

# **Yardstick Testing and Training acquires Assessment Strategies Inc., creating a 100% Canadian-owned leader in the rapidly expanding global education-technology sector.**

Yardstick Testing and Training, one of Canada's fastest growing and industry leading educational technology companies, today announced that they have acquired 100% of the shares of Assessment Strategies Inc. (ASI) from the Canadian Nurses Association. The transaction consolidates the two most advanced testing companies in Canada today. Combined, they form a Canadian testing solution capable of competing and delivering on a global scale.

Formed in 1997 by the Canadian Nurses Association (CNA) to manage high-stakes licensure and certification examinations, ASI was Canada's first full-service professional testing company, establishing high-stakes testing expertise on Canadian soil. Since then, they have set the standard for psychometrics, test development products, and services in the Canadian market, providing bilingual testing services to national and provincial/territorial

clients for licensure and certification programs.

Chris LaBossiere, CEO and Co-Founder of Yardstick, is excited to unite ASI's expertise with Yardstick's robust testing technology, experienced psychometrics team, extensive test center network and client-focused attitude. *"Together, we are well-positioned to serve the Canadian market in a way neither alone has been able to achieve, by leveraging our collective breadth of expertise and the opportunities for greater efficiency and convenience presented by economies of scale. Under a common banner and shared vision, the new organization will be the strongest group of testing professionals ever assembled in Canada.*

*As technology continues to disrupt learning and assessment, with the proliferation of*

*virtual and internet-based solutions in both markets, we are fighting for market share of a multi-billion-dollar industry, on a truly global stage. With Yardstick's modern technological solutions, and entrepreneurial culture, coupled with the professional assessment experience of ASI, we are ready to take that fight to the US, UK and other similarly regulated markets."*

LaBossiere adds that Yardstick will be participating in its first e-ATP conference in September, ready to bring Canadian solutions to the European marketplace.

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“*Yardstick has long admired the tradition and brand that ASI has cultivated over its 20 years of business.*

**Greg Sadesky, PhD., Chief Scientific Officer**

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Both Yardstick and ASI are known for their customer service and industry leadership. United, they form a forward-thinking organization that is an international innovator in assessment, dedicated to demystifying psychometrics and improving testing outcomes for regulators and candidates alike. Greg Sadesky, PhD., Chief Scientific Officer at

Yardstick, adds *"Yardstick has long admired the tradition and brand that ASI has cultivated over its 20 years of business. To bring our teams together is not only a great honour, but also an exceptional opportunity to capitalize on the strength of our combined team to better serve our clients and their professionals, in Canada and the world."*

As part of the transaction, the Canadian Nurses Association has signed a long-term service agreement with Yardstick and ASI for the exclusive provision of exam development, consulting, software and exam administration services. Barb Shellian, President of the CNA adds *"Bringing the ASI business together with Yardstick, who has committed to establish their Testing headquarters in Ottawa, maximizes the opportunity for the new business, while preserving the legacy of what has been built by the CNA over the last 20 years. We are excited to partner with Yardstick on a go-forward basis and continue to innovate in testing and training for nursing professionals in Canada and around the world."*

## **Organizational Structure**

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Yardstick will consolidate all psychometrics, examination administration software and services under the name Yardstick Assessment Strategies Inc. (YASI). In addition to psychometrics consulting and examination administration, this consolidation will include the operation and oversight of

Measure - Yardstick's flagship item banking, authoring and administration platform, as well as virtual proctoring and biometrics technologies and a comprehensive network of high-stakes exam administration centers. The new company will be led by a soon to be named President and COO, under the direction of Chris LaBossiere, Yardstick's CEO and new Executive Chair of YASI's Board of Directors. The Board of Directors of YASI will also include Don Riep (Chief Technology Officer of Yardstick Testing and Training), Laura Schuler (General Counsel of Yardstick Testing and Training), Barb Shellian (President of the Canadian Nurses Association) and a soon-to-be-recruited assessment industry expert.

This structural change separates Yardstick's testing business from training and eLearning software and services, ensuring Yardstick and ASI clients receive services targeted to their unique needs in a highly secure and defensible dedicated assessment environment.

## About Assessment Strategies Inc.

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Assessment Strategies Inc. (ASI) was founded in 1997 as a wholly-owned subsidiary of the Canadian Nurses Association. From its early beginnings as a paper-and-pencil service provider for nursing examinations, ASI has established itself as a pioneer in the Canadian testing industry, offering a full range of bilingual testing and assessment services. ASI specializes in serving national and provincial/

territorial government and regulatory organizations, with a diverse clientele in the healthcare, retail, human resources, tourism and not-for-profit sectors.

[www.asinc.ca](http://www.asinc.ca)

## About Yardstick

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As one of Canada's leaders in psychometrics, computer-based examination administration, online learning, and educational technology, Yardstick draws on the latest developments in computer and web technology to deliver rigorous and creative online testing and training. Yardstick experts build everything with learner and candidate success in mind, partnering with subject matter experts, employers, industry regulators, and training managers to train, certify and verify today's workforce. Yardstick has been named on Alberta Venture Magazine's "Fast Growth 50" list, Deloitte's North American "Technology Fast 500" list, PROFIT Magazine's "Canada's Fastest-Growing Companies" list, and was recognized as one of Canada's 10 Most Admired Corporate Cultures in 2015.

[www.getyardstick.com](http://www.getyardstick.com)

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