



Pearson  
VUE



Find an ideal candidate base...  
right on their base.

Reach motivated and experienced professionals by expanding  
into the military community.



Your exam program provides candidates opportunities to stretch themselves, learn and grow, earn valuable credentials, and ultimately contribute to your professional community. The ideal way to expand your program is to find and attract qualified, interested candidates. The challenge, of course, is knowing where to find that receptive audience and when you do, how to generate interest in your program.

Discover a promising, largely untapped audience when, instead of business colleges, trade schools, or even the current workplace, you look to the U.S. military — then engage that audience by making your program convenient, accessible, and valuable.

### Take your program to a new audience... and a new level.

Though you may not initially think of the military when devising your target market segments, you probably should. From career development to advancement and beyond, the incentives for those Service members to earn certifications are significant. And, with an increased emphasis on funding programs such as the GI Bill and Credentialing Opportunities On-Line (COOL), there's more awareness and financial assistance than ever.

The benefits for this community extend well beyond time spent in uniform. Of the more than two million individuals in the U.S. military, approximately 200,000 transition to civilian life every year. That's an audience with unique skillsets, unrivaled experience, and incredible motivation to pursue new qualifications — many of whom need help bridging their experience to the civilian sector. When you boil it all down, it represents an incredible potential audience for your certification program.

### Meet your goals by supporting theirs.

Whether you're seeking to validate candidate skillsets, advance your industry, grow your program, or a combination of all three, the military community may be just the audience to help you meet those goals. And together with Pearson VUE, you can reach these motivated professionals right where they serve.

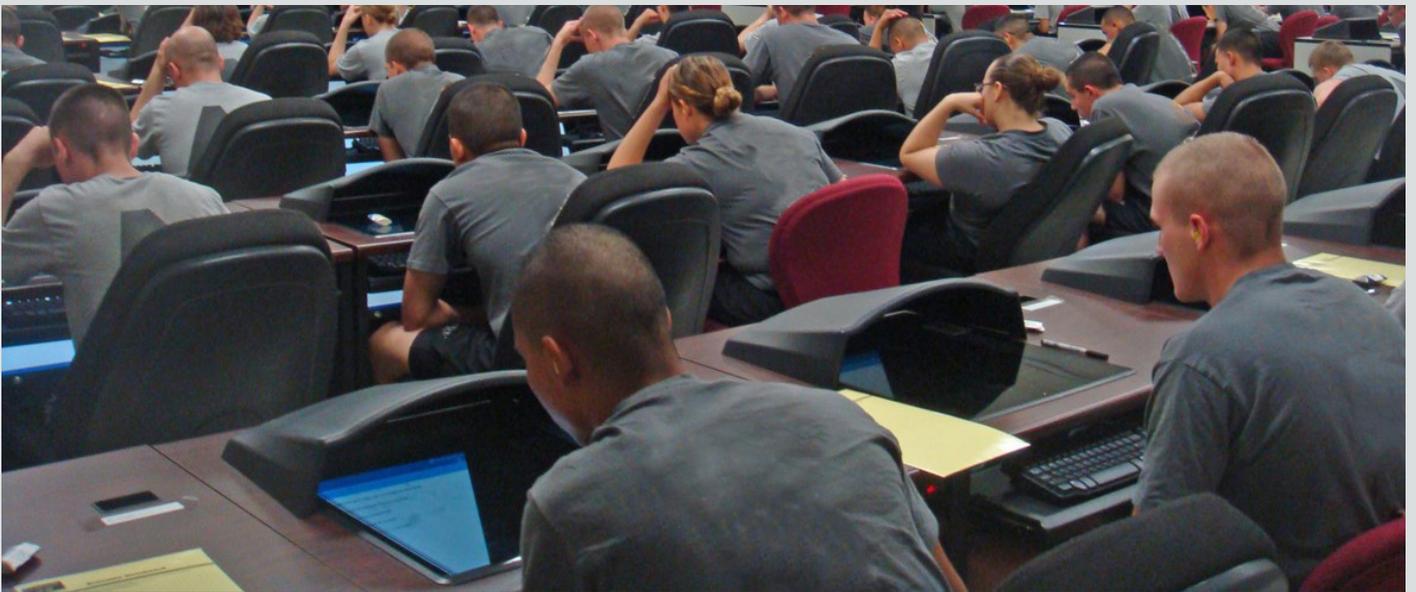
On-base testing offers military personnel convenient access to earn industry credentials — certifications that confirm experience and expertise, and offer real career advantages in and out of uniform. Delivering your exams on military installations gives service members the convenience of testing where they live and work, without disrupting their active duty assignments. It also sets in motion a chain of events that helps expand your program even further. Growing the number of military personnel who hold your certification increases the understanding of civilian roles, which can lead to greater collaboration between military and civilian professionals, and ultimately to growth in your industry.

Only Pearson VUE has the reach, experience, and relationships to help you tap into the potential of the military community, by delivering your exam to on-base test centers.

## Serve them where they serve

Only Pearson VUE has the reach, experience, and relationships to help you tap into the potential of the military community, by delivering your exam to on-base test centers. We're proud to work with the U.S. Department of Defense (DoD) to help provide service personnel convenient access to professional credentials. Our experienced, dedicated team is ready to help make your program even more successful by:

- Delivering your exam at **hundreds of test centers** on military bases around the world
- Helping you reach even more candidates via **OnVUE**, our online testing solution
- Ensuring **exam compatibility** with stringent DoD network requirements
- Providing guidance on your **military-focused materials** and messaging
- Generating **program awareness** with military-specific marketing communications



**60%** of government sector survey respondents said that their employer or a government program paid for their most recent certification exam.

Pearson VUE, 2021 Value of IT Certification Federal Supplement

## Let's get started

Discover how you can expand your program into this oft-overlooked market while helping military personnel reach their certification and post-service goals.

**Get in touch at [DoD@Pearson.com](mailto:DoD@Pearson.com)**

Learn more at [PearsonVUE.com/Military](https://PearsonVUE.com/Military)

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