doctors, psychologists), frequently asked questions, and other helpful resources. This website is accessible to users who have disabilities. The website can be viewed at http://www.pearsonvue.com/accommodations/.

Cancellation, Refund, and Rescheduling Policy

Pearson VUE understands that candidates will have the opportunity to cancel their reservations with Pearson VUE up to at least (2) two calendar days before scheduled exam reservation.

Pearson VUE makes rescheduling and retesting policies easily accessible on the Pearson VUE website and in the information bulletin. Pearson VUE's cancellation and rescheduling policies include:

- Exam appointments may be canceled or rescheduled via the call center or the Internet. Candidates may cancel or change an appointment prior to the scheduled examination, without penalty, if the cancellation is made within the Agency's designated timeframe.

- If a candidate cancels an appointment per the cancellation policy, Pearson VUE will credit the candidate's account if prepaid by credit card. If a candidate reschedules an examination, Pearson VUE will apply the monies to the candidate's next scheduled appointment, thereby eliminating the need for a refund or credit. Candidates will also receive a new confirmation notice of the newly rescheduled or canceled examination via email. In addition, a receipt is sent by email to the candidate showing any monies credited to the candidate's credit card account. Receipts are only provided by email (print versions of receipts are not available).

- If a candidate with a valid appointment does not show for an examination or cancels an appointment outside the client's reschedule/cancellation policy, no refunds are made unless a valid excuse is provided. Pearson VUE will provide excused absence

information as part of the candidate handbook, on the Pearson VUE website, and during the scheduling or inquiry call.

Pearson VUE will reschedule and retest properly scheduled candidates, without charge, if a regularly scheduled test administration does not occur because of lack of personnel or materials, or for any reason that is not the fault of the candidate.

Examples of candidate emergencies or special circumstances may include:

- Illness of the candidate or that of the candidate's immediate family member
- Death in the immediate family
- Disabling traffic accident
- Court appearance or jury duty
- Military duty
- Weather emergency

If Pearson VUE cancels a test session because of an emergency, such as a weather emergency, we will notify candidates personally. Every attempt is made to notify the candidate by phone or email. Cancellation notices are also posted online and messaging is placed on a 24-hour, toll-free number that is accessible by candidates. Pearson VUE will list this phone number in the candidate handbook and display it prominently on the program website. We also reschedule examinations for each candidate at a convenient time and date without any additional fees.

4.6 Reporting Requirements

4.6.1 The Vendor shall provide accurate reports and statistical examination data provided within 3 business days in line with the schedule or requests for data made to Vendor by the Agency at no additional cost. Vendor is required to maintain a database of all information concerning the submission and processing of examinations in connection with this contract for the purpose of submitting reports.

Upon contract award, Pearson VUE will continue to provide accurate reports and statistical examination data provided within three business days in line with the schedule or requests for data made to Pearson VUE or by the Agency at no additional cost. Pearson VUE will continue to maintain a database of all information concerning the submission and processing of examinations in connection with this contract for the purpose of submitting reports.

Pearson VUE Reporting

Comprehensive and accurate reporting of program status, operations, testing information, and outcomes are the kinds of critical information that testing programs require for success. Pearson VUE understands the importance of this data and strives to provide our clients with the information they require, in a format compatible with their system, and in a timeframe that meets their reporting requirements. Pearson VUE's data and reporting services are designed to help effectively and efficiently manage the information collected from the testing program. This information is valuable for maintaining the program, monitoring program performance, analyzing trends, and making decisions on program improvements.

Comprehensive, data-driven reports that are designed to promote timely and accurate understanding of a program's performance are available on demand through Pearson VUE's IntelliVUE™ reporting dashboard. IntelliVUE leverages a business intelligence platform for systematic client reporting, which includes an extensive series of standard parameter-driven operational and financial reports. The results can be inspected online or downloaded from a Pearson VUE secure reporting web portal. IntelliVUE provides a wealth of information about the examination program, from demographics to test results.

Authorized users can access and view reports online or download them for easy analysis of the data. In order to access reports, the client will need a personal computer with the capability to access the Internet and a printer to generate on-demand printed copies of reports.

IntelliVUE Dashboard

Pearson VUE's IntelliVUE reporting dashboard provides both a high-level snapshot of key information on the testing program and detailed information in the core client reports. The interactive, graphical dashboard allows management to quickly assess their business performance, including numbers of appointments being scheduled, numbers of tests completed and passing rates, as well as trends and comparisons of that data.

Exams Scheduled

Approved registrations and the volume of appointments scheduled are the keys to forecasting growth of the qualified population, market penetration, revenues, results available for psychometric analysis, and more. In **Figure 16** on the following page, the dashboard shows information on the exams scheduled for a mythical client.
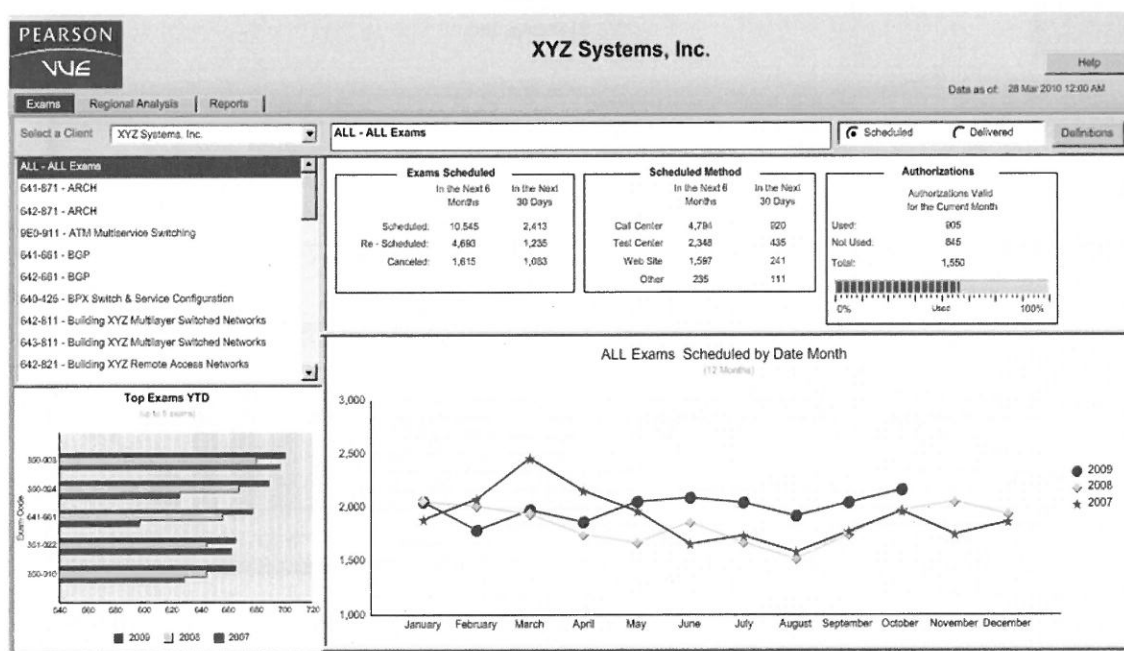
Figure 16. The IntelliVUE reporting dashboard is able to display, graphically, information on a client's scheduled exams.

Summaries are shown for the key indicators of numbers of exams scheduled (and rescheduled and canceled) and, to understand the market and do operational planning, the numbers of candidates who use each scheduling method. To aid interpretation of the numbers, the volume is compared graphically to that from previous years. A snapshot of the largest-volume exams is presented on the bottom left. As indicated on the top left, this example shows data for all of the client's exams; when a specific exam is selected, the displays change quickly to show the corresponding numbers and graphs.

Exams Delivered

IntelliVUE also provides critical information on exams actually delivered. **Figure 17** on the following page, presents a picture of the volumes and nature of the completed exams. Summary boxes show the percentage actually taken (passed or failed) as opposed to where the candidate was a "no show," the breakdown of whether it was the first attempt at the exam or not, and the passing rates, which are also broken down to show outcomes by whether it was the candidate's first attempt or not.

Again, the volume is compared graphically to previous years in order to give some basis for interpretation. The dashboard can also be switched to show data for individual exams instead of the total.
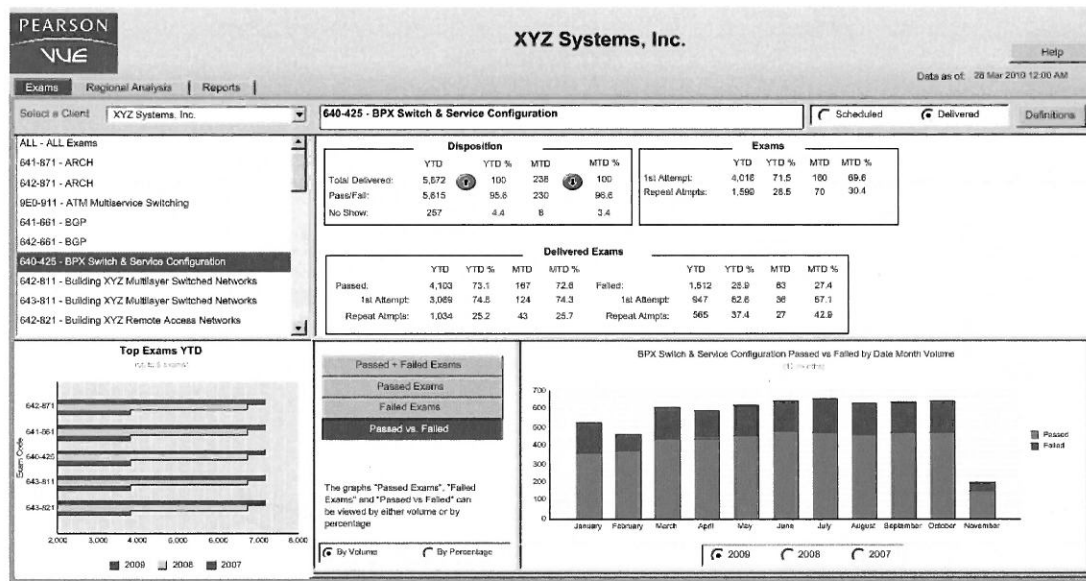
Figure 17. The Pearson VUE IntelliVUE reporting dashboard can also present a picture of the volumes and status of the completed exams.

4.6.2 The Vendor may be required to provide additional data and reports in an electronic format based upon the needs of the Agency. The frequency of any additional reports (daily, weekly, etc.) will be determined by the Agency.

Pearson VUE will provide additional data and reports in an electronic format based upon the needs of the Agency. Pearson VUE understands that the frequency of any additional reports (daily, weekly, etc.) will be determined by the Agency.

4.6.3 Data type and field length will be determined by the Agency and the Vendor after contract award.

Upon contract award, Pearson VUE understands and agrees that data type and field length will be determined by the Agency and Pearson VUE.

4.6.4 A secure web-server shall be used as a platform for transmission of reports. The Vendor shall provide an electronic distribution mechanism for the reports. A database from which the reports described herein can be obtained shall be developed and maintained by the Vendor and must be available 24 hours per day, seven (7) days per week.

As previously mentioned, data-driven reports that are designed to promote timely and accurate understanding of a program's performance are available on demand through Pearson VUE's IntelliVUE™ reporting dashboard. IntelliVUE leverages a business intelligence platform for systematic client reporting, which includes an extensive series of standard parameter-driven operational and financial reports. The results can be inspected online or downloaded from a

Pearson VUE secure reporting web portal. IntelliVUE provides a wealth of information about the examination program, from demographics to test results.

Authorized users can access and view reports online or download them for easy analysis of the data. In order to access reports, the client will need a personal computer with the capability to access the Internet and a printer to generate on-demand printed copies of reports.

Pearson VUE's IntelliVUE reporting dashboard provides both a high-level snapshot of key information on the testing program and detailed information in the core client reports. The interactive, graphical dashboard allows management to quickly assess their business performance, including numbers of appointments being scheduled, numbers of tests completed and passing rates, as well as trends and comparisons of that data.

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APPENDIX

- **Appendix A** – Personnel Resumes
- **Appendix B** – National Insurance Job Analysis Report
- **Appendix C** – Web Scheduling Screen Shots
- **Appendix D** – Sample Score Reports
- **Appendix E** – Quality Control Procedures
- **Appendix F** – Company-Owned Test Center Policies and Procedures Guide
- **Appendix G** – Authorized Test Center Policies and Procedures Guide
- **Appendix H** – Sample Handbook
- **Appendix I** – Sample Item Writing Guide
- **Appendix J** – Client Reference Letters and Profiles

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Robert D. Whelan
President and Chief Executive Officer
(952) 681-3827

Summary of Qualifications
Over the course of an impressive 34-year career, Mr. Whelan has made significant contributions to Pearson VUE and the entire testing industry. As the company's president and chief executive officer, he has overall management responsibility for the Pearson VUE electronic testing business. Through successful communication of a clear vision and a team-based collaborative approach, he has seen the company grow to become the global leader in computer-based assessments. In recognition of these efforts, Mr. Whelan received the 2011 Award for Professional Contributions and Service to Testing from the Association of Test Publishers (ATP). Today, Pearson VUE delivers millions of exams in a network of approximately 5,000 test centers around the world.

Professional Experience	**Pearson VUE** • Bloomington, Minnesota PRESIDENT AND CHIEF EXECUTIVE OFFICER Accountable for overall management of the electronic testing business, which encompasses test development, program management, and finance. Responsibilities also include the three Pearson VUE test center networks, which include approximately 5,000 test centers in 175 countries.	2000–Pres.
	Personnel Decisions International • Minneapolis, Minnesota VICE PRESIDENT, BUSINESS DEVELOPMENT Built the sales and distribution network for a large human resources consulting firm. This included worldwide management of sales, marketing, and customer service as well as the opening of new offices in seven countries.	1995–1999
	National Computer Systems (NCS) • Bloomington, Minnesota VICE PRESIDENT, SALES AND MARKETING Served in various management positions during his 20-year tenure with NCS (now Pearson VUE) in the areas of finance, regional/national sales and marketing, and program management.	1979–1995
Education	**University of Alabama** BA, Finance and Economics	

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Arthur Valentine
Senior Vice President, Professional Services
(610) 617-5004

Summary of Qualifications

As senior vice president of professional services, Mr. Valentine oversees Pearson VUE's global testing services, credential management, and marketing teams as well as North American program management. In this role, he is responsible for making certain that all client deliverables are met and client satisfaction exceeds expectations. Testing services—including content development, publishing services, and psychometric services—are also under his leadership.

Mr. Valentine has more than 25 years of experience in leadership positions and is a member of Pearson VUE's senior executive team, which is responsible for driving Pearson VUE's business strategy and increasing shareholder value. Before joining Pearson VUE in 2003, he served as a principal at Perot Systems, a firm that provided enterprise resource planning solutions for manufacturing and retail companies. He has also held positions with Accenture and Verticalnet, where he provided technical consultative services to leading technology and consumer organizations.

Professional Experience	**Pearson VUE** • Bala Cynwyd, Pennsylvania	
	SENIOR VICE PRESIDENT, PROFESSIONAL SERVICES	2010–Pres.
	Provides leadership and manages growth of the professional and regulatory markets. Oversees the program management and client services groups and confirms that service deliverables are met for all Pearson VUE clients. Executes the strategic vision of the company.	
	GENERAL MANAGER, REGULATORY SERVICES	2006–2012
	Directed all regulatory client and candidate services. Provided direct oversight of the program management team and executed the strategic vision of the company.	
	VICE PRESIDENT, PROFESSIONAL SERVICES	2003–2010
	Oversaw the program management and client services groups and made certain that service deliverables were met for Pearson VUE's professional certification and information technology clients.	
	Percipient • Deerfield, Illinois	
	CHIEF TECHNOLOGY OFFICER	2002–2003
	Verticalnet (Formerly Atlas Commerce) • Malvern, Pennsylvania	
	SENIOR VICE PRESIDENT, PRODUCT DEVELOPMENT	2001–2002

ARTHUR VALENTINE, continued

Perot Systems (Formerly Solutions Consulting) • Pittsburgh, Pennsylvania
MANAGEMENT TEAM   1992–2000

Andersen Consulting • Philadelphia, Pennsylvania
MANAGER   1987–1992

Education   **University of North Carolina**
BS, Mathematical Sciences

Steven C. Nordberg
Chief Technologist and
Senior Vice President, Products and Services
(952) 681-3779

Summary of Qualifications

With 40 years of experience in the computer industry, Mr. Nordberg has a vast background in technology, management, sales, marketing, and finance. His distinctive experience includes three years as a sales and marketing executive for a growing, technology-based services business, four years as a successful independent management consultant, 14 years as a manager and executive with a Fortune 200 computer company, and five years as a systems engineer and manager. Mr. Nordberg is the co-founder of the original VUE business, which encompassed all aspects of innovative training services. He led technology development and strategic sales for VUE and helped grow the business to $4+ million, culminating in the sale of the business to National Computer Systems (NCS) in April 1997.

Mr. Nordberg now serves as chief technologist of Pearson VUE as well as senior vice president of products and services. In these roles, he leads the technological evolution of the Pearson VUE systems.

Professional Experience	**Pearson VUE** • Bloomington, Minnesota CHIEF TECHNOLOGIST AND SENIOR VICE PRESIDENT, PRODUCTS AND SERVICES Leads the technological evolution of Pearson VUE systems. Co-founded the original VUE business.	1994–Pres.
	Drake Training and Technologies • Minneapolis, Minnesota EXECUTIVE VICE PRESIDENT, MARKETING AND SALES Led the initiative to promote technology-based certification testing beyond national boundaries. Grew the computer industry programs from a single account to nearly 30 accounts worldwide, representing all leading companies in the industry. Played a significant role in developing and implementing business strategies across technology, marketing, sales, and finance.	1992–1994
	Computing Technology Management • Minneapolis, Minnesota INDEPENDENT CONSULTANT Created a successful consulting practice focused on the integration of computing technology within a business. Delivered services to companies ranging from start-ups to Fortune 500 corporations.	1988–1992

STEVEN C. NORDBERG, continued

Unisyn, Inc. • Boulder, Colorado VICE PRESIDENT, PRODUCT DEVELOPMENT Developed a suite of integrated manufacturing and financial applications, completed four product releases, and implemented a formalized design and development process.	1987–1988
Control Data Corporation • Minneapolis, Minnesota DIRECTOR, DEVELOPMENT AND SUPPORT Defined product requirements with four major marketing units, developed technical strategies to meet requirements, developed products, and guaranteed product quality. Provided manufacturing, product delivery, and worldwide customer support.	1976–1987
MANAGER, SOFTWARE DEVELOPMENT, PERIPHERAL SUBSYSTEMS DIVISION	1974–1976
CONSULTANT, ADVANCED SYSTEMS DIVISION	1973–1974

Education   **New York University**
MS, Mathematics with Computer Science

University of Minnesota (Institute of Technology)
BA, Mathematics with distinction

Betty Bergstrom, PhD
Vice President, Testing Services
(312) 291-5921

Summary of Qualifications

Dr. Bergstrom leads the psychometric services and senior research scientist teams at Pearson VUE. These teams are responsible for utilizing measurement theory, statistical methodology, and data analysis to provide psychometrically sound examinations for client programs. They conduct applied research to improve client processes.

Dr. Bergstrom has research expertise in the areas of computer-based testing, computerized adaptive testing, innovative item types, item response theory, and large-scale item banking. She is the author of numerous articles related to computer-based testing. She is also a member of the American Educational Research Association (AERA) and National Council on Measurement in Education (NCME).

Professional Experience	**Pearson VUE** • Chicago, Illinois VICE PRESIDENT, TESTING SERVICES Since 2012, responsible for managing and staffing the psychometric services and senior research scientist teams. Prior to 2012, responsible for overseeing all content, psychometric, and test publishing teams. Has consistently maintained a presence in the professional testing community, seeing that research findings are presented and published at professional conferences and in research journals.	1999–Pres.
	Computer Adaptive Technology • Evanston, Illinois DIRECTOR, RESEARCH AND PSYCHOMETRIC SERVICES	1997–1999
	American Dietetic Association • Chicago, Illinois DIRECTOR, PSYCHOMETRIC SERVICES	1996–1997
	Computer Adaptive Technology • Evanston, Illinois PSYCHOMETRICIAN	1993–1996
	American Society of Clinical Pathologists • Chicago, Illinois MANAGER OF SPECIAL PROJECTS	1989–1992
Education	**University of Chicago** PhD and MS, Measurement, Evaluation, and Statistical Analysis	
	University of Illinois BS, Education	

BETTY BERGSTROM, PhD, continued

Professional Affiliations

- INTERNATIONAL ACCREDITATION FORUM WORK GROUP (IAF)
- AMERICAN EDUCATIONAL RESEARCH ASSOCIATION (AERA)
- NATIONAL COUNCIL ON MEASUREMENT IN EDUCATION (NCME)
- PROGRAM VICE CHAIR, 2005 ASSOCIATION OF TEST PUBLISHERS (ATP) ANNUAL MEETING
- PROGRAM CHAIR, 2006 ATP ANNUAL MEETING
- BOARD MEMBER, 2007-2010 ATP ANNUAL MEETINGS

Select Publications and Presentations

Bergstrom, B.A., Fryer J., and Norris, J. (2005). Defining Online Assessment for the Adult Learning Market in Online Assessment and Measurement: Foundations and Challenges. Eds. Mary Hricko and Scott Howell. Hershey, Pennsylvania: Idea Group Publishing.

Bergstrom, B.A. and Becker, K. (2004). Beyond Multiple Choice: The Quest for Authentic Testing in Performance Examinations. Presentation at the 2004 Annual Meeting of the American Educational Research Association (AERA). San Diego, California.

Bergstrom, B. A. and Lopes, S. (2004). Equitable Assessment for Certifying Teachers: A Case Study for the Teacher Training Agency (TTA) in England. Presentation at the 2004 meeting of the International Test Commission. Williamsburg, Virginia.

Bergstrom, B.A. and Schnipke, D. (2004). Raw Scores, Percent Correct, Scaled Scores…What's Right for You? Presentation at the 2004 meeting of the National Organization for Competency Assurance (NOCA), Miami, Florida.

Bergstrom, B.A. and Cline, A. (2003, Summer). Beyond Multiple Choice: Innovations in Professional Testing, CLEAR Exam Review.

Bergstrom, B. A., and Lunz, M. E. (1999). CAT for Certification and Licensure. In Fritz Drasgow (Ed.), Innovations in Computerized Testing. Lawrence Erlbaum.

Bergstrom, B. A., and Gershon, R C. (1997). Advances in the Use of Item Response Theory in Licensure and Certification Assessment, CLEAR Exam Review.

Bergstrom, B. A., and Gershon, R. C. (1995). Item banking in Licensure Testing. James C. Impara (Ed.), Lincoln, Nebraska: Buros Institute of Mental Measurements.

Michael E. Fogelberg
Vice President, Information Technology
(952) 681-3325

Summary of Qualifications

As vice president of information technology (IT) for Pearson VUE, Mr. Fogelberg works with senior business leaders on the strategy, design, and implementation of systems to best satisfy business and client needs. He has leadership responsibility for the VUE Support Systems (VSS), results processing, and production support teams in the Americas, and is also responsible for hardware infrastructure, system performance, vendor relations, audit, security, IT policies, and disaster recovery for Pearson VUE systems.

Mr. Fogelberg is a seasoned IT veteran with 25 years of experience in computerized testing. He has experience in such areas as quality assurance, software development, and management information systems (MIS). He has been with Pearson since 1988.

Professional Experience	**Pearson VUE** • Bloomington, Minnesota	
	VICE PRESIDENT, INFORMATION TECHNOLOGY	2012–Pres.
	Leads the VSS, results processing, and production support teams in the Americas. Strategizes, designs, and implements systems that meet business and client needs.	
	DIRECTOR, INFORMATION TECHNOLOGY	2007–2012
	Responsible for all backend systems supporting the business, including production, disaster recovery, development, test, and user acceptance environments. Served as primary support and technology owner for all company-owned and -operated test centers worldwide. Served as liaison for infrastructure between Pearson VUE and other Pearson businesses.	
	APPLICATION AND TECHNICAL SUPPORT MANAGER	2004–2007
	Responsible for backend business systems that support the VUE Testing System (VTS), including hardware infrastructure, support personnel, and company-owned and -operated test centers worldwide.	
	Pearson Technology • Bloomington, Minnesota	
	APPLICATION SUPPORT MANAGER	2003–2004
	Oversaw MIS resources for legacy applications for multiple Pearson businesses. Managed software development resources for test delivery systems. Also created service level agreements (SLA) for the business units, monitored workflow, and assigned tasks.	

MICHAEL E. FOGELBERG, continued

Pearson Shared Services • Bloomington, Minnesota
MIS MANAGER / DATABASE MANAGER   2003
Managed the MIS department for multiple businesses along with
software development resources for test delivery platforms.

Pearson Assessments • Bloomington, Minnesota
MIS MANAGER / DATABASE MARKETING MANAGER   1997–2003
Served as main point of contact for business system and users.
Responsible for assigning and prioritizing tasks, performance
issues, and employee training. Also met with department managers
to discuss new projects, priorities, and budget.

SENIOR DATABASE PROGRAMMER ANALYST   1992–1997
Re-wrote business system to allow for a more customer-focused
data relationship. Wrote Oracle forms and user exits in ProC to
encode/decode installation codes and update desktop systems.

QUALITY ASSURANCE ANALYST   1988–1992
Wrote test plans and tools, conducted code reviews and design
walkthroughs, created and enforced coding standards, and
performed testing. Also wrote and used code coverage and analysis
tools.

Education   **University of Minnesota Institute of Technology**
                 BS, Mathematics

Corey D. Hoesley
Vice President, Global Operations
(952) 681-3740

Summary of Qualifications

Mr. Hoesley is responsible for all the operations that support Pearson VUE's business functionality. In addition to his position on the company's senior executive team, he provides daily and strategic leadership for Pearson VUE global operations, including the company-owned and -operated testing channel, security, customer service, technical support desk, network operations, information systems, quality control, data integrity, and fulfillment. Mr. Hoesley has proven himself to be an effective leader of multiple operational departments in his tenure. His 17 years of operational management experience and testing and assessment business experience offer a unique combination to our clients.

Professional Experience	**Pearson VUE** • Bloomington, Minnesota	
	VICE PRESIDENT, GLOBAL OPERATIONS Responsible for all operations supporting Pearson VUE global business functionality. Provides daily and strategic leadership for groups including the call center, technical support desk, network operations, information systems, quality control, data integrity, fulfillment, and testing service operations.	2012–Pres.
	VICE PRESIDENT, OPERATIONS Responsible for all operations supporting Pearson VUE's North American business functionality.	2007–2012
	DIRECTOR, OPERATIONS Responsible for operations functions including the call center, technical support desk, network operations, quality control, data integrity, and fulfillment operations.	2002–2007
	OPERATIONS MANAGER Responsible for the leadership, supervision, and strategic direction of the call center, technical support desk, data integrity, and fulfillment operations.	1997–2002
	TEAM LEADER Led and supervised the call center.	1997
	Gelco Information Network • Eden Prairie, Minnesota	
	SENIOR TEAM LEADER Responsible for the leadership, supervision, and strategic direction of the technical support desk.	1996–1997

COREY D. HOESLEY, continued

TEAM LEADER   1996
Supervised account-specific technical support personnel.

George Konik Associates Inc. • Minneapolis, Minnesota
SUPPORT DESK TECHNICIAN   1995–1996
Provided technical support for software and hardware.

Education   **St. Cloud University**
BS, Mass Communications
Minor in Economics

Michael Hussey
Vice President, Regulatory Business Development
(952) 681-3242

Summary of Qualifications

As vice president of regulatory business development, Mr. Hussey leads the team responsible for business development initiatives in the state regulatory assessment market. He also oversees mindhub™ – Pearson's centralized repository for high-stakes, professional certification preparation materials – and UExcel®, Pearson's credit-by-examination (CBE) business unit. With 25 years of experience in business development and leadership roles in the testing industry, he has a proven track record of achieving results and generating growth by developing high-functioning teams and implementing effective business strategies. He has been with Pearson since 1988.

In addition, Mr. Hussey will serve as Pearson VUE's executive sponsor to the West Virginia Insurance Commission. In this role, he will help make sure the West Virginia Insurance Commission is aware of new innovations in Pearson VUE technology, serve as a sounding board for any issues, and help identify program improvements. With the executive sponsorship of Mr. Hussey, the West Virginia Insurance Commission is assured consistently superior service and ample attention from Pearson VUE's top management.

Professional Experience	**Pearson VUE** • Bloomington, Minnesota	
	VICE PRESIDENT, REGULATORY BUSINESS DEVELOPMENT	2012–Pres.
	Leads the team responsible for all business development initiatives in the state assessment market. Also responsible for the mindhub and UExcel business units.	
	VICE PRESIDENT, BUSINESS DEVELOPMENT	2011–2012
	Responsible for business development initiatives in the state assessment, professional certification, and information technology (IT) markets.	
	Pearson Assessments and Information • Bloomington, Minnesota	
	SENIOR VICE PRESIDENT, SALES AND MARKETING	2009–2010
	SENIOR VICE PRESIDENT, BUSINESS DEVELOPMENT	2008–2009
	VICE PRESIDENT AND GENERAL MANAGER	2005–2007
	SALES LEADERSHIP POSITIONS	2001–2004
	National Computer Systems (NCS) • Eden Prairie, Minnesota	
	SALES AND SALES LEADERSHIP POSITIONS	1988–2000

MICHAEL HUSSEY, continued

Education	**Indiana University Bloomington**
	BA, Mathematics

Various continuing education courses in Negotiation, Strategic Marketing, Employee Coaching and Development, Sales Training, and Sales and Marketing Management

Ron Lancaster
Vice President, Technology
(952) 681-3852

Summary of Qualifications

Mr. Lancaster has more than 15 years of experience in software development. As vice president of technology for Pearson VUE, he manages software teams that provide a full suite of services – including test development and data management – designed to provide a fair, equal, and comprehensive measurement of candidates' performance. Mr. Lancaster is an experienced leader, an accomplished software developer, and a consistent advocate for improvement and innovation. He has been with Pearson VUE since 1997.

Professional Experience	**Pearson VUE** • Bloomington, Minnesota	
	VICE PRESIDENT, TECHNOLOGY	2011–Pres.
	Leads the technology group responsible for building the next generation of tools and systems required to grow Pearson VUE's existing customers, expand into international markets, and support growth along the assessment value chain through product development and company acquisition.	
	DIRECTOR, SOFTWARE DEVELOPMENT	2007–2011
	Quickly and effectively responded to and resolved team, workflow, and business issues on a daily basis. Managed the software development team responsible for producing high-quality products and services to meet internal and external customer expectations.	
	SOFTWARE GROUP MANAGER	2005–2007
	Led the team responsible for registration and scheduling applications. Improved release process by instituting weekly builds. Communicated and collaborated with all technology departments.	
	SOFTWARE DEVELOPMENT MANAGER	2000–2004
	Led the group responsible for supporting the business development team through software development and research activities. Served as the primary driver of process improvement activities, including the software development lifecycle (SDLC) modeled after feature-driven development, Fagan inspections, PSP, design-by-contract, and automated unit testing.	
	SOFTWARE DEVELOPER	1997–2000
	Progressed through junior and senior development roles specializing in registration, scheduling, and financial systems.	

RON LANCASTER, continued

Education	**University of Minnesota** MS, Software Engineering
	Graceland College BA, Business Administration

Julie Wineberg
Vice President, Global Candidate Services
(952) 681-3768

Summary of Qualifications

A founding employee of Pearson VUE and a member of the senior leadership team, Ms. Wineberg has 23 years of experience in the test delivery industry and 20 years of operational management experience. As vice president of global candidate services, she is responsible for the successful implementation and maintenance of all Pearson VUE client programs in all company-owned test centers worldwide through the management of several operations teams, including capacity management, international test center management, channel quality, and security. In addition, Ms. Wineberg leads the call center and candidate services operations within the Americas.

Ms. Wineberg is one of the inventors of Pearson VUE's patented test center design, patent no. US D472,397 S. She has served as a past chair and vice chair of the Council for Secure Testing and co-founded a new security initiative under the Association of Test Publishers (ATP).

Professional Experience	**Pearson VUE** • Bloomington, Minnesota	
	VICE PRESIDENT, GLOBAL CANDIDATE SERVICES	2012–Pres.
	Responsible for company-owned test center services, international test center management, channel quality, and security. Also leads the call center and candidate services operations in the Americas.	
	VICE PRESIDENT, TEST CENTER OPERATIONS	2006–2012
	Directly oversees and manages all Pearson VUE test center services. Responsible for the successful implementation and maintenance of all client programs through leadership of three operations teams: PPC services, international test center management, and channel quality and security.	
	VICE PRESIDENT, CLIENT SERVICES	2002–2006
	Responsible for successful implementation and maintenance of all client programs through leadership of four operations teams: program management, channel operations, channel quality and security, and PPCs.	
	DIRECTOR, GLOBAL OPERATIONS	1998–2002
	Managed the global quality services provided by third-party companies administering Pearson VUE's computerized certification exams. Responsible for communication, training, operational support, and budget.	

JULIE WINEBERG, continued

SENIOR PROJECT MANAGER   1996–1998
Managed the launch of certification testing services worldwide and
made certain testing services met quality and service objectives
within budgetary boundaries.

NORTH AMERICAN OPERATIONS MANAGER   1994–1996
Established and maintained the operations infrastructure for a
customer call center and Web support system within quality,
service, and cost parameters.

Drake Training and Technologies • Minneapolis, Minnesota
NORTH AMERICAN OPERATIONS MANAGER   1991–1994
Managed an incoming call center of 40 employees, including
customer service representatives, customer service supervisors, and
a training instructor. Created and maintained a desirable work
environment to achieve a high level of quality and customer
satisfaction. Analyzed and reported service levels to the executive
staff.

CUSTOMER SERVICE SUPERVISOR   1990–1991
Supervised employees handling calls for registration and
scheduling of certification tests for multiple clients. Created the
Federal Aviation Administration's (FAA) registration program and
was responsible for employee evaluations, hiring, and development
to facilitate self-direction and teamwork.

Professional   ▪ ASSOCIATION OF TEST PUBLISHERS
Affiliations
                      ▪ COUNCIL FOR SECURE TESTING

Thomas Magallanes
Executive Director, Business Development
(610) 617-5198

Summary of Qualifications
Mr. Magallanes is responsible for Pearson VUE business development initiatives in the state regulatory, professional association, and corporate markets. He provides strategic planning and management support, identifies new markets and business opportunities, and oversees the continued success of Pearson VUE's client relationships. Mr. Magallanes also anticipates key testing industry trends by actively participating in various state regulatory and national association testing organizations as well as market and client events. He has more than 20 years of experience in the regulatory, certification, and employment assessment testing markets with an extensive background in both computer- and paper-based testing and credential management services.

Professional Experience	**Pearson VUE** • Bala Cynwyd, Pennsylvania	
	EXECUTIVE DIRECTOR, BUSINESS DEVELOPMENT	2004–Pres.
	Manages key account business development and new business. Sees that Pearson VUE meets and exceeds all contractual obligations for existing accounts. Implements business development initiatives designed to grow client programs and establish new clients.	
	SENIOR DIRECTOR, CERTIFICATION SERVICES	2002–2004
	NATIONAL DIRECTOR, BUSINESS DEVELOPMENT, EMPLOYMENT ASSESSMENT PROGRAMS	1998–2000
	SENIOR PROGRAM DIRECTOR	1993–1997
	MANAGER, CANDIDATE CARE	1992–1993
	Convergys Corporation • Jacksonville, Florida	
	DIRECTOR, BUSINESS DEVELOPMENT, EMPLOYEE CARE	2000–2002
Education	**Holy Family College** BA, Business Administration	
	Computer Programming Certification	

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Kenneth Zgraggen
Director, Business Development
(610) 809-1539

Summary of Qualifications

Mr. Zgraggen provides leadership and strategic planning support for Pearson VUE's regulatory services and maintains his knowledge on current plans and trends in the regulatory community, including those within West Virginia. He works with Pearson VUE's executive management and the regional directors in regulatory services to communicate industry trends so that Pearson VUE can proactively address anticipated changes required by legislative mandates. Working in conjunction with the regulatory team, Mr. Zgraggen provides an added level of support to our regulatory program clients.

Mr. Zgraggen spent 14 years with various organizations representing software and outsourcing solutions in the property and casualty segment of the insurance market.

Professional Experience	**Pearson VUE** • Ellicott City, Maryland DIRECTOR, BUSINESS DEVELOPMENT Provides strategic planning support for regulatory services, monitors industry trends, and works with clients to implement new business development initiatives designed to grow their programs.	2004–Pres.
	Ascendant One • Nashua, New Hampshire SENIOR ACCOUNT EXECUTIVE Managed five sales representatives in the sale of web-based insurance solutions. Responsibilities included training on the selling process, products and services, account profiling, and strategic selling.	2000–2003
	Cover-All Technologies, Inc. • Fair Lawn, New Jersey REGIONAL SALES MANAGER Managed the application software sales throughout the eastern United States. Developed strategies for the acquisition of key software divisions for a major competitive company.	1998–2000
	ISI Systems, Inc. (formerly Real Time, Inc.) • Andover, Massachusetts FIRST VICE PRESIDENT, SALES Responsible for the sale of software and outsourcing services for the top ten national accounts within the property and casualty industry.	1993–1998

KENNETH ZGRAGGEN, continued

Real Time, Inc. (acquired Equifax Insurance Systems) • Atlanta, Georgia

SENIOR ACCOUNT EXECUTIVE   1990–1993

Responsible for the sale of software and outsourcing services to the property and casualty industry within a seven state region. Expanded territorial sales to include key national accounts.

Equifax Insurance Systems • Atlanta, Georgia

SENIOR ACCOUNT EXECUTIVE   1988–1990

Responsible for the sale of software and outsourcing services to the property and casualty industry within a four state region.

Continental Systems, Inc. • Lansing, Michigan

REGIONAL SALES MANAGER   1979–1988

Responsible for the sale and implementation of rating software to independent agents in a three state region. Also responsible for hiring, training, and managing the sales team. Obtained the Professional Agents Association endorsement for rating software.

Education   **Michigan State University**
BS, Communications

Debra S. Thurner
Consultant, Business Development / Subject Matter Expert
(775) 882-7157

Summary of Qualifications

Ms. Thurner serves as a consultant to Pearson VUE, providing support to our insurance testing and continuing education programs. She also provides guidance to both our state regulatory clients and client-appointed subject matter expert (SME) committees for the creation and review of examination items.

Ms. Thurner retired from her position as chief of the producer licensing section for the State of Nevada Division of Insurance, where she served for 19 years. As chief, she reviewed and approved/disapproved all continuing education and pre-licensing courses for life, health, property, casualty, and personal lines of insurance. Ms. Thurner served as the primary contact for contracted testing and computer vendors, and participated in state and national focus groups and committees, which included software and examination development.

Professional Experience	**Pearson VUE** • Bala Cynwyd, Pennsylvania CONSULTANT / SUBJECT MATTER EXPERT Provides support to insurance testing and continuing education programs. Participates in subject matter expert committees to help create and review examination items.	2007-Pres.
	State of Nevada, Division of Insurance • Carson City, Nevada CHIEF OF THE PRODUCER LICENSING SECTION Developed policies and procedures, drafted and amended statutes and regulations, and testified at hearings. Served as primary contact for contracted testing and computer vendors. Participated in state and national focus groups and committees, including software and examination development.	1988-2007
	State of Nevada, State Industrial Insurance System • Carson City, Nevada UNDERWRITER AND EMPLOYER ACCOUNT REPRESENTATIVE Reviewed, approved, and rated applications from employers for workers compensation insurance. Performed on-site inspections and consultations with employers regarding their workers compensation insurance accounts.	1981-1988
	Fluor Corporation • Irvine, California HUMAN RESOURCES PERSONNEL ADMINISTRATION Administered employee benefits program. Processed personnel transactions such as new hires, rehires, overseas transfers, layoffs, and terminations.	1975-1979

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Gary K. Esquerre
Director, Program Management, Regulatory Services
(610) 617-5137

Summary of Qualifications

Mr. Esquerre leads the state regulatory program management team, a key client liaison group whose individual program managers serve as the client's primary contact with Pearson VUE. He also oversees operations at Pearson VUE's offices in Maryland, North Carolina, Colorado, and Georgia, which perform a high volume of license application processing and licensing support functions for state regulatory programs.

With more than 25 years of experience in leadership positions, Mr. Esquerre has gained a broad understanding of Pearson VUE's testing business through increasing levels of responsibility in project management, business development, regional operations, and account management. He is skilled in defining customer requirements, designing cost-effective and efficient solutions, and guiding the successful implementation of client deliverables.

Professional Experience	**Pearson VUE** • Bala Cynwyd, Pennsylvania	
	DIRECTOR, PROGRAM MANAGEMENT, REGULATORY SERVICES Leads the program management team for the regulatory services division.	2008–Pres.
	DIRECTOR, PROGRAM MANAGEMENT, HEALTH AND PROFESSIONAL SERVICES Led the program management team for the health and professional services division.	2002–2008
	SENIOR PROJECT MANAGER Managed complex new client implementations and provided delivery of all required functionality on schedule and within budget.	1998–2002
	BUSINESS AREA DIRECTOR Led the account management team to provide for the fulfillment of contractual services and client satisfaction in the state regulatory market.	1997–1998
	SENIOR PROGRAM DIRECTOR Served as an account manager who provided contractual fulfillment and client satisfaction across an assigned client portfolio.	1995–1997
	MANAGER, PRODUCTION CONTROL Developed and managed a company schedule for timely reporting of examination results to approximately 125 state regulatory clients.	1991–1995

GARY K. ESQUERRE, continued

Nina Footwear Company • New York, New York

VICE PRESIDENT, OPERATIONS 1987–1991

Responsible for all facets of product purchasing, manufacturing, and distribution for a domestic footwear company.

Shebbra E. Toussaint
Senior Program Manager
(610) 617-5009

Summary of Qualifications

With 18 years of progressive account, project, and operations management experience in client management service industries, Ms. Toussaint leads programs with exceptional research, problem solving, and communication skills. Her expertise lies specifically in the areas of project and client relationship management and contract negotiations. She brings an extensive array of interpersonal skills with the ability to interact with diverse groups of professionals across all levels of the organization. Ms. Toussaint has also earned her project management professional (PMP®) certification.

Ms. Toussaint establishes and maintains ongoing responsive partnerships with her clients. She does this by acting as the client's contact throughout the term of the contract and communicating the client's needs to Pearson VUE's internal, program-dedicated team. Ms. Toussaint coordinates and tracks the development and implementation of services in response to these needs and also manages the day-to-day program activities.

Professional Experience	**Pearson VUE** • Bala Cynwyd, Pennsylvania	
	SENIOR PROGRAM MANAGER	2013–Pres.
	Develops long-standing client relationships that lead to contract renewals and new business initiatives by meeting agreed-upon goals and objectives. Maintains positive and collaborative relationships with clients through consistent communication.	
	Pearson VUE • Bala Cynwyd, Pennsylvania	
	PROGRAM MANAGER	2006–2013
	Fostered relationships with clients that resulted in contract renewals and new business opportunities. Stayed in touch with clients and worked so agreed-upon goals and objectives were met.	
	Thomson Prometric • Baltimore, Maryland	
	SENIOR OPERATIONS MANAGER	2006
	Supervised operations managers in daily operational functions of multiple client accounts to see that quality service was provided and contractual obligations were met. Managed the implementation of new products for existing clients by coordinating milestones with internal departments. Developed implementation guidelines for account and operations managers to follow, which significantly reduced the timing used for product implementation.	

SHEBBRA E. TOUSSAINT, continued

ACCOUNT MANAGER	2001–2006

Managed the daily operations of computer-based testing models for multiple client accounts worth a total of over $18 million in annual revenue. Developed and managed project plans to an on-time successful completion from contract signing to product delivery. Enhanced profitability and revenue growth within targeted market segments by introducing new technology, product offerings, and alternative business solutions.

ASSOCIATE ACCOUNT MANAGER	2000–2001

Education	**University of Phoenix** MBA BS, Business Management
Certifications and Licensures	▪ PROJECT MANAGEMENT PROFESSIONAL (PMP®) CERTIFICATION

Kellie Britten
Director, Content Development, North America
(952) 681-3725

Summary of Qualifications

Ms. Britten oversees and directs the development process of items and examinations for professional certification and licensure programs. She is responsible for all item development activities, including monitoring team project schedules, making sure that client deliverables are completed accurately and on schedule, and maintaining existing item banks and test forms in Pearson VUE's proprietary systems.

Ms. Britten brings more than 10 years of content development experience in the testing industry in both the regulatory and professional certification markets. As a content developer, subject matter expert (SME), and then manager for her previous employer, Ms. Britten was part of a team that developed insurance exams for several states. She also completed training with the Insurance Institute of America and the American Institute for Chartered Property Casualty Underwriters (CPCU®).

Professional Experience	**Pearson VUE** • Bloomington, Minnesota	
	DIRECTOR, CONTENT DEVELOPMENT, NORTH AMERICA Monitors team project schedules, assigns resources, makes certain that client deliverables are completed accurately and on schedule, and manages all item development activities using Pearson VUE's proprietary software system.	2010–Pres.
	MANAGER, TEST DEVELOPMENT	2007–2010
	Prometric • St. Paul, Minnesota MANAGER, TEST DEVELOPMENT	2005–2007
	INSURANCE TEST DEVELOPER Developed regulatory exams for multiple states.	2002–2005
	Benfield Blanch, Inc. • St. Paul, Minnesota SENIOR TECHNICAL ACCOUNT REPRESENTATIVE	1998–2002
	American Family Insurance Company • St. Paul, Minnesota CASUALTY CLAIM REPRESENTATIVE	1996–1998
	American West Insurance Company • St. Paul, Minnesota ADJUSTER	1995–1996
Education	**University of North Dakota** BBA, Information Management	

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Kathy Kelly
Manager, Content Development
(952) 681-3803

Summary of Qualifications

As content development manager, Ms. Kelly oversees the teams responsible for the development and maintenance of testing programs for Pearson regulatory insurance clients. In this role, she makes certain that exams meet established quality standards, are delivered on time, and that metrics for quality and productivity are maintained. She has 11 years of experience in the development of reliable items for large-scale testing programs.

Ms. Kelly was formerly involved in producing high-quality examinations for state department clients in the K-12 assessment market. In this role, she participated in all aspects of developing test items in the areas of reading and language arts. She is also a former classroom teacher responsible for the planning, instruction, and assessment of all subject areas. Since joining Pearson VUE in 2008, Ms. Kelly has been instrumental in helping to expand the company's content services offering and increasing overall client satisfaction.

Professional Experience	**Pearson VUE** • Bloomington, Minnesota	
	MANAGER, CONTENT DEVELOPMENT	2012-Pres.
	Oversees the team responsible for developing and maintaining testing programs for regulatory insurance clients.	
	SUPERVISOR, CONTENT DEVELOPMENT	2010-2012
	Managed the content development activities surrounding the item and exam development process for large-scale testing projects. Made certain that all client schedules were met and served as first escalation point for issues.	
	SENIOR TEST DEVELOPER	2008-2010
	Managed the item development process of large-scale test development projects. Conducted meetings with subject matter experts to write and review examination items. Assembled examinations using proprietary software and made certain that test schedules were developed and maintained. Managed project-specific item databases to provide for the accuracy of items and the export of test forms.	
	Anoka Ramsey Community College • Cambridge, Minnesota	
	ADJUNCT INSTRUCTOR, READING AND STUDY SKILLS	2007

KATHY KELLY, continued

Data Recognition Corporation • Maple Grove, Minnesota
SENIOR TEST DEVELOPMENT SPECIALIST   2005-2008
Managed the development and delivery of assessments and
complex ancillary materials. Worked directly with clients to
provide input concerning all steps of the test development process.
Facilitated multiple committee reviews, new item review, data
review, standard setting, and performance-level descriptors.

TEST DEVELOPMENT SPECIALIST   2003-2005
Participated in all aspects of item and test development. Developed
reading curriculum and in-service materials and programs.

Fulton City School District • Fulton, New York
CLASSROOM TEACHER   1995-2003
Planned for and taught all curricular areas. Worked as a member of
a grade-level team to design and implement a new writing
program. Supervised student teachers and methods-practicum
students.

Education   **Syracuse University**
MS, Instructional Design, Development, and Evaluation
Concentration in Distance Learning

State University of New York College at Oswego
MS, Reading Education
BS, Elementary Education
Concentration in Science

Professional   ▪ INTERNATIONAL READING ASSOCIATION
Affiliations
▪ NATIONAL COUNCIL OF TEACHERS OF ENGLISH

Selected   Kelly, K. and Sather, J. (2006, 2007). Writing Performance-Level Descriptors.
Presentations Presented to the Idaho State Board of Education.

Kelly, K. and Obler, B. (2005). Writing Passages for Use on State Assessments.
Presented to independent contractors.

Kelly, K. (2004). Writing Items for Reading Assessments. Training conducted for
Alaska teachers.

Kelly, K. (2004). Norman Webb's Depth of Knowledge. Training conducted for
Alaska teachers.

Kelly, K. and Towsley, M. (1997). Incorporating Technology into the Classroom.
Presented to the Parent Teacher Group of Granby Elementary School.

Christopher K. Beer
Senior Content Developer, Insurance Programs
(781) 375-6440

Summary of Qualifications

As a senior content developer, Mr. Beer coordinates content development activities for Pearson VUE's insurance client programs. He provides guidance to both state regulatory clients and client-appointed subject matter expert (SME) committees for the creation and review of examination items. Applying industry best practices and standards, he effectively facilitates the item writing and review process with clients and SMEs. Mr. Beer also conducts research for candidate-challenged items, and will help conduct and coordinate future national insurance job analyses, which provide the validity and currency of Pearson VUE's national insurance examination. He has nearly 10 years of experience working in the testing industry and has been with Pearson VUE since 2006.

Professional Experience	**Pearson VUE** • Boston, Massachusetts SENIOR CONTENT DEVELOPER, INSURANCE PROGRAMS Facilitates item writing and review meetings. Researches the Westlaw database for changes in insurance law and monitors changes in state-specific insurance law. Corresponds with state regulatory clients about content development matters. Attends NAIC meetings regularly to stay abreast of current events and changes in the industry. Responsible for planning and facilitation of the national insurance job task analysis meetings.	2006-Pres.
	Huntington Learning Center • Springfield, Pennsylvania MANAGING DIRECTOR AND EXAM PREP COORDINATOR Responsibilities included hiring and managing faculty, curriculum programming, program sales, and client consultation in the college application process. Also marketed tutoring services to area schools and taught test prep lessons in SAT math, critical reading, and writing.	2005-2006
	Helenswood School and Arts College • Hastings, England TEACHER OF HUMANITIES Taught sociology at the British equivalent to the AP level and geography at the middle school level. Attended various seminars and workshops on the format and makeup of standardized examinations used in the university admissions process in the United Kingdom.	2004-2005

CHRISTOPHER K. BEER, continued

Educational Testing Service • Princeton, New Jersey
ITEM WRITER   2004
Wrote and edited exam questions for various PRAXIS Series™
examinations as part of a selective summer program for graduate
students.

Education   **University of Pennsylvania**
              MS, Education

              Pennsylvania State University
              BS, Economics

Jessica L. Lapointe
Content Developer, Insurance Programs
(610) 617-5053

Summary of Qualifications

As a content developer for Pearson VUE, Ms. Lapointe works with subject matter experts (SMEs) during virtual and in-person test development meetings to revalidate exam content and construct new items relevant to the insurance market. She utilizes statistical data to see that all content is up-to-date, accurate, of the correct difficulty level, and appropriately meeting content outline specifications. Ms. Lapointe assembles insurance examinations while adhering to stringent content, psychometric, and security stipulations. She also creates and maintains exam deployment schedules.

Professional Experience	**Pearson VUE** • Bala Cynwyd, Pennsylvania	
	CONTENT DEVELOPER	2010–Pres.
	Works with insurance clients to produce defensible, accurate, and up-to-date licensing examinations.	
	EDITORIAL ASSISTANT, CONTENT DEVELOPMENT	2009–2010
	Proofread content and controlled the quality of computer-based regulatory tests. Also completed many other tasks to aid editors with online teleconferences and in-person meeting logistics.	
	City of Newark • Newark, Delaware	
	PROJECT COORDINATOR, PUBLIC WORKS DEPARTMENT	2008–2009
	Informed Newark residents of the recycling program and registered those who wanted to participate. Organized data which helped to determine the fiscal impact of the program.	
	The Review • Newark, Delaware	
	EDITORIAL EDITOR, UNIVERSITY OF DELAWARE	2007–2008
	Conducted editorial board discussions from which she wrote weekly editorials. Assigned and edited columns twice a week and completed various layout and headline-related tasks.	
	ADMINISTRATIVE NEWS DESK EDITOR, UNIVERSITY OF DELAWARE	2007–2008
	Assigned stories to reporters. Worked closely with reporters to provide for the production of well-written, relevant articles.	
	STAFF REPORTER, UNIVERSITY OF DELAWARE	2006–2008
	Conducted interviews and wrote articles that were published in student-run newspaper.	

JESSICA L. LAPOINTE, continued

Education   **University of Delaware**
                    BS, English
                    Concentration in Journalism

Susan Steinkamp
Director, Psychometric Services
(952) 681-3068

Summary of Qualifications

Ms. Steinkamp leads a team of psychometricians and statistical analysts who work on a variety of measurement and research activities with Pearson VUE's licensure and certification clients worldwide. She oversees all ongoing operational psychometric activities that maintain the quality of assessment programs. Ms. Steinkamp uses her expertise in item response theory, classic test theory, and examination development to help clients develop and maintain computer-based testing programs. She works with software developers and quality assurance analysts to make sure the integrity of Pearson VUE exams is intact and also represents the company at professional meetings and conferences.

Prior to joining Pearson VUE, Ms. Steinkamp worked for Pearson Assessment and Information and Prometric. Her areas of research expertise include compliance with the Standards for Educational and Psychological Testing (APA, NCME, and AERA). Ms. Steinkamp has more than 20 years of experience in the assessment and credentialing arena and has been with Pearson VUE since 2006.

Professional Experience	**Pearson VUE** • Bloomington, Minnesota	
	DIRECTOR, PSYCHOMETRIC SERVICES	2012–Pres.
	Leads the team of psychometricians and statistical analysts responsible for research and measurement activities for global Pearson VUE testing programs.	
	MANAGER, PSYCHOMETRIC SERVICES	2007–2012
	Manages a team of psychometricians who work on a variety of measurement and research activities with global Pearson VUE licensure and certification clients.	
	PSYCHOMETRICIAN	2006–2007
	Provided psychometric and statistical oversight for Pearson VUE testing programs. Worked with clients to design and implement testing processes. Conducted analyses of item and test data. Documented processes and results in technical reports.	
	Pearson Educational Measurement • Bloomington, Minnesota	
	MANAGER, TEST DEVELOPMENT	2005–2006
	Managed overall delivery of item and test development services.	

SUSAN STEINKAMP, continued

PSYCHOMETRICIAN   1999–2001
Provided psychometric and statistical oversight for Thomson
Prometric testing programs, utilizing classical test theory and item
response theory methodologies.

Prometric • St. Paul, Minnesota
DIRECTOR, TEST DEVELOPMENT   2001–2005
Managed the test development activities for creating and
implementing computer-based licensure and certification exams.

United Behavioral Health • Golden Valley, Minnesota
DATA ANALYST   1998–1999
Assisted behavioral health plans with the National Committee on
Quality Assurance (NCQA) accreditation process.

National Computer Systems (NCS) Assessments Division •
Bloomington, Minnesota
SENIOR RESEARCH ANALYST   1996–1997
Planned and implemented projects to develop psychological
instruments; performed data analysis using SPSS for Windows.

RESEARCH PROJECT COORDINATOR   1992–1996
Coordinated and supervised research activities for the development
of new assessment instruments including materials development,
solicitation of research sites, data collection and tracking, and
database management. Created and documented research processes
and procedures.

Education   **University of Minnesota**
                   MA, Educational Psychology: Measurement and Statistics

                   College of St. Catherine
                   BA, Psychology

Professional   ▪ ASSOCIATION OF TEST PUBLISHERS
Affiliations

Xin Li, PhD
Supervisor, Psychometric Services
(952) 681-3698

Summary of Qualifications

Dr. Li's expertise has provided psychometrically and statistically defensible and applicable solutions for clients from a wide variety of professions and disciplines. In her current role as supervisor of psychometric services at Pearson VUE, Dr. Li leads the group responsible for conducting psychometric and statistical analyses for licensure and certification testing programs. She formerly served as a psychometrician, where she supported a nationwide computerized adaptive testing (CAT) program.

Dr. Li has worked on large-scale certification, state assessment, and complex survey programs. Her research interest in item response theory (IRT), CAT, differential item functioning (DIF), drift, and test security have been presented at professional meetings and published in various articles and reports.

Professional Experience	**Pearson VUE** • Bloomington, Minnesota SUPERVISOR, PSYCHOMETRIC SERVICES Leads the group of psychometricians responsible for the item selection, data analyses, calibration, scaling, and equating of licensure and certification examinations.	2012–Pres.
	PSYCHOMETRICIAN Provided psychometric analyses using the appropriate testing theories, methodologies, and procedures to maintain psychometrically sound exams. Designed and developed quality statistical and reporting systems to evaluate and interpret analysis results. Offered general research and analysis expertise to clients.	2008–2012
	Michigan State University, Division of Science and Mathematics Education • East Lansing, Michigan PSYCHOMETRIC RESEARCH ASSISTANT Conducted and reported on complex research, including factor analysis, scaling, and hierarchical cluster analysis in support of studies for funded by the National Science Foundation. Coordinated item writing, item editing, and item review. Constructed item profiles, moderated four national advisory board meetings, and responded to requests for data and data interpretation.	2004–2008

XIN LI, PhD, continued

Michigan State University, Department of Sociology • East
Lansing, Michigan
Psychometric Research Assistant   2004–2008
Operated statistical modeling and analyses about comorbidity of
substance use and epidemiology using software such as STATA
and S-Plus. Accomplished studies on complex survey with missing
data using structural equation modeling, logistic regression, and
longitudinal data analysis techniques using software such as
Mplus, STATA, and AMOS.

**University of Michigan, English Language Institute Testing and
Certification Division** • Ann Arbor, Michigan
Psychometrician Associate   2006–2007
Planned, coordinated, and conducted the test- and item-level
statistical work required for calibration, equating, scaling, and score
reporting for two internationally administered Michigan certificate
programs. Independently worked on statistical analyses including
descriptive statistics, reliability, dimensionality, dependability, and
differential item functioning using software such as BILOG, SPSS,
and TESTFACT.

**Michigan Department of Education, Michigan Educational
Assessment Program (MEAP)** • Lansing, Michigan
Psychometric Research Associate   2003–2004
Committed research projects about the multiple abilities measured
by the MEAP in mathematics from grade six to eight using
software such as BILOG, NOHARM, and MATLAB. Applied
advanced methodologies for examining the dimensionality and
item clusters.

Education   **Michigan State University**
PhD, Measurement and Quantitative Methods
MS, Statistics

Xi'an International Studies University (China)
BA, English

XIN LI, PhD, continued

Select Presentations and Publications

Li, X., Meng, H., Gorham, J. L., and Woo, A. (2011, April). Assessing Drift in Item Parameters and Item Response Times in CAT. Paper presented at the annual meeting of the National Council on Measurement in Education, New Orleans, Louisiana.

Meng, H., Li, X., and Steinkamp, S. L. (2011, April). Detecting Aberrant Responses in Computer-Based Testing. Paper presented at the annual meeting of the National Council on Measurement in Education, New Orleans, Louisiana.

Gorham, J. L., Li, X., and Woo, A. (2010, July). Comparing Item Performance Between Domestic and International Examinees on a High Stakes Licensure Computerized Adaptive Test. Poster presented at the 7th Conference of the International Test Commission, Hong Kong.

Gorham, J. L., Woo, A., Li, X., and Liu, W. (2010, July). Developing Statistical Screening Criteria for Pretest Items on a Computerized Adaptive Test. Paper presented at the 7th Conference of the International Test Commission, Hong Kong.

Li, X., Gorham, J. L., and Woo, A. (2010, April). Evaluating Parameter Drift of Innovative Items in a Computerized Adaptive Test. Paper presented at the annual meeting of the National Council on Measurement in Education, Denver, Colorado.

Li, X., Becker, K., Gorham, J. L., and Woo, A. (2009, June). Limiting Item Exposure for Key-difficulty Ranges in a High-stakes CAT. Paper presented at the GMAC® Conference on Computerized Adaptive Testing, Minneapolis, Minnesota.

Li, X. and Reckase, M.D. (2009, April). Multidimensionality and item parameter drift: an investigation of linking items in a large-scale certification test. Paper presented at the annual meeting of the National Council on Measurement in Education, San Diego, California.

Li, X. and Reckase, M.D. (2008, March). Evaluating Standard Error Estimates of IRT-based Calibrations of Linking Items Sensitive to Multiple Dimensions. Poster presented at the annual meeting of the National Council on Measurement in Education, New York City, New York.

Li, X. (2007, October). Multidimensionality Effects on Parameter Invariance: Implications for Language Assessment. Paper presented at the Annual Midwest Association of Language Testers Conference, Ann Arbor, Michigan.

Li, X. and Reckase, M.D. (2007, July). Investigating parameter drift of linking items sensitive to multiple dimensions. Paper accepted by the 72nd Annual and 15th International Meeting of the Psychometric Society, Tokyo, Japan.

XIN LI, PhD, continued

Senk, S., Reckase, M.D., Li, X., and Omae, H. (2005, September). Knowledge of Algebra for Teaching: Item Development Results from Pilot Testing. Paper presented at the Fourth National Advisory Board Meetings for Knowing Mathematics for Teaching Algebra, East Lansing, Michigan.

Reckase, MD, Papananastasiou, C., and Li, X. (2003, August). Some Hints About the Validity of Inferences from Accommodated Tests from the Study of Tests in Multiple Languages Administered in Multiple Cultures. Paper presented at the conference entitled Validity and Accommodations: Psychometric and Policy Perspectives, College Park, Maryland.

Li, X., Becker, K., Gorham, J., and Woo, A. (2009). Limiting Item Exposure for Target Difficulty Ranges in a Highstakes CAT. In D. J. Weiss (Ed.), Proceedings of the 2009 GMAC Conference on Computerized Adaptive Testing.

Li, X. (2008). An Investigation of the Item Parameter Drift in the Examination for the Certificate of Proficiency in English (ECPE). Spaan Fellow Working Papers in Second or Foreign Language Assessment, 6, 1-28.

Donna J. Butterbaugh, PhD
Psychometrician
(952) 681-3489

Summary of Qualifications

Dr. Butterbaugh is a psychometrician with more than 10 years of professional experience in the practical arena of test development and computer-based testing utilizing classical test theory. She is one of Pearson VUE's expert regulatory psychometricians dedicated to the insurance market. Dr. Butterbaugh has broad experience in measurement, statistical methodology, data analysis, and classroom instruction. She currently works on the development of state and national insurance licensure exams.

Dr. Butterbaugh was the recipient of the Evaluation Training Project (ETP) Fellowship Grant which was co-sponsored by the American Educational Research Association (AERA) and the National Science Foundation (NSF). She taught both undergraduate and graduate-level statistics and research methods courses while a graduate student at the University of Minnesota. She is also a former high school science teacher.

Professional Experience	**Pearson VUE** • Bloomington, Minnesota PSYCHOMETRICIAN Responsible for the item selection, data analyses, calibration, scaling, and equating of licensure and certification examinations. Organizes and participates in client planning, review, and standard setting meetings.	2008–Pres.
	Data Recognition Corporation • Maple Grove, Minnesota PSYCHOMETRICIAN Responsible for the item selection, data analyses, IRT calibration, scaling, and equating of large-scale, K-12 assessments. Directed research and statistical analysts' work. Organized and participated in client planning, review, and standard setting meetings.	2004–2008
	St. Paul Public Schools • St. Paul, Minnesota EVALUATION SPECIALIST AND DATA ANALYST Aligned national and state content standards with district curriculum and accountability assessments in reading and mathematics (grades K-8). Created new diagnostic assessments for reading and mathematics (grades 3 and 5). Provided item analyses for the Stanford Achievement Test version 10 (SAT 10) and data analyses of statewide assessments. Assisted district personnel in interpreting achievement data to inform curricula decisions. Designed and conducted the evaluation of the district's diagnostic assessments in grades 3, 5, and 7.	2002–2003

DONNA J. BUTTERBAUGH, PhD, continued

Freelance • Eden Prairie, Minnesota
STATISTICAL CONSULTANT   2001–2002
Provided statistical consultation for doctoral dissertations.
Conducted the data analyses and reporting for the Robbinsdale area
school district's student opinion survey.

University of Minnesota • Minneapolis, Minnesota
RESEARCH ASSISTANT   2000–2002
Conducted simulation studies of test reliabilities, confirmatory
factor analysis for latent variable models, and database construction
for a head start program evaluation. Maintained the Minnesota
basic standards test database and conducted data analysis for
St. Paul public schools.

INSTRUCTOR AND TEACHING ASSISTANT   1999–2002
Taught introductory and intermediate statistics. Served as a
teaching assistant for multiple regression, design of experiments,
introductory statistics, and advanced statistics.

CO-PRINCIPAL INVESTIGATOR, EVALUATION TRAINING PROJECT   1998
Designed and conducted the evaluation of the Minneapolis Public
Schools' Elementary Science Kit Workshop Teacher Professional
Development Project.

FELLOW, EVALUATION TRAINING PROJECT   1997–2000
Recipient of the AERA/NSF Fellowship Grant.

Office of Educational Accountability • Minneapolis, Minnesota
INTERN   1999
Designed a study focused on the impact of failing the Minnesota
basic standards tests on high school graduation.

**University of Minneapolis Center for Applied Research and
Educational Improvement** • Minneapolis, Minnesota
RESEARCH ASSISTANT   1998–2000
Designed teacher professional development surveys, developed
content knowledge assessments, and conducted data analyses for
the Constructing Physics Understanding with Computers project.

Horizon Research, Inc. • Chapel Hill, North Carolina
CERTIFIED CLASSROOM OBSERVER   1998–1999
Certified as a classroom observer for the NSF evaluation of the
Local Systemic Change Initiative (LSC) grant in the Minneapolis
Public Schools.

DONNA J. BUTTERBAUGH, PhD continued

Education	**University of Minnesota** PhD, Educational Psychology, Statistics, and Research Design Minor, Curriculum and Instruction Supporting area in Evaluation **Boston University** MA, Science Education **University of Minnesota** BS, Chemistry
Professional Affiliations	▪ AMERICAN EDUCATIONAL RESEARCH ASSOCIATION (AERA) ▪ NATIONAL COUNCIL OF MEASUREMENT IN EDUCATION (NCME)
Select Publications and Presentations	Butterbaugh, D., and Smith, R.M. (2006). Examining Type I and Type II Error Rates in Small Sample DIF Statistics. Paper presented at the 13th International Objective Measurement Workshop, Berkeley, California. Davison, M., Seo, Y., Davenport E., Butterbaugh, D., and Davison, L. (2004). When Do Children Fall Behind? What Can Be Done? Phi Delta Kappan, Vol 85 No. 10, pp. 752-761. Butterbaugh, D. (2003). Differential Reading and Mathematics Growth Rates Among Demographic Groups: Fact or Artifact? Unpublished Doctoral Dissertation, University of Minnesota. Butterbaugh, D., and Videen, C. (2002). Robbinsdale Area Elementary Schools Student Opinion Survey Results. Robbinsdale Area Schools, New Hope, Minnesota. Butterbaugh, D., and Videen, C. (2002). Robbinsdale Area High Schools Student Opinion Survey Results. Robbinsdale Area Schools, New Hope, Minnesota. Butterbaugh, D., and Videen, C. (2002). Robbinsdale Area Middle Schools Student Opinion Survey Results. Robbinsdale Area Schools, New Hope, Minnesota. Davison, M., Erickson, R., Davenport, E., Kwak, N., Peterson, K., Butterbaugh, D., Choi, J., Delorme, L., Schleisman, J., and Seo, Y. (2000). 1999 Minnesota Education Yearbook. The Office of Educational Accountability, College of Education and Human Development, University of Minnesota.

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Nicole S. Tucker
Psychometrician
(610) 617-5223

Summary of Qualifications

Ms. Tucker is one of the psychometricians responsible for supporting test development efforts at Pearson VUE. She performs and quality controls standard item analyses and calibrations, test form construction, and test equating. Her most recent work has concentrated on providing psychometric services for regulatory licensing exams, including the insurance and real estate industries.

Ms. Tucker has been with Pearson VUE since 2007 and previously worked as a psychometric data analyst and an editor for the content development group. She has experience in examination development and validation, project management, statistical analysis to support quality assurance, project summary publications, and employee training. She also has several years of experience as a high school and elementary math instructor.

Professional Experience	**Pearson VUE** • Bala Cynwyd, Pennsylvania	
	PSYCHOMETRICIAN	2012–Pres.
	Responsible for the item selection, data analyses, calibration, scaling, and equating of licensure and certification examinations. Organizes and participates in client planning, review, and standard setting meetings.	
	PSYCHOMETRIC DATA ANALYST	
	Provided psychometric services for regulatory licensing exams.	2009–Pres.
	EDITOR, CONTENT DEVELOPMENT	2007–2009
	Produced state licensure examinations and professional certification programs for delivery in computer-based testing environments. Managed highly confidential databases of test items. Coordinated and executed meetings with subject matter experts to write and validate test questions. Worked with program managers, psychometricians, and clients on all aspects of test development and delivery.	
	All Can Excel Academy • East Orange, New Jersey	
	MATH INSTRUCTOR	2006–2007
	Educated special education students in a non-traditional school. Implemented first middle school algebra course with 9 out of 12 students passing with a B Average or better. Developed robotics course curriculum and assessment procedures to test students skill set and understanding of concepts presented.	

NICOLE S. TUCKER, continued

Khamit Preparatory Institute • New York, New York
MATH COORDINATOR   2004–2006
Coordinated math instruction for elementary education,
incorporating constructivist philosophy of teaching into classroom
by implementing various student-centered learning methodologies.
Developed assessments to test students understanding of real
world and theoretical applications as well as mathematical
computation.

Newark Public Schools • Newark, New Jersey
ASSISTANT CONSTRUCTION MANAGEMENT SPECIALIST   2003–2004
Directed all operational and business activities for completing
building renovations. Set up centralized quality assurance
document and served as first point of contact to address any issues
affecting safety or deadlines. Featured in Newark Facilities News
Update for work with Newark Public Schools.

Senior Services Inc. • Orange, New Jersey
ASSISTANT TO THE DIRECTOR   2001–2003
Designed, developed and implemented several processes that
served as a foundation for senior diabetes initiative.

Newark Performing School of the Arts • Newark, New Jersey
PER DIEM MATH INSTRUCTOR   2000–2001
Instructed Calculus and Algebra classes serving over 100 students
during the course of a typical day. Employed diverse techniques to
promote active learning including problem-solving assignments
and small group work.

Lockheed Martin • Binghamton, New York
MECHANICAL ENGINEER   1998–2000
Received Lockheed Martin Award of Excellence for effective project
management meeting the demands of a reduced schedule in the
module design and production of flight control components.
Graduated from Engineering Leadership Development Program, a
program geared to enhance the engineering and management skills
of up and coming employees.

Education   **University of Pennsylvania**
MS, Statistics, Measurement Assessment, and Research Technology

Rutgers University
BA, Psychology
BS, Mechanical Engineering

Ellen J. Eschenfelder
Manager, Publishing Services
(610) 617-5077

Summary of Qualifications

With 20 years of experience in the testing industry, Ms. Eschenfelder oversees the test data migration, testing systems integration, and test publishing efforts of Pearson VUE's state regulatory clients. She directs a staff of test publishing and product specialists that are responsible for the publication of select Pearson VUE exams while offering internal and external support and training for the proprietary software used for item banking and publishing. In addition, Ms. Eschenfelder oversees Pearson VUE's strict quality control process to verify that all examinations perform at their optimal functionality, including navigational elements and score reporting.

Professional Experience	**Pearson VUE** • Bala Cynwyd, Pennsylvania	
	MANAGER, PUBLISHING SERVICES	2003–Pres.
	Directs technical implementation specialists in applying Pearson VUE's strict exam implementation quality control process to verify that all examinations are per client specifications.	
	PRODUCT ACCEPTANCE LEAD	2003–2004
	Led a group of technical specialists that provided quality output of test development deliverables by auditing the process according to set standards. Developed and implemented standards and test plans to be used by the group.	
	QUALITY ASSURANCE ANALYST	2000–2003
	Created and executed test plans on various software systems and new client examinations. Created written departmental procedures for new and existing processes.	
	2000 PRODUCTION TRAINER	1997–2000
	Designed, created, and implemented computer- and classroom-based training on various proprietary software programs for internal staff and external clients. Created and updated user manuals and documentation on proprietary systems for internal staff and external clients. Designed standard format for future user manuals.	
	ADMINISTRATOR, CLIENT SUPPORT SERVICES	1996–1997
	Worked as client liaison for 20 nurse aide states and various national programs. Managed day-to-day issues and assisted with program implementation and maintenance.	

ELLEN J. ESCHENFELDER, continued

| | REPORTS AND CLERICAL ASSOCIATE | 1993–1996 |

REPORTS AND CLERICAL ASSOCIATE   1993–1996
Maintained 100 percent accuracy and timely delivery of client and
customer reports. Trained new employees in the allied health
division. Maintained delivery schedule for daily, weekly, monthly,
and quarterly reports.

Education   **University of South Carolina**
BA, Philosophy, Member of the Honors College

Professional   ▪ SUCCESSFUL MANAGER'S LEADERSHIP PROGRAM (UNIVERSITY OF MINNESOTA)
Development
▪ LEADING THROUGH CHANGE (UNIVERSITY OF PENNSYLVANIA)

▪ GATHERING AND ANALYZING BUSINESS REQUIREMENTS

Professional   ▪ STAR AWARD, PEARSON VUE, 2004
Recognition
▪ EMPLOYEE OF THE MONTH, PEARSON VUE, 2000

▪ CENTURY CLUB AWARD, PEARSON VUE, 1994, 1996, AND 1998

Andrew E. Marr
Director, Test Administration
(248) 427-1056

Summary of Qualifications

As director of test administration, Mr. Marr has overall management responsibility for the company-owned test centers and regional test center managers (RTCMs) in the Americas region. His team makes certain that all test centers meet expectations established by Pearson VUE and clients by overseeing staff hiring and training, facilities management, utilization management, expense management, relationship management, and quality assurance. Mr. Marr also has responsibility for the day-to-day management of test center capacity with the Americas Capacity Management Group (CMG)

As a former RTCM, Mr. Marr has been instrumental in the development of education and tools to help monitor and manage the operations of the test centers. His experience in working with high-stakes examinations such as the GMAT and state bar admission examinations gives him valuable insight on test center security and related issues. He has more than 25 years of managerial experience in the assessment and credentialing industry, including 12 years with Pearson VUE.

Professional Experience	**Pearson VUE** • Bloomington, Minnesota	
	DIRECTOR, TEST ADMINISTRATION	2012–Pres.
	Responsible for all company-owned test centers and regional test center managers in the Americas region.	
	SENIOR REGIONAL TEST CENTER MANAGER	2009–2012
	Directs regional test center managers and provides oversight of test center staff hiring and training, facilities management, utilization management, expense management, relationship management, and quality assurance.	
	AREA MANAGER	2006–2009
	Responsible for the overall operation of Pearson VUE area two, which consisted of four regions, four regional test center managers, and approximately 90 Pearson VUE Test Centers.	
	REGIONAL TEST CENTER MANAGER	2001–2006
	Responsible for all operational aspects of 20 Pearson Professional Centers, including recruiting, hiring, training, budgeting, monitoring service quality, and delivery.	
	Measurement Incorporated • Ypsilanti, Michigan	
	SUPERVISOR	2000–2001
	Managed the qualification, training, and QA procedures of the evaluation process using state-based criteria and guidelines.	

ANDREW E. MARR, continued

Learning Services, Inc. • Southfield, Michigan
OWNER AND OPERATOR   1993–2001
Oversaw all daily operations and directed corporate strategy.
During Mr. Marr's tenure, market share was increased from 10
percent to 55 percent, established a successful marketing and
incentive program for sales representatives, and expanded coverage
to Ohio, Illinois, and Texas.

Kaplan Educational Centers. • Ann Arbor, Lansing, and Southfield,
Michigan
MANAGER   1987–1993
Acted as operations manager for three Kaplan Educational Centers.
Developed and implemented direct marketing programs, recruited
and trained sales staff, and hired and trained office staff and
instructors. His efforts contributed to the success of the Southfield
Center branch in 1991, where sales exceeded the annual revenue
target of $1 million for the first time.

Education   **Wayne State University**
MBA, Marketing
BS, Management

Mark A. McQuin, PMP
Director, Test Administration Solutions
(920) 674-8868

Summary of Qualifications
In his role as director, test administration solutions, Mr. McQuin is responsible for understanding the needs of Pearson VUE clients and matching those needs to the test delivery solution. He also serves as the subject matter expert that develops and implements temporary testing solutions to meet unique client needs that cannot be accommodated through standard test delivery offerings. Through various roles at Pearson VUE over the past 12 years, Mr. McQuin has been instrumental in three of Pearson VUE's largest client launches.

Professional Experience	**Pearson VUE** • Bloomington, Minnesota	2013-Pres.
	DIRECTOR, TEST ADMINISTRATION SOLUTIONS	
	Creates and implements test center solutions, including those that are temporary in nature; at the request of clients.	
	TEST CENTER SOLUTIONS ARCHITECT	2011-2013
	Develops test delivery solutions for new and existing clients. Develops and implements temporary testing solutions for needs that are best served outside traditional test delivery solutions.	
	CHANNELS PROJECT MANAGER	2008-2011
	Identified, developed, and implemented opportunities for improving test center processes. Developed and managed projects directly related to test center operations.	
	PROFESSIONAL CHANNELS MANAGER	2006-2008
	Responsible for global oversight of company-owned and third-party-owned international professional testing centers.	
	CHANNEL OPERATIONS PROJECT MANAGER	2004-2006
	Developed and implemented plans for launching new clients in new and existing global test centers.	
	REGIONAL TESTING CENTER MANAGER	2001-2004
	Responsible for high quality test delivery, customer service, capacity management, quality management, staffing, facility management, and budget in assigned region.	
Education	**Southwest Missouri State University**	
	MA, Counseling Psychology	
	University of Wisconsin-Oshkosh	
	BA, Criminal Justice	

MARK A. McQUIN, continued

Professional   Project Management Professional (PMP) credential
Certification

Christopher M. Eisfelder
Director, Customer Service
(952) 905-7090

Summary of Qualifications

As director of customer service, Mr. Eisfelder oversees the service levels at Pearson VUE's Bloomington, Minnesota call center to make certain that candidate inquiries are handled in a consistent manner. His team works closely with clients and the internal network, striving to exceed customer service expectations. Mr. Eisfelder is responsible for enforcing all client policies while providing for the effective management of all candidate issues.

Mr. Eisfelder is a customer-focused and results-oriented professional with over 17 years of customer service and leadership experience, including 12 years managing high-volume customer call centers. He has a broad range of skills that include project and productivity management, problem solving, strategic planning, customer satisfaction, operations expansion, and negotiation.

Professional Experience	**Pearson VUE** • Bloomington, Minnesota	
	DIRECTOR, CUSTOMER SERVICE	2011–Pres.
	Responsible for the overall delivery of client and candidate customer service during examination scheduling. Sees that both internally driven and customer-specific metrics are met or exceeded while delivering excellent customer service. Implements quality service expectations globally so clients and candidates receive the same excellent service regardless of point of contact.	
	Travelers Insurance • St. Paul, Minnesota	
	DIRECTOR, HUMAN RESOURCES OPERATIONS	2006–2011
	Responsible for internal call center providing service to over 50,000 employees and retirees. Consistently exceeded key metrics while managing costs. Provided customer service expertise on benefits, payroll services, retirement, employee relations, and policy interpretation.	
	Ceridian Inc. • Eagan, Minnesota	
	DIRECTOR, LIFEWORKS SERVICE DELIVERY	2003–2006
	Responsible for overall service delivery of employee assistance program.	

CHRISTOPHER M. EISFELDER, continued

eFunds Corporation • Woodbury, Minnesota

LEADER, QUALITY SERVICES AND TRAINING   2001–2003

Responsible for global call quality and training to ensure that external customers consistently receive world-class service. Designed and implemented call quality monitoring program used in contact centers around the world.

Net Perceptions Inc. • Eden Prairie, Minnesota

DIRECTOR, TECH SUPPORT AND CUSTOMER SATISFACTION PROGRAMS   1999–2001

Built technical teams to deliver services for internal and external customers. Managed customer education teams that built coursework for training classes.

WAM!NET Inc. • Bloomington, Minnesota

DIRECTOR, NORTH AMERICAN OPERATIONS   1998–1999

Responsible for overall delivery and support of services to North American customers as well as results of international operations centers.

SENIOR MANAGER, PRODUCT INTEGRATION   1997–1998

MANAGER, PROJECT MANAGEMENT   1997

Comdisco Network Services • Minnetonka, Minnesota

PROJECT MANAGER   1996–1997

Minnesota Mutual Life • St. Paul, Minnesota

MARKETING REPRESENTATIVE   1989–1996

Travelled nationally to deliver marketing training to finance institution staff. Responsible for overall market penetration and delivering most current tools and resources.

Education   **Marquette University**
BS, Business
Concentrations in Marketing and Human Resources
Honors Certification
Minor in Political Science

Holly R. Mann
Director, Candidate Support Services
(952) 905-7144

Summary of Qualifications

As director of candidate support services, Ms. Mann provides day-to-day leadership of the candidate support services teams, who work closely with the Pearson VUE call centers to handle candidate inquiries in a consistent manner. These teams consider themselves an extension of the client programs and work closely with the clients and internal teams, striving to exceed customer service expectations. Ms. Mann is responsible for enforcing all client policies while seeing that all candidate issues are handled effectively. She also provides enhanced structure and process definition to the operations teams.

Ms. Mann is a customer-focused and results-oriented professional with nearly 25 years of experience in the testing industry, including 17 years working with and supporting computer-based testing programs at Pearson VUE. She has a broad range of skills that include managing multiple projects, effective problem solving, influencing and negotiating skills, commitment to quality standards, knowledge of sales and operation processes, and strong communication skills. These abilities, along with Ms. Mann's enthusiasm, leadership, and effective teamwork, offer Pearson VUE clients a rewarding and collaborative experience.

Professional Experience	**Pearson VUE** • Bloomington, Minnesota	
	DIRECTOR, CANDIDATE SUPPORT SERVICES	2011–Pres.
	Provides leadership, enhanced structure, and process definition for the candidate support services teams. Addresses candidate inquiries efficiently and consistently while enforcing client-specific policies.	
	MANAGER, CLIENT SERVICES AND CANDIDATE SERVICES	2008–2011.
	Created and streamlined processes to enhance the support provided to clients. Supported all candidate inquires received via email and chat or as escalations from clients, testing centers, or the Pearson VUE call centers.	
	MANAGER, CLIENT SERVICES	2007–2008
	Developed a team of client support specialists who were responsible for providing ongoing support to the program managers. The team's responsibilities included operations, configuration in Pearson VUE applications, and client reporting.	
	SENIOR PROGRAM MANAGER	1999–2007
	Successfully implemented and managed multiple global clients and their certification and licensure programs, including daily operations, exam publishing, development requests, marketing and promotions, and financials.	

HOLLY R. MANN, continued

MARKETING MANAGER

1996–1999

Coordinated all trade shows and conferences, including strategy, promotions, special events, display house, shipping, and travel. Managed marketing projects for Pearson VUE's training and testing business.

NCS Assessments • Bloomington, Minnesota

TRADE SHOW SPECIALIST

1993–1996

Planned and implemented national and regional healthcare, education, and organizational development trade shows.

ACCOUNT REPRESENTATIVE

1992–1993

Managed 80 select education and organizational development accounts. Introduced new software delivery system to customers and qualified leads.

CUSTOMER SERVICE REPRESENTATIVE

1989–1992

Communicated features and benefits of psychological assessment products and services to healthcare, education, government, and business organizations.

Education   **Miami University**

BA, Speech Communication

Concentration in Public Relations

Michael R. Nealis
Chief Information Security and Data Privacy Officer
(312) 291-5936

Summary of Qualifications

As chief information security and data privacy officer, Mr. Nealis is responsible for setting the global strategy and direction for Pearson VUE's security and data protection initiatives, including testing channel, business operations, and system infrastructure with a focus on data access and data privacy. He oversees a global team that focuses on protecting intellectual and private data, managing global identity, providing a controlled testing environment, and delivering forensic services. Mr. Nealis' team also analyzes and drives continuous improvement in security and efficiency for current business policies, procedures, and processes. Mr. Nealis has 17 years of experience in information systems and data management. He previously served as Pearson VUE's chief enterprise architect and was responsible for setting the vision and strategy for the enterprise systems architecture.

Professional Experience	**Pearson VUE** • Chicago, Illinois	
	CHIEF INFORMATION SECURITY AND DATA PRIVACY OFFICER Determines and carries out the global strategy and direction of security and data protection at Pearson VUE.	2008–Pres.
	CHIEF ENTERPRISE ARCHITECT Set the vision and strategy for the enterprise systems architecture. Led the effort to reduce total corporate reports by implementing a next generation data architecture framework.	2006–2007
	DIRECTOR, SOFTWARE DEVELOPMENT Redesigned and implemented enterprise-wide data analysis and reporting services.	2004–2006
	Innemation Inc. • Chicago, Illinois TECHNICAL PROJECT MANAGER Responsible for pre- and post-sales strategy, presentations, and hands-on technical project management of large scale system implementations.	2002–2004
	Minnesota Department of Education • Roseville, Minnesota TECHNICAL PROJECT MANAGER Oversaw technical projects for the No Child Left Behind legislation. Served as a direct project liaison to the Commissioner and executive staff. Facilitated business requirements-gathering sessions. Defined and documented business rules.	2003

MICHAEL R. NEALIS, continued

The Joint Commission • Oakbrook Terrace, Illinois
PROJECT MANAGER, TECHNICAL ARCHITECT   2003
Led business process and requirements-gathering workshops to
create an enterprise reporting and analysis system implementation
strategy. Designed and implemented Crystal Enterprise and
Microsoft Sharepoint architecture, integrated a system with Active
Directory security, and assisted in security model design.

Kraft Foods North America • Northfield, Illinois
PROJECT MANAGER, TECHNICAL SYSTEM AND BUSINESS ARCHITECT   2002
Worked closely with Crystal Sales to facilitate continued enterprise
contract negotiations, sales strategy, custom client proposals, and
creation of SOW documentation. Created and implemented a
strategic enterprise reporting business vision and strategy and an
end-user Web-based training sessions via Symposium tool.

Aon Corporation • Chicago, Illinois
SENIOR BUSINESS SYSTEMS ANALYST AND PROJECT MANAGER   2001–2002
Designed, developed, and implemented the Forecast and Budgeting
Reporting and Analysis Module. Designed and managed all
environment architectures, and coordinated and directed activities
with IT support team to manage database configuration and script
development through DBA resources.

Blue Cross Blue Shield • Chicago, Illinois
DATA CLEANSING TEAM LEAD   2000–2001

QUALITY ASSURANCE AND TEST MANAGER   2000

US West • Denver, Colorado
PROGRAMMER AND BUSINESS ANALYST   2000–2001

MMI Companies • Deerfield, Illinois
BUSINESS ANALYST AND TESTING COORDINATOR   1999–2000

Heller Financial • Chicago, Illinois
PROJECT MANAGER, GENERAL LEDGER AND ACCOUNTS PAYABLE   1999
SYSTEM

Chicago Mercantile Exchange • Chicago, Illinois
BUSINESS ANALYST, WEB PAGE REQUIREMENTS GATHERING   1998–1999

MICHAEL R. NEALIS, continued

Education   **University of Wisconsin**
BBA, Marketing
BBA, Management

Technical Experience

OS and Software Experience	Technical Languages	Methodologies and Certifications
▪ MICROSOFT WINDOWS 2000 - 2003 SERVER, MS WIN NT SERVER, WINDOWS VISTA, XP, 2000, NT,98, 95, 3.1	▪ VISUAL STUDIO .NET ▪ VISUAL BASIC ▪ ANSI SQL, TSQL ▪ TRILLIUM ▪ ABINITIO ▪ COBOL, COBOL II	▪ BUSINESS OBJECTS CERTIFIED CRYSTAL ENTERPRISE ARCHITECT ▪ FULL LIFE CYCLE BEST PRACTICE PROJECT MANAGEMENT
▪ NOVELL		▪ SYSTEMS ARCHITECTURE DESIGN
▪ MICROSOFT SQL SERVER	**Databases**	▪ RELATIONAL DATABASE DESIGN AND DATA MODELING
▪ ORACLE DB ADMIN TOOLSET	▪ SQL SERVER 7, 2000 (INCLUDING ANALYSIS SERVICES OLAP DBMS)	
▪ IBM 3270 TERMINAL		▪ OLAP CUBE DESIGN
▪ ENDEVOR	▪ ORACLE 8I-10G	▪ ELEMENTARY BUSINESS PROCESSES RE-ENGINEERING
▪ MVS/TSO		
▪ MS DOS		▪ PROCESS FLOW DIAGRAMS
▪ CRYSTAL ENTERPRISE 8.0, 8.5, 9.0, 10.0		▪ PROGRAM STRUCTURE CHARTS
▪ ADOBE ILLUSTRATOR		
▪ CLARUS 5.0		▪ UNIT / SYSTEM TESTING APPROACH
▪ MICROSOFT SMS SERVERVISIO		▪ IMPLEMENTATION TESTING AND PLANNING

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prepared by: Christopher Beer, M.S.Ed.
Senior Content Developer

date: August 27, 2010

Pearson VUE
3 Bala Plaza West, Suite 300
Bala Cynwyd, PA 19004
610.617.9300

2009–2010
National Insurance Job Analysis

Table of Contents

I.0 Executive Summary

Introduction

This report documents the process, procedures, and results of the Pearson VUE 2009-10 National Insurance Job Analysis, the purpose of which was to revalidate and update the content outline for Pearson VUE's national insurance examinations for life, health, property, casualty, and personal lines producers. This project took place between April 2009 and April 2010.

Overview

Pearson VUE's national insurance examinations derive their validity from a comprehensive and detailed review of the specific activities required in the insurance profession. The process requires the appropriate involvement of and facilitation by experienced testing professionals who work with a broad range of subject matter experts (SMEs) to elicit their input and guidance. The group of SMEs involved in this project included insurance licensing law officials, insurance educators, insurance attorneys, and experienced insurance practitioners representing a range of professional perspectives. This depth and range of industry experience and knowledge in the SME group is the key to developing valid, job-related licensure examinations. In this era of increasing national initiatives that deal with uniformity and reciprocity, a national insurance job analysis review is essential to the development of national insurance examinations. Pearson VUE is committed in the review and revalidation of its national examinations to meet these criteria. In addition to the range of expertise represented, the SME group collectively is licensed in all 50 U.S. states and the District of Columbia.

Pearson VUE undertook national job analysis surveys in 1995-96, 2001-02, and 2005-06. In 2008, it was decided to revalidate the 2005 job analysis and its resulting content outline by seeking input from industry professionals via a series of national focus groups. The detailed 2005 content specifications for Pearson VUE's national insurance examination would be closely examined for currency, consistency, conciseness, and relevancy to modern insurance practice. National meetings were held in Chicago in both April and October of 2009. These meetings served as the forums for this process. Representatives from multiple jurisdictions participated in the two meetings. Through the use of a job analysis survey instrument completed in the group setting, this innovative approach for revalidating insurance examination content provided both Pearson VUE and the national committee members with meaningful content data and the opportunity for thorough topical conversation. The result was consensus on the validity of the current Pearson VUE content areas.

PEARSON
VUE

The extended and refined blueprint that resulted from the series of focus group meetings became the basis for a series of virtual meetings with SMEs to confirm the extended outline and to round out the participation from all 50 U.S. states and the District of Columbia. A confidential copy of the outline was sent to an additional group of insurance SMEs. Each of the SMEs was interviewed about the relevancy and currency of the content outline in detail in a telephone interview by a member of the Pearson VUE insurance content development staff. As a result of these in-depth interviews, some further refinements were made to the extended outline. This process ensured quality and thorough participation from all 51 U.S. jurisdictions.

The resulting blueprint and the weighting suggestions from the SMEs were then adapted by Pearson VUE's Testing Services staff into a final revalidated content outline. Based on the SME input gathered during the regional meetings and the post-meeting interviews, there were slight adjustments made to the 2005 content outline area weightings. The adjusted content outline was published in 2010 for client and candidate review. New national insurance examinations were built for the life, health, property, casualty, and personal lines levels based on the new adjusted content outline. The new examinations are scheduled to be released in Pearson VUE's client states beginning on January 1, 2011 on a rolling basis with all states to be updated by June 30, 2011.

Included in this report is a discussion of the following aspects of the job analysis process:

- Review of the literature
- Methodology and results of the job analysis revalidation
- Development of the final content outline
- Presentation of the weighted content outline

2.0 Review of the Literature

Job analyses (often referred to as job analysis studies, practice analyses, audits of practice, or task analyses) are used to validate regulatory and certification examinations and provide a basis for defending the appropriateness of examination content. By assessing what life, health, property, casualty, and personal lines insurance producers do in their practice, the job analysis ensures that the content specifications for an insurance examination are current, relevant, and valid. Content validity in an insurance examination provides evidence that the knowledge addressed in the examination reflects actual practice necessary for successful performance. The Standards for Educational and Psychological Testing (1999), prepared jointly by the American Educational Research Association, the American Psychological Association, and the National Council on Measurement in Education, states: "Evidence of validity based on the test content requires a thorough and explicit definition of the content domain of interest. For selection, classification, and promotion, the characterization of the domain should be based on job analysis."

The Pearson VUE 2009-10 National Insurance Job Analysis was conducted to revalidate the content outline for the Pearson VUE national life, health, property, casualty, and personal lines insurance examinations and implement any adjustments that current practice in the industry required. As the leading provider of insurance licensure examinations, Pearson VUE believes it is crucial that its national examinations be based on the most current knowledge and skills needed for effective and compliant practice of the profession throughout the country. Properly constructed licensure examinations ensure that individuals who practice an occupation meet or exceed certain standards. A comprehensive job analysis that reflects the current requirements of the profession is recognized as the appropriate and optimal method for achieving this goal (AERA, APA, and NCME, 1999).

Job analyses are recommended by experts in credentialing (Raymond, 2001; Slaughter, Newman and Taranath, 1999; D'Costa, 1986; Kane, 1982; Smith and Hambleton, 1990), professional organizations including the American Educational Research Association (AERA, APA, and NCME, 1999), and the National Commission of Health Certifying Agencies (1981) and has been supported by the courts and federal guidelines (Kuehn, Stallings & Holland, 1990; Mehrens and Popham, 1992; Thompson and Thompson, 1982). A job analysis validates examinations by providing a link between performance on the job and examination content (Kane, 1997; Bergstrom, Stahl, and Lunz, 1999; Colton, Kane, Kingsbury, and Estes, 1991). The purpose of collecting job analysis data is to identify the important knowledge and skills associated with a profession (Lunz, Stahl and James, 1989). Thus, a job analysis helps ensure that examination content specifications are current and relevant, a condition essential for content validity since test questions are the basis for the standard against which candidates are measured.

Credentialing exams assess knowledge and skill domains, focus on acceptable levels of entry into the profession, and are used to develop detailed content outlines for a knowledge-intensive profession (Raymond, 2001). Thus, content outlines organized around knowledge areas best serve the interest of item writers and test-takers (Schaefer, Raymond & White, 1992). Pearson VUE utilized an approach that focused specifically on the knowledge that provides the foundation of competent insurance practice.

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3.0 Methodology and Results of the Job Analysis Revalidation

3.1 Existing Content Outline Internal Review

In 2005, Pearson VUE (then Promissor) conducted a national survey to determine the knowledge areas necessary for entry-level insurance practitioners. To begin the 2009-10 revalidation of the job analysis results, Pearson VUE Content Development staff reviewed Pearson VUE's current national insurance test blueprint. In addition, a review was conducted of content outlines administered in states for which Pearson VUE was not the current examination vendor. Pearson VUE's internal review of the current national insurance examination content focused specifically on the knowledge areas that provide the foundation of competent insurance practice for an entry-level practitioner.

3.2 Survey Instrument Used with Focus Groups

Pearson VUE's Content Development staff developed a survey instrument for use with the focus groups. The survey instrument was based on an expansion of the current blueprint to a depth of six levels and reflected the actual organization of Pearson VUE's national item banks. The survey was designed to solicit input on the current national outline relative to the following key questions:

- Is this knowledge required for / pertinent to entry-level practice in the insurance profession?

- Is this topic area broad enough to test the knowledge pertinent to this subject?

- Is this topic area deep enough to demonstrate that a candidate is adequately informed to be licensed? (That is, are the necessary details under the major content areas being captured?)

- Would the SME endorse a national examination that contains this content area?

Focus groups reviewing the life and health outline met separately from focus groups reviewing the property and casualty outline. Columns for the focus group members to log the appropriateness of each content area for the life, health, property, casualty, and personal lines (which is a subset of property and casualty) examination levels were included on the survey instrument form. A column for individual comments and spaces for suggested topic additions were also included. A sample section of the survey instruments used with the focus groups is included in Appendix B.

3.3 Recruiting the National Committee

Pearson VUE solicited participation for four national focus groups, each of which met at Pearson VUE's Chicago offices:

- April 13-15, 2009 – Life and Health
- April 15-17, 2009 – Property and Casualty
- October 5-7, 2009 – Life and Health
- October 7-9, 2009 – Property and Casualty

The guidelines for invitation to the meeting included:

- Holding an insurance agent or producer license in one or more states
- Being actively employed as a producer or agent for a minimum of ten (10) years.
- Being recommended by a client
- Demonstrating an interest in the competency and ethical behavior of the profession by:
  - Working with a licensing agency on SME committees or continuing education committees
  - Working with a testing vendor
  - Serving as a member of an insurance association or professional group (i.e. NAIFA, SILA, etc.)
  - Holding an advanced insurance certificates or education (i.e. CPCU, CLU, etc.)
  - Being a textbook author
  - Writing columns or articles on insurance for newspapers, magazines, and/or newsletters
- Having experience as a trainer for new licensees at an insurance agency
- Holding a law degree and specializing in insurance law
- Participating in insurance education, particularly if teaching is a sideline and not the main source of income.

The focus groups were diverse in gender, geographical residence (including urban vs. rural), type of license held, length of time in the profession, and personal vs. commercial specialization.

3.4 Structure of the Focus Group Meetings

Overview: Each of the four meetings followed a predetermined format designed by the Pearson VUE Insurance Content Development staff. Results of the data collected at the April meetings were presented to the participants in the October meetings, but not before they completed their own surveys.

Following the four focus group meetings, virtual meetings were held to gather additional SME input from states where representatives were not able to attend the in-person focus group meetings.

Sixty (60) participants, cumulatively licensed across all 51 jurisdictions, attended the focus group meetings. An additional fourteen (14) participated in individual, follow-up virtual meetings. This group of insurance industry experts, the national committee members, and Pearson VUE staff who participated in the in-person and virtual meetings are listed in Appendix A.

The format for Focus Group meetings consisted of the following activities:

1. Introduction
2. Individual content outline review and rating using the survey instrument
3. Small-group content outline review and discussion of individual findings
4. Large-group content outline review and discussion of small-group findings
5. Discussion of the focus group process

1. **Introduction:** An introductory MS PowerPoint presentation was used by the lead meeting facilitator to familiarize the national committee with the process to be undertaken over the course of the meeting. The presentation began on a broad level and became more specific, providing a detailed overview of the goals of conducting the job analysis in a small focus group model. The first main topic was the overall purpose of a licensing examination, which is to ensure that entry-level practitioners in a given field meet the competency benchmark in their profession in order to provide public protection. It was emphasized that the content on any licensing examination must reflect both current industry practice and the laws and rules of the representative regulatory body. In particular, this means testing general insurance product knowledge as well as state statutes, rules, and regulations.

The importance of examination measurement implications was also discussed. The concepts of validity, reliability, and fairness were introduced as paramount to the proper performance of an examination. The salient methods of ensuring the validity of an examination (including making certain that the content of the test reflects critical aspects of the job or the profession, that the inferences made from the test scores are meaningful and useful, and that the pass-point benchmark is an appropriate measurement of when a competent candidate may begin practice) were presented. The activities of specifying the content and setting the pass-point were described as the role of the SME in the process which Pearson VUE staff then monitors and enforces. Reliability, the basic concept that over time examination scores should consistently measure the candidates' knowledge of given subjects, was discussed. Tracking reliability and thus ensuring that the examination is equally measuring candidates of equal knowledge ability regardless of any outside demographic or environmental factors was explained. The importance of fairness was explained. In other words, candidates are not given advantage or penalized based on when they test, or which form they receive.

An overview of regulatory examinations and their specifications was presented in brief. It was discussed that Pearson VUE's national examination sections generally consist of between 50 and 100 (for single line and combination exams, respectively) and cover general knowledge of the profession that holds true regardless of the geographic location of the candidate. The content for a national examination is established through a national job analysis, typically conducted every four to five years. Pearson VUE's state law examination sections generally consist of 20 to 40 test questions that cover state-specific laws and rules governing the practice of the profession. The content for state law examinations is derived from state laws, regulations, or code pertinent in that jurisdiction.

As the presentation became more specific, the unique purpose of a national examination was discussed. It was put forth that national examinations must contain truly "general" knowledge areas that are clear and pertinent to entry-level practice, such as covering the meaning of general insurance concepts rather than particular applications of concepts, which tend to be governed by state-specific regulations. It was explained that the overall goal for creating a national examination blueprint or content outline is to ensure that all standards for knowledge are truly uniform and apply to all states/jurisdictions. National examination content is governed by federal laws and guidelines and by generally accepted best practice within a profession.

The complexity and timeline (approximately two years) of a traditional job analysis approach were discussed, followed by a discussion of the aim to revise the process to make it more time-efficient and enable the analysts to gather results that were immediate and meaningful. The process revision centered on the use of in-person focus group meetings that used a survey instrument developed through an analysis of current (in use) insurance examination content outlines throughout the industry. The revised process allowed for the in-person collection of data as well as related discussion by industry experts and further data collection based on those discussions.

The role of the national committee members was discussed and the goals of their work over the next days were put forth. On a broad scale, the focus group participants were advised that their role was to review thoughtfully the content outline data gathered during Pearson VUE's last major job analysis (2005) and, through the use of a basic survey instrument, use those results as a springboard for discussion to gauge the appropriateness of Pearson VUE's current national examination content, identify additional subjects that were needed in the blueprint, and determine those areas that needed to be adjusted due to changes in current practice. By discussing and evaluating each of the major areas and detailed points on the survey instrument, the national committee would be able to revalidate the current blueprint, modify the emphasis where necessary, and make additions and deletions within the major categories to reflect changes in current practice. This result would be achieved by dividing the large national committee into three to four small focus groups, where, using the survey instrument, each small group would discuss assigned content areas within a single major knowledge domain and determine each area's relevancy to modern insurance practice. The small groups were instructed to come to a consensus on each content area under discussion and then report their findings to the full group. After all of the small groups reported, a full group discussion would take place, and the process would begin again for the next major knowledge domain of the content outline. A discussion of common terms associated with content and content outlines occurred.

The group was presented with specific "Guiding Questions/Points of Thought," which were to act as the goals for their groups. These questions and points are listed in Section 3.2.

The national committee was instructed that the success of the process was dependent on the group reaching a consensus. Any dissension on the part of any small group or individual state representative would result in a dismissal of that content piece from the current content outline. The rationale offered was that if a content area (or sub-content area) did not apply in one jurisdiction, it could not be validly tested on a national examination because it was not a uniform concept. Multiple ideas for the revision of content to make the content applicable within every jurisdiction were discussed. Questions were taken, and the process began in earnest.

2. **Individual Content Outline Review and Rating:** Participants reviewed their survey instruments and recorded their opinions first individually with no discussion or input from each other. They assessed suggestions that Pearson VUE included in the survey instrument and added suggestions of their own where warranted. They commented on each content area within the survey instrument. A sample section of the survey instrument used by the participants is included in Appendix B.

3. **Small-Group Content Outline Review and Discussion:** Particular care was taken in designing the small focus groups. The aim was to achieve diversity according to each member's role in the profession (attorney, licensing law official, practitioner, and educator) and geographic area.

The small groups reviewed the content outline by assigned sections and shared their thoughts from the individual review. After discussion on each topic, they logged their findings on a "table copy" of the outline, which was used as the consensus report for that small group. Each content domain was discussed in the small groups for about 30 minutes. After the allotted review time, each small group was asked to report its findings to the full group.

The content areas were reviewed in the following order during the Life/Health and Property/Casualty meetings respectively:

Life

1. Content Area I: Types of Policies
2. Content Area II: Policy Riders, Provisions, Options and Exclusions
3. Content Area III: Completing the Application, Underwriting and Delivering the Policy
4. Content Area IV: Taxes, Retirement and Other Insurance Concepts

Health

1. Content Area I: Types of Policies
2. Content Area II: Policy Provisions, Clauses and Riders
3. Content Area III: Social Insurance
4. Content Area IV: Other Insurance Concepts
5. Content Area V: Field Underwriting Procedures

Property

1. Content Area I: Types of Policies
2. Content Area II: Insurance Terms and Related Concepts
3. Content Area III: Policy Provisions and Contract Law

Casualty

1. Content Area I: Types of Policies, Bonds and Related Terms
2. Content Area II: Insurance Terms and Related Concept
3. Content Area III: Policy Provisions

4. **Final Content Outline Review and Discussion:** The small focus groups came back together as a large group on the second day of the meeting to discuss each small group's findings. As each small group reported, the other small groups had the opportunity to agree or dissent with the findings. The participants were encouraged to discuss areas of contention and come to a consensus on each area. After all of the groups had reported, a final opportunity for full group discussion was held on each content area. As the discussions of the major domains progressed, a master outline was edited by the Pearson VUE facilitator with comments included describing the rationale for the focus group's decision and noting areas of contention if no consensus could be reached amongst the participants.

5. **Discussion of the Focus Group Process:** The final activity of the meeting was an overall discussion of the process, during which impressions and opinions were logged. A question-and-answer period also took place during this final activity. Then the meeting was adjourned.

3.5 Follow-up Revalidation Interviews

A series of virtual meetings with SMEs to confirm the extended content outline that resulted from the Chicago consensus and to round out participation from all 51 U.S. jurisdictions followed. A confidential copy of the content outline was sent to the additional national committee members. The interviews focused on areas of the outline where the focus groups were unable to reach consensus. The phone interviewees acted as tiebreakers in these areas. It was found that the phone interviewees generally agreed on how to treat each area of contention that the focus group participants could not agree upon. As a result of these in-depth interviews, some further refinements were made to the extended outline.

3.6 Delphi Study: Weighting the Content Outlines

The in-person meetings, telephone focus groups, and individual interviews addressed the specific topics that define the larger content domains. Considerable effort was given to balancing the views of all stakeholders while looking ahead to the next few years of testing. The Delphi study was conducted for representatives from the jurisdictions to consider the relative emphases (weights) of the content domains of the test blueprints. The specific topics were presented within the Delphi study text for participants' reference, but their task was to focus on the broader content domain level.

It was desired to engage representatives of the 51 states/jurisdictions to discuss the relative weights of the content domains for the examinations. The methodology had to allow for communication among participants, yet maintain an efficient and documented process. The Delphi methodology is uniquely capable of addressing these challenges. The rounds of survey input of the Delphi study were planned to be presented through on-line surveys and the link was sent to participants via email. The purpose of the surveys was to gather macro-level input about the weights of the content domains in the test blueprints from the representatives of the 55 jurisdictions who chose to participate.

The study was conducted across the three days of April 6, 7, and 8, 2010. Participants were able to access the electronic survey at their convenience within a schedule that extended beyond the regular work day. Frequent reminders were sent to ensure that participants would not miss a survey window. Participants engaged in three rounds of survey input, and subsequent rounds presented findings from the previous rounds. The survey presented three options for each domain percentage: agree, prefer higher, or prefer lower. Participants were encouraged to provide comments to explain their views to their colleagues for the next round of input. The survey forms are included as Appendix C to this report.

Lynn Webb served as the facilitator of the Delphi process. As would happen during an in-person meeting, conference call, or web meeting – the facilitator must seek to clarify group consensus. Another similarity to the other meeting formats is that views expressed were received 'verbatim.' The facilitator did not edit or summarize any viewpoints presented in the rounds of surveys. When participants presented views or arguments in attempts to sway their colleagues, the views were presented in their entirety during the next round.

Across the three rounds of the Delphi process, the relative weights for the content domains remained unchanged for four of the five examinations that were considered: Property, Casualty, Personal Lines, and Accident/Health. The only examination blueprint with changed percentages through the Delphi process was Life. Table 1 summarizes the progression of agreement with the suggested weights across the three rounds of the Delphi study for the four unchanged blueprints, and Table 2 presents the progression of agreement for the weighting of the Life test blueprint.

Table 1: Percent Agreement with Blueprints Weights for Accident, Property, Casualty, and Personal

Content Domains	Weight (% of test)	Round 1 Agreement	Round 2 Agreement	Round 3 Agreement
ACCIDENT		N=31	N=32	N=28
Types of policies	28%	83%	83%	82%
Policy provisions, clauses, and riders	40%	71%	74%	70%
Social insurance	6%	77%	68%	61%
Other insurance concepts	8%	86%	80%	85%
Field underwriting procedures	18%	84%	73%	71%
PROPERTY		N=35	N=34	N=37
Types of policies	50%	70%	74%	68%
Insurance terms and related concepts	28%	65%	65%	62%
Policy provisions and contract law	22%	65%	68%	65%
CASUALTY		N=35	N=34	N=37
Types of policies	46%	68%	65%	70%
Insurance terms and related concepts	30%	82%	68%	83%
Policy provisions and contract law	24%	69%	72%50	68%
PERSONAL		N=34	N=34	N=36
Types of property policies	14%	59%	65%	78%
Types of casualty policies	17%	67%	69%	82%
Property and casualty insurance terms and related concepts	37%	79%	74%	89%
Property and casualty policy provisions and contract law	32%	71%	65%	89%

One can see in the table above that the majority of participants agreed with the domain weights across the rounds of the Delphi study.

Table 2: Percent Agreement with Blueprints Weights for Life

Content Domains	Weight (% of test)	Round 1 Agreement	Round 2 Agreement
LIFE Blueprint		N=32	N=35
Types of policies	18%	57%	49%
Policy provisions, options, and exclusions	42%	72%	64%
Contemplating the application, underwriting, and delivery of the policy	24%	77%	68%
Taxes, retirement, and other insurance concepts	16%	66%	60%

ROUND 3 where N=30 Content Domains	Option A Weights	Option B Weights	Option C Weights
Types of policies	18%	22%	74%
Policy provisions, options, and exclusions	42%	40%	65%
Contemplating the application, under-writing, and delivery of the policy	24%	22%	21%
Taxes, retirement, and other insurance concepts	16%	16%	16%
ROUND 3 AGREEMENT	17% Agree	37% Agree	47% Agree

As can be seen in the table above, in Round 1 there was a small majority in agreement with the weight for the first content domain, "Types of policies." Several comments were made, and in the next round the majority switched to the preference for a higher percentage. However, it was quite a small majority (51.5%). With only one round left to determine the appropriate weight for this domain, the facilitator opted to change formats and include three variations of weights, allowing participants to react to the same percentages as shown in the first two rounds (option A), or a slight increase in the first domain (option B), or a larger increase in the first domain (option C). The largest group of respondents (47%) indicated preference for the larger increase in the first domain. The increase was balanced by decreasing the second and third domains.

Participants of the Delphi study were asked to evaluate the methodology following the third round of input. Responses from the two survey groups (Life, Health and Property, Casualty, Personal) were quite similar and are shown combined in Table 3.

Table 3: Evaluation of Delphi Methodology

	Excellent	More than Satisfactory	Satisfactory	Less than Satisfactory	Poor	N
Effectiveness	31%	50%	16%	3%	0%	68
Consensus	29%	44%	21%	6%	0%	68
User-friendli-ness	69%	27%	4%	0%	0%	67

Participants were also asked which methodology they would prefer to use for future tasks that are similar, requiring consensus across jurisdictions. Responses were similar across the two groups and are shown combined in Table 4. Rounds of surveys were the most popular of the choices, and face-to-face meetings were the next most popular choice.

Table 4: Preferences for Methodology

Preferred Methodology	N	N
Rounds of surveys	24	35%
Telephone conference calls	8	12%
Face-to-face meetings	20	29%
No preference	8	12%
Other	8	12%

Write-in responses to the evaluation questions can be viewed on the Day 3 survey responses, found in Appendix D.

4.0 Final Blueprint Specifications

The final blueprints that resulted from the comprehensive job analysis process were adapted by Pearson VUE's Testing Services Department. New national insurance examinations for life, health, property, casualty, and personal lines levels are being built based on the new content outlines. The new examinations are scheduled to be released in Pearson VUE's client states on a rolling basis from January 1, 2011 through July 1, 2011. The final blueprints are presented below.

Life (General Knowledge Sections)

24% I. TYPES OF POLICIES

   Traditional whole life products
   Interest-sensitive life products
   Term life
   Annuities
   Combination plans and variations

39% II. POLICY RIDERS, PROVISIONS, OPTIONS, AND EXCLUSIONS

   Policy riders
   Policy provisions and options
   Policy exclusions

21% III. COMPLETING THE APPLICATION, UNDERWRITING, AND DELIVERING THE POLICY

   Completing the application
   Underwriting
   Delivering the policy
   Do Not Call List

16% IV. TAXES, RETIREMENT, AND OTHER INSURANCE CONCEPTS

   Third-party ownership
   Group life insurance
   Retirement plans
   Life insurance needs analysis/suitability
   Social Security benefits and taxes
   Tax treatment of insurance premiums, proceeds, dividends
   Accelerated Death Benefits - Living Benefits
   Endowments

Accident and Health (General Knowledge Sections)

28%   I. TYPES OF POLICIES

        Disability income
        Accidental death and dismemberment
        Medical expense insurance
        Medicare supplement policies
        Group insurance
        Long Term Care (LTC)
        Cancer (for specified diseases) plans
        Critical illness plans
        Worksite (employer-sponsored) plans

40%   II. POLICY PROVISIONS, CLAUSES, AND RIDERS

        Mandatory provisions
        Optional provisions
        Other provisions and clauses
        Riders
        Rights of renewability

6%   III. SOCIAL INSURANCE

        Medicare
        Medicaid
        Social Security benefits

8%   IV. OTHER INSURANCE CONCEPTS

        Total, partial and residual disability
        Owners' rights
        Dependent children benefits
        Primary and contingent beneficiaries
        Modes of premium payments
        Nonduplication and coordination of benefits
        Occupational vs. non-occupational
        Tax treatment of premiums and proceeds of insurance contracts
        Managed care
        Workers compensation
        Subrogation

18%   V. FIELD UNDERWRITING PROCEDURES

Completing application and obtaining signatures
Explaining sources of insurability information
Initial premium payment and receipt and consequences of the receipt
Submitting application to company for underwriting
Assuring delivery of policy and related documents to client
Explaining policy and its provisions, riders, exclusions and ratings to clients
Replacement
Contract law

Property (General Knowledge Sections)

50%   I. TYPES OF POLICIES

Homeowners Insurance
Dwelling Policies
Commercial lines
Inland marine
Others

28%   II. INSURANCE TERMS AND RELATED CONCEPTS

Insurance
Insurable interest
Risk
Hazard
Peril
Loss
Loss Valuation
Proximate cause
Deductible
Indemnity
Limits of liability
Coinsurance/Insurance to value
Occurrence
Cancellation
Nonrenewal
Vacancy and unoccupancy
Liability
Negligence
Binder
Endorsements
Medical Payments
Blanket vs. Specific
Burglary, Robbery, Theft, Mysterious Disappearance

22%   III. POLICY PROVISIONS AND CONTRACT LAW

Declarations
Insuring agreement
Conditions
Exclusions
Definition of the insured
Duties of the insured
Obligations of the insurance company
Mortgagee rights
Proof of loss
Notice of claim
Appraisal
Other Insurance Provisions
Assignment
Subrogation
Elements of a contract

Casualty (General Knowledge Sections)

46%   I. TYPES OF POLICIES, BONDS, AND RELATED TERMS

Commercial general liability
Automobile: personal auto and business auto
Workers Compensation insurance, Employers Liability insurance, and Related Issues
Crime
Bonds
Professional liability
Umbrella/Excess liability

30%   II. INSURANCE TERMS AND RELATED CONCEPTS

Risk
Hazard
Indemnity
Insurable interest
Actual cash value
Negligence
Liability
Occurrence
Binders
Warranties

30%   II. INSURANCE TERMS AND RELATED CONCEPTS (continued)

     Representations
     Concealment
     Deposit Premium/Audit
     Certificate of Insurance
     Law of Large Numbers
     Pure vs. Speculative Risk
     Endorsements
     Damages
     Compliance with provisions of Fair Credit Reporting Act

24%   III. POLICY PROVISIONS

     Declarations
     Insuring agreement
     Conditions
     Exclusions and Limitations
     Definition of the insured
     Duties of the insured after a loss
     Cancellation and nonrenewal provisions
     Additional (supplementary) payments
     Proof of loss
     Notice of claim
     Arbitration
     Other insurance
     Subrogation
     Loss settlement provisions including consent to settle a loss
     Terrorism Reauthorization Insurance Act (TRIA)

Personal Lines (General Knowledge Sections)

14%   Types of property policies
17%   Types of casualty policies
37%   Property and Casualty insurance terms and related concepts
32%   Property and Casualty policy provisions and contract law

14%   I. TYPES OF PROPERTY POLICIES

     Homeowners
     Dwelling Policies
     Inland Marine
     National Flood Insurance Program
     Others

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17%   II.   TYPES OF CASUALTY POLICIES

         Personal Auto
         Umbrella/Excess Liability

37%   III.   PROPERTY AND CASUALTY INSURANCE TERMS AND RELATED CONCEPTS

         Insurance
         Insurable Interest
         Risk
         Hazard
         Peril
         Loss
         Loss Valuation
         Proximate Cause
         Deductible
         Indemnity
         Limits of liability
         Coinsurance/Insurance to value
         Occurrence
         Cancellation
         Nonrenewal
         Vacancy and Unoccupancy
         Liability
         Negligence
         Binder
         Endorsements
         Medical payments
         Blanket vs. Specific
         Burglary, Robbery, Theft, Mysterious Disappearance
         Actual Cash Value
         Warranties
         Representations
         Concealment
         Deposit Premium/Audit
         Certificate of insurance
         Law of Large Numbers
         Pure vs. Speculative Risk
         Damages
         Compliance with provisions of Fair Credit Reporting Act

32% IV. PROPERTY AND CASUALTY POLICY PROVISIONS AND CONTRACT LAW

Declarations
Insuring agreement
Conditions
Exclusions and Limitations
Definition of the insured
Duties of the insured after a loss
Obligations of the insurance company
Mortgagee rights
Proof of loss
Notice of claim
Appraisal
Other insurance provision
Assignment
Subrogation
Elements of a contract
Cancellation and nonrenewal provisions
Additional (supplementary) payments
Arbitration
Loss settlement provisions including consent to settle a loss
Terrorism Risk Insurance Act (TRIA)

APPENDIX A: National Committee Members

Life and Health Committee

Cindy Clawson
President
Clawson Insurance Agency
Advanced designations/certifications: CIC
States licensed: MT

Dave Patterson
Senior National Sales Director
Primerica Financial Services
Advanced designations/certification: None
States licensed: AZ, TN

Tim Greer
President
Tim Greer Insurance Agency
Advanced designations/certifications:
        CFP, ChFC, CLU, CASL, CEBS, CASL
States licensed: CT

Hazel Mosby
Insurance Examiner
District of Columbia Department of Insurance,
Securities, & Banking
Advanced designations/certification:
        CPM, FLMI, AIRC, AIE
State licensed: DC Regulator

M. Cathy Castiglione
Agency Partner
Health Insurance Assoc.
Advanced designations/certifications: RHU
States licensed: DE, MD, PA

John A. Davidson
President
Davidson Insurance
Advanced designations/certifications: LUTCF, FSS
States licensed: CA, CO, TX, NY, MO

William L. Palmisciano
Registered Representative
AXA Advisors, LLC
Advanced designations/certifications:
        CPCU, ChFC, CLU
States licensed: RI, CT, FL, MA, MD, NC, NH, VA

John M. Woleben
Insurance Agent
Friedman Associates
Advanced designations/certifications: CLU, ChFC
States licensed: VA, FL, NC

John Sheski
Vice President and General Counsel
Wisconsin Physicians Service Insurance
Corporation
Advanced designations/certifications: Group Life
and Health Insurance Parts A & B with Honors,
Individual Health Insurance Parts A & B with
Honors (both from HIAA)
States licensed: WI Attorney

Ronald S. Thomas
President and Owner
R.S. Thomas Training Assoc.
Advanced designations/certifications: CIC, AAI
States licensed: GA (Excess Surplus Lines and
Counselor)

Everett Kenyatta
Continuing Educations Compliance Administrator
Pearson VUE
Advanced designations/certifications: None
States licensed: PA

Wallace Murphy
National Sales Director
Primerica Financial Services
Advanced designations/certifications: None
States licensed: KY, IN, MO, MS, OH, TX

Life and Health Committee (continued)

Bruce W. Saenger
President
Saenger Consulting Group
Advanced designations/certifications:
        CLU, ChFC, CPCU, CIC, CFP, RHU, REBC
States licensed: MA Advisor

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APPENDIX B: Sample Section of Focus Group Survey Forms

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2009 NATIONAL INSURANCE JOB ANALYSIS
Life Survey Response Form

Please place a check (✔) in all appropriate boxes and add your suggestions to the comment area when appropriate.

Insurance Generals National Outline for **LIFE**	Topic is entry level	Topic is appropriate for a national exam	Topic does not apply to my state	Comments:
I. Types of policies (9)	—	—	—	————
A. Traditional whole life products				
1. Ordinary (straight) life				
2. Limited-pay and single-premium life				
3. Variable universal life				
Suggested Topic:				
Suggested Topic:				
B. Interest-sensitive life products				
1. Universal life				
2. Variable whole life				
3. Variable universal life				
4. Interest-sensitive whole life				
Suggested Topic:				
Suggested Topic:				

1

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APPENDIX C: Sample Delphi Survey Forms

Life and Health Insurance Delphi Round 1

Social Security benefits and taxes
Tax treatment of insurance premiums, proceeds, dividends
Accelerated Death Benefits - Living Benefits
Endowments
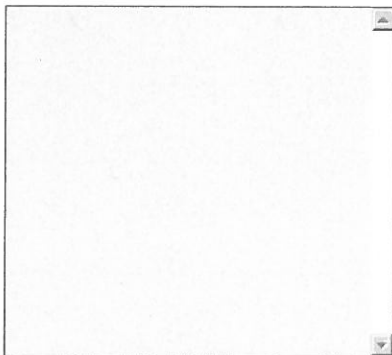
3. Percentages for Major Headings - Life

1. The foundational work with Life Insurance experts suggested the weights (percentages) shown below for the general knowledge section of Life Insurance licensure examinations. Please review the percentage associated with each content area, and indicate whether you think the percentage is about right (agree), should be higher, or should be lower.

Please keep in mind that the total percent must equal 100, so if you indicate that one area should be higher, then you must indicate that another area will be lower. We can have only 100% of the test, in total.

	I agree with percentage	I prefer a higher percentage	I prefer a lower percentage
18% Types of policies	◯	◯	◯
42% Policy riders, provisions, options, and exclusions	◯	◯	◯
24% Completing the application, underwriting, and delivering the policy	◯	◯	◯
16% Taxes, retirement, and other insurance concepts	◯	◯	◯

2. Make any comments here about the weights assigned to the 4 content domains for the general knowledge section of Life Insurance licensure examinations. In Round 2, tomorrow, your peers will see the comments that you write here.

4. Accident and Health Insurance

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Life and Health Insurance Delphi Round 1

1. Introduction

Thank you for representing your jurisdiction to provide input on the content outlines for the general knowledge sections of licensure examinations in Life Insurance and Accident & Health Insurance developed by Pearson VUE. It is our hope that representatives from 51 jurisdictions will participate in the 3 rounds of this Delphi survey.

Your answers will be treated confidentially, and reported anonymously within the Delphi group. Your input improves our understanding of the current insurance field for licensure testing.

Representatives of all experience levels of the Life and Health insurance industry are needed to answer this survey. We appreciate you sharing your expertise with us. If you do not work in both areas (Life and Accident & Health), please skip the section that does not apply.

Please answer the questions and provide comments. When you access this site tomorrow for Round 2, you will see the comments that were provided during today's round. We anticipate that this type of communication will be more efficient and convenient compared to holding a conference call.

The next page of the survey shows the major headings that are proposed to be included in the updated general knowledge sections of Life Insurance licensure examinations, and the percentage of test questions associated with each major heading (content domain). Specific topics and examples will be provided to examinees and experts working on the examination and item pool, but are not included here. Please review the major headings shown on the next page before moving on to the first question.

2. LIFE General Knowledge Content Outline

18% I. TYPES OF POLICIES

Traditional whole life products
Interest-sensitive life products
Term life
Annuities
Combination plans and variations

42% II. POLICY RIDERS, PROVISIONS, OPTIONS, AND EXCLUSIONS

Policy riders
Policy provisions and options
Policy exclusions

24% III. COMPLETING THE APPLICATION, UNDERWRITING, AND DELIVERING THE POLICY

Completing the application
Underwriting
Delivering the policy
Do Not Call List

16% IV. TAXES, RETIREMENT, AND OTHER INSURANCE CONCEPTS

Third-party ownership
Group life insurance
Retirement plans
Life insurance needs analysis/suitability

Life and Health Insurance Delphi Round 1

The next page of the survey shows the major headings and percentages that are proposed for the updated general knowledge section of Accident and Health Insurance licensure examinations. Specific topics and examples will be provided to examinees and experts working on the examination and item pool, but are not included here. Please review the major headings shown on the next page before moving on to the first question.

5. Accident and Health General Knowledge

28% TYPES OF POLICIES

Disability income
Accidental death and dismemberment
Medical expense insurance
Medicare supplement policies
Group insurance
Long Term Care (LTC)
Cancer (for specified diseases) plans
Critical illness plans
Worksite (employer-sponsored) plans

40% POLICY PROVISIONS, CLAUSES, AND RIDERS

Mandatory provisions
Optional provisions
Other provisions and clauses
Riders
Rights of renewability

6% SOCIAL INSURANCE

Medicare
Medicaid
Social Security benefits

8% OTHER INSURANCE CONCEPTS

Total, partial and residual disability
Owners' rights
Dependent children benefits
Primary and contingent beneficiaries
Modes of premium payments
Nonduplication and coordination of benefits
Occupational vs. nonoccupational
Tax treatment of premiums and proceeds of insurance contracts
Managed care
Workers compensation
Subrogation

18% FIELD UNDERWRITING PROCEDURES

Completing application and obtaining signatures
Explaining sources of insurability information
Initial premium payment and receipt and consequences of the receipt
Submitting application to company for underwriting

Property and Casualty Insurance Delphi Round 1

1. Introduction

Thank you for representing your jurisdiction to provide input on the content outlines for the general knowledge sections of licensure examinations for Property Insurance, Casualty Insurance, and Personal Lines developed by Pearson VUE. It is our hope that representatives from 51 jurisdictions will participate in the 3 rounds of this Delphi survey.

Your answers will be treated confidentially, and reported anonymously within the Delphi group. Your input improves our understanding of the current insurance field for licensure testing.

Representatives of all experience levels of the Property and Casualty insurance industry are needed to answer this survey. We appreciate you sharing your expertise with us. If you do not work in all 3 areas of Property, Casualty, and Personal Lines, please skip the sections that do not apply.

Please answer the questions and provide comments. When you access this site tomorrow for Round 2, you will see the comments that were provided during today's round. We anticipate that this type of communication will be more efficient and convenient compared to holding a conference call.

2. PROPERTY General Knowledge Content Outline

The next page of the survey shows the major headings that are proposed to be included in the updated general knowledge sections of Property Insurance licensure examinations, and the percentage of test questions associated with each major heading (content domain). Specific topics and examples will be provided to examinees and experts working on the examination and item pool, but are not included here. Please review the major headings shown on the next page before moving on to the first question.

3. Property General Knowledge Section

50% TYPES OF POLICIES
Homeowners Insurance
Dwelling Policies
Commercial lines
Inland marine
Others

28% INSURANCE TERMS AND RELATED CONCEPTS
Insurance
Insurable interest
Risk
Hazard
Peril
Loss
Loss Valuation
Proximate cause
Deductible
Indemnity
Limits of liability
Coinsurance/Insurance to value
Occurrence
Cancellation
Nonrenewal

Property and Casualty Insurance Delphi Round 1

Vacancy and unoccupancy
Liability
Negligence
Binder
Endorsements
Medical Payments
Blanket vs. Specific
Burglary, Robbery, Theft, Mysterious Disappearance

22% POLICY PROVISIONS AND CONTRACT LAW
Declarations
Insuring agreement
Conditions
Exclusions
Definition of the insured
Duties of the insured
Obligations of the insurance company
Mortgagee rights
Proof of loss
Notice of claim
Appraisal
Other Insurance Provisions
Assignment
Subrogation
Elements of a contract

4. Percentages for Major Headings – Property

1. The foundational work with Property Insurance experts suggested the weights (percentages) shown below for the general knowledge section of Property Insurance licensure examinations. Please review the percentage associated with each content area, and indicate whether you think the percentage is about right (agree), should be higher, or should be lower.

Please keep in mind that the total percent must equal 100, so if you indicate that one area should be higher, then you must indicate that another area will be lower. We can have only 100% of the test, in total.

	I agree with percentage	I prefer a higher percentage	I prefer a lower percentage
50% Types of policies	○	○	○
28% Insurance terms and related concepts	○	○	○
22% Policy provisions and contract law	○	○	○

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Property and Casualty Insurance Delphi Round 1

2. Make any comments here about the weights assigned to the 3 content domains for the general knowledge section of Property Insurance licensure examinations. In Round 2, tomorrow, your peers will see the comments that you write here.

5. CASUALTY INSURANCE

The next page of the survey shows the major headings and percentages that are proposed for the updated general knowledge section of Casualty Insurance licensure examinations. Specific topics and examples will be provided to examinees and experts working on the examination and item pool, but are not included here. Please review the major headings shown on the next page before moving on to the first question.

6. Casualty Insurance General Knowledge

46% TYPES OF POLICIES, BONDS, AND RELATED TERMS
Commercial general liability
Automobile: personal auto and business auto
Workers Compensation insurance, Employers Liability insurance, and Related Issues
Crime
Bonds
Professional liability
Umbrella/Excess liability

30% INSURANCE TERMS AND RELATED CONCEPTS
Risk
Hazard
Indemnity
Insurable interest
Actual cash value
Negligence
Liability
Occurrence
Binders
Warranties
Representations

APPENDIX D1: LIFE Open-Ended Responses Day 1

1. 15% Types of policies, 40% Policy riders, provisions, options, and exclusions, 24% Completing the application, underwriting, and delivering the policy, 21% Taxes, retirement, and other insurance concepts. This % was increased because I think that more emphasis should be placed on needs analysis/suitability. Too many agents just want to sell a policy with no needs evaluation.

2. A small change.. I feel the general knowledge of Types of policies and Taxes, retirement, and other insurance concepts should be equal.

3. A thorough understanding of the types of policies, riders, provisions, options and exclusions should be demonstated by the exam taker.

4. Generally speaking, I think that a little more emphasis/time should be spent on the types of policies, and a little less exphasis/time spent on taxes, retirement, and insurance concepts. Rough estimates would be 24% and 10%, respectively.

5. I believe more weight should be assigned to types of policies. 22% would be more appropiate. Policy riders and taxes are O.K. as is Less weight could be assigned to completing the application. 20%

6. I think 20% for Types of policies 40% for Riders, provisions, options, and exclusions 20% completing the app, uw, and delivery 20% Taxes, retiremtment and other concepts

7. I would increase types by 1 or 2 percent and drop exclusions, etc by the same.

8. I would not ask too many questions about third party ownership at this time as this will be studied by NAIC in the very near future and may change.

9. In general, this is a good mix. I would like to see a bit more empasis on product knowledge, as it is the basis for every other section.

10. In iven the current environment I feel that more knowledge should be required in the taxes retirement and other insurance concepts.

11. More emphasis should be placed on the policies such as 25% because that area does include annuities. I would say about 40% for Policy Riders, 15% for completing the app and 20% for other insurance topics. I feel that 24% for completing the app, etc. is weighted too heavy. Where is general insurance principles going to be discussed such as peril, hazards, insurable interest, etc.? If it is going to be discussed under other insurance concepts, that percentage needs to be increased.

12. Taxes and retirement is covered in detail when a representative applies for a securities license. In order to properly discuss all available options of retirement, a representative has to be securities licensed. Therefore, there is little need to discuss or test it on a Life Insurance Exam. This area should be reduced to 5%-10%, with very broad concept questions.

13. The issues that have the most impact on clients and most of the daily questions I get from clients deal with taxes, insurance concepts and retirement. It makes sense to include more questions on these topics.

14. I think these percentages are just right.

15. The weights assigned each content area appear appropriate tor an entry level exam.

APPENDIX D1: ACCIDENT Open-Ended Responses Day 1

1. 20% Field underwriting procedures 30% types of policies 30% policy provisions, clauses and riders 10% Social insurance 10% Other insurance concepts I believe that social insurance and other insurance concepts should have a bit more emphasis, so decreased policy provisions to allow for the increase.

2. Generally speaking, I think there should be a little more emphasis/time spent on other insurance concepts and a little less emphasis/time spent on policy provisions, clauses, and riders. Rough percentages would be 13% and 35%, respectively.

3. I think a lower percentage of around 13% for Field Underwriting and add the difference to Other insurance concepts making that percentage 13% as well. The other percentages seem to be adequate.

4. In general, a good mix. I would empasize product knowledge a bit more.

5. More attention to Social Insurance due to its effect on the economy an additional importance in light of healthcare reform.

6. More weight should be placed on social insurance as health insurance products often intergrate with it. 10% weight for social insurance 36% policy provisions,clauses and riders

7. Placement of the business after a carefull analysis of the needs and explanation of benefits is important. With a growing population needing to be made aware of of the Social insurance topics, a higher percentage of the exam should reflect the compedency needed. Other insurance concepts also need to be strengthen.

8. Seniors coverage (including Medicare itself) needs greater emphasis. It is/will be of increasing interest as the baby-boom generation ages. It is also involving a population that may need a higher level of competency/protection from the agent as capabilities diminish with age.

9. You may wish to consider more questions on Field Underwriting proceedures and issues. Could come from either Policy Provisions, clauses, and riders or other.

10. Again the weights appear appropriate for an entry level exam. Of course arguments could be made to increase or decrease the emphasis in certain areas based on an individual's product(s) perspective but for an entry level exam the weighting seems appropriate!

11. I think these percentages are just right.

12. While I can always tweek a percentage or two up or down based on my personal bias, I see no problem with the weighting that the experts you have employed have assigned. I remind myself that these are entry level examinations.

APPENDIX D2: LIFE Open-Ended Responses Day 2

1. I still feel that more emphasis should be placed on the types of policies and less on completing the applicaiton, underwriting and delivering the policy. Since some comments indicated that taxes and retirement seem to be hot topics, that area should be closer to 20% or possibly even higher.

2. An entry level candidate should be made aware of the products, provisions and suitability areas more.

3. $42% seems a bit too high for riders, provisions, etc. Think the below percentages are better. 20% types 40%policy provisions, etc. 20% application, underwriting, etc. 20% taxes, retirement, etc.

4. I agree that "more emphasis should be placed on the policies such as 25% because that area does include annuities". These have become very complex, However, rather than lower Policy riders and provisions, I would increase this to 45% due to the increased complexity of annuities, life policies, and LTC coverage. I also agree that "24% for completing the app, etc. is weighted too heavy". Therefore, I would reduce this to 15%. I would also slightly reduce Taxes, retirement, and other insurance concepts very slightly to 15% since this is an area that changes every year as congress and the various state legislatures meet. Therefore, on an entry level exam, it must be covered in a more general basis.

5. I agree that the most time should be spent learning Policy riders, etc. 42% is fine. Completing the application & delivery is straightforward and could be adjusted down, 18%. Add 3% each to types & taxes...

6. 18% seems low for type of policies versus 42% for policy riders,provisions,options,and exclusions seems high. More detail on how the policies compare with each other such as interest rates and guarantees.

7. No change of my previous opinion. Slightly more on types of policies and "Taxes, retirement, and other insurance conceptes" and slightly less in Policy riders, provisions,options, and exclusions— and slightly less in "completing the application, underwriting, and delivering the policy."

8. Based on my review of the other folks' comments, I concluded that a pretty good number of folks thought that more emphasis/time should be placed on taxes, retirement, and other insurance concepts, and less emphasis/time on completing the application, underwriting, and delivering the policy. This could be accomplished by increasing the former from 16% to 20% and reducing the latter from 24% to 20%.

9. Suggest more emphasis on Taxes, retirement and other concepts 20%, and slightly less on Policy riders, provisions, options and exclusions 38%.

10. I believe that more time should be spent on Types of Policies and the Taxes, retirement and other insurance concepts. There are two basis for insurance sales that new reps must have, a basic understanding of all policy types and customer needs analysis to determine which product is best for the customer.

APPENDIX D2: LIFE Open-Ended Responses Day 2 (continued)

11. 25% Types of policies 9% Taxes, retirement, and other insurance concepts I agree with the comment that most tax & retirement knowledge is advanced and requires a securities license; not entry level, so we could lower the weight.

12. I still think these percentages are correct in relation to all of the subjects that need to be covered.

13. My opinion has not changed...I believe that the weighting is appropriate for an entry level exam.

14. After reading the other comments, I believe that we generally have it right but still feel that product knowledge is a key.

15. Based on the earlier rounds of exam content, I believe this is an appropriate split.

16. The percentages appear to be appropriate.

APPENDIX D2: ACCIDENT Open-Ended Responses Day 2

1. I still feel that the percentage for field underwriting could be lowered with the difference be added to the other insurance concept category.

2. More emphasis on social insurance because of the aging population; 30% on policy provisions.

3. $40% seems out of proportion, considering the importance of the other areas, so suggest the following: 30% types 30% policy provisions, etc 10% social 10% other concepts 20% field underwriting

4. You might take a small % away from policy provisions and add to social insurance - Medicare especially will become a bigger issue as baby boomers enter the arena.

5. I agree that "more weight should be placed on social insurance as health insurance products often intergrate with it" and "due to its effect on the economy" and "additional importance in light of healthcare reform". Therefore, I would increase this to a 10% weight for social insurance. However, I would make up the difference by reducing Field Underwriting Procedures to 14%.

6. I agree with some others, take from field underwriting (13%) & add the allottment to types of policies, which would become 33%.

7. Types of policies should be increased to cover medicare advantage and HMO plans. Social insurance should be increased for a more comprehensive understanding of these programs.With the current advent of national healhcare our agents need a stronger working knowledge of these areas.

8. Based on my reivew of the other folks' comments, a number of them thought more emphasis/time should be spent on social insurance and less emphasis/time should be spent on field underwriting procedures. Per my prior comments, I still think that less emphasis/time should be spent on policy provisions, clauses and riders and more emphasis/time should be spent on other insurance concepts. To address these four considerations, I would reduce policy provisions, clauses and riders from 40% to 35% and reduce field underwriting procedures from 18% to 15%. I'd then re-allocate that 8% by increasing social insurance from 6% to 10% and increasing other insurance concepts from 8% to 12%.

9. Social insurane will continue to increase and impact healthcare. A larger percentage of time needs to be focus on this.

10. I agree that with the passage of health care reform and changes on the horizon, this is an area where we may consider a bit more emphasis.

11. I agree with the issue of social insurance but at this point, the percentages are appropriate. If social insurance is to be increased, more questions would need to be written and it might be best to plan on another session when changes take place.

12. Social insurance products will become oncreasingly more important. Greater emphasis will need to be place on these products.

13. I agree with the percentages outlined and would not make any changes.

14. Good spread. No suggestions of major changes.

15. My opinion remains the same...the weighting seems appropriate for an entry level exam.

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APPENDIX D3: LIFE/ACCIDENT Method

1. Entire process has been effective.

2. I like the survey method for ease of use and fitting into my schedule. Conference calls would have taken longer and participation would be less. As would a face to face meeting. However, I'm not left with a good feeling about the "concensus." Is concensus a simply majority? I'd like to try this process again before deciding if, in fact, I really like it or not.

3. It depends on the depth of the task, I'm not in favor of conference calls generally.

APPENDIX D3: LIFE/ACCIDENT Comments

1. Face to face meetings are more effective, but this format should also be included as a wrap -up. Thanks

2. Hope that you found acceptable levels of review under this process. We probably would have a more robust discussion at a face to face meeting, but if you are satisfied with these results, this is a quick and easy process. Personally, I think face to face discussion would render additional considerations that probably were not considered, as discussion can elicit refined thought beyond written comments.

3. I appreciate the effort put forth to make the exams appropriate for entry level candidates and care given for content and balance.

4. I believe the entire process has been good. As mentioned in PC - because those involved in this round may not have been in the other rounds, the information on why the percentages were selected is not evident.

5. I enjoyed participating in this process. I found the on-line survey process easy to use, appreciated the flexibility which allowed me to fit this into my work schedule, and look forward to my future participation. Thanks again for inviting me to participate. John

6. I felt this was a good process, although having been one of the participants in the Chicage meetings, I feel the open discussion groups lent more to active responses. I was in the group that had only 7-8 non-Pearson people in it and I felt we had plenty of give and take and produced great discussions. Bill Palmisciano

7. I found this process extremely interesting and personally rewarding! Thank you for allowing me to participate.

8. I have worked with ASI/Pearson Vue since 1985. I have always found the personnel that I have been associated with to be extremely competent, knowledgeable and well organized. I loved this method of contact - very convenient. I also like the face-to-face meetings as well. I look forward to continue to work with Pearson Vue in the future.

9. I suggest round of surveys followed by actual meetings to look at the questions.

10. I think this method of determining an outcome was most interesting - a first for me. This method is probably better than Conference Calls or face to face meetings with a large group, since the group can get bogged down with Type A personalities taking over the group and forging an outcome that may not have been the true consensus of the group. I compliment PearsonVUE personnel on their handling of these matters in this manner.

11. Thak you for letting Nevada and me provide input.

12. Thank you for asking for input. Whenever a large group is involved, it is difficult to get agreement, but it gets us thinking about what a new agent needs.

13. The internet will; not replace the exchange of ideas achieved through face-to-face interaction. Debate is non-existant, exchanging viewpoints impossible.

14. This survey was right to the point for a issue that did not need much debate or overthinking..

APPENDIX D4: PROPERTY Open-Ended Responses Day 1

1. 40% Types 40% Terms and Related Concepts 20 Policy Provisions and Contract Law Relationship of terms and related concepts more clearly define the operation of the various policy types and need to be understood in order to effectively deliver appropriate coverage.

2. 40, 30, 30

3. I believe the types of policies section should be reduced by 10 percentage points and each of the other areas increased by 5 percentage points each. While the types of policies are important, the other areas should be emphasized more.

4. I belive that emphasis on insurance terms and related concepts should be heavily weighted. The licensed agent needs to have a working knowledge. These are the drivers for a professional discussion with clients.

5. I noticed that "auto insurance" (either PAP or BAP) were included on list. Auto is an extremely important policy - ????

6. I think having half of the test on policy forms is too high a perentage. Policy forms - especially personal lines - are quite standardized, and have been for some time - hopefully, producers are comfortably familiar with the forms already. I'd prefer to see an increased emphasis on the producers understanding the meaning of the terms used in the contracts, and (especially!) any recent changes in the law, or changes in the meanting of the policy provisions and terms due to legislative changes or judicial decisions.

7. I think that the weights of content domains 2 and 3 should be about equal.

8. Insurance terminology is most important at the beginning level. Once you understand the terms, concepts, common policy provisions types of policies comes rather easily

9. Insurance Terms - 30% Contract Law - 20%

10. Insurance terms and concepts are the basis of all that producers do in their entire career. Policies names have changed many times over the decades but the concepts remain the same. Terms a generally the same also over the decades. I'd stress the terms and concepts more.

11. More weight should apply to policy provisions and contract law as this area is important for adjusters interpreting the policy contract on behalf of consumers. Producers will benefit by heavier weighting here to allow them to better advise customers regarding coverages Recommend: 45 % types of policies 28 % terms, etc 27 % provisions, etc.

12. The types of policies seem to be the most difficult for students that I talk to. The Insurance Terms etc they feel is more understandable then the many different policies and coverages under each. When reviewing with those students that did not pass the exam, the Typles of Policies has been the most difficult.

13. Type of policies should be 30% Insurance terms and related concents should be 35% Policy provision and contract law should be 35%

14. Types of policies should be 60%. Terms 20%. Policy provisions 20%:

15. Would prefer to see something like 20% for terminology and 30% for policy provisions and contract law.

16. I think the weighting is both reasonable and appropriate.

17. The suggested blend of types of policies, insurance terms and policy provisions reflects a good basic knowledge broken down for a beginning insurance producer.

18. These are the minor changes the committee made at last Mays' Chicago meeting from the six years prior. They are working well!

19. This looks like a reasonable balance.

20. Understanding the need for entry level individuals to be familiar with each type of property insurance contract I would consider the weighting of 50% appropriate for the "Types of Policies" domain. Though it could be argued that the balance of the exam might be adjusted a few percentage points in either direction, I would consider the weighting shown as quite adequate.

APPENDIX D4: CASUALTY Open-Ended Responses Day 1

1. 35% type of policies 35% policy provisions

2. 40, 30, 30

3. Actual Cash Value as a concept should be a part of Property Section

4. Again, as an asst. professor of Risk Mgt., I find students are more eloquent if they have a working knowledge of insurance terms and concepts in an applied setting such as client interaction.

5. As with my prior comment, I would prefer to see a more even balance between these three areas

6. As with the previous set of questions I like the stress more on concepts and terms.

7. I think that content domains 2 and 3 should a little closer in percentages.

8. I would increase types to 50% and lower policy provisions to 20%.

9. I would prefer to see a little more emphasis placed on the "Types of Polices" content area given the complexity of the contracts available and the need for entry level individuals to have an adequate understanding of the policies they will be authorized to sell. I would suggest increasing the weighting of the the "Types of Policies" to 50% and lowering the "Insurance Terms and Related Concepts" area to 26%.

10. I would prefer Types of Policies 42%, Insurance terms and related concepts 33%, and Policy provisions 25%.

11. same as previous

12. Types of polcies - 50% Policy Provisions - 20%

13. Types of policies 50%. Policy provisions 20%:

14. Weighting recommended: 45 % Types 30 % terms 25 % provisions Policy types in casualty tend to be broader in scope. Policy provisions, however, are always important. This suggestion is very minor but I feel it balances the sections

15. Again, this strikes the right balance among these topics.

16. I will go with the percentage you have. This one is a difficult one as we are back to the Types of Policies being the most difficult. With Bonds being put into this, this will make it much harder then the previous page. I wish we could go 125%, then it would make it better to judge the division of what is most important. Again I will go with the Types of Policies.

17. In general, I think the weighting is within an acceptable margin. Some may prefer minor adjustments but with a plus or minus 5%, these weightings appear reasonable.

APPENDIX D4: PERSONAL Open-Ended Responses Day 1

1. 15% Property 20% Casualty 35% P&C Terms & related concepts 30% P&C Policy provisons and contract law Slightly greater emphasis on types

2. 20% on Types of Prop. Policies 17% on Types of Casualty Policies 37% on Prop. & Casualty Terms and Concepts 26% on Prop. & Casualty Prov. and law Again the Policy Types with all the different coverages under them needs to be the important issue. The other are issues that are easier to remember or memorize. Some words explain the themselves.

3. 20, 20, 30, 30

4. auto and umbrella are very stable contracts in the industry propery needs more attention

5. Feel that for a personal lines exam, an agent/broker should be very familiar with the types of property policies available and I further thought that the appropriate offset could be absorbed in the policy provision and contract law section.

6. I prefer Types of property policies 16%, Types of Casualty policies 15% and agree with suggested weights on terms/concepts and provisions/comtract law.

7. I would increase types to 17% and lower policy provisions to 29%.

8. I would reverse the property and casualty percentages.

9. Property policies 23%. Terms 30%. Policy provisions 30%.

10. Recognizing the broader range of contracts covered in the "Types of Property Policies" content area, I would suggest that the weighting be increased to 17% and the "Types of Casualty Policies" area be lowered to 14%. Though coverage of the contracts addressed in both content areas is essential for an entry level person, the variety of policies covered in the property area would demand more attention.

11. The "37% Property & Casulty Insurance Terms and Related Concepts" does not include "EXCLUSIONS" in the list. This is extremely important ?????

12. The terms etc as listed is a more extensive listing therefore percentage allotment seems OK here. But overall, I would recommend weighting as follows: 15 % Property policies 15 % Casualty policies 35 % terms 35 % provisions

13. There seems to be an underemphasis here on Types of Policies, which comprise 50% and 46% of the Property/Casualty exams.

14. Type of property policies should be 21% Type of casualty policies should be 10%

15. Would make types of policies 10% each, lower terms to 30% and increase provisions/contract law to 50%.

16. I feel most comfortable with this page so far in the survey. I belive for an "entry level" agent, they should be mostly familiar with terms so that they have a general understanding of the Property and Casualty field. (and of course laws and regs as the purpose of the exam is to protect the public)

17. Looks good.

18. These percentages are in reality quite good and show a useful overview for the examinee.

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APPENDIX D5: PROPERTY Open-Ended Responses Day 2

1. 40% types 30% terms 30% provisions Once the type of policy is determined, I believe it's equally important to understand the terms and provisions associated with each policy type.

2. I think that terms are the most important part of the exam for an "entry level agent".I feel a greater understanding is needed of policy provisions and contract law.

3. I suggest 45% Types of Policies, 33% Terms and Concepts, leave Provisions and Contract Law at 22%.

4. 40-35-25 I would like to see more detail (specifics) on Property General Knowledge Section-Types of Policies, e.g. Commercial lines, Inland Marine, and Others (?).

5. Would prefer to see 45% "types", 30% "terms and related provisions" and 25% "policy provisions and contract law" All policies are a function of terms, conditions, provisions and law. A greater emphasis on each of these areas will more efficiently assist the new producer in understanding the various policies.

6. My belief is still that insurance terms and policy provisions should be weighted more given the demands upon producers in the marketplace Types of policies 36% the balance between the other two

7. I've taught for many years and have seen that until an insurance student understands the terms and concepts of insurance they have a difficult time knowing when to apply the policies.

8. I thought I had submitted my comments yesterday, but I don't see them so will try again. 50% is quite a bit too much concentration on "types of policies": once you are familiar with the finite number of such, it is far more important to understand their provisions. My weighting would be (reading down): 25% 28%; 47% (I hope that adds up to 100%!). Regarding terms and related concepts, this weighting seems OK, but I question the inclusion of "occurrence" in the property test. In realize that homeowners policies include liability coverage, but this word in ot used in property policies and is much more important in the commercial general liability field.

9. Again I believe a mini-consensus is forming on the necessity of learning terms and relaated concepts

10. 40/30/30

11. I am still comfortable with this mix.

12. I believe these weights adequately reflect the priority knowledge needed.

13. The weighting assigned seems appropriate for an entry level exam...I agree with the majority!

14. After reviewing the results and commentary from yesterday, I remain of the opinion that the spread of questions is reasonable and appropriate.

15. I believe based on the process to this point the percentages are appropriate.

16. In reviewing the comments made, I still maintain the percentages are broken up correctly for a new producer.

APPENDIX D5: CASUALTY Open-Ended Responses Day 2

1. 45% types 30% terms 25% provisions Knowing the types of policies available for casualty is more impt. as well as understanding the terms on said policy types.

2. Not sure why there is more of a focus on terms on Casualty than Property?

3. Feel stronger understanding of policy provisions needed

4. 45/35/20

5. 43% Types of policies, 33% Terms & Concepts and leave Policy Provisions @ 24%.

6. 40-35-25 I'd like to see more detail (specifics) on what an entry level person should know about the Types of Policies, Bonds and Related Terms

7. Third party exposures are key to everyday risk management whether personal or commercial. Promissor is big on conditions in testing format and needed to be less so, hence the split between concepts and provisions. Policy types are adequately alotted as those are more part of general knowledge and property.

8. I repeat my recommendation that a little more emphasis be placed on the "Types of Polices" content area given the complexity of the contracts available and the need for entry level individuals to have an adequate understanding of the policies they will be authorized to sell. I suggest increasing the weighting of the "Types of Policies" to 50% and lowering the "Insurance Terms and Related Concepts" area to 26%.

9. policy types and provisions go hand in hand therefore the percentages should be close to equal. The general lack of knowledge in the retail market place is scary!

10. My thoughts remain unchanged. I feel that until an entry level person truly knows the terms and concepts they'll have a tough time grasping the way each policy will apply.

11. Types of policies are more varied and there are more crucial differecnes in the casualty field than in the property field: still, this weighting is a bit high for what can be thought of as knowledge rather than understanding Again, terms and related concepts is a bit too highly "valued", I believe. My weighting would be, reading down: 35%; 25%; 40%

12. 40/30/30

13. The weightings adequately reflect the level of knowledge needed.

14. The referenced percentages are reasonable.

15. Reviewing yesterday's results confirms my opinion that the spread is reasonable and appropriate with a plus or minus 5% margin on any one category.

16. The process to this point has been valid and thoughtful. Therefore, I believe the percentages are appropriate.

17. While I could agree with slight modifications of 4% in one area or another, the current breakdown is appropriate for new producers.

APPENDIX D5: PERSONAL Open-Ended Responses Day 2

1. 30% terms & concepts 39% provisions & law

2. While entry level, still feel more emphasis should be on importance to understanding policy provisions and contract law.

3. 15/20/35/30

4. 20% property policies 20% casualty policies 30% P&C terms 30% P&C provisions I think a little more balance than decided in the first round.

5. i would suggest Prop. policies 17%, Casualty policies 14%, 37% Prop. & Cas. terms, 32% Pop. & Cas. provisions. I think it is mixed pretty well with 31% Prop & Cas. Policies and the terms and provisions %s.

6. I would recommend 16% property, 14% casualty types with terms and provisions remaining the same.

7. Property and Casualty policy types should be equalized. Contract law and policy provisions have been hit pretty hard in other segments---however, if PL is tested independently I wouldn't drop much below 30%.

8. I would suggest that the "Types of Property Policies" weighting be increased to 17% and the "Types of Casualty Policies" area be lowered to 14%. As stated previously, I feel that the coverage of the contracts addressed in both content areas is essential for an entry level person and that the variety of policies covered in the property area would demand more attention.

9. I continue to believe that a personal lines agent/broker should be very familiar with property types of policies and that this percentage should increase at the expense of the terms & concepts and contract law sections.

10. Types of policies will come easily if the examinee has a solid understanding of key concepts and terms breakdown 10, 10, 40, 40

11. Again, policy provisions, which require more understanding, should be weighted more heavily than terms and related concepts, which are relatively knowledge-based. Does consent to settle really belong on a personal lines test? My weighting, reading down would be: 14%; 17%; 37%; 32%

12. Processes to date have been extremely thorough and I believe the percentages as presented are appropriate.

APPENDIX D6: PROPERTY/CASUALTY/PERSONAL Method

1. Face to face great every other/3 yrs/IT surveys in between works well

2. I believe the current series of processes has been productive.

3. I think there are times especially when looking at the content of the topics, that face to face discussion is best.

4. Interactive online web conference

5. surveys and telephone conference allow better understanding of members point of view

APPENDIX D6: PROPERTY/CASUALTY/PERSONAL Comments

1. Face to Face meetings allow for a continuing flow of ideas. Perhaps not as "cost" effective but I feel more accurate.

2. Face-to-face meetings are better than remote interaction in many ways, but it's easy to get bogged down during meetings. Sometimes egos enter in, and sometimes people (being people) get stuck defending a position or idea that is unreasonable or inappropriate, but somehow critical to them. Travel is fun, but perhaps not terribly efficient (and I'm sure not as cost-effective) as remote communication. Then again, if the weightings are not adjusted at least to some degree, I'll feel not good about this recent process.

3. I enjoyed the process.

4. I enjoyed this type of input and, having taken a new position, this is the only type of participation I could do now.

5. I feel this was an interesting way to gather input from a variety of people in large geographical area. I think it went well, and majority of people seem to agree. Thanks for including me!

6. I found this process extremely interesting and personally rewarding! Thank you for allowing me to participate.

7. I have taught licensing classes for my state for almost ten years with Promissor the testing program for about 3 of those years. I felt the weighting on conditions of policy were a little too much, but important all the same. New producers need policy type and definitions hammered in to them, hence heavier weight on testing. I was invited in and attended last year's P&C summit in Chicago and feel that is the best way to revamp the weighting ---though specific question format should be part of that process as opposed to just the line item (Experior is too tricky and verbose in their test and our current state vendor, Prometric, is way too vague--I thing Promissor has the best question format but there is always room for improvement on the specific wording on a concept as every learner is different). I'd be happy to discuss this further but appreciate my inclusion in these surveys as I continue to help new agents navigate the licensing and cont. ed process in my state. Kitty Leslie 505 256-6312

8. I think online survey play an important role in finishing the process, and was please with the way this was organized. But there is no substitute for face-to-face interaction where we can get into substantive discussions in meetings and in social settings, and I think there is great value in professionals exchanging views and having the give-and-take of cooperative debate. It has been a pleasure and an honor to participate, and hope I have the opportunity again in the future! Well done to the Pearson Vue team!

9. I think this process could be made more effective by analyzing the comments from each day to highlight the main arguments for the opinions given and perhaps be a way to make changes from the initial responses from day 1.

10. I want to Thank you for including me in the review. I feel very fortunate to be part of a group that is helping in making the test appropriate for everyone. As each person taking the test has their own level of understanding, study habits, learning habits and test taking ability, I feel we have succeeded in making sure the right info is being used. In my teaching experience I have found that you will never have two individuals with the same aptitude, attitude and test taking ability. Our effort I believe is a great success. Thank you to Pearson VUE. Christopher Beer for his guidance and staff . Linda Doherty Federal Way, WA

11. I would like to see more detail relative to the Types of Policies section of the Exam. Commercial lines means what policies? Inland marine means what policies? Others means what policies? Business auto-which symbols? Crime-which forms?

12. My primary concern with the survey round is the information to this point is not part ofthe process so the current might be a bit skewed. I do believe the entire process has been thoughtful and productive and should result in good results.

13. Sorry I missed the other days but I hope my response today was helpful. I put it on my calendar for next week. One comment is I think the State Exam for the Casualty is too heavy on the Commercial side of the business. Thanks for listening.

14. Thank you for continuing to effectively evaluate the substance and form of insurance licensing. I appreciate being involved in this process. L. R. House, CPCU, AAI, ARM, CRIS

15. Thank you for including me in this survey, keep up the good work. I would be willing to serve on future committees tha you have. Sincerely, Peter Mores - SGY, Inc.

16. Thank you for the opportunity to participate.

17. The "rounds of surveys" method probably results in building a consensus that is just "good enough". In my opinion, beginning with a conference call would allow for a more free exchange/ interplay of ideas. While reading the survey comments of our colleagues is helpful in providing some insight into differences of opinion, there really isn't an opportunity to respond or persuade. Maybe that is how you want it, and it certainly avoids the downside of conference calls which are 1) they tend to be dominated by a few strong voices and 2) some participants either zone out or are reluctant to speak up and disagree. Anyway, I think this ended up being very effective way to conclude the work we started last year. It was a pleasure to be part of this process and learn more about how exam outline development works. Thanks for including me.

18. This has been a great way of accomplishing our goal of Committee input. We have had the opportunity to spend as much time as we needed to review the information and I actually have been able to focus on the issue much better than had we done this in person. It is surprising that we have been able to get a consensus from so many people, but the information had already been carefully assembled by staff.

19. This was useful but the one thing that would be really helpful would be seeing the actual questions. Making a judgement on a topic vs. the wording of the question makes it hard to judge.

20. This would be a second choice, however face to face is always going to be better because of the group disscusions.

21. When you are working on the basic outline and content of the subjects, I think the face to face discussion is better. Once the outline is done, then the phone and internet procedures seem to work well. Thank you, Pam Halverson

Pearson VUE
Web Scheduling System
Screen Flows

Introduction

At Pearson VUE, we have been scheduling a significant number of our test takers on the web since the late 1990s, and the number continues to grow. Approximately 70 percent of our candidate examination appointments are scheduled online.

In 2012, Pearson VUE introduced clients to our enhanced web-based registration and scheduling system, which was designed with a specific focus on providing a high-quality user experience. The design was guided by a team of design professionals, and the user experience was refined and validated through end-user testing in usability labs. The result is an easy-to-understand user interface and process flow that leads candidates through the scheduling process without the need for lengthy instructions.

On the following pages, we have provided an illustration of some common steps that occur during the registration and scheduling process. It is important to note that there are many variables that impact the specific steps that candidates are routed through, so the screenshots that appear in this document may not exactly match the user experience for your candidates. However, this guide will provide a general overview of our system's capabilities as well as its look and feel.

Candidate Registration

Candidate registration is the process of creating a candidate profile that consists of candidate demographics (name, address, email address, etc.) and, if applicable, responses to client questions.

Candidate Log-in Screen

Figure 1 - New users create a web account by clicking on the "Create a Web Account" link.

Creating the Candidate Profile

Figure 2 - Candidates are asked to enter core demographic data.

Creating the Candidate Profile: Address Information

PEARSON   ALWAYS LEARNING

PEARSON VUE   My Testing
                   Company

My Testing Company Online Services

①————②————③————④
Sign up or Sign in   Contact   Additional   Create Account
                     Information   Information

Step 2: Contact Information

Required information is marked with an asterisk (*).
Enter information on this page in the Roman alphabet. (Alphanumeric)

Address and Telephone

Address Type:	Select one...
* Country of Residence:	Select one...
Company:	
* Address 1:	
Address 2:	
Address 3:	
* City:	
ZIP Code:	
* Telephone:	+ ___ _____ Country Codes
Extension:	
Mobile Telephone Number:	+ ___ _____ Country Codes

[Add Secondary Contact]

Secondary Contact Information

You have the option of adding Secondary Contact Information.

Communication Preferences

SMS is available for mobile telephone numbers in these countries. Standard carrier rate policy applies.

Correspondence Language:	Select one...
Confirmation Preferences:	☐ Email ☐ SMS ☐ Paper ☐ Do not send
* Reminder Preferences:	☐ Email ☐ SMS ☐ Do not send

[← Previous]   [Next →]

Figure 3 - Candidates are asked to enter primary address information.

Optional Configurations: Ability to collect secondary contact information and communication preferences, including language and how communications are to be sent.

Additional Information (optional)

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                     Company

My Testing Company Online Services

①————②————③————④
Sign up or Sign in   Contact   Additional   Create Account
                     Information   Information

Step 3: Additional Information
Required information is marked with an asterisk (*).

Enter information on this page in the Roman alphabet. (Alphanumeric)

Additional Information
The following information is being collected on behalf of My Testing Company.

If you are a member or have previously registered with My Testing Company please enter your candidate/member number here.

[   ]

← Previous   Next →

Figure 4 - Additional information can be collected from candidates in the form of custom questions.

Creating the User Account

Figure 5 - Create a user name and password.

Our scheduling system is password protected with rules designed to encourage strong passwords. Security is enhanced through the addition of two security questions (not shown). If a candidate potentially exists in the system, he or she is queued and prevented from creating another account.

Home Page

Figure 6 - Candidate home page with multiple exam catalogs

After a profile is created, the candidate is taken to the home page where she/he is able to:

- Schedule an exam
- Access his/her profile
- Change login information
- Update security questions
- View exam history

Various layout options are available depending on the number of exams and whether the client requires candidates to be authorized for an exam.

Figure 7 - Candidate home page with single exam catalog and private access code

Depending on the delivery method, a private access code can be used to restrict who can schedule the exam.

Select Exam

PEARSON VUE My Testing Company

Home | My Profile | My Order | Sign Out

Select Exam

Signed In as: Sample Candidate
My Testing Company ID: XX8800000486

Checkmark ✓ denotes exams that you have been pre-authorized to take by My Testing Company.

☑ Exam Code ⊡	Exam Name
✓ MTC-001	Sample Exam 1
MTC-002	Sample Exam 2
✓ MTC-003	Sample Exam 3
MTC-004	Sample Exam 4
MTC-005	Sample Exam 5
MTC-107	Sample Exam 7
MTC-131	Sample Exam 131
MTC-421	Sample Exam 421
MTC-673	Sample Exam 673
MTC-813	Sample Exam 813
Sample Exam 900	Sample Exam 900

Figure 8 – The exam selection screen is displayed after selecting an exam catalog on the home page.

Optional Configuration: For clients desiring to display their exams in logical groupings, Pearson VUE provides exam display groups. Configured through the program manager, exam display groups allow a client to:

- Display their exams in logical groups, such as by credentials
- Set the order in which the groups are to be displayed
- Set the order in which the exams within each group are to be displayed

The same exam can be included in more than one group, and candidates can add exams from different groups to their order. Screen shots of exam display groups are contained on the next page.

PEARSON | ALWAYS LEARNING

PEARSON VUE | My Testing Company

Home | My Profile | My Order | Sign Out

Select Exam

Signed In as: Sample Candidate
My Testing Company ID: XX8800000475

To schedule an exam, open the group the exam is assigned to by clicking on the group name. Only one group may be opened at a time.

Checkmark ✔ denotes exams that you have been pre-authorized to take by My Testing Company.

▸ Credential 1

▸ Credential 2

▸ Credential 3

▸ Other Exams

Figure 9 - Exam display groups

PEARSON | ALWAYS LEARNING

PEARSON VUE | My Testing Company

Home | My Profile | My Order | Sign Out

Select Exam

Signed In as: Sample Candidate
My Testing Company ID: XX8800000475

To schedule an exam, open the group the exam is assigned to by clicking on the group name. Only one group may be opened at a time.

Checkmark ✔ denotes exams that you have been pre-authorized to take by My Testing Company.

▸ Credential 1

▾ Credential 2

✔	**Exam Code**	**Exam Name**
✔	MTC-001	Sample Exam 1
	MTC-107	Sample Exam 107
✔	MTC-239	Advanced Sample Exam 239

▸ Credential 3

▸ Other Exams

Figure 10 - Expanded exam display group

Exam Scheduling

The next section of this document focuses on exam scheduling from the point after a candidate has selected an examination. Two flows are presented:

- Candidate is scheduling an exam to be taken on a specified date and time at a selected test center.

- Candidate is scheduling an exam that can be taken anytime and anywhere and does not require the selection of a test center or an appointment date and time.

As previously stated, the process flow is dependent on a number of variables and may not be reflected on the following pages exactly as depicted.

Scheduling an Exam Appointment at a Test Center

Exam Details

Figure 11 – The standard exam details screen displays the exam details to the candidate after selecting an exam.

PEARSON   ALWAYS LEARNING

PEARSON VUE   My Testing   Home | My Profile | My Order | Sign Out
                     Company
                                                    Signed In as: Sample Candidate
Exam Details   My Testing Company ID: XX8800000486

Exam: MTC-107: Sample Exam 107

Exam Modules: Display Exam Modules

Price*: *Varies by exam module selection*

Language: English

Attention: This is where a custom exam message can be displayed. Both the label and the message content are configurable. The message:

- Is limited to a maximum of 500 characters
- Can contain **bold**, *Italics*, underlines, bullets and hyperlinks.

Hyperlinks will open in a separate browser.

Each message is date driven, allowing them to be created in advance and to start appearing and to be removed on scheduled dates. The same message can be used on one or more exams within a client's portfolio.

Prices listed are based on today's date and do not include local taxes which may be applicable.

← Previous   Schedule this Exam →

Figure 12 - Exam details with client exam message

Optional Configuration: Through their program manager, clients can include a custom, exam-specific message. This message can be applied to one or more exams in the client's portfolio and is date sensitive. Messages can be up to 500 characters in length and include bold, italics, underlines, and hyperlinks. Hyperlinks open in a separate browser.

Authorization Information (Optional)

My Authorization Information   ✖

Authorization 1

Exam: MTC-002: Sample Exam 2

Start Date: Apr 17, 2013

End Date: May 17, 2013

Remaining 1
Authorizations:

Client Authorization ID: 584231

Close Window

Figure 13 - If the client uses authorizations, a link appears on exam details, allowing the candidate to see more details about the authorizations for the selected exam.

Exam Language Selection (Optional)

PEARSON VUE   My Testing Company

Home | My Profile | My Order | Sign Out

Select Exam Language

Signed In as: Sample Candidate
My Testing Company ID: XX8800000486

For: MTC-002: Sample Exam 2

What is your preferred language for the exam?

- ⦿ Chinese Simplified
- ○ English
- ○ French
- ○ German
- ○ Japanese
- ○ Korean
- ○ Portuguese-Brazilian
- ○ Spanish-Modern

◄ Previous   Next ►

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Figure 14 - If an exam is available in multiple languages, candidates will have the option to select their preference.

Module Selection (Optional)

Figure 15 - Candidates can be given the option to choose the modules to be taken as part of a modular exam.

Optional Configuration: Modular exams can be set up to allow candidates to choose the modules to be taken from those offered within the exam. The number of modules that may be taken in a single sitting of the exam can also be configured.

Optional Accommodations Request (Optional)

PEARSON VUE   My Testing Company

Home | My Profile | My Order | Sign Out

Signed In as: Sample Candidate
My Testing Company ID: XX8800000486

Optional Accommodations

For: MTC-002: Sample Exam 2

Do you need any accommodations?   What are accommodations?

    ○ No, I do not need any accommodations.
    ◉ Yes, I need accommodations.

       If yes, specify necessary additional help below:

          ☐ Sample Online Accommodation

          ☑ I need to request an accommodation that is not listed above.

← Previous   Next →

Figure 16 – Online accommodations request, part 1

PEARSON VUE   My Testing Company   Home | My Profile | My Order | Sign Out

Request Accommodations

Signed In as: Sample Candidate
My Testing Company ID: XX8800000486

For: MTC-002: Sample Exam 2

As you have asked for additional support when taking your exam, we need to contact you to discuss your needs and complete your appointment.

Name: Sample Candidate

My Testing Company ID: XX8800000486

Required information is marked with an asterisk (*).

*Brief Details of Request:

*Telephone:

*Email Address:

*Do you want to be contacted by text phone? ○ Yes ⊙ No

You will be contacted by the My Testing Company exam provider within 24 hours of this request during regular office hours.

← Previous   Submit Request and Return Home →

Figure 17 - Online accommodations request, part 2

Optional Configuration: An online accommodations request form can be provided, which allows a candidate to submit an initial request for an accommodation. This same form is used if a client allows certain accommodations to be scheduled via the web. Currently, the only online accommodation allowed to be scheduled by some clients is voiceover.

The candidate is prevented from proceeding with scheduling an exam if they require an accommodation not listed on the first screen.

Consecutive Appointments (AKA Back-to-back Scheduling) (Optional)

Figure 18 - Consecutive appointment scheduling option

Optional Configuration: Pearson VUE can provide candidates with the option to consecutively schedule multiple exams back-to-back on the same order, at the same test center, and on the same date.

This is a scheduling convenience that eliminates the need to repeat the scheduling process for those candidates wishing to take multiple exams on the same day. The candidate will be required to complete the admissions process for each exam scheduled. If a candidate completes one exam, she or he may be allowed to start the next exam early. However, any time remaining from one exam may not be used to extend the length of the next exam.

Additional Questions (Optional)

Figure 19 - Additional registration or exam-specific questions

Optional Configuration: Additional information can be collected from the candidate in the form of exam registration questions. The questions can be configured to be specific to a particular exam, appearing only when that exam is scheduled. The question can also be configured as a registration question that appears for any exam being scheduled. Various question response formats are supported.

Test Center Search – Public Test Centers

PEARSON VUE   My Testing Company

Home | My Profile | My Order | Sign Out

Test Center Search

Signed In as: Sample Candidate
My Testing Company ID: XX8800000486

Exam Selection: MTC-002: Sample Exam 2 | Language: English   Change Exam

Find test centers near: | 5601 Green Valley Drive, Bloomington, Minnesota, 55301, United States X | Search |

e.g., "5601 Green Valley Drive, Bloomington, MN" or "Paris, France" or "55437"

U.S. Service Members looking for on-base test centers, please click here.

You can select **up to three** test centers to compare availability.

Next ➡

Test Center	Distance* Show km	Directions
☐ 1 **Pearson Professional Centers-Bloomington (MPLS)** 5601 Green Valley Dr Suite 150 Bloomington, Minnesota 55437 United States	0.0 mi	Get Directions
☐ 2 **Genuine Genius Solutions - Registration Only** 1624 Harmon Place Suite 222B Minneapolis, Minnesota 55403 United States	8.5 mi	Get Directions
☐ 3 **Pearson Professional Centers-Eagan (MinneapolisSE)** 3459 Washington Drive, Suite 107 Washington Dr Executive Center Eagan, Minnesota 55122-1347 United States	9.2 mi	Get Directions
☐ 4 **Pearson Professional Centers-Brooklyn Park (MPLS)** 7101 Northland Circle Triad Building Suite 102 Brooklyn Park, Minnesota 55428 United States	15.6 mi	Get Directions
☐ 5 **Pearson Professional Centers-Rochester MN** 1544 Greenview Drive SW Greenview Office Building Suite 200 Rochester, Minnesota 55902 United States	73.0 mi	Get Directions

Display more test centers...

*Distance is a straight line calculated from the center point of your search criteria and does not reflect driving distance.

Next ➡

Figure 20 - Public test center search

Our system integrates with the Google Maps application programming interface (API) to aid candidates in selecting the preferred test center(s). Candidates can search for test centers using a full or partial address, and test center results are displayed by proximity to the search address. The test center search executes initially based on the candidate's primary address.

Appointment Selection

PEARSON VUE My Testing Company Home | My Profile | My Order | Sign Out

Choose Appointment

Signed In as: Sample Candidate
My Testing Company ID: XX8800000486

Exam Selection: MTC-002: Sample Exam 2 | Language: English   Change Exam

Test Center

⊙ **Pearson Professional Centers-Bloomington (MPLS)**
5601 Green Valley Dr
Suite 150
Bloomington, Minnesota
55437
United States

○ **Pearson Professional Centers-Eagan (MinneapolisSE)**
3459 Washington Drive, Suite 107
Washington Dr Executive Center
Eagan, Minnesota
55122-1347
United States

○ **Pearson Professional Centers-Rochester MN**
1544 Greenview Drive SW
Greenview Office Building
Suite 200
Rochester, Minnesota 55902
United States

Change Test Centers

← Previous

Select Date Why can't I find an available date?

April 2013   May 2013

Show available appointments on Select one... Go

Select a date on the calendar to see available appointments.

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Figure 21 - Appointment date selection

Once a test center has been selected, candidates can view availability by date and time.

Figure 22 - Appointment time selection

Order Summary

PEARSON VUE   My Testing Company

Home | My Profile | **My Order** | Sign Out

My Order

Signed In as: Sample Candidate
My Testing Company ID: XX8800000486

Description	Details	Price	Actions
Exam MTC-002: Sample Exam 2 Language: English Exam Length: 360 minutes	**Appointment** Tuesday, May 21, 2013 Start Time: 08:00 AM CDT Change Appointment **Location** Pearson Professional Centers-Bloomington (MPLS) 5601 Green Valley Dr Suite 150 Bloomington, Minnesota 55437 United States Change Test Center	599.00	Remove Exam

Total Due

Subtotal:	599.00
Tax:	0.00
ESTIMATED TOTAL DUE:	**USD 599.00**

Add Another Exam   or   Proceed to Checkout ➜

You can enter voucher/promotion codes on the payment screen.

Figure 23 - After selecting the exam, appointment, and location, candidates can view their order before proceeding to the checkout stage.

Candidates have the option to add another exam, change the appointment or test center, or remove an exam from the order. They may also proceed with checking out.

Confirm Personal Identification

PEARSON VUE | My Testing Company

Home | My Profile | My Order | Sign Out

Checkout - Step 1: Confirm Personal Information

Signed In as: Sample Candidate
My Testing Company ID: XX8800000486

1. Confirm Personal Information
2. Agree to Policies
3. Enter Payment
4. Submit Order
5. Receipt

Exams scheduled for:

IMPORTANT: Your name must exactly match the identification that is presented at the test center or you will not be able to take your exam.

Name: Sample Candidate

Telephone: +1 952-681-3000   Edit

← Previous   Next →

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Figure 24 - Step 1: Verify personal information.

Policy Agreement

PEARSON VUE   My Testing Company

Home | My Profile | My Order | Sign Out

Checkout - Step 2: Agree to Policies

Signed In as: Sample Candidate
My Testing Company ID: XX8800000486

① Confirm Personal Information   ② Agree to Policies   ③ Enter Payment   ④ Submit Order   ⑤ Receipt

My Testing Company Policies

Please read and agree to the following policies.

Admission Policy
We ask that you arrive at the test center 30 minutes before your scheduled appointment time. This will give you adequate time to complete the necessary sign-in procedures. Please be prepared to show two (2) valid, unexpired forms of personal ID (examples include: government issued ids, passports, etc.). Both must have your signature, and one of the two must have your photo. For more information about acceptable IDs please visit: www.mytestco.org/cbt-identification.aspx. If you arrive more than 15 minutes late for your appointment, you may be refused admission and exam fees may be forfeited.

No personal items may be taken into the testing room. This includes all bags, books not authorized by the sponsor, notes, phones, pagers, watches and wallets.

Reschedule Policy
If you wish to reschedule your exam, you must contact Pearson VUE at least 24 hours prior to your exam appointment. Rescheduling an exam less than 24 hours is subject to a same-day forfeit exam fee. Exam fees are also forfeited for no-shows.

Please note that Pearson VUE charges a $20 fee for reschedules.

Cancellation Policy
If you wish to cancel your exam, you must contact Pearson VUE 24 hours prior to your scheduled appointment. Cancelling an exam less than 24 hours prior to your appointment or missing your exam may result in forfeiting your exam fees.

Please note that Pearson VUE charges a $20 fee for cancellations.

Additional Information

My Testing Company Terms and Conditions

My Testing Company requires that all candidates for certification read and accept the terms and conditions set forth in the link below. Candidates who do not agree to the terms and conditions will not be permitted to sit for any My Testing Company examination.

https://www.mytestco.org/uploadedFiles/Certification_Programs/CBT-Examination-Agreement.pdf

Important Information on My Testing Company Exams

One of the benefits to candidates taking an examination via CBT is that most candidates receive their scores immediately upon completing their examination. In some cases, however, in order to ensure it is providing accurate and valid test results to candidates, My Testing Company must conduct periodic psychometric analyses of a group of candidates' responses before it releases their exam results. For the small number of candidates affected by this process, the candidates will receive their results within 4-6 weeks after taking the exam. My Testing Company apologizes in advance for this inconvenience to those candidates who will not receive their pass/fail status at the test centers, but this is an important part of My Testing Company's quality assurance process to protect the integrity of the credentials. Candidates who are impacted by this process will be informed when they complete their tests.

NDA Agreement

You will be required to agree to the NDA Agreement that will be presented at the beginning of your exam. Failure to read/accept the agreement within the allotted 5 minutes will result in your exam ending and a forfeit of your exam fees. Please take a moment to review the agreement now so that you are familiar with it when you sit for your exam.

☐ I have read and agree to the My Testing Company policies listed above.

[← Previous] [Next →]

Figure 25 - Step 2: Agree to client's policies.

As part of the checkout procedure, candidates are asked to review and agree to the testing policies established by Pearson VUE and the client. Policies can be set up to be specific to an exam or to apply to all of a client's exams. Candidate is prevented from moving forward in the checkout process if she or he does not agree to the policies.

Payment Screen

Figure 26 - Step 3: Enter payment information

Pearson VUE can either collect payment directly from candidates or invoice the client on a mutually agreeable basis. If the client elects to have Pearson VUE collect payment, candidates will be taken to this screen where she or he can enter payment details.

Confirm and Submit Order

ALWAYS LEARNING

PEARSON VUE   My Testing Company

Home | My Profile | My Order | Sign Out

Signed In as: Sample Candidate
My Testing Company ID: XX8800000486

Checkout - Step 4: Submit Order

1 Confirm Personal Information — 2 Agree to Policies — 3 Enter Payment — 4 Submit Order — 5 Receipt

Your order is NOT complete until you click the "Submit Order" button.

Confirm Order Details

Description	Details	Price
Exam MTC-002: Sample Exam 2 Language: English Exam Length: 360 minutes Accommodations: None	**Appointment** Tuesday, May 21, 2013 Start Time: 08:00 AM CDT **Location** Pearson Professional Centers – Bloomington (MPLS) 5601 Green Valley Dr Suite 150 Bloomington, Minnesota 55437 United States	599.00

Payment Details

Exams scheduled for	Order Total	
Name: Sample Candidate	Subtotal:	599.00
My Testing Company ID: XX8800000486	Tax:	0.00
	TOTAL DUE:	**USD 599.00**
	VISA ****1443	**USD 599.00**

← Previous   x Cancel Order   Submit Order →

Figure 27 - Step 4: Confirm the order and submit for processing

Candidates are provided one more opportunity to review their order before submitting payment. Payment is not processed until the "Submit Order" button is pressed.

Receipt

Figure 28 - Step 5: Order completed - receipt

After submitting payment, candidates are provided with a printable receipt containing a copy of the client's policies and directions to the test center. In addition, candidates will receive a confirmation email.

Return to Homepage

Figure 29 - Home page showing scheduled appointment

At the conclusion of the scheduling process, candidates are returned to their homepage where upcoming appointments are displayed.

Additional Features

The remainder of this document showcases some additional features of our web-based registration and scheduling system.

Mobile Friendly
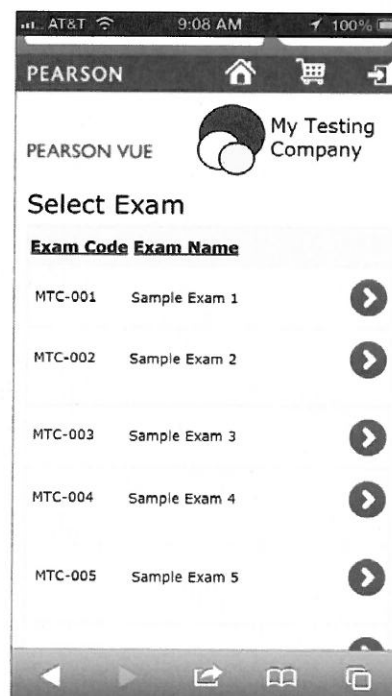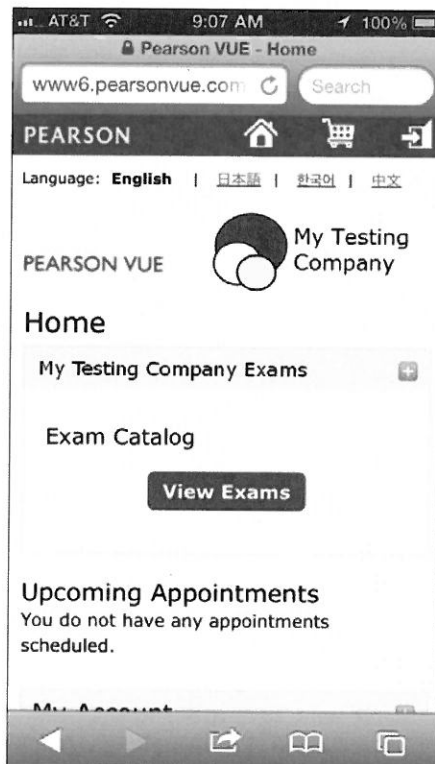
Figure 30 - Web pages use responsive design for a mobile friendly experience on a variety of devices.

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PEARSON

WEST VIRGINIA OFFICE OF THE INSURANCE COMMISSIONER

Sally Sample

123 Street Road

City   WV 12345

Social Security #:   123-45-6789

Pearson VUE: WV1234567890

Birth Date: 1/11/1977

Exam Date: Property

School Code: 123

Examination Result: **PASS**

A passing score report is not a license to transact insurance. You must apply for your license within one year of your examination date. Please refer to the West Virginia Candidate Handbook for licensing instructions.

Numerical scores are reported for failing candidates only.

Registration Number: **12345678**   Validation Number: **12345678**

PEARSON

WEST VIRGINIA OFFICE OF THE INSURANCE COMMISSIONER

Sally Sample
123 Street Road
City   WV   12345

Social Security #:	123-45-6789
Pearson VUE:	WV1234567890
Birth Date:	1/11/1977
Examination:	Property
Exam Date:	8/14/2013
School Code:	123

Examination Result: **FAIL**

Examination	Passing Score	Your Score	Results
GENERAL (PART 1)	70	6	FAIL
STATE (PART 2)	70	0	FAIL

If you failed one part of this exam, you may retake only the part you failed. Your pre-licensing Course Completion Certificate must be valid to retake an exam.

Partial exam results are valid for one year from the date of the first pass. To apply for a license, you must pass all parts of the examination. **After one year, the exam results will expire and you will be required to obtain a valid pre-licensing Course Completion Certificate and retake the entire examination.** To register for re-testing, call Pearson VUE at 1-800-274-2614 or register online at www.pearsonvue.com.

You must wait one business day before making a new reservation. Pearson VUE's reservation hours are:

<div align="center">

Mon. to Fri. 8 a.m. - 11 p.m. (Eastern time)
Sat. 8 a.m. - 4 p.m. (Eastern time)
Sun. 10 a.m. - 4 p.m. (Eastern time)

</div>

Registration Number: **12345678**   *Validation Number:* **12345678**

PEARSON

Name: Sally Sample

Pearson VUE 1D: WV1234567890

Examination Name: Property

Date: 8/14/2013

General Knowledge Section

CONTENT AREA	LOW		HIGH
I. Types of policies			
II. Insurance terms and related concepts			
III. Policy provisions and contract law			

State Law Specific Section

CONTENT AREA	LOW		HIGH
WV Laws, Rules, and Regs Pertinent to Property Insurance			

This diagnostic information is provided for general guidance only. It is recommended that you study all content areas before retaking the examination.

Pearson VUE
Testing Services
Quality Control Procedures

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Pearson VUE Testing Services Quality Control Procedures

Creating and delivering examinations for the regulated professional is a core part of our business. As these examinations are requirements for employment, it is imperative that they be free from error. Through Pearson VUE's quality control procedures, our exams are stringently reviewed before they are released into production.

Quality Control Procedures

Examinations are quality control (QC) checked first by the content development team and then by the publishing services team. Pearson VUE performs QC checks on the full functionality of each form.

Our two-tiered quality control procedures include:

- Exam Validation
- Production Validation

Prior to QC

Depending on the service level required by the client, Pearson VUE's content developers and psychometricians will create a test plan memo before exam construction that contains information basic to the building and scoring of the examination. The test plan

Testing Services Quality Control Process

Figure 1. Pearson VUE's test publishing quality control process timeline ranges from two days to three weeks depending on the complexity of the tests.

memo contains test form names, exam identification codes, test length, number of scored and unscored items, size of the unscored item pool if relevant, scaled scores and the parameters necessary to achieve each set of scores, cut score points, test timing information, and other data associated with the test. These test plan memos are Pearson VUE's first line of defense against

administration errors. Each exam form is carefully examined and compared to the test plan memo, making sure the exam forms are built appropriately according to client specifications.

Exam Validation

After the examination is built, the exam validation is performed. The purpose of the exam validation is to verify that each form is assembled according to the exam specifications, and that the functionality of the examination works as expected.

Testing services staff conduct the exam validation. In order to give the exam an objective review, the developer who built the test does not perform the exam validation. The exam validation includes the following components:

- **Verification of exam build:** Working from information in the test plan memo, the developer creates a tailored QC form that shows exactly how the examination is built. This includes all the details, such as the exam level, exam form name, section names, timing, number of items, scoring details, and navigation details.

- **Verification of functionality:** Testing services staff publish the examination locally, and then run the examination through Pearson VUE's test delivery system. The local administration mimics the way the examination will perform at a test center. Testing services will perform checks to verify that the exam functions as described in the test plan memo and the tailored QC specification document, which include:

  o Text on display screens and score reports

  o Presentation logic for display screens

  o Timing for each section and exam

  o Number of items presented

  o Navigation from item to item

  o Review functionality (review window, marked records, appearance of display screens when reviewing)

  o Appearance of additional functionality such as help screens, image presentation, and case and exhibit display

- **Scoring QC:** Testing services staff verify pass/fail decision cut score points by reviewing scoring on score reports and in the individual results file; score presentation logic; exam/section cuts; and scoring data fields on score reports. The result files are carefully reviewed and compared to expected results determined by the test plan memo.

Production Validation

Before publishing an examination to production (which makes the exam available to candidates), a test publisher will conduct production validation at a production test center lab. The

production validation verifies that the exam has been published correctly, including timing, number of items, navigation, item presentation, and how the scoring is captured in the result file. The test publisher will then set and verify the examination's go-live date.

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Pearson VUE Company-Owned Test Center Policies & Procedures Guide

Table of Contents

Pearson VUE Authorized Test Centers Policies & Procedures Guide

Table of Contents

PEARSON VUE

West Virginia
INSURANCE LICENSING
Candidate Handbook

January 2013

SEARCH

ALWAYS LEARNING

PEARSON

QUICK REFERENCE

RESERVATIONS

Before making an exam reservation

Candidates should thoroughly review this handbook, which contains examination content outlines and important information regarding eligibility and the examination and licensing application process.

Making an exam reservation (details on page 5)

Candidates may make a reservation by:
- Visiting http://pearsonvue.com/wv/insurance
- Calling Pearson VUE

Candidates should make a reservation on the web or by phone at least twenty-four (24) hours before the desired examination date. **Walk-in examinations are not available.**

SCHEDULES & FEES

Test Center locations

A list of test centers appears on the inside back cover of this handbook. Candidates should contact Pearson VUE to confirm specific locations and examination schedules.

Exam fees

The examination fee of $110 must be paid at the time of reservation by credit card, debit card, voucher, or electronic check. **Fees will not be accepted at the test center. Examination fees are non-refundable and non-transferable, except as detailed in the *Change/Cancel Policy* (page 6).**

EXAM DAY

What to bring to the exam

Candidates should bring to the examination proper identification, and other materials as dictated by the state licensing agency. A complete list appears in *What to Bring* (page 9).

Exam procedures

Candidates should report to the test center at least thirty (30) minutes before the examination begins to complete registration. The time allotted for the examination varies and each candidate will leave the test center with an official score report in hand.

TABLE OF CONTENTS

The candidate handbook is a useful tool in preparing for an examination.

It is highly recommended that the West Virginia Insurance Candidate Handbook be reviewed, with special attention given to the content outlines, before taking the examination. (*Content outlines found at www.pearson.com.*)

Individuals who wish to obtain an insurance license in the state of West Virginia must:

1. **Complete all pre-licensing education.**

   Complete all required pre-licensing education from an approved provider and obtain a *Certificate of Pre-licensing Course Completion (PL 789E)*. (*See page 3*)

2. **Make a reservation and pay the examination fee.**

   Make a reservation online or by phone with Pearson VUE for the examination. (*See pages 5-8*)

3. **Go to the test center.**

   Go to the test center on the day of the examination, bringing along all required materials. (*See page 9*)

4. **Apply for a license.**

   After passing the examination, apply for your license by contacting the Office of the Insurance Commissioner of West Virginia.
   For more information regarding obtaining a license, go to www.wvinsurance.gov.

CONTACT INFORMATION

Candidates may contact Pearson VUE with questions about this handbook or about an upcoming examination.

Candidates may contact the Office of the Insurance Commissioner with questions about obtaining or maintaining a license after the examination has been passed.

> **FOR STATE LICENSING**
> **State of West Virginia**
> Office of the Insurance Commissioner
> Agent Licensing and Education
> PO Box 50541
> Charleston, WV 25305-0541
> **Website:** www.wvinsurance.gov

> **FOR EXAMINATIONS**
> **Pearson VUE**/West Virginia Insurance
> *Attn: Regulatory Program*
> 5601 Green Valley Dr.
> Bloomington, MN 55437
> (800) 274-2614
> **Email:** pearsonvuecustomerservice@pearson.com
> **Website:** www.pearsonvue.com

THE LICENSURE PROCESS

Licensure is the process by which an agency of state government or other jurisdiction grants permission to individuals to engage in the practice of, and prohibits all others from legally practicing a particular profession, vocation, or occupation. By ensuring a minimum level of competence, the licensure process protects the general public. The state regulatory agency is responsible for establishing the acceptable level of safe practice and for determining whether an individual meets that standard.

The State of West Virginia has retained the services of Pearson VUE to develop and administer its insurance licensing examination program. Pearson VUE is a leading provider of assessment services to regulatory agencies and national associations.

PRACTICE TESTS

Practice tests are offered exclusively online at www.pearsonvue.com, giving candidates even more opportunity to succeed on insurance examinations. Our practice tests will not only help prepare candidates for the types of questions they will see on the licensure exam, but also familiarize them with taking computer-based examinations.

Pearson VUE offers practice tests in the areas of Life, Health, and Property and Casualty that contain questions developed by subject matter experts using concepts found in the general portion of the licensure examination. The tests closely reflect the format of the real licensure examination, can be scored instantly, and provide immediate feedback to help candidates identify correct and incorrect answers. Candidates can purchase practice tests anytime at www.pearsonvue.com.

> **PRACTICE TESTS**
> Practice tests are offered exclusively online at www.pearsonvue.com.

RESIDENT AGENT LICENSE ELIGIBILITY

To be licensed as a resident insurance agent, applicants must:

1. Be a resident of West Virginia.
2. Be eighteen (18) years of age or older.
3. Persons applying for a license are no longer required to be sponsored by an insurance company on the application.
4. Satisfy the Insurance Commissioner that he/she is trustworthy and competent.
5. Take the examination(s) administered by Pearson VUE.

   Waiver of examination: An examination is not required as proof of competency for those persons applying for a resident individual insurance producer's license if such person:

   a. With respect to the following lines of authority, holds one or more of the following professional designations or degrees:

      1) Life Line of Authority – Certified Employee Benefits Specialist (CEBS), Chartered Financial Consultant (ChFC), Certified Insurance Counselor (CIC), Certified Financial Planner (CFP), Chartered Life Underwriter (CLU), Fellow Life Management Institute (FLMI), Life Underwriting Training Counsel Fellow (LUTCF);

      2) Health Line of Authority – Registered Health Underwriter (RHU), Certified Employee Benefits Specialist (CEBS), Registered Employee Benefits Consultant (REBC), Health Information Administration (HIA);

      3) Property and Casualty Lines of Authority – Accredited Advisor in Insurance (AAI), Associate in Risk Management (ARM), Certified Insurance Counselor (CIC), Chartered Property Casualty Underwriter (CPCU); or

      4) All lines of authority – College insurance degree.

   b. Is moving from another state where a resident license was held and the individual makes application for license within ninety (90) days of the date the license was canceled in the previous resident state. If application is made after ninety (90) days, the applicant must complete pre-licensing education and pass the examination for which application is made.

6. Complete an approved program of study and present a Certificate of Course Completion at the test center. Information on Approved Prelicensing schools is available at www.wvinsurance.gov, Agents Licensing section, Approved Prelicensing Providers link, or you may contact Agents Licensing & Education: (304) 558-0610.

EXAM REQUIREMENTS

The following are the examinations required for specific licenses:

TYPE OF LICENSE	EXAM(S) REQUIRED	TYPE OF LICENSE	EXAM(S) REQUIRED
Resident		**Resident**	
Life	Life	Limited Lines Credit	No examination required
Accident and Sickness	Accident and Sickness	Car Rental Agent	No examination required
Property and Casualty	Property and Casualty	Surplus Lines	Surplus Lines
Property	Property	Adjuster	Adjuster
Casualty	Casualty	Public Adjuster	Public Adjuster
Title	No examination required	Personal Lines	Personal Lines
Ticket Baggage	No examination required	Viatical Broker	Viatical Broker

RESIDENT AGENT LICENSE APPLICATION PROCEDURES

An applicant must submit to the West Virginia Insurance Commissioner the following:

Resident Agent

1. Completed Resident Agent Application
2. Original Pearson VUE passing score report
3. Original Certificate of Pre-licensing Course Completion (PL 789E)
4. $50.00 license fee made payable to the West Virginia Insurance Commissioner
5. Letter of Clearance, if applicable

APPLICANTS WHO ARE NOT LICENSED WITHIN ONE YEAR OF PASSING AN EXAMINATION MUST COMPLETE PRE-LICENSING AND MUST RETAKE THE EXAMINATION. Licenses will be mailed to the licensee's address of record. The licensee **must** inform the West Virginia Insurance Commissioner of any name or address change within 30 days after the change.

SURPLUS LINES LICENSE

Pre-licensing education is not required of Surplus Lines candidates. Applicants for a Surplus Lines license must:

1. Be currently licensed as a West Virginia resident agent.
2. Have 3 consecutive years of property & casualty sales experience immediately preceding the date of application. One of the years must be as a licensed West Virginia agent.
3. Complete and submit the proper application for approval to the West Virginia Insurance Commissioner.

Once a passing score has been attained, the applicant must mail the original score report, along with the required $200 license fee (made payable to the West Virginia Insurance Commissioner) to the West Virginia Insurance Commissioner's Agent Licensing Division before a license will be issued.

ADJUSTER LICENSE

Pre-licensing education **is not** required of adjusters.

West Virginia Resident Applicants

A legal resident of West Virginia **must** apply as a resident adjuster. To apply, applicants must submit to the West Virginia Insurance Commissioner the following:

1. Completed Adjuster Application
2. Original Pearson VUE Passing Score Report
3. Clearance Letter (if applicable) Applicants who have held any insurance license in any other state(s) must obtain a letter of clearance from the state(s) and submit it with this application
4. License Fee ($25). Check should be payable to the West Virginia Insurance Commissioner.

Nonresident Applicants

A legal resident of a state other than West Virginia **must** apply as a nonresident adjuster. To apply, applicants must submit to the West Virginia Insurance Commissioner the following:

1. Completed Adjuster Application
2. Letter of Certification from the applicant's home state insurance department (if the applicant's home state will license West Virginians applying as nonresident adjusters)
3. Original Pearson VUE Score Report (Nonresident applicants who are not licensed as adjusters in their state of residence **must** pass the West Virginia Adjuster's examination)
4. License Fee ($25). Check should be payable to the West Virginia Insurance Commissioner.

WEST VIRGINIA EXAM PROCEDURES

Test Center Identification Requirement

Candidates will satisfy the test center identification requirement by presenting at the test center on examination day two forms of signature identification, one of which must be photo-bearing.

Candidates taking Life, Accident and Sickness, Property and Casualty, and Personal Lines must also present a Certificate of Pre-licensing Course Completion (Form PL 789E) to be admitted to the test center. (Course completion certificates are valid for four (4) months.)

In many instances the student is required to absorb large amounts of information in a short period of time, and topics covered may not be explained to the complete satisfaction of the student. Students who memorize "catch phrases" and definitions but lack the understanding to **apply** the knowledge to a set of circumstances that differ from those used by their instructor will find many of the state examination questions difficult. For these reasons, education provided by an approved school should **not** be considered complete preparation for the state examination.

A review of previously studied material, preferably presented from a different point of view, can only help strengthen the student's understanding. Supplemental study in the form of a company training course, private vendor's programmed learning course, practical experience, topical review with industry peers, or study and review time away from the classroom or in addition to an approved correspondence text/workbook are recommended to enhance a person's chances of passing the licensing examination. The absolute best blueprint to follow in selecting topics of study is the content outline.

Walk-in examinations are not available. Candidates must make a reservation online or by phone.

ONLINE RESERVATIONS

Online reservations are the most efficient way for candidates to schedule their examination. Candidates must go to www.pearsonvue.com/wv/insurance/ to make a reservation for an examination online. First time users are required to create an account. The candidate needs to fill in all required fields –which are preceded by an asterisk (*) – on the online form in order to create an ID and be assigned a password. Simple step-by-step instructions will lead the candidate through the rest of the examination reservation process.

An online reservation **must** be made at least twenty-four (24) hours before the desired examination date.

PHONE RESERVATIONS

Candidates may call Pearson VUE at (800) 274-2614 to make a reservation.

PEARSON VUE HOURS	
Monday–Friday	8 a.m. – 11 p.m.
Saturday	8 a.m. – 5 p.m.
Sunday	10 a.m. – 4 p.m.

Eastern Standard Time

Before calling, candidates should have the following:
- Legal name, address, Social Security number, daytime telephone number, and date of birth
- The name of the examination(s)
- The preferred examination date and test center (a list of test centers appears in the back of this handbook)

Candidates are responsible for knowing which examination they need to take. A Pearson VUE representative will help candidates select a convenient examination date and location and will answer questions. The reservation will be made based on the next available examination date.

Candidates who wish to make a phone reservation must do so at least twenty-four (24) hours before the desired examination date (unless an electronic check is used for payment, as detailed on page 5).

EXAM FEES

The examination fee ($110) must be paid at the time of reservation by credit card, debit card, voucher or electronic check. **Fees will not be accepted at the test center.** Examination fees are non-refundable and non-transferable except as detailed in the *Change/Cancel Policy*.

Electronic Checks

Candidates who pay the examination fee by electronic check must have a personal checking account, and must provide to Pearson VUE at the time of reservation the following information:

- Bank name
- Bank routing number
- Social Security number or driver's license number
- Name and address on the account

Using this information, Pearson VUE can request payment from the candidate's bank account just as if the candidate had submitted an actual paper check.

Candidates paying by electronic check must register at least five (5) days before the examination date in order for their check to be processed.

Vouchers

Vouchers offer another convenient way to pay for tests. Vouchers can be purchased online at http://www.pearsonvue.com/vouchers/pricelist/wvins.asp by credit card either singly or in volume. To redeem a voucher as payment when scheduling a test, simply indicate Voucher as the payment method and provide the voucher number. **All vouchers are pre-paid. Vouchers are non-refundable and non-returnable.**

Vouchers expire 12 months from the date they are issued. Voucher expiration dates cannot be extended. The exam must be taken by the expiration date printed on the voucher.

CHANGE/CANCEL POLICY

Candidates should call Pearson VUE at (800) 274-2614 at least forty-eight (48) hours before the examination to change or cancel a reservation. Candidates who change or cancel a reservation with proper notice may either transfer their fees to a new reservation or request a refund. **Candidates who change or cancel a reservation without proper notice will forfeit the examination fee.**

ABSENCE/LATENESS POLICY

Candidates who are late to or absent from an examination may be excused for the following reasons:

- Illness of the candidate or of the candidate's immediate family member
- Death in the immediate family
- Disabling traffic accident
- Court appearance or jury duty
- Military duty
- Weather emergency

Candidates who are otherwise late to or absent from an examination and have not changed or canceled according to the *Change/Cancel Policy* will not be admitted to the examination and will forfeit the examination fee. Written verification and supporting documentation for excused absences must be submitted to Pearson VUE within fourteen (14) days of the original examination date.

WEATHER DELAYS AND CANCELLATIONS

If severe weather or a natural disaster makes the test center inaccessible or unsafe, the examination may be canceled. Pearson VUE will notify and reschedule candidates in the case of severe weather.

ACCOMMODATIONS

Pearson VUE complies with the provisions of the Americans with Disabilities Act as amended. The purpose of accommodations is to provide candidates with full access to the test. Accommodations are not a guarantee of improved performance or test completion. Pearson VUE provides reasonable and appropriate accommodations to individuals with documented disabilities who demonstrate a need for accommodations.

Test accommodations may include things such as:
- A separate testing room
- Extra testing time
- A Reader or Recorder, for individuals with mobility or vision impairments and cannot read or write on their own

Test accommodations are individualized and considered on a case-by-case basis. All candidates who are requesting accommodations because of a disability must provide appropriate documentation of their condition and how it is expected to affect their ability to take the test under standard conditions. This may include:
- Supporting documentation from the professional who diagnosed the condition, including the credentials that qualify the professional to make this diagnosis
- A description of past accommodations the candidate has received

The steps to follow when requesting test accommodations vary, depending on your test program sponsor. To begin, go to http://pearsonvue.com/accommodations, and then select your test program sponsor from the alphabetized list. Candidates who have additional questions concerning test accommodations may contact the ADA Coordinator at accommodationspearsonvue@pearson.com.

ENGLISH AS A SECOND LANGUAGE (ESL)

Candidates for whom English is a second language may request additional time for the examination by sending the *English as a Second Language (ESL) Request Form* (found in the back of this handbook). Candidates should include with this form a letter from his or her English instructor, sponsoring company, or **pre-licensing provider** on official letterhead stating that English is not a primary language for the candidate. Candidates should not attempt to make a reservation until after they have been notified by Pearson VUE that their request for additional time has been approved. The approval of additional time will be for the length of the authorization. Candidates who have additional questions about ESL examinations should contact the Special Examination Coordinator at (800) 466-0450.

Candidates who need to reschedule or need to retest should notify Pearson VUE Special Accommodations that special arrangements were used for the prior examination.

WHAT TO BRING

Required Materials

All candidates are required to bring identification that is deemed acceptable, listed under *Acceptable Forms of Candidate Identification*, to the test center on the day of examination.

For Life, Accident and Sickness, Property and Casualty and Personal Lines candidates: *Certificate of Prelicense Course Completion (PL 789E)*, as detailed on page 2.

Candidates who do not present the required items will be denied admission to the examination, will be considered absent, and will forfeit the examination fee.

Acceptable Forms of Candidate Identification

Candidates must present **two (2)** forms of current signature identification. The name on the identification must exactly match the name on the registration. The primary identification must be government-issued and photo-bearing with a signature, and the secondary identification must contain a valid signature. Identification must be in English.

Primary ID (photograph and signature, not expired)
- Government-issued Driver's License
- U.S. Dept. of State Driver's License
- U.S. Learner's Permit (plastic card only with photo and signature)
- National/State/Country identification card
- Passport
- Passport card
- Military ID
- Military ID for spouses and dependents

Secondary ID (signature, not expired)
- U.S. Social Security Card
- Debit (ATM) or Credit card
- Any form of ID on the Primary list

If the ID presented has an embedded signature that is not visible (microchip), or is difficult or impossible to read, the candidate must present another form of identification from the Primary ID or Secondary ID list that contains a visible signature.

Pearson VUE does not recognize grace periods. For example, if a candidate's driver's license expired yesterday and the state allows a 30-day grace period for renewing the ID, the ID is considered to be expired.

EXAM PROCEDURES

Candidates should report to the test center thirty (30) minutes before the examination and check in with the test center administrator. The candidate's identification and other documentation will be reviewed and they will be photographed for the score report.

If the *Candidate Rules Agreement* is not followed and/or cheating or tampering with the examination is suspected, the incident will be reported as such and the appropriate action will be taken. The examination fee will not be refunded, the exam may be determined invalid, and/or the state may take further action such as prohibiting candidates from retaking the examination and/or denying a license.

Candidates will have an opportunity to take a tutorial on the PC on which the examination will be administered. The time spent on this tutorial will not reduce the examination time. The examination administrators will answer questions, but candidates should be aware that the administrators are not familiar with the content of the examinations or with the state's licensing requirements. Examination administrators have been instructed not to advise candidates on requirements for licensure.

Once candidates are familiar with the PC, they may begin the examination. The examination begins the moment a candidate looks at the first examination question. Candidates will have two (2) hours for the Life and the Accident and Sickness examination, three and one-half (3¹/₂) hours for the Property and Casualty examination, two and one-half (2¹/₂) hours for the Personal Lines examination, and one (1) hour for the Adjuster and Surplus Lines examination. After the examination time has expired, the examination will automatically end. Candidates will leave the test center with their official scores in hand.

TEST CENTER POLICIES

The following policies are observed at each test center. **Candidates who violate any of these policies will not be permitted to finish the examination and will be dismissed from the test center, forfeiting the examination fee.**

- **No personal items are allowed in the testing room.** Personal items include but are not limited to cellular phones, hand-held computers/personal digital assistants (PDAs) or other electronic devices, pagers, watches, wallets, purses, firearms or other weapons, hats, bags, coats, books, and/or notes, pens, or pencils.
- Candidates must store all personal items in a secure area as indicated by the administrator, or return items to their vehicle. All electronic devices must be turned off before storing them in a locker. **The test center is not responsible for lost, stolen, or misplaced personal items.**
- Studying **is not** allowed in the test center. Visitors, children, family, or friends **are not** allowed in the test center.
- Dictionaries, books, papers (including scratch paper), and reference materials are not permitted in the examination room (unless permitted by the exam sponsor), and candidates are strongly urged not to bring such materials to the test center. Upon entering and being seated in the testing room, the test administrator will provide the candidate with materials to make notes or calculations and any other items specified by the exam sponsor. **The candidate may not write on these items before the exam begins or remove these items from the testing room.**
- Eating, drinking, chewing gum, smoking, and/or making noise that creates a disturbance for other candidates is prohibited during the exam.
- Break policies are established by the exam sponsor. Most sponsors allow unscheduled breaks. To request an unscheduled break, the candidate **must** raise their hand to get the administrator's attention. **The exam clock will not stop while the candidate is taking a break.**
- Candidates must leave the testing room for all breaks. However, candidates **are not permitted to leave the floor or building for any reason during this time, unless specified by the administrator and the exam sponsor**. If a candidate is discovered to have left the floor or

building they will not be permitted to proceed with the examination and may forfeit the exam fees.

- While taking a break, candidates are permitted to access personal items that are being stored during the exam only if necessary— for example, personal medication that must be taken at a specific time. **However, a candidate must receive permission from the administrator prior to accessing personal items that have been stored**. Candidates are **not** allowed access to other items, including but not limited to cellular phones, PDAs, exam notes, and study guides, unless the exam sponsor specifically permits this.

- Any candidate discovered causing a disturbance of any kind or engaging in any kind of misconduct—giving or receiving help; using notes, books, or other aids; taking part in an act of impersonation; or removing examination materials or notes from the examination room—will be summarily dismissed from the examination and will be reported to the state licensing agency. Decisions regarding disciplinary measures are the responsibility of the state licensing agency.

SCORE EXPLANATION

Equating and Scaling

There are multiple versions of each of the licensing examinations. These versions are known as forms. Although all forms of an examination are developed based on the content outlines, the difficulty of the forms of an examination may vary slightly because different questions appear on each form. To ensure that no candidate is put at an unfair advantage or disadvantage due to the particular form of an examination that he or she is given, a statistical procedure known as equating is used to correct for differences in form difficulty.

For example, in an examination with two (2) forms, Form A and Form B, the state licensing agency determines that answering 30 questions correctly on Form A demonstrates the minimum amount of knowledge necessary to be licensed. It is further determined through the equating process that Form B contains slightly more difficult questions than Form A; therefore, answering 30 questions correctly on Form A would indicate the same level of knowledge as answering only 28 questions correctly on Form B. Under this set of circumstances, a score of 30 questions correct would be used as the passing score on Form A whereas a score of 28 questions correct would be used as the passing score on Form B.

A second statistical procedure known as scaling is used to derive the numerical score to report for each candidate. Scaling is used to place a raw score on a common reporting scale on which each scaled score represents a given level of knowledge regardless of the difficulty of the form on which the raw score was achieved.

To illustrate how scaling works, suppose that in the examination example used above, the state licensing agency decides to use a score of 500 as the passing score for reporting purposes. (Note that the score selected to be used as the reported passing score is not related to, and has no bearing on, the difficulty of the examination.) Based on the information provided above, a raw score of 30 on Form A would translate to a scaled score of 500; a raw score of 28 on Form B would also translate to a scaled score of 500 since a raw score of 30 on Form A represents the same level of knowledge as a raw score of 28 on Form B.

Scaled Score

The passing score of an examination was set by the West Virginia Office of the Insurance Commissioner. (in conjunction with Pearson VUE) after a comprehensive study was completed for each examination. Raw scores are converted into scaled scores that can range from 0 to 100. The scaled score that is reported to you is neither the number of questions you answered correctly nor the percentage of questions you answered correctly. With a passing score of 70, any score below 70 indicates how close the candidate came to passing, rather than the actual number or percentage of questions the candidates answered correctly.

REVIEW OF EXAMS

For security reasons, examination material is not available to candidates for review.

RETAKING THE EXAM

Candidates who pass one part of the examination and fail the other need retake only the part they failed, as long as they do so while the Certificate of Course Completion is still valid. **Reservations for reexamination cannot be made at the test center, and candidates must wait 24 hours before making one.**

DUPLICATE SCORE REPORTS

Candidates may request a duplicate score report from Pearson VUE by completing the form in the back of this handbook and submitting it with the correct fees.

EXAM SECURITY

Pearson VUE maintains examination administration and examination security standards designed to ensure that all candidates are given the same opportunity to demonstrate their abilities and to prevent some candidates from gaining an unfair advantage over others because of irregularities or misconduct. Pearson VUE routinely reviews irregularities and examination scores believed to be earned under unusual or nonstandard circumstances.

Pearson VUE maintains the right to question any examination score whose validity is in doubt because the score may have been unfairly obtained. Pearson VUE first undertakes a confidential review of the circumstances contributing to the questions about score validity. Then, if there is sufficient cause to question the score, Pearson VUE will refer the matter to the state licensing agency, which will make the final decision on whether or not to cancel the score.

The performance of all candidates is monitored and may be analyzed statistically for the purpose of detecting and verifying fraud. If it is determined that a score has questionable validity, the Department of Insurance will be so notified and will determine whether the candidate's scores will be released.

QUESTIONS OR COMMENTS ABOUT THE EXAM

Candidates who have questions, comments, or concerns about the examinations, or who wish to verify any data held in Pearson VUE files, should direct written inquiries to:

Pearson VUE/West Virginia Insurance
Attn: Regulatory Program
5601 Green Valley Dr.
Bloomington, MN 55437

In all correspondence, candidates should give their name and address. If questions or comments concern an examination already taken, the inquiry should also include: (1) the name of the examination, (2) the date the examination was taken, and (3) the location of the test center.

The examination will contain *pretest questions*, on which statistical information is being collected for use in constructing future examinations. Responses to pretest questions do not affect a candidate's score. Pretest questions are mixed in with the scored questions and are not identified.

CONTENT OUTLINES

Each examination is based on a detailed content outline of topics, subtopics, and references to applicable state laws, statutes and regulations. These content outlines are provided to publishers of study materials and to state-approved education providers for their use in developing and updating their educational materials and programs. Content outlines are updated periodically to reflect changes in practice, state laws and regulations. West Virginia offers these content outlines as part of the handbook.

EXAM CONTENT

The content of the general examination is based upon information obtained from a job analysis performed by Pearson VUE. Responses from insurance professionals were analyzed to determine the nature and scope of tasks they perform and the knowledge and skills needed to perform them. This information is the basis upon which examination questions are written and ensures that examinations reflect the practice of insurance. The examination has been developed to reflect the laws, statutes, rules and regulations for the practice of insurance in West Virginia, and has been reviewed and approved by West Virginia insurance professionals.

Click here
for detailed
content outlines.

DUPLICATE SCORE REQUEST FORM

DIRECTIONS: You may use this form to request that Pearson VUE send a duplicate copy of your score report to you. Please print all information on this form.

Please enclose a cashier's check or money order made payable to "Pearson VUE."
DO NOT SEND CASH.

FEE: For scores less than one year old there is a $10.00 charge.
            For scores one or more years old there is a $25.00 charge.

SEND TO: Pearson VUE
            WEST VIRGINIA INSURANCE
            DUPLICATE SCORE
            62160 Collections Center Drive
            Chicago, IL 60693-0621   **Amount Enclosed:** $ _____

I hereby authorize Pearson VUE to send to me at the address below a duplicate of my score report from the insurance examination.

Signature	Date

Please complete the following with your current name and address.

Name:		
Address:		
City:	State:	ZIP:

If the above information was different at the time you tested, please indicate original information.

Name:		
Address:		
City:	State:	ZIP:

Exam Taken:	Date Taken:
Date of Birth:	
Licensing Jurisdiction:	

ENGLISH AS A
SECOND LANGUAGE (ESL) REQUEST FORM

*Note: Only candidates who require
additional examination time for ESL should use this form.*

Candidates for whom English is a second language (ESL) may request additional examination time.

Candidates who wish to request additional time for ESL should fax this form to Pearson VUE at (610) 617-9397. Certain documentation must be faxed along with this form, as detailed on page 8 of the candidate handbook.

All requests must first be approved by Pearson VUE. Candidates must wait for confirmation of the approval before scheduling an examination.

PLEASE PRINT CLEARLY

Date:	
Last Name:	
First Name:	M.I.:
Address:	
City:	State: Zip:
Daytime Telephone:	
Email address:	
Examination Name:	
☐ English as a second language	☐ Additional time

Candidates should contact Pearson VUE with questions about additional time.
PEARSON VUE SPECIAL ACCOMMODATIONS/ESL
5715 West Old Shakopee Road · Bloomington, MN 55437
Phone (800) 466-0450 · Fax (610) 617-9397

GENERAL INFORMATION

CANDIDATES MAY CALL (800) 274-2614 TO MAKE AN EXAM RESERVATION.

Walk-In Examinations are not permitted.

TEST CENTER LOCATIONS	
LOCATION	**SCHEDULE**
Charleston	Three days per week
Morgantown	Three days per week
Beckley	1st and 3rd Saturday monthly
Cumberland, MD	4th Saturday of the month
Pittsburgh (West), PA	Three days per week

Locations and schedules are subject to change.

AVAILABLE EXAMS		
MAJOR LINES (PART 1 AND/OR PART 2)		
01 Life and/or 02 Accident & Sickness	17 Public Adjuster	40 Casualty
03 Property and Casualty	30 Property	55 Personal Lines
14 Adjuster only	34 Surplus Lines only	60 Viatical Broker

EXAMINATION FEE
The examination fee of $110 must be paid at the time of reservation by credit card, debit card, voucher or electronic check. **Fees will not be accepted at the test center.**

PEARSON VUE HOLIDAY SCHEDULE

No exams on the following holidays:

New Year's Day	Memorial Day	Labor Day	Christmas Day
Martin Luther King, Jr. Day	Independence Day	Thanksgiving Day	

Pearson VUE
Item Writing Guide

A manual to be used in conjunction with
Writing Questions for Licensure and Certification Programs

Distribution List

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Table of Contents

Foreword

- Pearson VUE's items are written by practitioners—content experts who are performing the daily tasks of the profession, or who are closely related to the profession through regulation, teaching, administration, etc. As a professional or regulator, you have been asked to write and/or review a number of test questions. Your input as a Subject Matter Expert (SME) is invaluable.

- Your efforts contribute to the quality of your profession. Reliable questions that gauge whether a candidate possesses entry-level competence help to assure the public that only qualified practitioners may become licensed or certified.

- This guide is intended to help you write questions that are valid, reliable, and reflective of current practice. Pearson VUE is well aware that creating test questions is a difficult task. The following information will help to make the job a little easier.

- Thank you again for your commitment to excellence in your profession.

Security of Test Materials

- The security of examination materials is of the utmost concern to Pearson VUE. In order to protect the integrity of Pearson VUE's programs, the company requests that all item writers and reviewers read, understand, and adhere to a set of conditions. Your signature on the provided SME Confidentiality Agreement to be kept on file by a content developer indicates that you have read and agree to these conditions.

- These conditions include the following:

- Any items submitted must be original and unpublished.

- All items become the sole property of Pearson VUE or its client(s) and may not be stored, retrieved, transferred, or duplicated by any means or for any purpose without the express written consent of Pearson VUE or its client(s).

- Item writers and reviewers should not make duplicate copies of any items, and upon receipt of items by Pearson VUE, all draft and ancillary material should be destroyed.

- Item writers should maintain all items in a secure place at any time they are not being reviewed or rewritten.

The Role of Testing in Licensure and Certification

- In both licensure and certification, examinations are used as the means by which candidates are judged. There is one central measure across industries that determines whether a candidate should be licensed or certified:

    "Does the candidate meet or exceed minimum entry-level competence?"

- It is the task of the item writer to focus on important job elements and produce test items that provide an opportunity for examinees to demonstrate an understanding of the required knowledge and skills.

- To develop examinations that are job-related and reflective of current practice, many programs begin with a job (or task) analysis. The basic procedure begins with a committee of content experts, who specify the important tasks performed by practitioners. This list of tasks is then distributed among a large sampling of practitioners. Using a scale of importance, the practitioners rate the tasks.

- After reviewing the results of the survey, the content expert committee determines the underlying knowledge of various content domains required to perform each task. Through a process of grouping and weighing the tasks surveyed and content domains identified, the content outline of the examination and the percentages from each area to be sampled are specified. These knowledge and skill statements are used as the basis for item writing.

- An examination achieves its job-relatedness because its items are linked directly to the knowledge and skills (which are linked directly to the surveyed tasks).

Content Outline and Test Blueprint

- The job analysis process provides information that is used to group tasks and underlying knowledge of content into domains. These domains are used to develop the content outline of the examination. A committee of Subject Matter Experts (SMEs) determines the percentage breakdown of the test according to the results of the job analysis. New items are generated based on the content outline breakdown. In most cases, there are also existing items that need to be reviewed. After reviewing the existing item bank, Pearson VUE psychometricians and content developers will determine the classifications that need additional items in order for the examination to be built according to outline specifications (spec.).

- In many cases, you may choose a domain on which to focus. You will be provided with an item writing form that contains a knowledge/skill statement or content description to use as the focus of the item within the domain you have chosen. If you feel that your expertise is different from the domain in which you are asked to write items, please contact the content developer for further guidance or to request a new assignment.

AS AN SME, YOU ARE CHARGED WITH ONE OF THE MOST IMPORTANT TASKS IN THE TEST DEVELOPMENT PROCESS. AS YOU ARE COMPOSING NEW, UNPUBLISHED ITEMS, ALLOW THE FOLLOWING INFORMATION TO ACT AS YOUR GUIDE.

Glossary

- **Item:** A type of objective test question that includes multiple response choices from which the correct answer is to be selected by the test taker. It is called an "item" rather than a "question" because it may be either a question or a statement.

- **Stem:** The part of the item that delineates the task, response, or knowledge being elicited. A stem may consist of a question, directions, or an incomplete statement.

- **Options:** All of the response choices provided with an item.

- **Key:** The correct response option.

- **Distractor:** An incorrect response option.

Appropriateness

- Our clients' tests are typically used to make certification or licensure decisions. Test items should be appropriate for that purpose. They must not violate customary standards of taste or give test takers the impression that the test is not serious. Inappropriate subject matter includes, but is not limited to, humor, highly contrived or absurd scenarios, triviality, and material that trivializes the content, or the tests, or testing in general.

Difficulty

- The difficulty of items must be a function of the skills and abilities that the test seeks to measure. Items should not be misleading. They mustn't utilize deception or misrepresentation of the facts. In other words: no trick questions.

- Many clients have test takers who are taking a test in a language other than their native language (e.g., non-Native English speakers often take tests in English). Thus the vocabulary of the tests should be as simple as is reasonable given the content of the test.

Language and Style[1]

- The wording of items should be clear, precise, and grammatically correct. Writing that is ambiguous, vague, awkward, or obtuse is unacceptable.

- Avoid "cluing." The answer to one item should not be clued by the stem or responses to another item.

- The item should not be able to be answered or have distractors ruled out without reading the stem.

- The content of each item should be independent from the content of other items. The options should be mutually exclusive. Options should not overlap such that if one were correct, the other must be.

- In most cases, Items that test overly specific or overly general knowledge should be avoided.

- Opinion-based items should be avoided.

- The central idea should be in the stem instead of in the options.

- In most cases, negatives such as **NOT** or **EXCEPT** should be avoided in the stem. If they are used, place negatives in all caps and bold.

- Items should have consistent punctuation, capitalization, abbreviations, spelling, and font.

- The items should follow consistent format and style.

- Style conventions should be consistent with those used in courseware, if applicable.

- The options "none of the above," "all of the above," and "I don't know" are not acceptable.

- Options should be placed either in logical or numerical order or in ascending order based on the word length of the responses.

- The length of all options within the same item should be about equal.

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[1] Many of these guidelines are from Haladyna (1999).

- Options within one item should be parallel in grammatical form, and each should grammatically follow the stem.

- A carefully worded incorrect statement, common misconceptions and errors in technique should be used as distractors.

- Distractors should be plausible.

- Humor should be avoided.

- Excess verbiage should be avoided. (Wording should be to the point.)

- Items should be proofread for spelling, correct answer, clarity, etc.

- Complex sentence structures should be avoided.

- Never refer to a person's name; instead use a letter (e.g., "J").

- Never refer to a company's name; instead use a generic name (e.g., "XYZ Company")

THE FOLLOWING GUIDELINES ARE INTENDED TO BE USED WHEN REVIEWING TEST QUESTIONS TO PROMOTE QUALITY AND FAIRNESS FOR DIVERSE TEST TAKER POPULATIONS. THE GUIDELINES EMPHASIZE CULTURAL SENSITIVITY AND INTERNATIONAL APPROPRIATENESS, AS WELL AS GENERAL GOOD-TESTING PRACTICES.

Sensitivity[2]

- Items should not assume or suggest that a test taker is of a certain nationality or is a member of a certain ethnic or cultural group or social class, has a certain religion (or none), is a certain sex, or has a certain sexual orientation.

- Items should not disadvantage certain groups of test takers by using words or references that are clearly more familiar to members of a particular gender, ethnic group, social class, nationality, religion, or geographic group, or that have different meanings for members of those different groups.

- Items should be factually accurate if referring to population groups or members of those groups. They should avoid positive and negative stereotypes that may evoke negative feelings among members of population groups including, but not limited to, members of a particular gender, ethnic group, social class, nationality, or geographic group, and people with disabilities.

---

[2] Many of these guidelines are drawn from Luebke (2001).

- Items should not contain controversial or provocative material or issues presented in such a way that they might evoke in some test takers an emotional response that would unfairly interfere with their being able to answer the item.

- Items should not refer to subgroups using terms that may be regarded by members of that group as unacceptable, inappropriate, or offensive. Adjectives describing groups should not be used as nouns referring to a person or persons.

- Test items should not contain material that is offensive to subgroups of the test-taker population.

- Individuals should not be unnecessarily or gratuitously described or referred to by physical or personality attributes or characteristics related to stereotypes.

- Items should not take a patronizing or insulting tone toward individuals or subgroups.

- Gender-modified titles of descriptions such as "woman judge" and "male nurse" are not acceptable. Female gender and diminutive word forms are also not acceptable (e.g., actress, poetess, usherette). Items should not be written in a way that assumes that women are not usually part of the actions (e.g. "the early settlers and their wives").

- Items should use generic terms in such a way that they include both women and men. Items should not use generic "he" or "man" to refer to both sexes.

- Items should not use occupational or other terms that are gender-specific (e.g., chairman, stewardess, foreman, cleaning lady, salesman, saleslady, mankind, manpower). Gender-neutral terms should be used (e.g., chair, head, attendant, wait staff, mail carrier, humanity, workforce).

- When items refer to men and women, they should do so in parallel ways (e.g., men and women, or males and females), and neither men nor women should consistently be mentioned first.

- Items should not refer to people with disabilities by the adjective describing that disability.

- Items should not use terms that carry negative or emotional connotations or that suggest people with disabilities are helpless, pitiful, or inherently limited.

- Because it presupposes knowledge of issues or facts unique to the culture, government, political structure, or institutions of a particular country, items should not contain material that potentially disadvantages geographically diverse test takers.

- Items that discuss or deal with relations or disputes among countries should not give the appearance of favoring one country over another, presuppose the point of view of only one country, or assume that one country's position is the correct one. Material that cannot be presented impartially should be avoided.

- Avoid using the words "we" or "our" when an item has a geographical focus. Items should not presuppose that the test taker is from a particular country.

- Unnecessary emphasis on the United States or any other country should be avoided.

- Terms that constitute a geographically, nationally, or culturally specific reference should be avoided or minimized (e.g., Congressman or MP; Forest Service or District Attorney, SAT, interstate highway, state, province, etc.).

References

Bartram, D. (2001). *ITC Test Adaptation Guidelines*. Stockholm: International Test Commission (http://www.intestcom.org).

(1988). *Code of Fair Testing Practices in Education*. Washington, DC: American Psychological Association (750 First Avenue, NE, Washington, DC, 20002-4242).

Haladyna, T. (1999). *Developing and Validating Multiple-Choice Test Items* (2nd Ed.). Mahwah, NJ: Lawrence Erlbaum.

(2000). *International Guidelines for Test Use*. Stockholm: International Test Commission (http://www.intestcom.org).

(2001). *LSAC Standards of Quality and Fairness for Item Writing and Test Development*. Newtown, PA: Law School Admission Council.

LSAS Checklist for Review of LSAT Test Items. (Newtown, PA: Law School Admission Council.

Luebke, S. (2001, internal document) *Notes on LSAT Sensitivity Guidelines*. Newtown, PA: Law School Admission Council.

(1994). *Publication Manual of the American Psychological Association* (4th Ed.). Washington, DC: American Psychological Association.

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Illinois Department of Insurance

PAT QUINN
Governor

JACK MESSMORE
Acting Director

TO: Whom it May Concern
FROM: Kelly S. Kruger, Assistant Deputy Director
RE: Pearson VUE
DATE: June 13, 2013

In response to your request for information about the Pearson VUE company.

The Illinois Department of Insurance has had nothing but exceptionally fine dealings with this company for the past 19 years. Although we have known them by other names during this period of time, Assessment Systems Inc. and Promissor, we have always found that our deadlines were always met, and the quality of their work has been superb. When we have asked them for changes, they were carried out quickly and cheerfully

Based on our long-term experience with Pearson VUE, the Illinois Department of Insurance is very pleased with their services and is happy to recommend Pearson VUE to other organizations that might have a need for similar services.

Please feel free to contact me if you have any questions.

Sincerely,

Kelly S. Kruger
Assistant Deputy Director
Producer Licensing

TERRY E. BRANSTAD
GOVERNOR

KIM REYNOLDS
LT. GOVERNOR

NICK GERHART
COMMISSIONER OF INSURANCE

March 29, 2013

The State of Iowa, Division of Insurance is pleased to provide a letter of high recommendation for Pearson Vue as our vendor for both Producer Licensing testing services as well as Continuing Education services. They have been contracted for these services with us since December of 2006 and received a contract extension following a competitive bidding process in 2011. We have received a consistently high level of service and support both internally from Pearson Vue staff as well as positive feedback from our external customer base. I will be happy to answer any phone calls or inquiries you may have regarding our 7 year professional relationship with Pearson Vue. Thank you.

Sincerely,

Thomas O'Meara
Bureau Chief
Product & Producer Regulation
Iowa Insurance Division
515-281-4222

October 16, 2012

To Whom It May Concern:

I am writing a letter of recommendation on behalf of Pearson-Vue, Kansas' exam provider.

We had been a client of theirs and because of state procedures had to issue a RFP when our contract was due for renewal. Our contract was awarded to a competitor. Because of dissatisfaction with the quality of services being provided by the new exam provider, we reestablished our ties with Pearson-Vue.

The service being provided is exemplary. Our account manager is attentive to our needs. Most of all, we have a "trouble shooter" assigned to us that handles our daily problems. By the way, these daily problems are few and far between. This person responds to us very quickly and the solutions are reached quickly. She is a most courteous person and deals with subsequent solutions with the examinees in a professional and efficient manner.

We are very pleased with our current association and the lack of problems we at the Department receive. This is due to the excellent customer service that Pearson-Vue supplies at the opening contact and ongoing communications.

This is a very good business association for the Kansas Insurance Department.

Sincerely,

Thomas Whalen
Director
Producers Division
Kansas Insurance Department
420 SW 9th Street
Topeka, KS 66612
785-296-7859
twhalen@ksinsurance.org

STATE OF TENNESSEE
DEPARTMENT OF COMMERCE AND INSURANCE
Insurance Division – Agent Licensing
500 James Robertson Parkway
Nashville, TN 37243-1134
615 741-2693

March 25, 2013

Ms. Jayme Wheeler
TN Program Manager
Pearson Vue
Suite 300
3 Bala Plaza West
Bala Cynwyd, PA 19004

Dear Ms. Wheeler:

The State of Tennessee, Department of Commerce and Insurance, Agent Licensing Section entered into a contract with (ASI)-Promissor/Pearson Vue on July 1, 1994 to provide test development and administration of the insurance agent's examinations. On October 1, 1999 the contract was amended to include prelicensing and continuing education administration. Pearson Vue was awarded a new contract for the period July 1, 2009 through June 30, 2014.

Pearson Vue performs the day-to-day functions required to operate the prelicensing and continuing education programs: (1) the final review and approval of all providers (2) reviews, approves and assigns credit hours to continuing education and prelicensing programs of instruction in accordance with standards set by the Tennessee Department of Commerce and Insurance (3) creates and maintains the necessary forms, notices, explanatory materials and correspondence for the efficient operation of the continuing education and prelicensing programs (4) electronic interface with State Based Systems (SBS) to transmit approved courses (5) maintains an internet site to provide online access.

We have found Pearson Vue to always comply with every aspect of the contract and to cooperate to the fullest with any special situation that may arise. Due to Pearson Vue's vast knowledge in managing the prelicensing and continuing program, test development and administration services Pearson Vue has taken a great burden off this department.
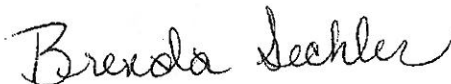
Pearson Vue's program direction, client support services staff and examination security are second to none. You, Liz Tracey and all those at Pearson Vue are always willing to go the extra mile.

We would recommend Pearson Vue to any organization requiring the services provided by Pearson Vue.

Sincerely,

Brenda Sechler

Brenda Sechler
Director – Agent Licensing

State of West Virginia
Department of Administration
Purchasing Division
2019 Washington Street East
Post Office Box 50130
Charleston, WV 25305-0130

Solicitation

NUMBER	PAGE
INS14004	1

ADDRESS CORRESPONDENCE TO ATTENTION OF:

CONNIE OSWALD
304-558-2157

VENDOR
*709030156 09   610-617-5192
PEARSON VUE
3 BALA PLAZA WEST   STE 300

BALA CYNWYD PA   19004

SHIP TO
INSURANCE COMMISSION

1124 SMITH STREET
CHARLESTON, WV
  25305-0540   304-558-3707

DATE PRINTED
08/09/2013

BID OPENING DATE: 08/22/2013   BID OPENING TIME   1:30PM

LINE	QUANTITY	UOP	CAT NO	ITEM NUMBER	UNIT PRICE	AMOUNT

ADDENDUM NO. 1

1. TO PROVIDE ANSWERS TO QUESTIONS RECEIVED.
2. TO PROVIDE THE ADDENDUM ACKNOWLEDGMENT. THIS
DOCUMENT SHOULD BE SIGNED AND RETURNED WITH YOUR
BID. FAILURE TO SIGN AND RETURN MAY RESULT IN
DISQUALIFICATION OF YOUR BID.

END OF ADDENDUM NO. 1

SIGNATURE _(signature)_

TELEPHONE (610) 617-9300   DATE 8/19/13

TITLE
Senior VP, Professional Services

FEIN 410850527

ADDRESS CHANGES TO BE NOTED ABOVE

WHEN RESPONDING TO SOLICITATION, INSERT NAME AND ADDRESS IN SPACE ABOVE LABELED 'VENDOR'

SOLICITATION NUMBER: INS14004
Addendum Number: 01

The purpose of this addendum is to modify the solicitation identified as ("Solicitation") to reflect the change(s) identified and described below.

Applicable Addendum Category:

[   ]   Modify bid opening date and time

[   ]   Modify specifications of product or service being sought

[✓]   Attachment of vendor questions and responses

[   ]   Attachment of pre-bid sign-in sheet

[   ]   Correction of error

[   ]   Other

Description of Modification to Solicitation:

1. To provide answers to questions received.
2. To provide the addendum acknowledgment.

Additional Documentation: Documentation related to this Addendum (if any) has been included herewith as Attachment A and is specifically incorporated herein by reference.

Terms and Conditions:

1. All provisions of the Solicitation and other addenda not modified herein shall remain in full force and effect.

2. Vendor should acknowledge receipt of all addenda issued for this Solicitation by completing an Addendum Acknowledgment, a copy of which is included herewith. Failure to acknowledge addenda may result in bid disqualification. The addendum acknowledgement should be submitted with the bid to expedite document processing.

ATTACHMENT A

REQUEST FOR QUOTATION
Addendum #1

State of West Virginia
Offices of the Insurance Commissioner

INS14004

Questions for the state of West Virginia Offices of the Insurance Commissioner (OIC)

1. Page 15, Section 51 - Does the State expect that Contractor's employees will have access to sensitive or critical information?

   Answer: **Yes, the awarded vendor will have access to a candidates personal identifying information.**

2. Page 29, Section 5.1 - When does the State anticipate making a contract award?

   Answer: **Within 60 days of the Bids received.**

3. Page 18, requirement 3.2 There are no vendors, not even your current testing vendor whose website shows 24 states plus the District of Columbia, that have insurance testing contracts in a majority of states. There are several predominant vendors with capable experience profiles that could serve the interests of the State of West Virginia. Wouldn't it be advantageous to the Commission to accept proposals from all qualified vendors?

   Answer: **Page 18, requirement 3.2 does not stipulate a requirement of 24 states plus the District of Columbia. The RFQ states that the Vendor should have a minimum of ten (10) years experience providing insurance testing services in a majority of states**

4. Page 20, Requirement 3.17. Please confirm that it should say the Vendor, not the candidate, who will collect the examination fees and return the required examination fee to the state?

   Answer: **Correct, this is an error. The Vendor will collect the examination fees and return the required examination fee to the state.**

5. Page 21, Requirement 4.2.1. In order to plan for testing centers, can you provide the current testing volume by site and exam title?

   Answer: **This information is not available at this time**

6. Page 22, Requirement 4.2.3, and p. 23 4.2.12. These requirements seem to indicate that items will be available to a new vendor, if selected. Please confirm that this applies to the existing contract. Also, can you clarify how many questions/items, statistics, etc. would become available?

   Answer: **This information is not available at this time**

REQUEST FOR QUOTATION
Addendum #1

State of West Virginia
Offices of the Insurance Commissioner

INS14004

Questions for the state of West Virginia Offices of the Insurance Commissioner (OIC)

7. Page 24, Requirement 4.2.18. Reference is made to assisting candidates with questions about locations of fingerprinting sites, but no other information is provided regarding fingerprinting for candidates (there is reference to the service provider employee requirement). Can you detail the fingerprinting requirements for West Virginia candidates? Does the vendor just direct candidates to fingerprinting sites or is the expectation that the vendor will provide these services?

   Answer: **The vendor will be required to direct candidates to fingerprinting sites and answer questions in assistance to fingerprinting.**

8. Page 29, 5.1. Contract Award. This section indicates that the award will go to the Vendor that provides the Contract Services meeting the required specifications for the lowest overall total cost. Can you provide the evaluation criteria and what are the weights assigned to the technical response and expertise vs. cost?

   Answer: **Conformity to specifications and price are the only factors used in the evaluation process.**

9. We note the remittance of $25 to the State. Are there any additional fees to be remitted and are there any fee caps on service?

   Answer: **There are no additional fees to be remitted to the state. There are no fee caps on service.**

10. In section 4.2.16 it states the Agency has the right that there be multiple exams offered for a particular examination. Does this mean the Agency has a preference regarding the how the items are assembled for the exams? **Does the Agency prefer forms based or items based exams?**

    Answer: **The agency does not have a preference regarding how the items are assembled for the exams. The agency is requesting that as a preference it be permitted to request multiple examinations be given regardless of volume for particular license classes or types.**

11. Under page 10 regarding general terms and conditions, item #12 – please clarify if liquidated damages are applicable for a contract awarded under this solicitation. If yes, please provide specifics regarding what services the damages would apply to and the amounts.

    Answer: **The agency is not asking for Liquidated damages.**

Questions for the state of West Virginia Offices of the Insurance Commissioner (OIC)

12. The current candidate bulletin includes paper forms to be filled out by the candidates for requests such as additional score reports. Do these requests have to be on paper, or can they be managed via online request forms?

    Answer: **The Agency would like for the option to be provided by paper and online requests.**

13. What is the annual practice exam volume?

    Answer: **This information is not available at this time**

14. The current Candidate Bulletin does not say they accept cash but it's listed as a mandatory requirement in the RFQ? Can we clarify what they currently will accept?

    Answer: **Although the current candidate bulletin does not mention accepting cash payments, the RFQ is requesting that cash payments be accepted with awarded Vendor.**

15. Does the 150-mile requirement apply only to the sites within West Virginia?

    Answer: **The 150 mile requirement does only apply to sites within West Virginia.**

16. On the Pricing Sheet, in the "Note" – do they mean we cannot charge more than one registration fee regardless of how many exams a candidate schedules at one time?

    Answer: **The Property and Casualty and Life and Accident & Sickness should be provided as combo exams if the candidate so chooses to take the exams simultaneously and if so one fee should be charged. If the candidate chooses to take the exams separately then separate fees should be charged.**

17. Please clarify the scoring criteria, under section 5.1 it states the contract shall be awarded to the Vendor that provides the Contract Services meeting the required specifications for the lowest overall total cost. Is cost the only basis for selecting a vendor or does the scoring committee take into consideration other aspects of the vendor's proposal? If other aspects are taken into consideration what are they and how is each item weighted?

    Answer: **Yes, conformity to specifications and price are the only factors used in the evaluation process.**

18. Under section 4.2.1 it states the vendor shall establish 4 testing centers throughout West Virginia, if the vendor maintains scoring sites within the highest populated areas and the

REQUEST FOR QUOTATION
Addendum #1

State of West Virginia
Offices of the Insurance Commissioner

INS14004

Questions for the state of West Virginia Offices of the Insurance Commissioner (OIC)

candidates are within a 150 mile radius, does the testing center need to be within West Virginia or can it be in a bordering town?

Answer: **The requirement is that 4 testing centers be established throughout West Virginia.**

19. What are the testing volumes for 2010, 2011, 2012 broken down for each test and test location?

Answer: **This information is not available at this time**

20. What is the testing volume by month and location?

Answer: **This information is not available at this time ?**

21. How does the current vendor validate pre-licensing certificates? Does this happen prior to an eligibility record being produced?

Answer: **The candidate is required to provide the current vendor with the prelicensing certificate before/at the time of the scheduled examination.**

22. What is the expectation of the delivery of practice tests, are they to be delivered on-line or at test centers?

Answer: **They are to be delivered on-line at the request of the candidate.**

23. The current exam price is $110, does the vendor retain all of the exam price?

Answer: **The $25 remitted to the state is taken from the $110 the vendor collects from the candidate.**

24. Section 3.6 states the vendor shall establish services no later than 30 days after the date of the contract, is the 30 days negotiable?

Answer: In the request section 3.6 was listed as mandatory however, after further consideration the agency has decided to make this negotiable.

25. What is the percentage breakdown of candidates who register via web vs. phone?

Answer: **This information is not available at this time.**

ADDENDUM ACKNOWLEDGEMENT FORM
SOLICITATION NO.: INS14004

Instructions: Please acknowledge receipt of all addenda issued with this solicitation by completing this addendum acknowledgment form. Check the box next to each addendum received and sign below. Failure to acknowledge addenda may result in bid disqualification.

Acknowledgment: I hereby acknowledge receipt of the following addenda and have made the necessary revisions to my proposal, plans and/or specification, etc.

Addendum Numbers Received:
(Check the box next to each addendum received)

[X] Addendum No. 1		[ ] Addendum No. 6
[ ] Addendum No. 2		[ ] Addendum No. 7
[ ] Addendum No. 3		[ ] Addendum No. 8
[ ] Addendum No. 4		[ ] Addendum No. 9
[ ] Addendum No. 5		[ ] Addendum No. 10

I understand that failure to confirm the receipt of addenda may be cause for rejection of this bid. I further understand that any verbal representation made or assumed to be made during any oral discussion held between Vendor's representatives and any state personnel is not binding. Only the information issued in writing and added to the specifications by an official addendum is binding.

Pearson VUE, a business of NCS Pearson, Inc.
_____
Company

_____
Authorized Signature

8/19/2013
_____
Date

NOTE: This addendum acknowledgement should be submitted with the bid to expedite document processing.
Revised 6/8/2012

State of West Virginia
Department of Administration
Purchasing Division
2019 Washington Street East
Post Office Box 50130
Charleston, WV 25305-0130

Solicitation

NUMBER	PAGE
INS14004	1

ADDRESS CORRESPONDENCE TO ATTENTION OF:

CONNIE OSWALD
304-558-2157

RFQ COPY
TYPE NAME/ADDRESS HERE

VENDOR
PEARSON VUE
3 BALA PLAZA WEST, Suite 300
BALA CYNWYD, PA 19004
610-617-5192

SHIP TO
INSURANCE COMMISSION

1124 SMITH STREET
CHARLESTON, WV
   25305-0540   304-558-3707

DATE PRINTED
08/19/2013

BID OPENING DATE: 08/29/2013   BID OPENING TIME   1:30PM

LINE	QUANTITY	UOP	CAT NO.	ITEM NUMBER	UNIT PRICE	AMOUNT

ADDENDUM NO. 2

1.   TO MOVE THE BID OPENING FROM: 8/22/2013
                              TO: 8/29/2013 @ 1:30 PM
                              SAME LOCATION.
2.   TO PROVIDE THE ADDENDUM ACKNOWLEDGMENT. THIS
     DOCUMENT SHOULD BE SIGNED AND RETURNED WITH YOUR
     BID FAILURE TO SIGN AND RETURN MAY RESULT IN
     DISQUALIFICATION OF YOUR BID.

     END OF ADDENDUM NO. 2

SIGNATURE	TELEPHONE	DATE
Art Val	(610) 617-9300	8/26/13

TITLE	FEIN	ADDRESS CHANGES TO BE NOTED ABOVE
Sr. VP, Prof. Services	410850527	

WHEN RESPONDING TO SOLICITATION, INSERT NAME AND ADDRESS IN SPACE ABOVE LABELED 'VENDOR'

SOLICITATION NUMBER: INS14004
Addendum Number: 02

The purpose of this addendum is to modify the solicitation identified as ("Solicitation") to reflect the change(s) identified and described below.

Applicable Addendum Category:

- [✓] Modify bid opening date and time

- [ ] Modify specifications of product or service being sought

- [ ] Attachment of vendor questions and responses

- [ ] Attachment of pre-bid sign-in sheet

- [ ] Correction of error

- [ ] Other

Description of Modification to Solicitation:

1. To move the bid opening date from: 8/22/2013 to 8/29/2013 at 1:30 pm, same location.

2. To provide the addendum acknowledgment.

Additional Documentation: Documentation related to this Addendum (if any) has been included herewith as Attachment A and is specifically incorporated herein by reference.

Terms and Conditions:

1. All provisions of the Solicitation and other addenda not modified herein shall remain in full force and effect.

2. Vendor should acknowledge receipt of all addenda issued for this Solicitation by completing an Addendum Acknowledgment, a copy of which is included herewith. Failure to acknowledge addenda may result in bid disqualification. The addendum acknowledgement should be submitted with the bid to expedite document processing.

Revised 6/8/2012

ADDENDUM ACKNOWLEDGEMENT FORM
SOLICITATION NO.: INS14004

Instructions: Please acknowledge receipt of all addenda issued with this solicitation by completing this addendum acknowledgment form. Check the box next to each addendum received and sign below. Failure to acknowledge addenda may result in bid disqualification.

Acknowledgment: I hereby acknowledge receipt of the following addenda and have made the necessary revisions to my proposal, plans and/or specification, etc.

Addendum Numbers Received:
(Check the box next to each addendum received)

    [X] Addendum No. 1   [ ] Addendum No. 6

    [X] Addendum No. 2   [ ] Addendum No. 7

    [ ] Addendum No. 3   [ ] Addendum No. 8

    [ ] Addendum No. 4   [ ] Addendum No. 9

    [ ] Addendum No. 5   [ ] Addendum No. 10

I understand that failure to confirm the receipt of addenda may be cause for rejection of this bid. I further understand that any verbal representation made or assumed to be made during any oral discussion held between Vendor's representatives and any state personnel is not binding. Only the information issued in writing and added to the specifications by an official addendum is binding.

Pearson VUE, a business of NCS Pearson, Inc.
_____
Company

_____
Authorized Signature

8/26/13
_____
Date

NOTE: This addendum acknowledgement should be submitted with the bid to expedite document processing.
Revised 6/8/2012

State of West Virginia
Department of Administration
Purchasing Division
2019 Washington Street East
Post Office Box 50130
Charleston, WV 25305-0130

Solicitation

NUMBER	PAGE
INS14004	1

ADDRESS CORRESPONDENCE TO ATTENTION OF:

CONNIE OSWALD
304-558-2157

RFQ COPY
TYPE NAME/ADDRESS HERE
PEARSON VUE
3 BALA PLAZA WEST, Suite 300
BALA CYNWYD, PA 19004
610-617-5192

INSURANCE COMMISSION

1124 SMITH STREET
CHARLESTON, WV
25305-0540   304-558-3707

DATE PRINTED						
08/26/2013						

BID OPENING DATE:	09/12/2013			BID OPENING TIME	1:30PM	
LINE	QUANTITY	UOP	CAT NO	ITEM NUMBER	UNIT PRICE	AMOUNT

ADDENDUM NO. 3

1.   TO MOVE THE BID OPENING FROM: 8/29/2013
                              TO: 09/12/2013
                              @ 1:30 PM
                              SAME LOCATION

2.   TO PROVIDE THE ADDENDUM ACKNOWLEDGMENT.
THIS DOCUMENT SHOULD BE SIGNED AND RETURNED WITH
YOUR BID. FAILURE TO SIGN AND RETURN MAY RESULT
IN DISQUALIFICATION OF YOUR BID.

END OF ADDENDUM NO. 3

SIGNATURE	TELEPHONE	DATE
Art Val	(610) 617-9300	8/29/13

TITLE	FEIN	
Senior VP, Prof. Services	410850527	ADDRESS CHANGES TO BE NOTED ABOVE

SOLICITATION NUMBER: INS14004
Addendum Number: 03

The purpose of this addendum is to modify the solicitation identified as ("Solicitation") to reflect the change(s) identified and described below.

Applicable Addendum Category:

[✓] Modify bid opening date and time

[ ] Modify specifications of product or service being sought

[ ] Attachment of vendor questions and responses

[ ] Attachment of pre-bid sign-in sheet

[ ] Correction of error

[ ] Other

Description of Modification to Solicitation:

1. To move the bid opening from: 8/29/2013 to: 9/12/13 at 1:30 pm; same location.

2. To provide the addendum acknowledgment.

Additional Documentation: Documentation related to this Addendum (if any) has been included herewith as Attachment A and is specifically incorporated herein by reference.

Terms and Conditions:

1. All provisions of the Solicitation and other addenda not modified herein shall remain in full force and effect.

2. Vendor should acknowledge receipt of all addenda issued for this Solicitation by completing an Addendum Acknowledgment, a copy of which is included herewith. Failure to acknowledge addenda may result in bid disqualification. The addendum acknowledgement should be submitted with the bid to expedite document processing.

Revised 6/8/2012

ADDENDUM ACKNOWLEDGEMENT FORM
<u>SOLICITATION NO.</u>: INS14004

Instructions: Please acknowledge receipt of all addenda issued with this solicitation by completing this addendum acknowledgment form. Check the box next to each addendum received and sign below. Failure to acknowledge addenda may result in bid disqualification.

Acknowledgment: I hereby acknowledge receipt of the following addenda and have made the necessary revisions to my proposal, plans and/or specification, etc.

<u>Addendum Numbers Received:</u>
(Check the box next to each addendum received)

[X] Addendum No. 1   [   ] Addendum No. 6

[X] Addendum No. 2   [   ] Addendum No. 7

[X] Addendum No. 3   [   ] Addendum No. 8

[   ] Addendum No. 4   [   ] Addendum No. 9

[   ] Addendum No. 5   [   ] Addendum No. 10

I understand that failure to confirm the receipt of addenda may be cause for rejection of this bid. I further understand that any verbal representation made or assumed to be made during any oral discussion held between Vendor's representatives and any state personnel is not binding. Only the information issued in writing and added to the specifications by an official addendum is binding.

Pearson VUE, a business of NCS Pearson, Inc.
_____
Company

_____
Authorized Signature

8/29/13
_____
Date

NOTE: This addendum acknowledgement should be submitted with the bid to expedite document processing.
Revised 6/8/2012

State of West Virginia
Department of Administration
Purchasing Division
2019 Washington Street East
Post Office Box 50130
Charleston, WV 25305-0130

ADDRESS CORRESPONDENCE TO ATTENTION OF:

CONNIE OSWALD
304-558-2157

RFQ COPY
TYPE NAME/ADDRESS HERE

VENDOR
PEARSON VUE
3 BALA PLAZA WEST, Suite 300
BALA CYNWYD, PA 19004
610-617-5192

SHIP TO
INSURANCE COMMISSION

1124 SMITH STREET
CHARLESTON, WV
25305-0540   304-558-3707

DATE PRINTED
08/26/2013

BID OPENING DATE: 09/12/2013   BID OPENING TIME   1:30PM

LINE	QUANTITY	UOP	CAT NO	ITEM NUMBER	UNIT PRICE	AMOUNT

ADDENDUM NO. 04

1.   TO PROVIDE ANSWERS TO QUESTIONS RECEIVED.
2.   TO PROVIDE THE ADDENDUM ACKNOWLEDGMENT. THIS
DOCUMENT SHOULD BE SIGNED AND RETURNED WITH YOUR
BID. FAILURE TO SIGN AND RETURN MAY RESULT IN
DISQUALIFICATION OF YOUR BID.

END OF ADDENDUMN NO. 04

SIGNATURE _____   TELEPHONE (610) 617-9300   DATE 8/29/13

TITLE Senior VP, Professional Services   FEIN 410850527   ADDRESS CHANGES TO BE NOTED ABOVE

SOLICITATION NUMBER: INS14004
Addendum Number: 04

The purpose of this addendum is to modify the solicitation identified as ("Solicitation") to reflect the change(s) identified and described below.

Applicable Addendum Category:

[ ] Modify bid opening date and time

[ ] Modify specifications of product or service being sought

[✓] Attachment of vendor questions and responses

[ ] Attachment of pre-bid sign-in sheet

[ ] Correction of error

[ ] Other

Description of Modification to Solicitation:

1. To provide answers to questions received.

2. To provide the addendum acknowledgment.

Additional Documentation: Documentation related to this Addendum (if any) has been included herewith as Attachment A and is specifically incorporated herein by reference.

Terms and Conditions:

1. All provisions of the Solicitation and other addenda not modified herein shall remain in full force and effect.

2. Vendor should acknowledge receipt of all addenda issued for this Solicitation by completing an Addendum Acknowledgment, a copy of which is included herewith. Failure to acknowledge addenda may result in bid disqualification. The addendum acknowledgement should be submitted with the bid to expedite document processing.

Revised 6/8/2012

ATTACHMENT A

Revised 6/8/2012

REQUEST FOR QUOTATION
Addendum #4

State of West Virginia
Offices of the Insurance Commissioner

INS14004

Questions for the state of West Virginia Offices of the Insurance Commissioner (OIC)

5. Page 21, Requirement 4.2.1. In order to plan for testing centers, can you provide the current testing volume by site and exam title?

Answer:
Based on data available please see the chart below for the number of exams per calendar year for 2010, 2011 and 2012 by exam title.

Exam Title	CY 2010	CY 2011	CY2012
Accident & Sickness	836	714	859
Adjuster	757	575	554
Life	1,091	976	1,409
Personal Lines	3	2	5
Property & Casualty	493	500	559
Surplus Lines	1	2	0
Total	3,181	2,769	3,386

During calendar year 2012 there were 224 exams given in the Beckley location, 1,395 in the Charleston location, 824 in the Morgantown location and 943 at location outside of West Virginia.

13. What is the annual practice exam volume?

Answer: Please see response to question 5.

19. What are the testing volumes for 2010, 2011, 2012 broken down for each test and test location?

Answer: Please see response to question 5.

20. What is the testing volume by month and location?

Answer: Please see response to question 5.

ADDENDUM ACKNOWLEDGEMENT FORM
SOLICITATION NO.: INS14004

Instructions: Please acknowledge receipt of all addenda issued with this solicitation by completing this addendum acknowledgment form. Check the box next to each addendum received and sign below. Failure to acknowledge addenda may result in bid disqualification.

Acknowledgment: I hereby acknowledge receipt of the following addenda and have made the necessary revisions to my proposal, plans and/or specification, etc.

Addendum Numbers Received:
(Check the box next to each addendum received)

[X] Addendum No. 1	[ ] Addendum No. 6
[X] Addendum No. 2	[ ] Addendum No. 7
[X] Addendum No. 3	[ ] Addendum No. 8
[X] Addendum No. 4	[ ] Addendum No. 9
[ ] Addendum No. 5	[ ] Addendum No. 10

I understand that failure to confirm the receipt of addenda may be cause for rejection of this bid. I further understand that any verbal representation made or assumed to be made during any oral discussion held between Vendor's representatives and any state personnel is not binding. Only the information issued in writing and added to the specifications by an official addendum is binding.

Pearson VUE, a business of NCS Pearson, Inc.
_____
Company

Art Vale
_____
Authorized Signature

8/29/13
_____
Date

NOTE: This addendum acknowledgement should be submitted with the bid to expedite document processing.
Revised 6/8/2012

Rev. 07/12

State of West Virginia
VENDOR PREFERENCE CERTIFICATE

Certification and application* is hereby made for Preference in accordance with **West Virginia Code**, §5A-3-37. (Does not apply to construction contracts). **West Virginia Code**, §5A-3-37, provides an opportunity for qualifying vendors to request (at the time of bid) preference for their residency status. Such preference is an evaluation method only and will be applied only to the cost bid in accordance with the **West Virginia Code**. This certificate for application is to be used to request such preference. The Purchasing Division will make the determination of the Resident Vendor Preference, if applicable.

1.   **Application is made for 2.5% resident vendor preference for the reason checked:**
____   Bidder is an individual resident vendor and has resided continuously in West Virginia for four (4) years immediately preceding the date of this certification; **or,**
____   Bidder is a partnership, association or corporation resident vendor and has maintained its headquarters or principal place of business continuously in West Virginia for four (4) years immediately preceding the date of this certification; or 80% of the ownership interest of Bidder is held by another individual, partnership, association or corporation resident vendor who has maintained its headquarters or principal place of business continuously in West Virginia for four (4) years immediately preceding the date of this certification; **or,**
____   Bidder is a nonresident vendor which has an affiliate or subsidiary which employs a minimum of one hundred state residents and which has maintained its headquarters or principal place of business within West Virginia continuously for the four (4) years immediately preceding the date of this certification; **or,**

2.   **Application is made for 2.5% resident vendor preference for the reason checked:**
____   Bidder is a resident vendor who certifies that, during the life of the contract, on average at least 75% of the employees working on the project being bid are residents of West Virginia who have resided in the state continuously for the two years immediately preceding submission of this bid; **or,**

3.   **Application is made for 2.5% resident vendor preference for the reason checked:**
____   Bidder is a nonresident vendor employing a minimum of one hundred state residents or is a nonresident vendor with an affiliate or subsidiary which maintains its headquarters or principal place of business within West Virginia employing a minimum of one hundred state residents who certifies that, during the life of the contract, on average at least 75% of the employees or Bidder's affiliate's or subsidiary's employees are residents of West Virginia who have resided in the state continuously for the two years immediately preceding submission of this bid; **or,**

4.   **Application is made for 5% resident vendor preference for the reason checked:**
____   Bidder meets either the requirement of both subdivisions (1) and (2) or subdivision (1) and (3) as stated above; **or,**

5.   **Application is made for 3.5% resident vendor preference who is a veteran for the reason checked:**
____   Bidder is an individual resident vendor who is a veteran of the United States armed forces, the reserves or the National Guard and has resided in West Virginia continuously for the four years immediately preceding the date on which the bid is submitted; **or,**

6.   **Application is made for 3.5% resident vendor preference who is a veteran for the reason checked:**
____   Bidder is a resident vendor who is a veteran of the United States armed forces, the reserves or the National Guard, if, for purposes of producing or distributing the commodities or completing the project which is the subject of the vendor's bid and continuously over the entire term of the project, on average at least seventy-five percent of the vendor's employees are residents of West Virginia who have resided in the state continuously for the two immediately preceding years.

7.   **Application is made for preference as a non-resident small, women- and minority-owned business, in accordance with West Virginia Code §5A-3-59 and West Virginia Code of State Rules.**
____   Bidder has been or expects to be approved prior to contract award by the Purchasing Division as a certified small, women- and minority-owned business.

Bidder understands if the Secretary of Revenue determines that a Bidder receiving preference has failed to continue to meet the requirements for such preference, the Secretary may order the Director of Purchasing to: (a) reject the bid; or (b) assess a penalty against such Bidder in an amount not to exceed 5% of the bid amount and that such penalty will be paid to the contracting agency or deducted from any unpaid balance on the contract or purchase order.

By submission of this certificate, Bidder agrees to disclose any reasonably requested information to the Purchasing Division and authorizes the Department of Revenue to disclose to the Director of Purchasing appropriate information verifying that Bidder has paid the required business taxes, provided that such information does not contain the amounts of taxes paid nor any other information deemed by the Tax Commissioner to be confidential.

Under penalty of law for false swearing (West Virginia Code, §61-5-3), Bidder hereby certifies that this certificate is true and accurate in all respects; and that if a contract is issued to Bidder and if anything contained within this certificate changes during the term of the contract, Bidder will notify the Purchasing Division in writing immediately.

Bidder: Pearson VUE, a business of NCS Pearson, Inc.   **Signed:** _____

Date: 8/19/2013   **Title:** Senior Vice President, Professional Services

RFQ No. INS14004

STATE OF WEST VIRGINIA
Purchasing Division

PURCHASING AFFIDAVIT

MANDATE: Under W. Va. Code §5A-3-10a, no contract or renewal of any contract may be awarded by the state or any of its political subdivisions to any vendor or prospective vendor when the vendor or prospective vendor or a related party to the vendor or prospective vendor is a debtor and: (1) the debt owed is an amount greater than one thousand dollars in the aggregate; or (2) the debtor is in employer default.

EXCEPTION: The prohibition listed above does not apply where a vendor has contested any tax administered pursuant to chapter eleven of the W. Va. Code, workers' compensation premium, permit fee or environmental fee or assessment and the matter has not become final or where the vendor has entered into a payment plan or agreement and the vendor is not in default of any of the provisions of such plan or agreement.

DEFINITIONS:

"**Debt**" means any assessment, premium, penalty, fine, tax or other amount of money owed to the state or any of its political subdivisions because of a judgment, fine, permit violation, license assessment, defaulted workers' compensation premium, penalty or other assessment presently delinquent or due and required to be paid to the state or any of its political subdivisions, including any interest or additional penalties accrued thereon.

"**Employer default**" means having an outstanding balance or liability to the old fund or to the uninsured employers' fund or being in policy default, as defined in W. Va. Code § 23-2c-2, failure to maintain mandatory workers' compensation coverage, or failure to fully meet its obligations as a workers' compensation self-insured employer. An employer is not in employer default if it has entered into a repayment agreement with the Insurance Commissioner and remains in compliance with the obligations under the repayment agreement.

"**Related party**" means a party, whether an individual, corporation, partnership, association, limited liability company or any other form or business association or other entity whatsoever, related to any vendor by blood, marriage, ownership or contract through which the party has a relationship of ownership or other interest with the vendor so that the party will actually or by effect receive or control a portion of the benefit, profit or other consideration from performance of a vendor contract with the party receiving an amount that meets or exceed five percent of the total contract amount.

AFFIRMATION: By signing this form, the vendor's authorized signer affirms and acknowledges under penalty of law for false swearing (*W. Va. Code* §61-5-3) that neither vendor nor any related party owe a debt as defined above and that neither vendor nor any related party are in employer default as defined above, unless the debt or employer default is permitted under the exception above.

WITNESS THE FOLLOWING SIGNATURE:

Vendor's Name: Pearson VUE, a business of NCS Pearson, Inc.

Authorized Signature: *[signature]*   Date: 8/19/2013

State of Pennsylvania

County of Montgomery , to-wit:

Taken, subscribed, and sworn to before me this 19th day of August , 2013.
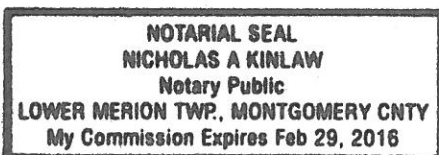
My Commission expires February 29 , 2016.

AFFIX SEAL HERE   NOTARY PUBLIC *Nicholas A. Kinlaw*

Purchasing Affidavit (Revised 07/01/2012)

CERTIFICATION AND SIGNATURE PAGE

By signing below, I certify that I have reviewed this Solicitation in its entirety; understand the requirements, terms and conditions, and other information contained herein; that I am submitting this bid or proposal for review and consideration; that I am authorized by the bidder to execute this bid or any documents related thereto on bidder's behalf; that I am authorized to bind the bidder in a contractual relationship; and that to the best of my knowledge, the bidder has properly registered with any State agency that may require registration.

Pearson VUE, a business of NCS Pearson, Inc.
_____
(Company)

_____
(Authorized Signature)

Arthur Valentine, Senior Vice President, Professional Services
_____
(Representative Name, Title)

(610) 617-9300   (610) 617-9301
_____
(Phone Number)   (Fax Number)

9/10/2013
_____
(Date)

ADDENDUM ACKNOWLEDGEMENT FORM
SOLICITATION NO.:   INS14004

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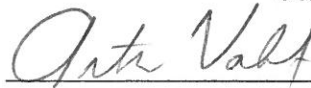
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Company

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