Professional Communications Certification Examination

Credential Source Contact information

Source Company Name: Southwest Airlines
Contact: Brandi DeWaters, program lead, K-12 initiatives, People Department
Phone: 214-792-2137
Email: brandi.dewaters@wnco.com
Website: https://www.southwest.com/

Credential Contractor

Credential Contractor: CEV Multimedia (iCEV)
Contact: Kelli Neuman, director of Business and Industry Partnerships
Phone: 409-658-0432
Email: kelli.neuman@cevmultimedia.com

Test Administration

Test Site
- School: Online

Can the instructor take this test?: Yes

Number of Test Items: The certification exam consists of 100 questions from a test bank of 200 questions. The question bank and order is randomized for each certification exam. Exams are administered online and have several question types, including multiple-choice, matching, labeling, fill-in-the-blanks and other question types.

Time allowed (minutes): There is no time limit; however, the system will time out after five hours.

Passing score (percent): 70

Cost Per Test: $30 for iCEV subscribers; Option B: $50 for non-iCEV subscribers

Additional information:
- https://careers.southwestair.com/campus-reach
- Southwest Airlines created this certification because they take responsibility for being an industry leader and in turn want to create a pipeline of qualified workers for their industry. The industry standards the certification tests for, which were developed by Southwest Airlines, include:
  » English Language Proficiencies (5%)
  » Workplace Communication Techniques (25%)
  » Communication Theory (10%)
  » Interpersonal Communication Techniques (20%)
  » Written Communication Procedures (20%)
  » Verbal Communication Procedures (20%).
- This certification is used in industry and is, therefore, an industry certification. It is available to learners at all stages of their education and/or career. There are multiple exit points for individuals with this certification. It's valuable to someone without a high school diploma, to someone with multiple degrees who has been in the industry for decades, and more.
- Southwest Airlines uses iCEV as its certification testing platform. As the testing platform, iCEV is responsible for the following:
  » Providing secure testing technology for exams
  » Regulating the testing environment
» Working with secondary and postsecondary academic institutions, workforce development associations and the public-at-large to offer certification options for career advancement
» Providing certification verification to employers for potential job applicants
» Offering optional certification exam preparation materials.

- The certification exam must be administered in a proctored environment. It is the responsibility of the proctor to ensure all certification candidates follow the certification exam rules and guidelines (https://www.icevonline.com/proctoring-guidelines).
- If a candidate requests to retake a certification exam, it is left to the discretion of educational personnel to decide if and when a candidate can retake an exam. Be aware, the candidate will be required to enter a new certification voucher, credit card payment or digital voucher for each certification exam that is attempted.
Possible Preparatory Courses

