

## PROFESSIONAL SOLUTIONS



# I/O Solutions

### Goals

Provide affordable study materials for candidates, raise candidate pass rates, and increase revenue for off-the-shelf testing

### Challenges

The numerous off-the-shelf books that candidates need to purchase for exams, the significant investments required to update tests mapped to new editions of public safety books, publication of new editions, which forces candidates to purchase new books every year

### Solutions

A custom book mapped to an off-the-shelf nationally recognized test and an online storefront for custom tests

### Results

Control of exam preparation content revisions; candidates purchase of one comprehensive book (as opposed to seven) in order to prepare for exams; and a nearly 80 percent reduction in exam preparation costs in some regions

Founded in 1997 by an industrial/organizational psychologist, I/O Solutions is the foremost U.S. public-safety human resources consulting firm. Via a vast array of tailored and off-the-shelf entry-level and promotional tests and assessments, I/O Solutions provides public safety organizations with the tools they need to find and promote qualified employees. Law enforcement, firefighting, and other emergency industries turn to I/O Solutions for the firm's dedication to cutting-edge technology and methodology, for the proven validity of its exams and assessments, and for its focus on customer service.

To advance within the public safety industry, a candidate must pass a series of assessments created and validated specifically for that candidate's region and discipline. The cost of exam preparation adds up quickly, and applicants may be required to purchase as many as seven different pieces of reference material, many of which publish new editions nearly every year. For both testing organizations and test takers, obtaining and maintaining the most relevant assessments and resources can require significant investment.

In early 2009, I/O Solutions selected Pearson Learning Solutions to address the challenge of cost-effectively streamlining the firm's test-preparation-material needs. "Pearson was an easy decision," says Chad Legel, president of I/O Solutions. "They have the right titles and the curriculum development expertise to best educate the general public-safety community."

Drawing from its wealth of instructional materials and tools, custom-book-building capabilities, and experience in instructional design and curriculum creation, Pearson provided I/O Solutions with a custom print solution as well as a personalized online storefront—affordable, consolidated solutions that have dramatically improved the logistics of providing public-safety-testing resources.

I/O's custom book consists of material drawn from seven different Pearson texts. To promote students' success, the combined material is mapped specifically to I/O Solutions tests. "The solution that Pearson developed helps I/O Solutions by dramatically reducing

the costs of study materials from seven books down to one and by offering candidates a more convenient, more palatable way to prepare for testing," says Legel. For the national test, the custom book also enables I/O Solutions to coordinate revisions with test updates and to control the book's price so it aligns with candidates' budgets.

I/O Solutions also develops exams for law enforcement personnel. For those exams, a custom book has not yet been developed. To support officer candidates in need of preparation materials mapped to those tests, Pearson Learning Solutions developed a custom online storefront through which candidates may purchase at a discount an off-the-shelf book approved by the police agency and in one-to-one alignment with the I/O Solutions test. I/O Solutions' new, personalized storefront gives I/O's clients and its clients' candidates immediate access to resources that are not only targeted but also affordable.

Legel and the rest of the I/O Solutions management team have been astounded by the results of their custom solution. Since implementation of the custom book, exam preparation costs have decreased by nearly 80 percent in some regions.

I/O Solutions is already looking to future opportunities to work with Pearson. "To educate the public-safety community, custom publishing is a perfect solution," says Legel. "There are a lot of other tests that we publish that could—and will—have custom books."