



PSI Services LLC  
18000 W 105th St  
Olathe, KS 66061



# Proposal for Indiana Department of Administration Cosmetology and Barber Examination Services

**RFP 25-80064 | Executive Summary**

**Due:**

November 12, 2024  
3:00 p.m. ET

**Submitted to:**

Lindsey Osborne  
Strategic Sourcing Specialist  
Indiana Department of  
Administration

**Submitted by:**

  
Alon Schwartz,  
Chief Revenue Officer,  
Licensure

May 29, 2024

Lindsey Osborne  
Strategic Sourcing Specialist  
Indiana Department of Administration  
[Liosborne@idoa.IN.gov](mailto:Liosborne@idoa.IN.gov)

Lindsey:

The Indiana Department of Administration prides itself on supporting the State's economic growth and attracting new investment. This includes securing examination services for the Indiana Professional Licensing Agency and the State Board of Cosmetology and Barber Examiners.

PSI Services LLC is honored to have worked alongside the Board on this program over the past nine years – and is eager to continue serving you and your test takers. We are charting a new course for your program by appointing Cathy Laitinen, a familiar face for the Board, as your new Account Manager. We feel she will be an excellent cultural fit for this program.

Staying with PSI means you'll have the staff you know, with the same technical resources, established exam locations, and the capacity to continue providing the required exam services. It's worth noting that, according to 2023 post-exam surveys, **99% of the Board's candidates are satisfied with their testing experiences and 99% are satisfied with their testing locations.**

### 2.2.1 Summary of Ability and Desire to Supply the Required Products or Services

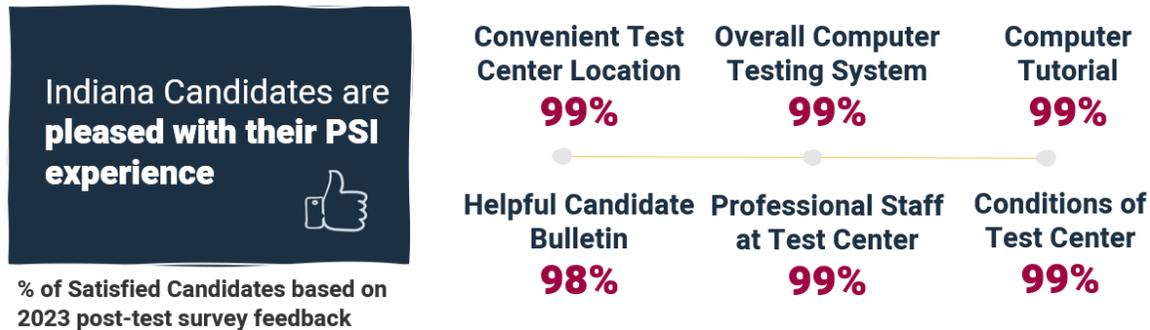
Over the years we have worked with the Board we have gained a deep understanding of your program and its test takers. Throughout this relationship, we have demonstrated our ability to provide the requirements of this RFP. More importantly, we value the partnership we have built over nearly a decade.



Under this new contract, PSI will continue to provide you and your candidates with customized services that address your needs. We alone can provide quality service with no disruptions or interruptions.

We are proud of our accomplishments over the past nine years, including **administering more than 44,000 exams for your program and seamlessly transitioning to a new user-friendly scheduling site.**

Survey results from more than 5,500 of the Board's 2023 test takers show they are exceptionally satisfied with our services, staff, and facilities.