Advertising Design I (8570/36 weeks, 140 hours)
Advertising Design II (8571/36 weeks, 280 hours)
Agricultural Business Fundamentals I (8022/36 weeks)
Agricultural Business Management III (8026/36 weeks)
Agricultural Business Operations II (8024/36 weeks)
Air Traffic Controller (8734/36 weeks, 280 hours)
Aircraft Pilot Training I (8731/36 weeks, 140 hours)
Aircraft Pilot Training II (8732/36 weeks, 280 hours)
Auto Body Technology I (8676/36 weeks, 140 hours)
Auto Body Technology II (8677/36 weeks, 280 hours)
Auto Body Technology III (8678/36 weeks, 280 hours)
Automotive Technology I (8506/36 weeks, 280 hours)
Automotive Technology I (MLR 3-Year Program) (8502/36 weeks, 140 hours)
Automotive Technology II (8507/36 weeks, 280 hours)
Automotive Technology III (8508/36 weeks, 280 hours)
Aviation Maintenance Technology I (8728/36 weeks, 280 hours)
Aviation Maintenance Technology II (8729/36 weeks, 280 hours)
Aviation Operations Management (8730/36 weeks, 280 hours)
Basic Small Engine Repair (8724/36 weeks, 140 hours)
Beauty Salon Assistant (8546/36 weeks)
Building Management I (8590/36 weeks, 140 hours)
Building Management II (8591/36 weeks, 280 hours)
Building Management III (8592/36 weeks, 280 hours)
Building Trades I (8515/36 weeks, 140 hours)
Building Trades II (8516/36 weeks, 280 hours)
Cabinetmaking I (8604/36 weeks, 140 hours)
Cabinetmaking II (8605/36 weeks, 280 hours)
Carpentry I (8601/36 weeks, 140 hours)
Carpentry II (8602/36 weeks, 280 hours)
Carpentry III (8603/36 weeks, 280 hours)
Commercial Photography I (8607/36 weeks, 140 hours)
Commercial Photography II (8608/36 weeks, 280 hours)
Computer Networking Hardware Operations I (8542/18 weeks, 70 hours)
Computer Networking Hardware Operations II (8543/18 weeks, 70 hours)
Computer Networking Hardware Operations III (8544/18 weeks, 70 hours)
Computer Networking Hardware Operations IV (8545/18 weeks, 70 hours)
Computer Systems Technology I (8622/36 weeks, 140 hours)
Computer Systems Technology II (8623/36 weeks, 280 hours)
Cosmetology I (8527/36 weeks, 280 hours)
Cosmetology I (2-year Program) (8745/36 weeks, 420 hours)
Cosmetology II (8528/36 weeks, 280 hours)
Cosmetology II (2-year Program) (8746/36 weeks, 420 hours)
Cosmetology III (8529/36 weeks, 280 hours)
Criminal Justice I (8702/36 weeks, 140 hours)
Criminal Justice II (8703/36 weeks, 280 hours)
Cybersecurity Systems Technology (8628/36 weeks, 140 hours)
Cybersecurity Systems Technology, Advanced (8629/36 weeks, 280 hours)
Diesel Equipment Technology I (8613/36 weeks, 280 hours)
Diesel Equipment Technology II (8614/36 weeks, 280 hours)
Diesel Equipment Technology III (8615/36 weeks, 280 hours)
Drafting I (8530/36 weeks, 140 hours)
Drafting II (8531/36 weeks, 280 hours)
Drafting III (8532/36 weeks, 280 hours)
Electricity I (8533/36 weeks, 140 hours)
Electricity II (8534/36 weeks, 280 hours)
Electricity III (8535/36 weeks, 280 hours)
Electronics Technology (8537/36 weeks, 280 hours)
Electronics/Industrial Robotics Technology (8547/36 weeks, 140 hours)
Firefighting I (8705/36 weeks, 280 hours)
Firefighting II (8706/36 weeks, 140 hours)
Graphic Imaging Technology I (8660/36 weeks, 140 hours)
Graphic Imaging Technology II (8661/36 weeks, 280 hours)
Heating, Ventilation, Air Conditioning, and Refrigeration I (8503/36 weeks, 140 hours)
Heating, Ventilation, Air Conditioning, and Refrigeration II (8504/36 weeks, 280 hours)
Industrial Maintenance Technology I (8575/36 weeks, 140 hours)
Industrial Maintenance Technology II (8576/36 weeks, 280 hours)
Industrial Robotics Technology (8558/36 weeks, 280 hours)
Leadership Development (9097/36 weeks)
Marine Service Technology I (8750/36 weeks, 140 hours)
Marine Service Technology II (8751/36 weeks, 280 hours)
Masonry I (8512/36 weeks, 140 hours)
Masonry II (8513/36 weeks, 280 hours)
Masonry III (8514/36 weeks, 280 hours)
Master Barber I (8740/36 weeks, 280 hours)
Master Barber I (Two-year Program) (8743/36 weeks, 420 hours)
Master Barber II (8741/36 weeks, 280 hours)
Master Barber II (Two-year Program) (8744/36 weeks, 420 hours)
Master Barber III (8742/36 weeks, 280 hours)
Motorsports Technology I (8509/36 weeks, 140 hours)
Motorsports Technology II (8510/36 weeks, 280 hours)
Motorsports Technology III (8511/36 weeks, 280 hours)
Nail Technician I (8692/36 weeks, 140 hours)
Nail Technician II (8693/36 weeks, 140 hours)
Plumbing I (8551/36 weeks, 140 hours)
Plumbing II (8552/36 weeks, 280 hours)
Precision Machining Technology I (8539/36 weeks, 140 hours)
Precision Machining Technology II (8540/36 weeks, 280 hours)
Public Safety I (8700/36 weeks, 140 hours)
Public Safety II (8701/36 weeks, 280 hours)
Radio Communications I (8640/36 weeks, 140 hours)
Radio Communications II (8641/36 weeks, 280 hours)
Sheet Metal I (8663/36 weeks, 140 hours)
Sheet Metal II (8664/36 weeks, 280 hours)
Small Engine Technology I (8725/36 weeks, 140 hours)
Small Engine Technology II (8726/36 weeks, 280 hours)
Telecommunications I (8650/36 weeks, 140 hours)
Telecommunications II (8651/36 weeks, 280 hours)
Television and Media Production I (8688/36 weeks, 140 hours)
Television and Media Production II (8689/36 weeks, 280 hours)
Television and Media Production III (8690/36 weeks, 280 hours)
Utility/Heavy Construction I (8616/36 weeks, 140 hours)
Utility/Heavy Construction II (8617/36 weeks, 280 hours)
Welding I (8672/36 weeks, 140 hours)
Welding II (8673/36 weeks, 280 hours)
Welding III (8674/36 weeks, 280 hours)

