

2021-22 CTE Student Reporting Guide Extract

Certifications and Descriptions

07 – Academy of Finance

The National Academy Foundation's Academy of Finance (AOF) introduces students to the broad range of career opportunities in the financial services industry and gives them new choices for their future. [\[NAF\]](#)

17 – IC 3 (Internet and Computer Core Certification)

The Internet and Computing Core Certification (IC³) program ensures that students have the knowledge and skills required for basic use of computer hardware, software, networks, and the Internet. IC³ is a gateway to advancement in education, employment, or other certification programs. [\[CERTIPORTIC3\]](#)

63 – OSHA 10 General

The Occupational Safety and Health Administration (OSHA) 10 General certification promotes safe and healthful working conditions for America's men and women. The quality education and training programs are designed to prevent work-related injuries, illnesses and deaths by providing the knowledge and tools that workers and employers need to identify and correct workplace safety and health hazards. [\[OSHA\]](#)

OSHA 10 General is valid in all career clusters and can be obtained through certified OSHA instructors, online OSHA certified courses, or certified third party institutions. This certification now includes the following OSHA certifications previously listed as individual CTE certifications: OSHA 10 General-Online Modules (247) [\[OSHA 10 GENERAL\]](#) and OSHA 10-Healthcare-Online Modules (A76). [\[OSHA10HC\]](#)

64 – Certified Associate in Project Management (CAPM)

Certified Associate in Project Management (CAPM) is a credential offered by the Project Management Institute (PMI) as a professional-level certification aimed at industry professionals. This certification entails that professionals have learned theories, tools, and techniques used to ensure project success: task organization and sequencing; schedule development; critical path methods, milestone, PERT, and Gantt charts; reverse planning methods; and cost, performance, and client considerations. [\[PMI\]](#)

80 – Adobe Certified Professional (ACP) Visual Design using Photoshop

Adobe Certified Associate is an entry-level certification aimed at validating communication skills using a particular digital medium. The Visual Communication with Adobe® Photoshop® exam validates entry-level skills in communication corresponding to Adobe Photoshop software. Photoshop is the industry standard for the utmost creative control in image editing and compositing. One can apply filters nondestructively, manage and correct color more easily, convert color images to rich black-and-white with one click, and retouch images with more powerful cloning and healing tools. [\[ACPPHOTOSHOP\]](#)

83 – Microsoft Digital Literacy Certification

The goal of Microsoft Digital Literacy is to teach and assess basic computer concepts and skills so that students can use computer technology in everyday life to develop new social and economic opportunities for themselves, their families, and their communities. Whether you are entirely new to computing or have some experience, this curriculum will help you develop a fundamental understanding of computers.

From using the Internet to sending e-mail or creating a résumé, the Digital Literacy Curriculum helps develop the essential skills one needs to begin computing by focusing on computer basics, Internet and the World Wide Web, productivity, computer security and digital lifestyles. [\[MICROSOFT\]](#)

Microsoft Office Specialist (MOS) Certifications

MOS certifications help validate proficiency in using Microsoft Office 2016 and meet the demand for the most up-to-date skills on the latest Microsoft technologies. Candidates who pass a certification exam show that they can meet globally recognized performance standards.

Candidates must pass one certification exam in order to earn MOS certification. [\[MICROSOFT\]](#)

100 – MOS Office 2016-Word 2016

101 – MOS Office 2016-Word 2016 Expert

102 – MOS Office 2016-Excel 2016

103 – MOS Office 2016-Excel 2016 Expert

104 – MOS Office 2016-PowerPoint 2016

105 – MOS Office 2016-Access 2016

106 – MOS Office 2016-Outlook 2016

158 – QuickBooks Certified User

QuickBooks is one of the best-selling versions of small business financial software. QuickBooks certification is proof to clients or employers that you are proficient using QuickBooks. You become QuickBooks certified by passing Intuit's QuickBooks Certification Exam. [\[CERTIPORT\]](#)

165 – Entrepreneurship and Small Business Certification

The ESB certification is built to test and validate foundation-level concepts and knowledge in entrepreneurship and small business management. The core concepts include entrepreneurship; recognizing and evaluating opportunities; planning for, starting, and operating a business; marketing and sales; and financial management. [\[CERTIPORT-ESB\]](#)

206– Bing Ads (Microsoft Advertising Certification)

The Bing Ads program shows you how to get the most of your ad spend, so you gain more from your marketing dollars. Focused on Search Engine Marketing:

- Increase your Bing Ads proficiency
- Optimize ad campaigns
- Enjoy member benefits
- Maximize your Bing Ads reporting & tools knowledge [\[BINGADS\]](#)

211– Facebook Certified Media Planning Professional

This exam measures competency in the skills, tools, advertising policies and best practices required to manage Facebook pages, create, purchase and manage ads, select and use advertising objectives, target audiences for maximum impact, and understand the role of Facebook media planners and buyers. [\[FB-BLUEPRINT\]](#)

212– Google Advertising Fundamentals Exam (Google AdWords)

The AdWords Fundamentals exam covers basic and intermediate concepts, including the benefits of online advertising and AdWords, and best practices for managing and optimizing AdWords campaigns. [\[GOOGLEAW\]](#)

213– Google Analytics

The Google Analytics IQ exam is designed to test your knowledge of digital analytics best practices and the Google Analytics platform. [\[SUPPORTGOGGLE\]](#)

214– Retail Industry Fundamentals, National Retail Federation

The Retail Industry Fundamentals credential helps train and advance both entry-level retail associates and first-time job seekers. It is an industry-led and validated program that focuses on five core areas:

- Basic work fundamentals
- The business of retail
- Customer focus
- Getting and keeping jobs in retail
- Selling

[\[RIF-NRF\]](#)

246 – SC Property and Casualty Producer License

The South Carolina Department of Insurance is responsible for licensing and regulating the Insurance profession in the State of South Carolina. SC Property and Casualty Producer License is a required license in South Carolina to sell property and casualty insurance. [\[PRODUCER\]](#)

250– Sage 50 Peachtree Accounting Certification

Peachtree is a staple software program used in the accounting world for business and educational purposes nationwide. Peachtree allows users to perform many accounting functions for business, such as journal entries, customer account management and the production of financial statements. There are levels of software available, depending on the business's size and needs. Obtaining a certification in Peachtree is helpful in proving software skills acquisition and career readiness. [\[SAGEU\]](#)

304 – CIW Social Media Strategist

This exam validates the student's knowledge on how social media is used in a business setting, and how to use social media to boost brand recognition and achieve organizational goals. It validates how to build social media strategies and tactics, build and manage campaigns, and develop social media content. The usage of major social media platforms, when and how to utilize each platform correctly in business to achieve organizational goals and strategies is validated. Students must know how to plan, develop, promote, deliver, present, and analyze social media activities. They must demonstrate how risks, reputation, crisis response, advertising and promoting are managed and maintained. In addition, they must show how metrics, analytics, reporting and social media optimization drive business goals and strategies. [\[CIWSMS\]](#)

305– CIW Data Analyst

Students demonstrate how to use data to analyze all aspects of a company's operation and make appropriate business decisions. The exam covers how to compare, and contrast structured and unstructured data. Students will extrapolate information using data obtained from new and traditional data sources, including Web and social media logs, marketing, sales, technical support, and customer relations. The exam validates the students' knowledge of the ways to capture and represent data, including creating dashboards, executive summaries, reports and charts, using both traditional and Web-based tools. [\[CIWDA\]](#)

307– CIW E-Commerce Specialist

This exam is for the individual who already understands the foundations of Web technologies and wants to demonstrate proficiency in e-commerce practices and site design. Skills covered are as follows:

- E-commerce site development, including ways to conduct business online and manage the technical issues associated with constructing an e-commerce Web site.
- E-commerce technology and security, including e-commerce technologies at various levels of sophistication, Customer Relationship Management (CRM) software, and practices for securing your online transactions as well as your customers' personal information.
- E-commerce business, marketing and legal issues, including Web marketing strategies, online product promotion, and legal topics such as taxation and international shipping.

[\[CIWECOM\]](#)

315– Precision Exams by YouScience: Desktop Publishing I

The Desktop Publishing exam validates entry-level skills in desktop publishing using current professional software (Adobe InDesign). Word and Publisher are not considered professional software applications by industry. [\[PRECISIONEXAMSBYYOUCIENCE\]](#)

322– Personal Financial Literacy Certification

The Center for Financial Responsibility Personal Financial Literacy certification verifies individuals possess the ability to successfully navigate vital monetary decisions which affect both their personal and professional lives. This certification validates the knowledge and skills pertaining to credit cards, loans, retirement, investments and mortgages. Those who earn the certification are more qualified and prepared to make informed financial choices, perform better

in the workplace and achieve long-term financial success. [\[TEXASTECHPFL\]](#)