We also will support the State's initiatives for diversity, equity, and inclusion by using Minority & Women's Business Enterprises and a Veteran-Owned Small Business Subcontractor at levels that **exceed each of your goals for this contract**, as detailed in **Business Proposal Section 2.3.10.**

We are excited to continue serving you with the following:

- **An Account Manager who cares about the Board.** Your account manager, Cathy Laitinen, brings with her nine years of experience with your program. She is fully committed to helping you and your candidates succeed, and is fully supported by Alon Schwartz, our Chief Revenue Officer.
- An established, proven test center network in Indiana. Hoosier test takers currently have **22 test centers available in the state of Indiana, plus 84 in reserve** to serve any unmet or emerging needs. We exceed your requirements for at least five Indiana test centers and at least two that offer testing six days a week.
- Indiana candidates will also be able to continue to take advantage of **48 test centers in Illinois, Kentucky, Ohio, and Michigan.** We far exceed your requirements for at least seven in the states surrounding Indiana and at least one that offers testing five days a week. Your candidates can also take their exams at any center across **our nationwide network, which includes nearly 550 PSI Test Centers** geographically distributed across all 50 states.

- **Exam sites** with proven check-in procedures and 24/7 video monitoring. These are audited regularly by area supervisors and secret shoppers to ensure quality, compliance, and candidate comfort.
- **A dedicated toll-free candidate service phone number** for your test takers to reach staff members who are familiar with the Board's exams and rules.
- **An annual Industry Day meeting** when beauty schools, organizations, and other relevant stakeholders can learn more about the state program. In this forum, industry stakeholders provide feedback that helps us to serve your candidate population further, and we share information about national trends that have affected how exams are developed and delivered.
- **Staff members who are experienced with your program.** The team that serves your program understands your goals and objectives. They will continue to bring their extensive experience to bear in your program and maintain the superior service you and your candidates have come to expect. Our personnel include client service experts, phone reps, proctors, and test developers. We already meet all specifications in the RFP, so staying with PSI will give your candidates continuity of service.
- **An established item bank managed by our expert test development team.** As your current provider, PSI already has a psychometrically valid bank of National and State test items in use for this contract. We can also offer the Board the PSI National Barber and Cosmetology exam, which offers candidates greater portability of licenses, and can be combined with Indiana's state-specific exam items.

## Indiana Presence

Because of our history with Indiana and our established in-state resources and staff, we are exceptionally qualified to serve you under this contract with the same attentive, customized service – avoiding the need to switch providers and disrupt your candidates. We are proud to have partnered with the Agency for over 19 years in multiple capacities: providing exam development and delivery to the Board since 2015, the Indiana Water Environment Association since 2005, and the Indiana Department of Workforce Development since 2020.



**Proven  
Testing  
Experience  
In Indiana**

**19+**

Years providing  
licensing exam  
services in the State

**28k+**

Licensing exams  
delivered annually

**22**

Established test  
centers

**13**

Licensing professions  
served



## Cosmetology Expertise

PSI is the national leader in Cosmetology licensing – **20 state agencies** trust us as their Cosmetology and Barbering testing partner, more than any other vendor. **We have been providing these exams for 29 years**, and have delivered more than **190,000 of them over the past 12 months**.

We have more experience than any other vendor in providing all the required services to Cosmetology licensing agencies:

- Verification of examination eligibility
- Registration and scheduling
- Scoring
- Reporting
- Security
- Customer service

PSI currently provides cosmetology exam services for the following jurisdictions:

- Alabama
- California
- Colorado
- Georgia
- Illinois
- Indiana
- Kentucky
- Maryland
- Massachusetts
- Michigan
- Minnesota
- Nebraska
- New Mexico
- Rhode Island
- South Carolina
- Tennessee
- Texas
- Virginia
- Virgin Islands
- Washington D.C.

## New Opportunities for the Board

We will also offer new opportunities, including the option to use PSI's National Cosmetology Examination together with your State-specific items, if desired, and enhanced communication with regularly scheduled account reviews.

An additional option for expanding test availability is multi-modal testing, offering both test center and live online proctored sessions. Our online remote proctoring platform, PSI Bridge, allows candidates to securely test from almost anywhere, while proctors monitor testing in real time. This testing modality is quickly gaining popularity, especially with our state licensing clients. Offering testing both in centers and from home allows candidates greater flexibility and state agencies don't have to be as concerned with test center accessibility for rural candidates and those who cannot travel.



