



## **For Immediate Release**

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## **Milady Feedback Helps to Guide Cosmetology Technical Assessment Program**

*New Online Cosmetology Assessment from SkillsUSA is Available*

**Clifton Park, NY – March 30, 2009** – SkillsUSA announces the introduction of a new online, technical assessment to help candidates prove entry-level cosmetology proficiency.

The Cosmetology Skill Connect Assessment evaluates entry-level knowledge and skills in long hair design, lady's cut and style, men's cut and style, and men's short cut through interactive questions with media-rich content. Videos and animations enable a more accurate evaluation of practical knowledge than text-only assessments. These assessments are hosted on the patented LearnMate system, which enables real-time, dynamic reporting available to instructors and administrators. SkillsUSA also created an employability assessment to evaluate soft skills.

Milady participated in the development of the Cosmetology Skill Connect Assessment. The feedback guided the development of Skill Connect Assessments, and was valuable in determining how to make the system user-friendly and beneficial for students, instructors, and potential employers.

All assessments align to Perkins IV accountability measures, as issued by the U.S. Department of Education. Additionally, each assessment was developed with industry and education leaders working together to identify the appropriate criterion and testing methodology. Once developed, assessments were evaluated by psychometricians for reliability in comparison to field test data before becoming available for purchase.

Assessments are available today, costing only \$5 for SkillsUSA members or \$20 per assessment for nonmembers. Each Skill Connect Assessment consists of approximately 50 items and takes an estimated 60 minutes to complete. Items are delivered randomly from an item bank, as are the possible answers to each question according to the assessment blueprint defined.

To purchase assessments or to view a complete list of all technical assessments and their expected availability, visit <http://www.workforcereadysystem.org>.

### **About Milady**

Milady, a part of Cengage Learning, is the #1 provider for beauty and wellness learning solutions. For more than 80 years, Milady has provided the industry with superior educational and professional learning materials. Milady offers salon and spa professionals support through personal consultation, business and life coaching, comprehensive organizational training and web-based assistance. Complete with programs in place to assist salon and spa business owners to further develop successful lives and stable profitability, Milady is a true full service provider from student to professional. Spanning six continents, Milady has aided more than 10 million beauty professionals in achieving licensure success. Learn more about Milady by visiting [www.milady.cengage.com](http://www.milady.cengage.com).