323– Charlotte Works: Working Smart

Working Smart: Soft Skills for Workplace Success by Charlotte Works is a five-module, 16-lesson curriculum that enhances job-seeker skills such as communication, problem-solving, time management, conflict resolution, and accountability. [\[CHARLOTTEWORKS\]](#)

324– Expert Rating: Legal Administrative Assistant Certification

Legal administrative assistants are skilled professionals who perform a wide variety of specialized legal work in addition to routine office-oriented tasks. Also known as legal secretaries, they work in different kinds of work settings including law offices, corporations, governmental agencies and nonprofit organizations. This 11-lesson curriculum includes paralegal knowledge in U.S. government, legal terminology, legal analysis, legal communications, court procedures, and laws. [\[EXPERTRATING\]](#)

The Career and Technical Education Consortium of States (CTECS)

CTECS is a consortium of states for which member states pool efforts to develop competency-and industry-based career and technical education resources and assessments that are validated by business, industry, and labor. CTECS works with member states to develop stackable credentials based on state-recognized validated standards. All course standards are developed and revised implementing college-career readiness preparation leading toward high-wage, high-skilled, and in-demand careers. The end-of-program credential recognizes program completers for demonstrated content mastery. [\[CTECS\]](#)

332 – CTECS: Administrative Services

333 – CTECS: Business Information Management

334 – CTECS: General Management

335 – CTECS: Human Resource Management

336 – CTECS: Operations Management

337 – CTECS: Accounting

338 – CTECS: Business Finance

346 – CTECS: Marketing Communications

347 – CTECS: Marketing Management

348 – CTECS: Merchandising

349 – Precision Exams by YouScience: Leadership Principles I

This certification verifies the student has demonstrated a set of skills to be an effective leader. Concepts include leadership history, goal setting, time management, effective communication, diversity, and decision making. [\[PRECISIONEXAMSBYYOUCIENCE\]](#)

350 – Precision Exams by YouScience: Leadership Principles II

This certification verifies the student has demonstrated a set of skills to be an effective leader. Concepts include power, team management, dealing with change, and ethics. Student will also be in charge of organizing and implementing a class project. [\[PRECISIONEXAMSBYYOUCIENCE\]](#)

Precision Exams by YouScience

Precision Exams works with business and industry to develop stackable competency- and industry-based career and technical education certification exams based on the needs and resources of business and industry. All certification standards are developed to recognize demonstrated content mastery. In addition, Precision Exams offers reporting tools that help teachers and schools determine where to focus to improve scores and show growth measurement throughout the length of a course. [[PRECISIONEXAMSBYYOUCIENCE](#)]

- 377 – Precision Exams by YouScience: Accounting I**
- 378 – Precision Exams by YouScience: Accounting II**
- 379 – Precision Exams by YouScience: Business Communications I**
- 380 – Precision Exams by YouScience: Business Management**
- 381 – Precision Exams by YouScience: Digital Business Applications**
- 382 – Precision Exams by YouScience: Exploring Business & Marketing**
- 383 – Precision Exams by YouScience: General Financial Literacy**
- 384 – Precision Exams by YouScience: Personal Financial Responsibility**
- 387 – Precision Exams by YouScience: Banking and Finance**
- 388 – Precision Exams by YouScience: Advertising and Promotion**
- 389 – Precision Exams by YouScience: Digital Marketing**
- 390 – Precision Exams by YouScience: Real Estate**
- 391 – Precision Exams by YouScience: Social Media Marketing**
- 392 – Precision Exams by YouScience: Sports and Entertainment Marketing**
- 414 – Precision Exams by YouScience: Desktop Publishing II**

434– PMI Project Management Ready

The PMI Project Management Ready certification presents the tools needed to apply the project management skillset to all workplace and day-to-day activities. Students prepared for this certification know project management fundamentals and core concepts, traditional plan-based methodologies, Agile frameworks/methodologies, as well as Business Analyst frameworks. [[PMIPMR](#)]

MOS Certifications

MOS certifications help validate proficiency in using Microsoft Office 2019 and Office 365 and meet the demand for the most up-to-date skills on the latest Microsoft technologies. Candidates who pass a certification exam show that they can meet globally recognized performance standards. Candidates must pass one certification exam in order to earn MOS Associate or Expert certification. [[MICROSOFT](#)]

- 435– Microsoft Office Access Expert 2019**
- 436 – Microsoft Office Excel Associate 2019**
- 437 – Microsoft Office PowerPoint Associate 2019**
- 438 – Microsoft Office Word Associate 2019**
- 439 – Microsoft Office Word Expert 2019**

440 – Microsoft 365 Certified TEAMS Administrator Associate

Microsoft Teams Administrators configure, deploy, and manage Office 365 workloads for

Microsoft Teams that focus on efficient and effective collaboration and communication in an enterprise environment. [\[MICROSOFT\]](#)

441 – Office 365

[\[MICROSOFT\]](#)

Isograd TOSA®

Isograd TOSA® Digital certifications are designed for employees, students, and job seekers to validate their skills by displaying a numerical score between 1 and 1000 on resume or online profiles. They are suitable for all types of users from occasional users to experts. All assessments are remote-proctored.