**Accommodations: Students with Disabilities**

**Timing**

<table>
<thead>
<tr>
<th>Feature</th>
<th>Yes/No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multiple test sessions</td>
<td>Yes</td>
</tr>
<tr>
<td>Time of day</td>
<td>Yes</td>
</tr>
<tr>
<td>Order of tasks</td>
<td>No</td>
</tr>
<tr>
<td>Planned breaks during test</td>
<td>Yes</td>
</tr>
</tbody>
</table>

**Setting**

<table>
<thead>
<tr>
<th>Feature</th>
<th>Yes/No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Test location</td>
<td>Yes</td>
</tr>
<tr>
<td>Adaptive or special furniture</td>
<td>Yes</td>
</tr>
<tr>
<td>Special lighting</td>
<td>Yes</td>
</tr>
</tbody>
</table>

**Presentation**

<table>
<thead>
<tr>
<th>Feature</th>
<th>Yes/No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Written directions accompanying oral directions</td>
<td>Yes</td>
</tr>
<tr>
<td>Specific verbal prompts</td>
<td>No</td>
</tr>
<tr>
<td>Visual aids</td>
<td>No</td>
</tr>
<tr>
<td>Amplification equipment</td>
<td>Yes</td>
</tr>
<tr>
<td>Headphones, earmuffs, or earplugs</td>
<td>Yes</td>
</tr>
<tr>
<td>Large-print test</td>
<td>Yes</td>
</tr>
<tr>
<td>Braille test</td>
<td>Yes</td>
</tr>
<tr>
<td>Read-aloud test</td>
<td>Yes</td>
</tr>
<tr>
<td>Audio test</td>
<td>Yes</td>
</tr>
<tr>
<td>Interpreting/transliterating testing directions</td>
<td>Yes</td>
</tr>
<tr>
<td>Interpreting/transliterating the test</td>
<td>No</td>
</tr>
</tbody>
</table>
### Response

<table>
<thead>
<tr>
<th>Accommodation</th>
<th>Yes/No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enlarged copy of the answer document</td>
<td>Yes</td>
</tr>
<tr>
<td>Communication board or choice cards</td>
<td>No</td>
</tr>
<tr>
<td>Examiner records responses</td>
<td>Yes</td>
</tr>
<tr>
<td>Brailler</td>
<td>Yes</td>
</tr>
<tr>
<td>Word processor or word processor with speech-to-text</td>
<td>Yes</td>
</tr>
<tr>
<td>Augmentative communication device</td>
<td>No</td>
</tr>
<tr>
<td>Word prediction software</td>
<td>No</td>
</tr>
<tr>
<td>Spelling aids</td>
<td>Yes</td>
</tr>
<tr>
<td>English dictionary</td>
<td>Yes</td>
</tr>
<tr>
<td>Dictation using a recording device</td>
<td>No</td>
</tr>
<tr>
<td>Dictation to a scribe</td>
<td>Yes</td>
</tr>
<tr>
<td>Read back student response</td>
<td>Yes</td>
</tr>
<tr>
<td>Calculator and arithmetic tools</td>
<td>Yes</td>
</tr>
<tr>
<td>Calculator with additional functions</td>
<td>Yes</td>
</tr>
<tr>
<td>Math aids</td>
<td>Yes</td>
</tr>
<tr>
<td>Dry erase board</td>
<td>Yes</td>
</tr>
<tr>
<td>Additional writing implements</td>
<td>Yes</td>
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</tbody>
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### Accommodations: English Learners

<table>
<thead>
<tr>
<th>Accommodation</th>
<th>Yes/No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audio test</td>
<td>Yes</td>
</tr>
<tr>
<td>Bilingual dictionary</td>
<td>Yes</td>
</tr>
<tr>
<td>Dictation to scribe</td>
<td>Yes</td>
</tr>
<tr>
<td>English dictionary</td>
<td>Yes</td>
</tr>
<tr>
<td>Examiner records responses</td>
<td>Yes</td>
</tr>
<tr>
<td>Flexible schedule</td>
<td>Yes</td>
</tr>
<tr>
<td>Multiple test sessions</td>
<td>Yes</td>
</tr>
<tr>
<td>Read-aloud test</td>
<td>Yes</td>
</tr>
<tr>
<td>Test directions delivery</td>
<td>Yes</td>
</tr>
<tr>
<td>Visual aids</td>
<td>No</td>
</tr>
</tbody>
</table>