

Microsoft IT Academy and Certifications



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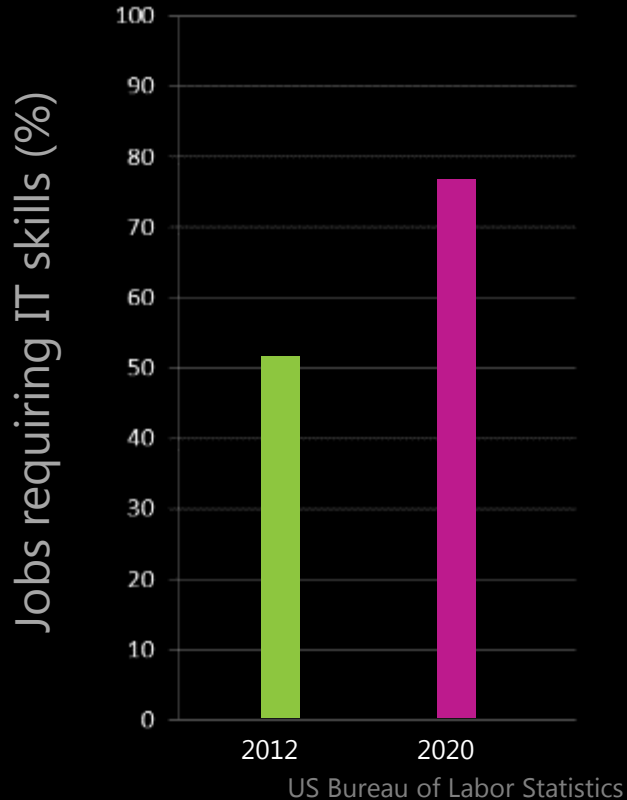
November 19, 2013

IT Academy -
Connecting academic institutions and industry to boost educator and staff professional development and student skills, certification and employability

Agenda

1	Evolving Skills Demand
2	Microsoft IT Academy Overview
3	Microsoft Certification
4	Microsoft IT Academy Benefits
5	Summary

TECHNOLOGY SKILLS 2012 -2020



More than **50%** of today's jobs require some technology skills, and experts say that percentage will increase to **77%** in the next decade.

"Skills are key to the prosperity of nations and to better lives for individuals in the 21st century. They contribute to economic growth both directly, through increased productivity, and indirectly, by creating greater capacity to adopt new technologies and ways of working and to spur innovation."

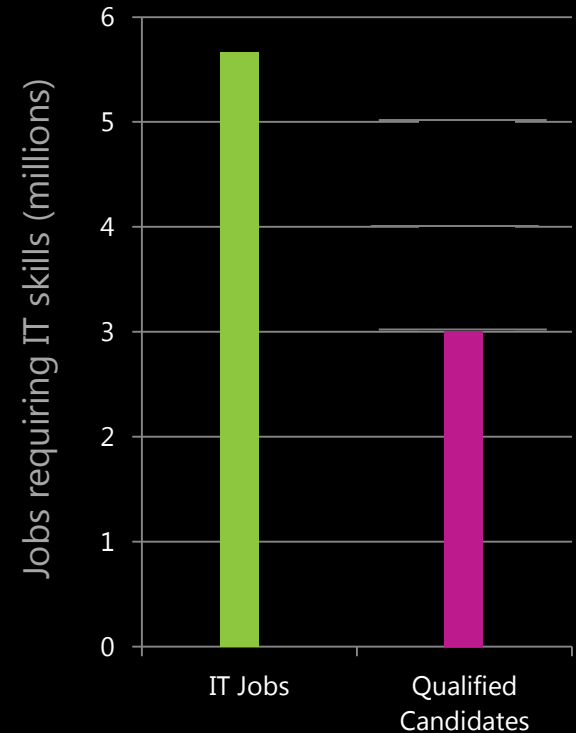
– OECD 2011

There are several studies that suggest there will be a **significant gap** in the next 5 to 10 years between the demand for and supply of IT professionals with the right technical skills.

IT SKILLS GAP



YEAR 2020



Facts about Jobs

October 2013 IDC study identifies Microsoft Office as the

- 3rd most desirable skill for all US occupations, and
- the #2 skill for the top paying jobs.

Available jobs by technology

Location	Google	Apple	Cisco	Microsoft
Maryland	270	361	781	6,742
Washington, DC	786	567	1,933	12,971
Atlanta	93	123	181	2,470
Chicago	458	228	670	8,434
Dallas	177	155	808	6,729
Los Angeles	494	292	488	7,304



The Microsoft IT Academy Solution

Microsoft IT Academy Program Objective

Empower academic institutions to help students achieve and staff maintain industry recognized skills and reach their career potential through high-quality training and certification.

→ EMPLOYERS WANT:



Skilled employees

Productive workers

Job-ready recruits

→ EDUCATORS WANT:



Relevant curriculum

Time-saving options

Engaged and skilled students

→ INSTITUTIONS WANT:



Reduce costs &
Maximize assets

Relevant learning

Attract students &
talent

→ STUDENTS WANT:



Real-world education

Employability

Valuable credentials

Microsoft IT Academy Membership Benefits

- ➔ OFFICIAL CURRICULUM
- ➔ CERTIFICATION
- ➔ LAB RESOURCES
- ➔ PROFESSIONAL DEVELOPMENT
- ➔ ALLIANCE WITH MICROSOFT

Estimated annual value of the IT
Academy membership – \$45,000

IT Academy Solution

E-learning on Microsoft Technology

- Prepares for Industry Certification
- Multiple Languages
- Mobility - anywhere, anytime access
- Applied Learning
- More than 250 courses

Lesson Plans for

teachers
mapping to
Industry
Certification
Objectives

**Microsoft
Official
Academic
Curriculum** for
Office Skills and
Entry-Level IT
Learning

**Educator
Certification
Vouchers** for
Teachers to
Validate Skills –
new Microsoft
Certified Educator

**E-Books Library
Subscription** –
access to more
than 600
Microsoft Press
digital books

DREAMSPARK
Access to Full
versions of
Microsoft
developer
software for
students/teachers


**Professional
Development
Curriculum** for
teachers/staff –
with real-time
tracking progress

**Marketing
Resources**

- Posters
- Flyers
- Logo Use
- School
Locator Tool

IT Academy Global Reach

Netherlands
Covers every secondary school, every college, and every university, countrywide




950

Puerto Rico
Every middle school nationwide!



406

North Carolina
First state-wide USA IT Academy adoption across all North Carolina High Schools




628

UAE
Every secondary school nationwide




250

Chile
High schools throughout the country



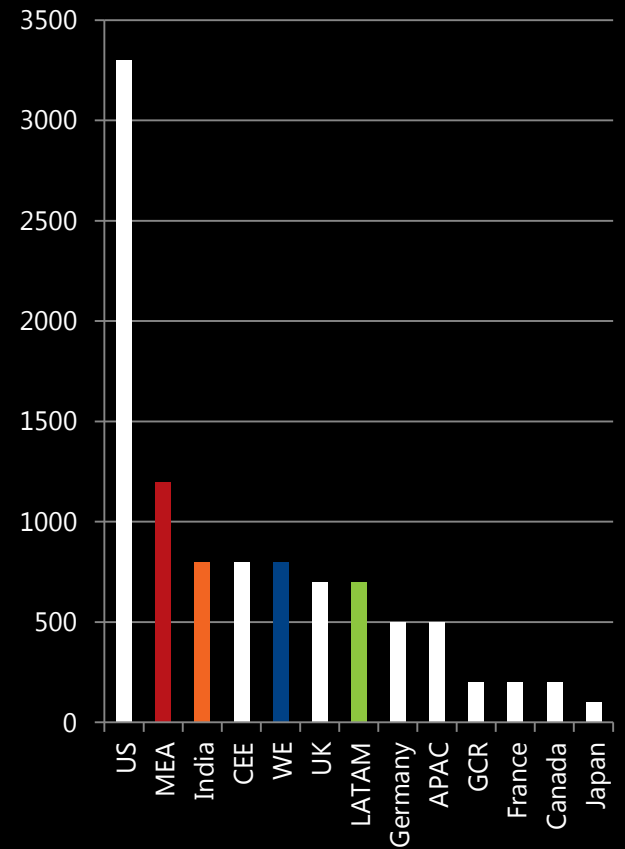
450

Washington
State-wide USA IT Academy adoption across all Washington High Schools



703

13,000 IT ACADEMIES GLOBALLY
133 COUNTRIES





Value of Industry Certification

Industry Certification = Employability for Students



91% of Hiring Managers consider employee certification as a criterion for hiring ¹

81% of Hiring Managers feel that certified individuals perform better ¹

79% of Hiring Managers feel that certified individuals are more efficient ¹

50% of individuals believe obtaining a certification makes them more marketable ²

89% of supervisors say that Microsoft Office certified employees are more proficient users of Microsoft Office programs ³

Sources

¹ MCP Program Satisfaction Study 2010

² Intrepid Survey

³ Certiport Research, 2009

"It's truly a global marketplace, especially in the IT world. If you don't have a certification that validates you have the needed skills, you're at a significant disadvantage."

Bill Doherty, @ONE Project,
College System of California

Certification=Effectiveness, Professional Growth



80%

of IT managers believe effective training is critical to the success of a project**



3 out of 4 managers believe effective training increases the chances of a project meeting its deadlines**

89%

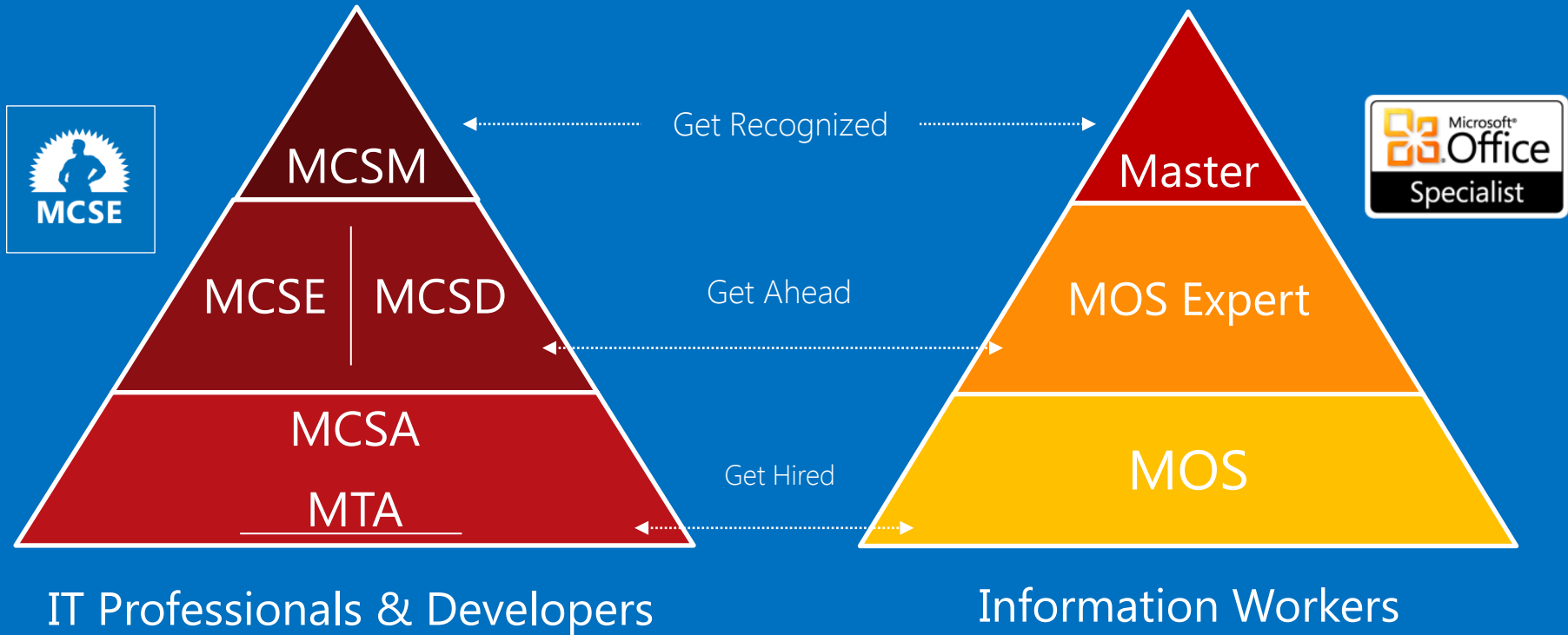
of IT hiring managers say that IT certifications help confirm subject matter knowledge and expertise.*

84%

of IT hiring managers say that IT certifications are used as a measure of a person's ability to work hard and achieve goals.*

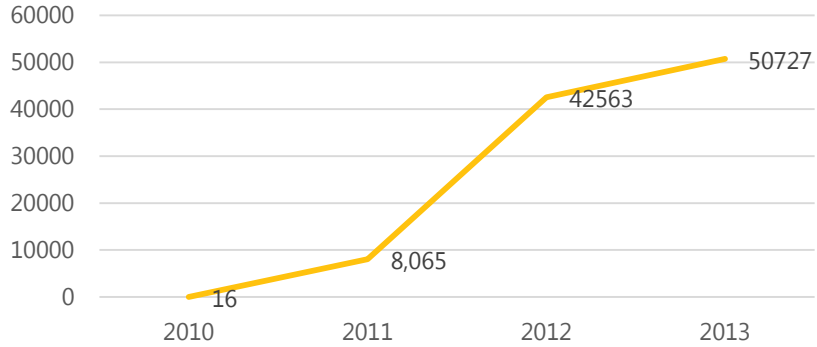
Microsoft Certifications

- All IT Academy Curriculum Formats Help Prepare Teachers & Students for Certification



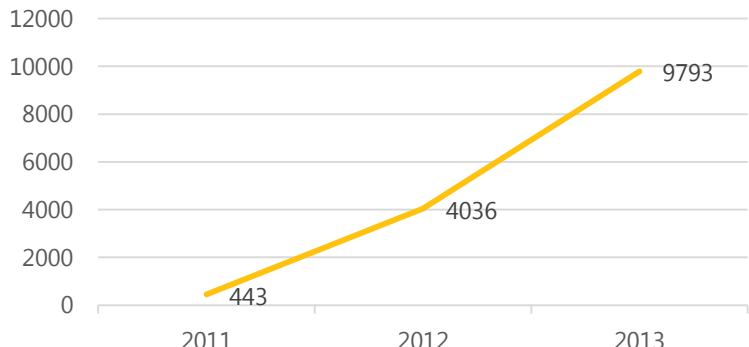
Impact of Skills & Certifications with IT Academy

North Carolina Teacher & Student Certifications



2009-2010 Pre-ITA
2010-2011 Year 1
2011-2012 Year 2
2012-2013 to date Year 3

Washington State Teacher & Student Certifications



2010-2011 Pre-ITA
2011-2012 Year 1
2012-2013 Year 2
To Date - key testing time ahead



Microsoft IT Academy Components

Microsoft IT Academy Benefits

- Curriculum
- Lab Resources
- Professional Development
- Certification
- Resources and Partnership

FOR EDUCATORS, STAFF,
AND STUDENTS



Curriculum



Lab
Resources



Professional
Development



Certification



Resources and Partnership



Microsoft IT Academy Benefits

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FOR EDUCATORS, STAFF,
AND STUDENTS



Curriculum



Lab
Resources



Professional
Development



Certification



Resources and Partnership



CURRICULUM IN THE BOX



Digital Literacy



E-learning



Lesson plans



E-reference

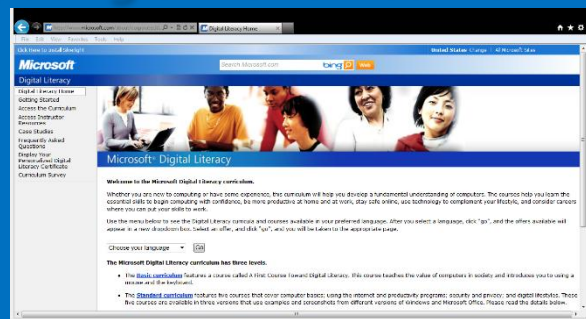


Academic Curriculum (MOAC)



Professional Curriculum (MOC)

The Microsoft **Digital Literacy** curriculum provides essential computing skills for learners new to computing



Technologies

- Digital Literacy can be used as a remedial tool for some students and as a means of exploring new topics for others.

- Digital Literacy includes E-learning and assessments so students can skip concepts they have mastered and focus on the topics they need to round out their skills set.

Computer Basics

The Internet and WWW

Productivity Programs

Security and Privacy

Digital Lifestyles

Microsoft Digital Literacy & IT Academy



Microsoft Digital Literacy curriculum. The courses help you learn the essential skills to begin computing with confidence, be more productive at home and at work, stay safe online, use technology to complement your lifestyle, and consider careers where you can put your skills to work.



Basic Course

Learn the value of computers in society and how to use a mouse and keyboard.



Standard Courses

Learn about computer basics, the internet, productivity programs, security, privacy & digital lifestyles.



Advanced Courses

Learn about creating an e-mail account and a great resume, searching the Web and social networking.



Digital Literacy Certificate Test

Pass this test to get a personalized certificate showing you have learned the basics of using computers!



CURRICULUM IN THE BOX



Digital Literacy



E-learning



Lesson plans



E-reference

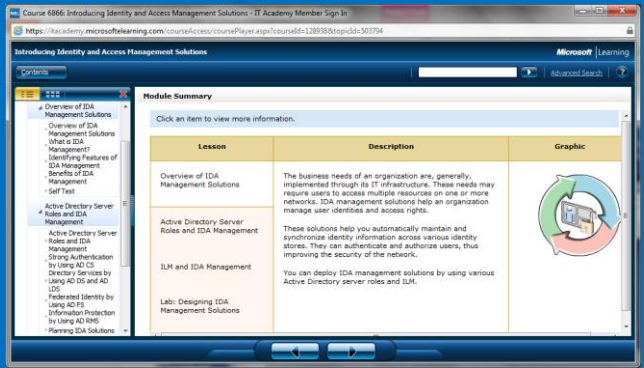


Academic Curriculum (MOAC)



Professional Curriculum (MOC)

The Microsoft **E-Learning** curriculum provides unlimited access to up to hundreds of courses.



- E-Learning provides students with more hands-on practice through a multimedia learning experience.
- Educators can select E-Learning courses, create access codes for the classroom, manage group-level messaging, and access usage reports for each of their classes.



Technologies

Office | Windows

Windows Server
Exchange Server

SQL Server | ASP.NET

Visual Studio

Microsoft Dynamics



CURRICULUM IN THE BOX



Digital Literacy



E-learning



Lesson plans



E-reference

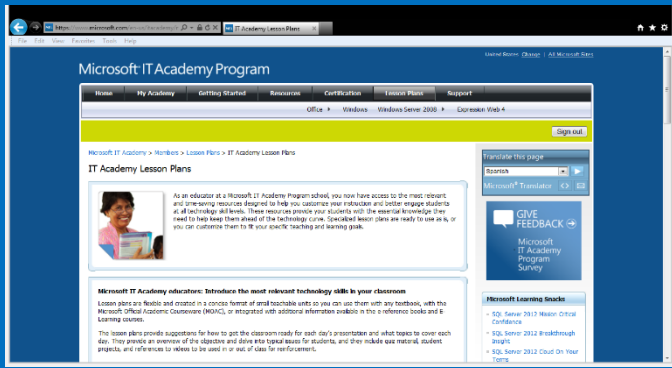


Academic Curriculum (MOAC)



Professional Curriculum (MOC)

Ready-to-use, customizable **lesson plans** including links to relevant ITA E-Learning and demos and videos



- Connects to E-Learning and Certification, and included project-based learning projects
- Allows students to use project-based learning activities to demonstrate and practice skills on Microsoft technologies.



Technologies

Office 2010

Microsoft SharePoint

Windows Server

Expression Web

Windows 7



CURRICULUM IN THE BOX



Digital Literacy



E-learning



Lesson plans



E-reference

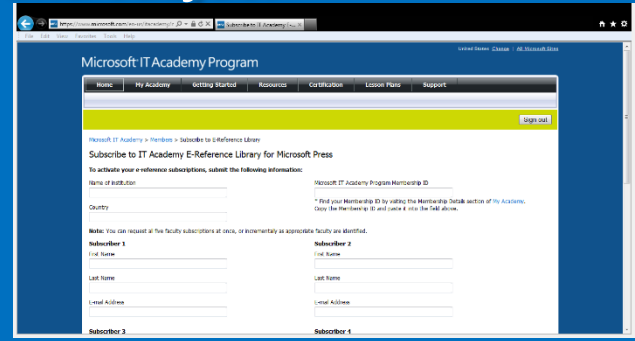


Academic Curriculum (MOAC)



Professional Curriculum (MOC)

E-reference provides digital access for educators to over 600 technology books, searchable by topic, technology, and subject



- e-book format published on topics to teach in the classroom as well as leverage for professional development
- Can be used as a standalone self-study course or as supplementary to classroom instruction



Technologies

- Office & Productivity | Database & Reporting
- Applications & OS
- Entertainment & Gaming
- Web Apps & Services
- Home Network & Security



CURRICULUM IN THE BOX



Digital Literacy



E-learning



Lesson plans



E-reference

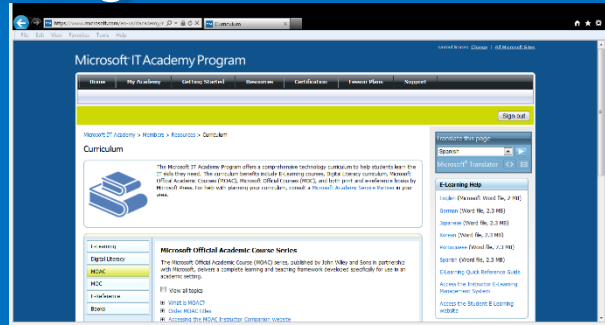


Academic Curriculum (MOAC)



Professional Curriculum (MOC)

The Microsoft Official Academic Course (MOAC) series, delivers a complete learning and teaching framework developed specifically for use in an academic setting



- Plan, prepare, and conduct hands-on classes covering Microsoft technologies.
- Includes textbooks, lab manuals, online labs and practice certification exams for specific titles



Technologies

Office 2010 Series

MTA (Microsoft Technology Associate) series

MOAC IT Pro Series

MOAC courses in IT Academy

MOS	MTA		.NET
Office Excel 2010 Office PowerPoint 2010 Office Word 2010 Office Outlook 2010 Office Access 2010	98-361: Software Development Fundamentals 98-362: Windows Development Fundamentals 98-363: Web Development Fundamentals 98-364: Database Fundamentals 98-366: Networking Fundamentals 98-365: Windows Server Administration Fundamentals	98-367: Security Fundamentals 98-349: Windows OS Fundamentals 98-372: Microsoft .NET Fundamentals 98-375: HTML5 Application Development Fundamentals 98-373: Mobile Development Fundamentals 98-374: Gaming Development Fundamentals	70-536 .NET Framework – Application Development Foundation 70-562 .NET Framework 3.5 – ASP.NET Application Development 70-564: Designing and Developing ASP.NET Applications Using the Microsoft .NET Framework 3.5
Provide educators with choices using MOAC and/or eLearning	Provide full curriculum for educators to use in the classroom		Foundational Application Development



CURRICULUM IN THE BOX



Digital Literacy



E-learning



Lesson plans



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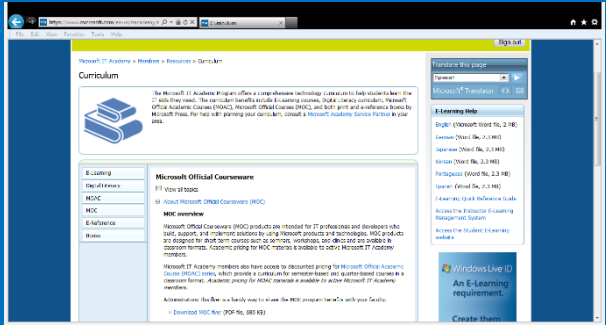


Academic Curriculum (MOAC)



Technical Curriculum (MOC)

Microsoft Official Courseware (MOC) is instructor led training intended for IT professionals and developers



- Opportunity to learn and experience hands-on Microsoft technologies
- MOC includes student workbook, lab setup guide, instructor guide, and hands-on labs to help prepare students for the given technology.



Technologies

Maps to Microsoft Technology Specialist, IT Professional, and Professional Developer certification exams.

Office 365 Training & Certification

	Network Manager & IT Pro	Teachers & Staff	Students
Certification	70-321: Deploying Office 365 70-323: Administering Office 365	77-891: Microsoft Office 365	77-891: Microsoft Office 365
E-Learning	Administering Office 365 <i>(prep for exam 70-323)</i>	Sharing and Working with Teams using Microsoft Office 365 <i>(prep for exam 77-891)</i> Communicating and Collaborating with Microsoft Office 365 <i>(prep for exam 77-891)</i>	Sharing and Working with Teams using Microsoft Office 365 <i>(prep for exam 77-891)</i> Communicating and Collaborating with Microsoft Office 365 <i>(prep for exam 77-891)</i>
E-Reference (Books online)		MOS Study Guide for Office 365	MOS Study Guide for Office 365
Additional IT Academy Benefits	+50% Discount on MCP exam fees Free Technical E-Learning catalogue 5 x E-Reference Library Subscriptions +50% Discount on Microsoft Official Courseware (MOC)	10 x Free MOS Vouchers p.a. Free Microsoft Certified Trainer (MCT) Membership 5 x E-Reference Library Subscriptions Academic Pricing on Site Licenses for MOS	

Microsoft IT Academy Benefits

- Curriculum
- **Lab Resources**
- Professional Development
- Certification
- Resources and Partnership

FOR EDUCATORS, STAFF,
AND STUDENTS



Curriculum



Lab
Resources



Professional
Development



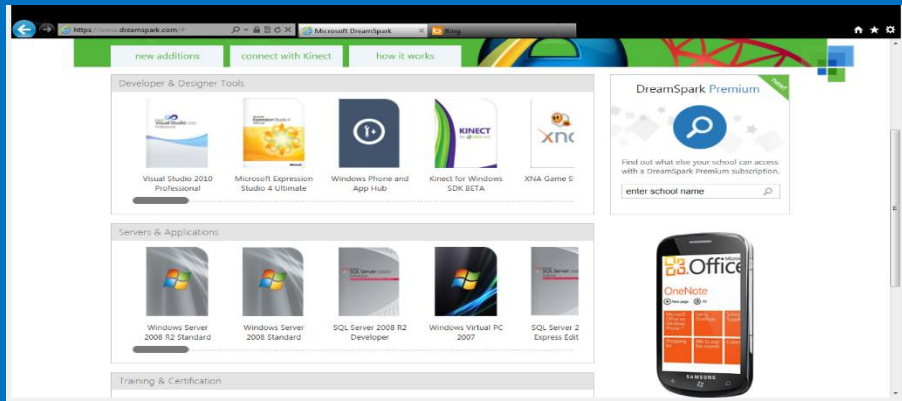
Certification



Resources and Partnership



Lab Resources



- DreamSpark

- Top developer and designer software available at no charge for your school lab machines, so students can create next-gen apps, games, designs and tools
- Available on student and teacher personal computers
- Microsoft XNA Game Studio and Kinect for Windows SDK to develop for Xbox Live, Windows, and Kinect

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FOR EDUCATORS, STAFF,
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Curriculum



Lab
Resources



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Certification



Resources and Partnership





PROFESSIONAL DEVELOPMENT



Teaching with Technology



MCE Teacher Starter Kit



MOS Teacher Starter Kit

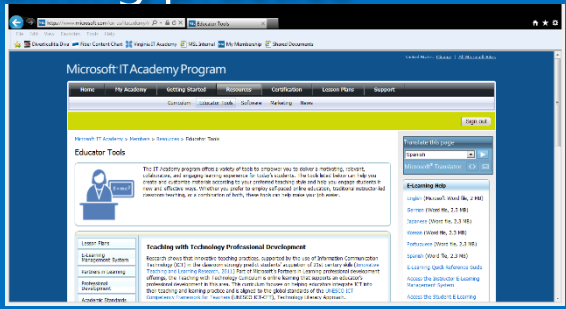


MTA Teacher Starter Kit



MCT Membership

The Teaching with Technology Curriculum is online learning that helps educators integrate ICT into their teaching and learning practice



Courses

- Aligned to the global standards of the UNESCO ICT Competency Framework for Teachers (UNESCO ICT-CFT), Technology Literacy Approach.
- Created to help set a foundation beyond learning to use technology tools.

Why Does the UNESCO ICT CFT Promote Technology Literacy?

Selecting ICT Resources to Support Curriculum Outcomes

How Technology and Pedagogy Mix

Using Basic ICT Tools to Support Teaching and Learning

Organize and Manage the Use of ICT in the Classroom

Technology Literacy and Your Professional Development

Self Assessment & Individual Learning Plan for Educators

self-assessment recommended courses all courses



Create a customized e-learning path

This 40-question self-assessment will help identify your current knowledge of integrating Information and Communication Technology (ICT) into teaching and learning. It is aligned to the Technology Literacy Approach of the UNESCO ICT Competency Framework for Teachers (ICT-CFT).

The results will help design a learning plan that best meets YOUR needs and allow us to recommend a personal learning path that you can follow to master specific competencies.

Duration: About 50 minutes
Date last taken: 4/29/2012
Number of attempts: 2

You can retake the self-assessment plan and see the competencies you

[start self-assessment >](#)

Partners in Learning: Technology Literacy Teacher Competencies | Self-Assessment - Windows Internet Explorer
https://itacademy.microsoftlearning.com/courseAccess/coursePlayer.aspx?courseId=394781&topicId=764670

technology literacy teacher competencies | self-assessment

[Print](#)

Technology Literacy Teacher Competencies Self-Assessment	Further Learning Recommended	Further Learning Optional
Demonstrate Understanding of the Technology Literacy Goals Described in the CFT Framework		
Identify the policy goals supported by the CFT framework.	✓	
Identify CFT and its approaches.	✓	
Identify the target student outcomes that result from implementing a CFT-supported learning experience.	✓	
Demonstrate Basic Knowledge of How ICT Resources Can Support Curriculum Outcomes.		
Given a curriculum goal, identify appropriate ICT resources and skills required to use ICT resources.		✓
Given a scenario, evaluate and select an ICT instructional resource.	✓	
Given a scenario, evaluate and select an ICT assessment resource.	✓	
Select an appropriate computer-based tool to monitor and share pupil performance data.		✓

Desktop >>

Six core curriculum focus areas for educators

Curriculum & Assessment

Education Policy

Technology & Pedagogy

ICT Classroom Tools

Organization & Administration

Professional Development

Microsoft IT Academy Benefits

- Curriculum
- Lab Resources
- Professional Development
- **Certification**
- Resources and Partnership

FOR EDUCATORS, STAFF,
AND STUDENTS



Curriculum



Lab
Resources



Professional
Development



Certification



Resources and Partnership





PROFESSIONAL DEVELOPMENT



Teaching with Technology



MCE Teacher Starter Kit



MOS Teacher Starter Kit

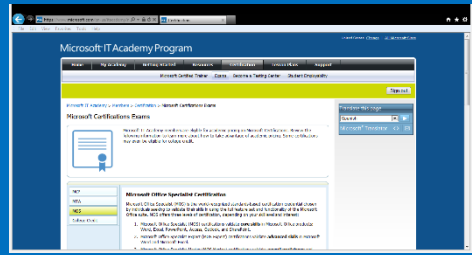


MTA Teacher Starter Kit



MCT Membership

Microsoft Certified Educator (MCE) Teacher Starter Kit exams provide a valid and reliable global measure of foundational competency in the area of Information and Communication Technologies (ICT) integration into teaching and learning



- Competency-based professional development and certification offering.
- 10 MCE exam vouchers provided annually for educator professional development.



Technology-neutral

The assessment enables educators to demonstrate competency as outlined in the UNESCO ICT-CFT, Technology Literacy Approach competency framework



PROFESSIONAL DEVELOPMENT



Teaching with Technology



MCE Teacher Starter Kit



MOS Teacher Starter Kit

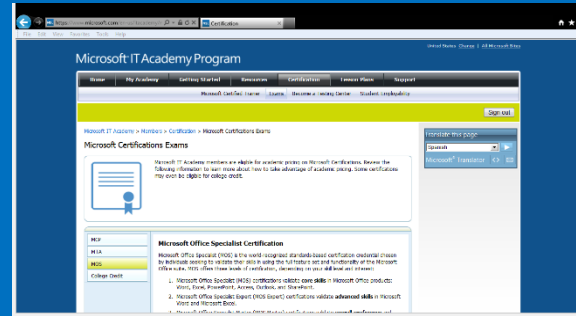


MTA Teacher Starter Kit



MCT Membership

Microsoft Office Specialist (MOS) Teacher Starter Kit enables world-recognized standards-based certification credentials



- Teachers have a better understanding of the products and the certification process, because they are certified.
- 10 MOS exam vouchers provided annually for educator professional development.



Technologies

Microsoft Office

Word, Excel, PowerPoint

Access

Outlook

SharePoint



PROFESSIONAL DEVELOPMENT



Teaching with Technology



MCE Teacher Starter Kit



MOS Teacher Starter Kit

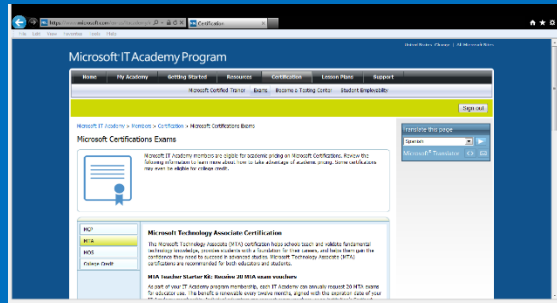


MTA Teacher Starter Kit



MCT Membership

Microsoft Technology Associate (MTA) Teacher Starter Kit enables world-recognized standards-based certification credentials



- Exam Review Kits are available to assist educators in implementing MTA in the classroom.
- 10 MTA exam vouchers provided annually for educator professional development.



Technologies

- Windows Fundamentals
- Software Development
- Database Administration
- Networking and Security
- Mobile, Gaming, and HTML 5 Application Dev



PROFESSIONAL DEVELOPMENT



Teaching with Technology



MCE Teacher Starter Kit



MOS Teacher Starter Kit

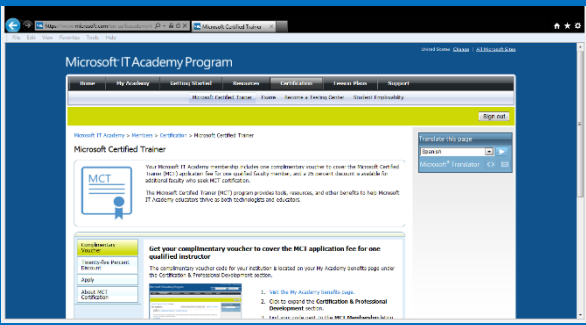


MTA Teacher Starter Kit



MCT Membership

Microsoft Certified Trainer (MCT) provides tools, resources, and other benefits to help Microsoft IT Academy educators thrive as both technologists and educators



Access to

MST Download Center

Trainer Preparation

Microsoft E-Learning

MCT community

MCT Certification Requirements

- One voucher to cover Microsoft Certified Trainer (MCT) application fee for one qualified faculty member.
- 25% discount on all additional MCT membership requests.



Value and Investment Summary

Value of IT Academy

Annual IT Academy membership fee is less than the cost of covering one technical course for just one employee of the institution

✓ Significant Professional Development Savings

Annual IT Academy membership fee provides over 25X ROI with just a total of 30 people (students, educators or staff) utilizing the benefits

✓ Outstanding ROI

IT Academy helps reduce or eliminate curriculum costs by utilizing the MOAC (Microsoft Official Academic Curriculum) e-books and the online training courses included in the ITA program

✓ Curriculum cost savings

ITA provides Teaching with Technology resources in addition to Microsoft specific content

✓ Benefits any and all teachers

- Estimated annual value of the IT Academy membership is \$45,000

Microsoft IT Academy & Certifications – Products

Product	Description	Estimated Retail Price*	Applicable SKUs	Volume Licensing Programs
IT Academy	Annual membership subscription to IT Academy IT Academy licensing is per school or campus IT Academy can be added at any time in the enrollment cycle, and the Academy subscription is aligned to the enrollment with the subscription fee prorated (ERP is \$132 monthly)	\$1,584 annually/ school or campus	54R-00098 54R-00141 54R-00159	EES/Select OV-ES Open
Microsoft Office Specialist (MOS) Site Pack	Vouchers consumed at on-site test center; no fee to setup test center for ITA Ordered as a one-time fee with license valid for 12 months Site Pack is per school or campus Site Pack is for up to 500 exam vouchers	\$3,647/site	H5T-00004 H5T-00005 H5T-00006	OVS (level E) OVS (level F) Select, EES/Campus, School
Microsoft Technology Associate (MTA) or Microsoft Certified Educator (MCE) Site Pack	Vouchers consumed at on-site test center; no fee to setup test center for ITA Ordered as a one-time fee with license valid for 12 months Site Pack is per school or campus Site Pack is for up to 250 exam vouchers NOTE: MTA & MCE share the same product SKU	\$2,741/site	H5T-00007 H5T-00008 H5T-00009	OVS (level E) OVS (level F) Select, EES/Campus, School
Microsoft Certified Professional (MCP) Pack	Pack of 30 MCP exam vouchers Exams can be taken at any Prometric test site Ordered as a one-time fee with vouchers good for 12 months	\$2,160/pack	H5T-00001 H5T-00002 H5T-00003 H5T-00010	OVS (level E) OVS (level F) Select, EES/Campus, School Open

*Estimated retail price; actual customer price provided by reseller quote



Questions and Next Steps