As detailed throughout our response, we will meet all your requirements and exceed many. We look forward to extending our relationship with the Board, and feel our partnership will continue to benefit both the State and your candidates.

## 2.2.2 Signature of Authorized Representative

The person who is authorized to obligate PSI contractually, and will serve as our representative for all matters relating to the proposal, has signed below. This is:

**Alon Schwartz**

Chief Revenue Officer

**E:** [aschwartz@psionline.com](mailto:aschwartz@psionline.com)

**P:** (818) 439-543

## 2.2.3 Respondent Notification

We acknowledge that notifications from the Procurement Division are through email, and that it is our responsibility to notify the Division of any changes in address.

## 2.2.4 Secretary of State

PSI is currently registered and in good standing with the Secretary of State. Our registration number is 2000040300100. We are also a registered vendor with the IDOA.

## 2.2.5 Other Information

As detailed throughout our response, **we will continue to meet all your requirements, and have already exceeded many of them.**

We look forward to extending our relationship with the Agency and the Board, and feel that our ongoing partnership benefits both the Board and the candidates of Indiana.

Thank you for your consideration.

Sincerely,



Alon Schwartz

Chief Revenue Officer

**E:** [aschwartz@psionline.com](mailto:aschwartz@psionline.com)

**P:** (818) 439-5438



## Scope of Work Requirements

## Where you can find this in the proposal

### 1.4.1 General Provisions

<b>1.4.1.1</b> Computer-based testing system. Onsite examination scoring and photo-bearing score reports.	Tech Prop 1.4.3.2 Tech Prop 1.4.3.1 under Candidate Score Reporting
<b>1.4.1.2</b> Develop, maintain, and administer standardized computer-based written licensure examination forms for all Board exams.	Tech Prop 1.4.2
<b>1.4.1.3</b> All exams administered will conform to Indiana law, rules, and regulations.	Tech Prop 1.4.2.1
<b>1.4.1.4</b> Toll-free telephone and website reservation system.	Tech Prop 1.4.1.2 under Ease of Registration
<b>1.4.1.5</b> Exam fee collection.	Tech Prop 1.4.1.2
<b>1.4.1.6</b> Negotiation of all rate increases under the new contract	Cost Prop Narrative
<b>1.4.1.7</b> Provision of monthly electronic roster	Tech Prop 1.4.2.6 under Reports to State
<b>1.4.1.8</b> Provision and distribution of pass/fail statistics for beauty schools	Tech Proposal 1.4.2.6 under Reports to Beauty Schools
<b>1.4.1.9</b> Compliance with American Disabilities Act	Tech Prop 1.4.2.3 under Accommodations
<b>1.4.1.10</b> Promptness of responses to candidate and State questions	Tech Prop 1.4.2.7
<b>1.4.1.11</b> Candidate review of examination	Tech Prop 1.4.3.1 Under Strength and Weakness Report
<b>1.4.1.12</b> Candidate Information Handbook design and distribution	Tech Prop 1.4.2.8

### 1.4.2 Development of Examinations and Other Materials

<b>1.4.2.1</b> Develop and maintain unique forms for all Board exams, including questions on Indiana laws, rules, and regulations	Tech Prop 1.4.2.1
<b>1.4.2.2</b> Board input and approval on the design of the exams. Exams will meet the requirements for time limits and number of questions.	Tech Prop 1.4.2.1
<b>1.4.2.2.1</b> Cosmetology Exam – 10 state law, 100 general questions, 120 minutes	Tech Prop 1.4.2.1
<b>1.4.2.2.2</b> Instructors Exam – 10 state law, 50 general questions, 90 minutes	Tech Prop 1.4.2.1
<b>1.4.2.2.3</b> Estheticians Exam – 10 state law, 75 general questions, 90 minutes	Tech Prop 1.4.2.1
<b>1.4.2.2.4</b> Electrologists Exam – 5 state law, 50 general questions, 90 minutes	Tech Prop 1.4.2.1
<b>1.4.2.2.5</b> Manicurists Exam – 10 state law, 50 general questions, 90 minutes	Tech Prop 1.4.2.1
<b>1.4.2.2.6</b> Barbers Exam – 10 state law questions and 100 general questions, with examinees receiving 120 minutes	Tech Prop 1.4.2.1
<b>1.4.2.3</b> Verification of application eligibility	Tech Prop 1.4.1.2 under Verification of Eligibility
<b>1.4.2.4.</b> All examinations offered in multiple languages: Chinese, Spanish, Simplified Chinese, and Vietnamese	Tech Prop 1.4.2.1

### 1.4.3 Vendor's Delivery of Examination Services

<b>1.4.3.1</b> Exam Delivery at required locations	Tech Prop 1.4.2.4 B.
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<b>Scope of Work Requirements</b>	<b>Where you can find this in the proposal</b>
<b>1.4.3.1.1</b> At least 5 test centers in Indiana with at least 1 offering testing 6 days per week. Combined capacity to accommodate 298 candidates per month.	Tech Prop 1.4.2.4 B.
<b>1.4.3.1.2</b> At least 7 test centers outside of Indiana, at least 1 in each adjacent state, at least one offering testing 5 days per week.	Tech Prop 1.4.2.4 B.
<b>1.4.3.1.3</b> All test centers approved by the State	Tech Prop 1.4.2.4 B.
<b>1.4.3.1.4</b> Paper and pencil testing in penal institutions	Tech Prop 1.4.2.4 B.
<b>1.4.3.2</b> Immediate candidate score reports	Tech Prop 1.4.3.1 under Candidate Score Reporting heading
<b>1.4.3.3</b> Information security	Tech Prop 1.4.3.1
<b>1.4.3.4</b> Prior consent for deviation from Delivery of Examination Services requirements	Tech Prop 1.4.2.4 B.
<b>1.4.4 Examination Content Review</b>	
<b>1.4.4.1</b> State opportunities for exam content development and review	Tech Prop 1.4.2.1
<b>1.4.4.1.1</b> First review within 3 months	Tech Prop 1.4.2.1
<b>1.4.4.1.1.2</b> Every 365 days	Tech Prop 1.4.2.1
<b>1.4.4.1.2.1</b> On approved timetable not less than 365 days	Tech Prop 1.4.2.1
<b>1.4.5 System Security</b>	
<b>1.4.5.1</b> Data remains property of the State	Tech Prop 1.4.3.8
<b>1.4.5.2</b> Security audit every 12 months with results available to the Board	Business Proposal 2.3.12 b.
<b>1.4.5.3</b> Adequate security clearances for personnel	Tech Prop 1.4.3.7 and 1.4.3.8
<b>1.4.5.4</b> Technology and methods to ensure information security	Tech Prop 1.4.3.7 Tech Prop 1.4.3.8
<b>1.4.5.5</b> IOT Security Framework	Tech Prop 1.4.3.5 Tech Prop 1.4.3.3 Cloud Questionnaire (Att K)
<b>1.4.5.6</b> Cloud Questionnaire	Attachment K
<b>1.4.5.6.1</b> Soc 2 Type II audit report	Tech Prop 1.4.3.8
<b>1.4.5.6.2</b> Applicable security policies and procedures	Tech Prop 1.4.3.9
<b>1.4.5.6.3</b> Penetration testing report	Cloud Questionnaire (Att K)
<b>1.4.5.6.4</b> Static code testing results	Cloud Questionnaire (Att K)
<b>1.4.5.6.5</b> Dynamic code testing results	Cloud Questionnaire (Att K)
<b>1.4.5.6.6</b> Infrastructure as code testing results	Cloud Questionnaire (Att K)
<b>1.4.5.6.7</b> Application architecture	Tech Prop 1.4.3.2 under Application Architecture