442 – TOSA® DigiComp

443 – TOSA® InDesign

444 – TOSA® Illustrator

445 – TOSA® Photoshop

[\[TOSA\]](#)

A10 – W!SE-Financial Literacy Certification Program (FLCP)

The W!SE Financial Literacy Certification Program (FLCP) addresses the urgent need for financial literacy and education. The program provides high school students with access to financial education and the opportunity to become certified financially literate. [\[WISE\]](#)

A30 – Financial Literacy

EverFi-Financial Literacy™ covers complex financial concepts covering more than 600 topics, including credit scores, budgeting, insurance, credit cards, student loans, mortgages, taxes, stocks, savings, 401k's and other critical concepts. EverFi tracks individual student progress and knowledge gain and provides students who successfully complete the course with certification in financial literacy. [\[EVERFI\]](#)

A31 – Digital Literacy and Wellness

Ignition: Digital Wellness and Safety™ informs students in grades 6-9 on how technology works, while also placing them in virtual environments to tackle issues including privacy, security, technology and data, cyber bullying, digital relationships, and the viral nature of the web. [\[EVERFI\]](#)

Microsoft Office 2013 Certifications

Office 2013 meets the demand for the most up-to-date skills on the latest Microsoft technologies. Candidates who pass a certification exam show that they can meet globally recognized performance standards. Candidates must pass one certification exam in order to earn MOS certification. [\[MICROSOFT\]](#)

A32 – MOS: Microsoft Office Word 2013

A33 – MOS: Microsoft Office Excel 2013

A34 – MOS: Microsoft Office PowerPoint 2013

A35 – MOS: Microsoft Office Outlook 2013

A36 – MOS: Microsoft Office Access 2013**A37 – MOS: Microsoft Office SharePoint 2013****A38 – MOS: Microsoft Office OneNote 2013****A77 – Business Office Technology**

The Business Office Technology Certification endorsed by Express Employment Professionals provides students with a solid understanding of current and emerging technologies in today's workplace. In addition, the certification addresses major topics such as computers, operating systems and networking, telecommunications, business documents, web and business ethics and the Microsoft® Office Suite. The certification consists of 15 modules and a 100-question final certification exam. [[EXPRESSBOT](#)]

A78 – Career Preparedness Certification

The Career Preparedness Certification endorsed by Express Employment Professionals equips students with the skills necessary to thrive in a post-secondary or workplace environment. In addition, the certification addresses major topics such as higher learning, the job seeking process, financial literacy, workplace etiquette and the Microsoft® Office Suite. The certification consists of 23 modules and a 100-question final certification exam. [[EXPRESSCP](#)]

A85 – Southwest Airlines Professional Communications Certification

This certification focuses on teaching students the communication essentials to thrive in any workplace environment. Verbal and non-verbal communication skills are explored and discussed throughout the certification, and how those skills are utilized for a positive, successful experience in the workplace is analyzed. In addition to communication skills, other career-related concepts such as leadership styles, presentation strategies, conflict management, collaboration and English

A94 – Microburst EmployABILITY Soft Skills Certification

Employers require their workforce to demonstrate soft skills in order to be an effective team member in the business/industry environment. Based on over 30 years of soft skills training in the global private business sector, the Microburst Learning Soft Skills certification program cultivates students' soft skills by directly reengineering it from the business world to the world of education. The blended learning approach includes on-line pre-assessments with individualized evaluation reports, highly interactive online lessons, program instructor certification, comprehensive instructor guides with flexible classroom activities to meet a variety of schedules and class sizes, post-assessments, and student certification. With completion of all on-line modules, along with face-to-face classroom instruction and group activities, each completer receives the Employer's Choice Certification. The EmployABILITY Soft Skills certificate program is supported and promoted by SC Future Makers, Tallo, SC Manufacturing Alliance, SC Chamber of Commerce, Mechanical Contractors Association of South Carolina and the SCDE. This soft skills certification is in alignment with the Profile of the SC Graduate. [[MICROBURST](#)]