



# Microsoft IT Academy

Winter / Spring 2010

Microsoft® IT Academy

# Welcome & Agenda

- Overview of IT Academy (ITA)
- Program Features & Benefits
- E-learning
- Program Value
- Simple Application Process
- Questions



# Microsoft IT Academy – in brief

## **Program Objective**

**‘Empowering academic institutions to help students, teachers and staff realize their skills and career potential through relevant, high-quality education programs’**

## **What is it?**

An annual membership program for academic institutions that provides access to benefits, discounts, tools and resources that help teachers, staff and students learn on Microsoft technologies

## **Who can join?**

K-12 schools, districts, MS Education consortia, Colleges, Universities, Military Organization Schools

## **How do Academic Institutions participate?**

Complete program registration, demonstrate accreditation or eligibility, pay the annual membership fee and be activated within 7-10 days, or sign up through your campus agreement

## **What are the Requirements?**

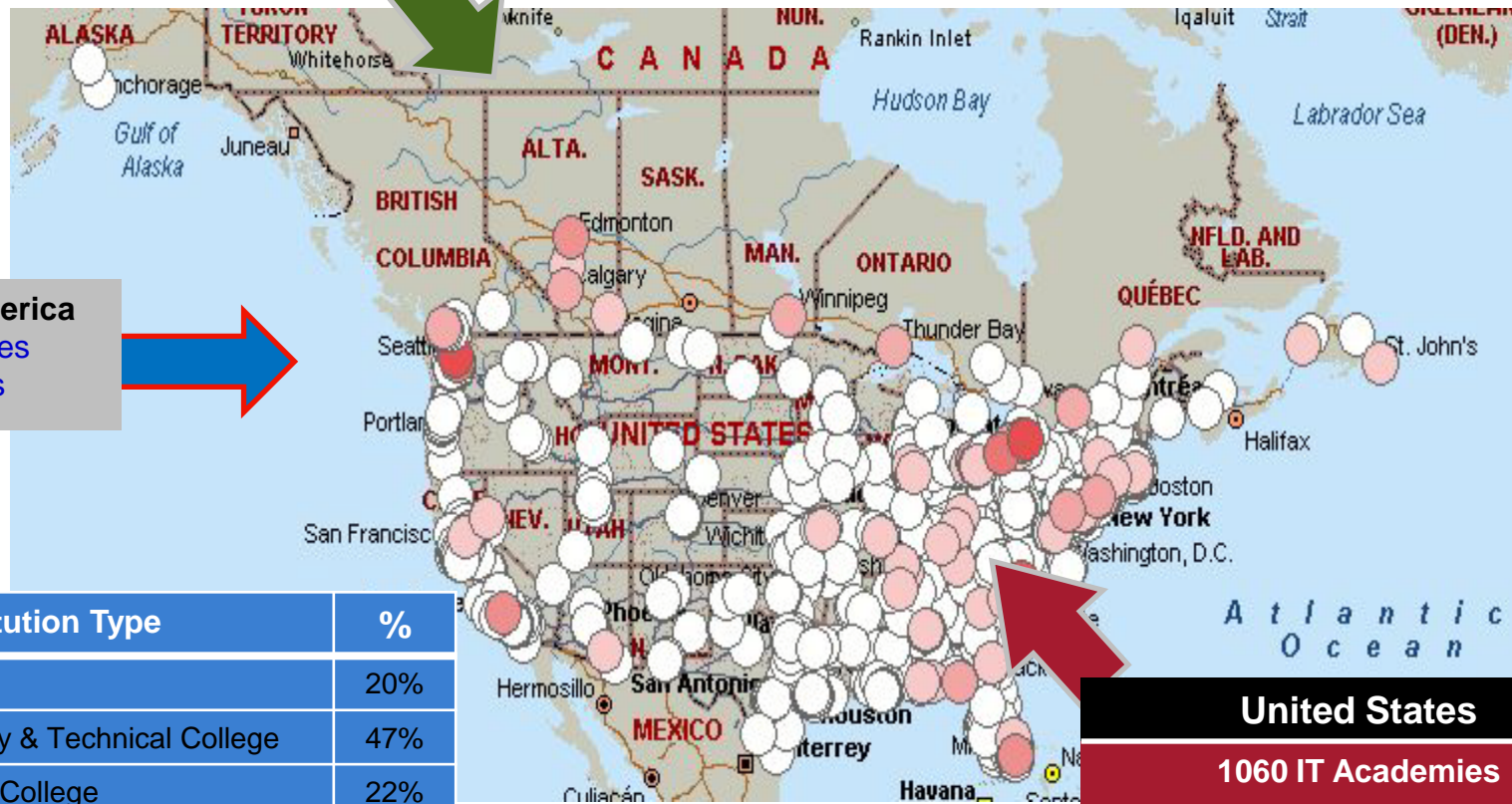
- Must be an accredited academic institution
- Appoint a Program Administrator (to receive communications and updates from Microsoft)
- Program benefits should be used for education community

# North America – Winter 2010

Join the Fastest Growing Technology Industry-Education Program in North America

**Canada**  
236 IT Academies

**ITA North America**  
10 Provinces  
50 States



**United States**  
1060 IT Academies

Institution Type	%
K-12	20%
2-year Community & Technical College	47%
4-year University/College	22%
Career/Technical Schools	9%
Other	2%
Total	100%

Program

# The Bridge Between Education and Industry

## Institutions want...

- The best students
- The best instructors
- Community relevance



## Education

## Students want...

- Real-world training
- Cutting-edge skills
- "Top of the stack" credentials

## IT Academy Provides ...

- Real-world skills
- Cutting edge technologies
- Hands-on experience



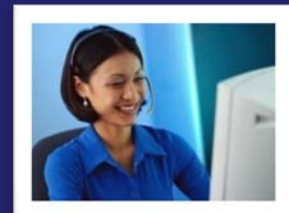
## Microsoft IT Academy

## IT Academy Provides ...

- Recognized credentials
- Microsoft brand presence
- Validated instructors
- Official curriculum

## Communities need...

- Successful Business & Industry



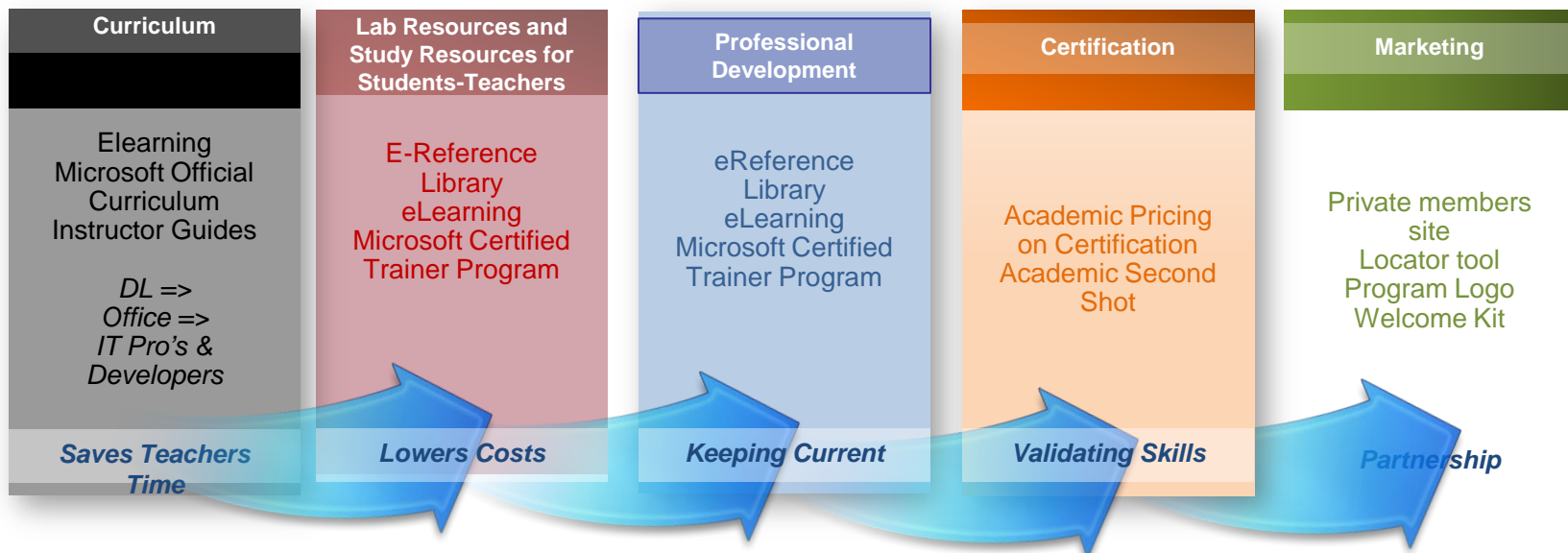
## Industry

## Employers need...

- Skilled workers
- Job-ready hires
- Useful applicant credentials

# Key IT Academy Benefits Areas

Complete education toolkit for students, faculty and staff



“The Microsoft IT Academy program provides the tools we need to deliver the highest quality IT education.”

-- Professor, Microsoft IT Academy

# Meeting Workforce Demand w/IT Academy

**Microsoft**

ICT Curriculum Roadmap: Pathways to Success

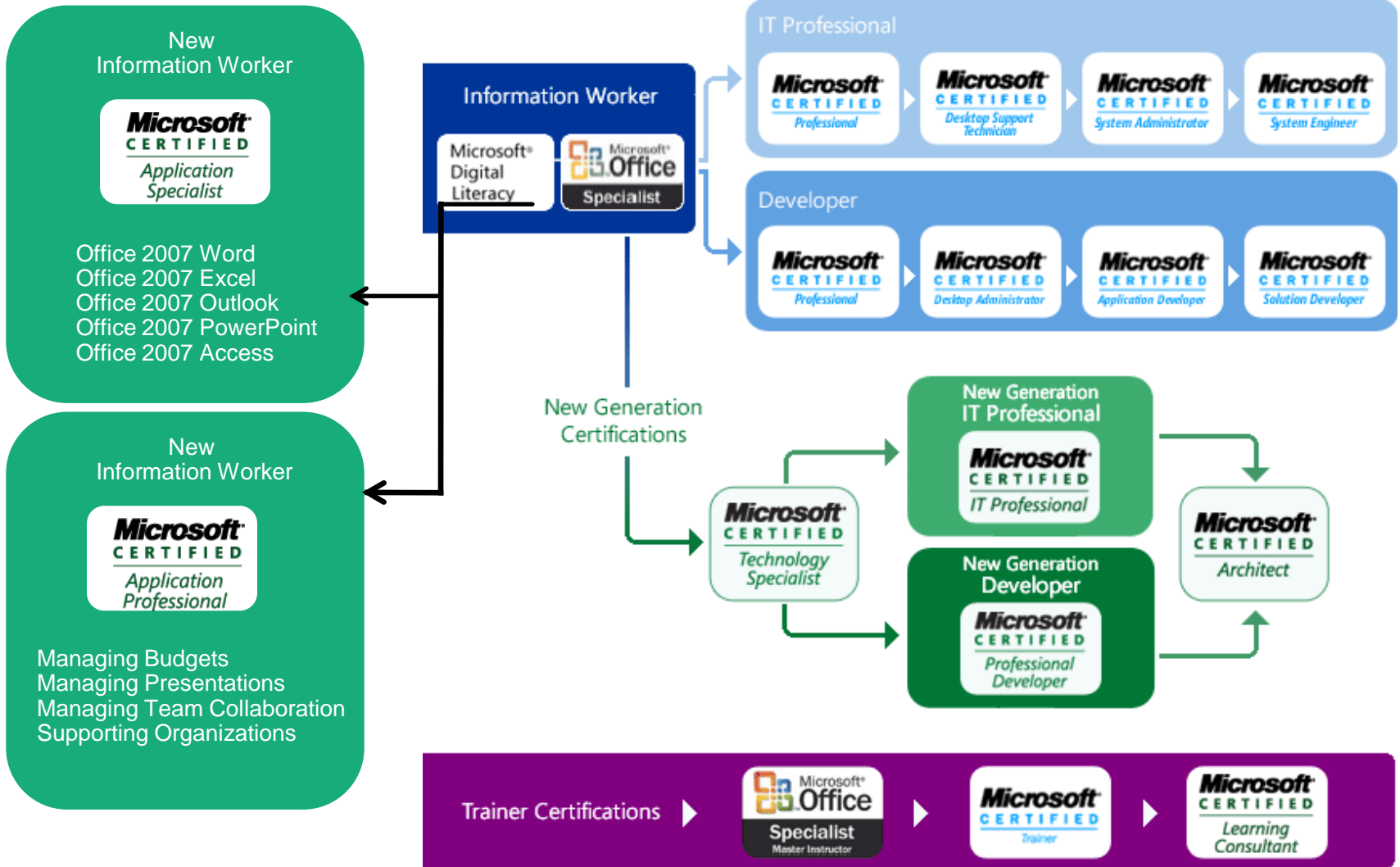
<http://www.microsoft.com/learning/education/roadmap/>



## Flexible and Leading-edge

- Offer courses to match skills that are in demand
- Create certification and curriculum pathways
- Integrate courses into existing curriculum
- Offer stand-alone courses for students using e-learning
- Offer as credit or non-credit courses
- Enable faculty professional development

# MSITA Education & Certification





# Certification = Employability

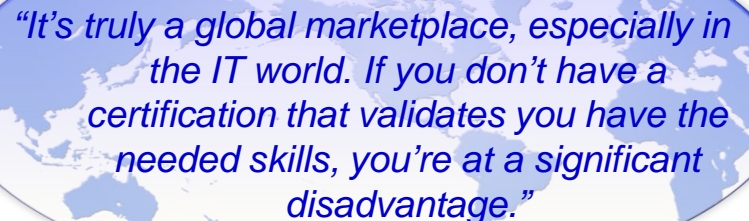
- 55% of Hiring Managers consider employee **certification as a criterion for hiring**<sup>1</sup>
- 46% of Hiring Managers consider employee **certification as a criterion for promotion**<sup>1</sup>
- 63% of Hiring Managers feel that certified individuals are **more productive** than their counterparts<sup>1</sup>
- 40% of individuals reported that Microsoft Certification was a factor in improving their ability to **find or keep a job** or lead to a promotion<sup>2</sup>
- 43% of individuals reported **salary increases** as a result of Microsoft certification<sup>3</sup>
- 53% of individuals believe obtaining a **certification makes them more marketable**<sup>4</sup>

<sup>1</sup> 2006 IDC Study

<sup>2</sup> 2006 MCP Customer Satisfaction Study

<sup>3</sup> Redmond Magazine 2006 survey of compensation for IT Professionals

<sup>4</sup> 2008 Intrepid Survey



*"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."*

# Technology Salaries

- PC Technician: \$31,000-\$44,500
- Help Desk: \$36,750-\$48,250
- Computer Operator: \$31,250-\$44,500
- LAN/WAN Administrator: \$54,500-\$79,000
- Network Engineer: \$69,750-\$97,500
- Web Designer: \$51,750-\$78,750
- Web Developer: \$60,000-\$89,750
- Developer/Programmer: \$60,000-\$100,750
- Data Analyst/Report Writer: \$58,500-\$83,000
- Database Administrator: \$76,250-\$111,250
- Database Developer: \$78,250-\$111,000

*\*Data is based on the report from 2009 Robert Half Salary Guide for Technology Professionals, one of the largest studies and annual surveys of its kind in the US.*

# Program Effectiveness . . .



*. . .has been verified through institution, student, and community experience*

- Ogeechee Technical College
- 90% pass rate on certifications
- CIS department ranks 1<sup>st</sup> statewide in delivering industry-recognized technology certifications
- Graduates of CIS program over past several years achieving 100% job placement
- Partnering with Georgia Southern University

# Success Story . . . SUNY ATTAIN Project



## Microsoft® IT Academy Program

case study: SUNY ATTAIN project

### Adult learners embark on path to economic self-sufficiency through IT education

Under the auspices of the State University of New York University Center for Academic and Workforce Development, the Advanced Technology Training and Information Networking (ATTAIN) project builds bridges between education and industry by offering education and training opportunities to New York's most needy students. The project uses technology education as a tool for academic and work force advancement, offering courses aligned with Microsoft® IT curricula in 32 labs statewide. The collaborative program served 10,000+ students in its first year and expects to achieve 1,200 industry certifications by the end of 2009.

#### Education needs

SUNY's ATTAIN project promotes social and economic advancement for people who have been academically underprepared and economically deprived. Driven by a passionate group of IT experts and educators, the ATTAIN initiative was conceived in 2001 at SUNY's University Center for Academic and Workforce Development. The goal: provide needy adults throughout New York State with a running start on digital literacy and real-world job skills.

The ATTAIN project uses technology to create relevant educational and employment opportunities for these adult learners, who typically lack degrees and have low incomes. "Our goal is to help people embrace technology as a skill, not only personally but also professionally," says Ronald Bryant, statewide ATTAIN coordinator. "We want to help them on their journey toward self-sufficiency."

Bryant says the education community has not moved as quickly as it could to keep pace with heavy workplace demand for people with IT skills. The ATTAIN project strives to close that gap by empowering disadvantaged students with as many technology resources and skills as possible.

To date, the project has established 32 state-of-the-art technology labs where New York's citizens can gain technology skills and expand their job opportunities. Spanning from Staten Island to Niagara Falls, the ATTAIN labs operate within the structure of Economic Opportunity Centers (EOCs), public housing complexes, and community-based organizations. The EOCs, which serve as the project's backbone, represent the state's commitment to provide educational and vocational training opportunities to disadvantaged adults, urban communities, and employers.

#### Solution

To promote lifelong learning, digital inclusion, and career development for the ATTAIN project's target population of disadvantaged learners, SUNY launched the ATTAIN/Microsoft Unlimited Potential program in January 2007. The collab-

*“Our goal is to help people embrace technology as a skill, not only personally but also professionally. We want to help them in the journey toward self-sufficiency.”*

*Ronald Bryant  
Statewide ATTAIN coordinator  
State University of New York  
United States*



**Customer:** State University of New York (SUNY) ATTAIN project  
**Web site:** [www.attain.suny.edu](http://www.attain.suny.edu)  
**Number of students:** 10,800  
**Number of faculty and staff:** 420  
**Location:** New York, United States  
**Industry:** Education

#### Customer profile

SUNY is the largest state university system in the United States. Its ATTAIN project promotes digital inclusion by providing education, work force training, and Internet access to underserved residents of New York.

#### Software and services

Microsoft IT Academy Program



# Effective for K-12



*Training toward certification gives students a competitive edge for college and the workforce...*

- Dunbar High School opened Academy for Technology Excellence in 2005
- Issued almost 630 certifications in first 3 years
- 90% Microsoft certifications
- ATE students score higher on FCATs than peers

# Program Levels

Two levels of membership – Essential and Advanced

- The Essential level supports programs instructing on Microsoft Office products
- The Advanced level supports instruction on Office and Microsoft desktop, server and developer products

“Our staff likes the skills-based approach, and many have already passed several qualifications with little additional training.”

IT Director,  
Benjamin Britten School




# ITA Benefits at a Glance

## Summary of Key FY09 Program Features

ITA Benefits	Advanced Level	Essential Level
<b>Curriculum</b>		
<b>E-Learning</b> <i>Free access to more than 300 courses including desktop, server, and developer titles, including Windows Vista and Office 2007 (and various titles on SharePoint, WS2008, SQL Server 2008, .Net (Visual Studio) Framework 3.5)</i>	o	o
<b>MOAC Academic Textbooks</b> (fees apply) <i>Solution for semester- and quarter-based courses</i>	o	o
<b>MOC Professional Courseware</b> (fees apply) <i>Exclusive curriculum with preferred academic pricing (example: ITA price \$75 per textbook for 5 day course - \$200 commercial)</i>	o	
<b>Microsoft Digital Literacy</b> <i>Free access to the five course series that explores essential ICT skills</i>	o	o
<b>Software &amp; Resources (not included with CASA ITA purchases)</b>		
<b>Classroom Lab Licenses</b> <i>100 licenses for Microsoft's server, desktop and developer products</i>	o	
<i>50 licenses for Microsoft Office Professional 2003 and 2007</i>	o	o
<b>MSDN Academic Alliance – Developer &amp; Designer</b> <i>Free one-year download subscriptions to both the Developer &amp; Designer tracks</i>	o	
<b>Microsoft TechNet Plus Direct</b> <i>One free subscription as well as a promotional discount on additional subscriptions (\$500 Value)</i>	o	



# ITA Benefits at a Glance

ITA Benefits	Advanced Level	Essential Level
<b>Microsoft Certified Professional Exam Discount</b> <i>Academic pricing \$60 USD (\$125 full retail price) + Academic 2<sup>nd</sup> Shot</i> Microsoft Office Exam Discount <i>Academic pricing \$35 USD (\$75 full retail price)</i>	o	o
		
<b>Instructor Professional Development</b>		
<b>Microsoft Certified Trainer (MCT) Membership – 1 Free</b> <i>One MCT membership and a 25% discount on additional MCT memberships for qualified instructors. At Essential level, instructors with certifications on the 2007 Office system are now eligible for MCT membership. Recognition as a premier technical and instructional expert. (\$400 value)</i>	o	o
<b>Microsoft E-Reference Books Library</b> <i>Free access for 3 instructors to 500-book, full-text, searchable technical library by Microsoft Press. (\$100 price for additional students &amp; faculty -\$249.99 value)</i>	o	
		
<b>Marketing Resources</b>		
<b>Welcome Kit</b> <i>Members receive a welcome letter, plaque and posters to set up and showcase their IT Academy membership</i>	o	o
<b>Microsoft IT Academy Members Logo</b> <i>Members receive access to the exclusive ITA logo for marketing and branding use</i>	o	o
<b>IT Academy locator -- Referrals</b> <i>Prospective students can quickly locate ITA institutions in their areas. The tool is located on <a href="http://www.microsoft.com/education/msitacademy/itaplocator.aspx">http://www.microsoft.com/education/msitacademy/itaplocator.aspx</a></i>	o	o
<b>Newsletters &amp; Live Meetings</b> <i>Bi-monthly news and scheduled events on IT Academy related topics such as benefits, certifications, and much more.</i>	o	o
		



# Private Members' Site

**Microsoft IT Academy** | **Microsoft** | **IT Academy Program**

Search Microsoft.com | bing | Web

- Home
- Program Overview
- IT Academy News
- My Academy**
  - My Membership
  - My Benefit Codes
  - My Academy Profile
- Member Benefits**
  - Benefits Summary
  - Curriculum
  - Resources & Software
  - Certification
  - Educator Tools
  - Marketing Resources
- Support**
  - FAQs
  - Contact Us

**WELCOME MEMBERS**  
Academy specific information is all in one place:

- View your academy's subscription details
- Get benefit access codes
- Manage your academy profile

[My Academy](#)

**E-Reference Libraries from Microsoft Press**  
**Go Green.** Get the searchable library of more than 500 Microsoft Press resources.  
[Explore the benefit](#)

**GET STARTED**  
If you are new to Microsoft IT Academy, or just want to make sure you aren't missing out on anything, these resources will help you get started

Receive the latest member news  
Microsoft IT Academy Program newsletter  
[Sign me up](#)

**PROGRAM ADMINISTRATOR**  
Learn about the program administrator role and how to make the most of the benefits and resources available

**EDUCATORS**  
Explore the resources available to educators

Microsoft Students to Business

# eLearning

## Benefits of Microsoft e-learning:

- Over 300 titles of desktop, server, and developer titles, including Windows Vista and Office 2007
- Rich multimedia content including activities, exercises, games, and hands-on virtual labs
- Content is aligned with Microsoft Certification Exam objectives

## In addition, faculty and staff enjoy:

- Additional resources to expand their knowledge on new technology
- e-learning course management tool
- Resources to augment classroom instruction
- Use e-learning course assessments to gauge student progress



## e-learning

Courses give students a chance to try out concepts on their own, and repeat them as much as they want

# Instructor Portal

The screenshot shows the Microsoft IT Academy Program Instructor Learning Management System (LMS) interface. At the top, there is a blue header with the Microsoft logo and the text "IT Academy Program". Below this, a dark blue bar contains the text "Microsoft IT Academy Instructor Learning Management System". The main content area is white and features a navigation menu on the left with categories: "Manage Users" (Students, Groups, E-mail Communications, Reports), "Administer Content" (Access Codes, Subscriptions), and "Support" (FAQ, Contact Us). The main content area includes a welcome message: "Welcome, IT Academy E-Learning Instructor" and a brief description of the LMS. Below this, there are sections for "Administrative Areas", "Manage Users", "Administer Content", and "Support", each with a brief description of their functions. A "User: Anne Hamilton | Org" indicator is visible in the top right corner. A "Top" link is located at the bottom left of the main content area.

**Microsoft** | IT Academy Program

Microsoft IT Academy Instructor Learning Management System

Home User: Anne Hamilton | Org

**Manage Users**

- Students ▶
- Groups ▶
- E-mail Communications ▶
- Reports ▶

**Administer Content**

- Access Codes ