



To all hiring managers and human resources decision-makers:

As you search for the right person to fill your critical IT and Web Professional job roles, we invite you to consider the value of hiring individuals with CIW certifications.

What is CIW?

The CIW program is the world's fastest growing, vendor-neutral Internet technology training and certification for professionals. More than 160,000 individuals are CIW-certified. CIW is more than a certification or a curriculum publisher; CIW is a set of Web technology standards adopted by academic institutions, governments and businesses worldwide. CIW includes applications and competencies, but our core curriculum focuses on the foundational standards that sustain the infrastructure of IT: Web design and development, e-commerce, security, databases, and network technologies and administration.

Why is hiring a CIW certificant beneficial to you and your company?

CIW bases its certification objectives on essential job roles and skills. CIW also provides educational resources based on these industry-recognized standards and objectives. Thus, CIW provides training and validation of knowledge and skills to help you with your recruiting activities.

Courses and certifications within the CIW job-role certification program can:

- Help you ensure that your employees are proficient in the job skills necessary for meeting your company's needs.
- Guide your company to utilize industry-sanctioned best practices.
- Reduce your training costs.
- Provide you with standardized criteria for screening, hiring and/or advancing employees.
- Allow your company to distinguish itself in the marketplace, as well as to customers and suppliers.

Who endorses CIW?

- Companies such as IBM and Hewlett-Packard use CIW in their corporate training programs, and Intel and Novell have blended their Internet technology certification programs with CIW.
- State departments of education and boards of regents are adopting the CIW curriculum for use in high schools and community colleges due to CIW's job-skill orientation, quality curriculum and in-classroom certification options.
- CIW's education partners worldwide include: University of Phoenix, Fujitsu, Kaplan University, NEC, New Hebei University, Hitachi, University of the West of Scotland and Western Governors University (WGU). CIW's customers listen closely to industry needs, and they have each adopted CIW because it represents the best way to teach the Web technologies that the industry needs.

How can I verify that a job applicant is a CIW certificant?

As you know, it has become necessary to verify the credentials of all job applicants. Conducting background checks can be difficult and time-consuming work, but CIW has made the process just a little easier. CIW works with the National Student Clearinghouse (NSC), an independent Web-based service where you can verify the educational degrees and certifications of any job applicant for a small fee. If you use a screening company to conduct background checks, it may already have a subscription to the NCS service. See www.studentclearinghouse.com for complete details.

Thank you for considering CIW-certified candidates when hiring your next Web technologies professional. We invite you to learn more about the CIW curriculum and certification program at www.CIWCertified.com.

Best regards,

Tzipora Katz, Ph.D.

Vice President of Educational Programs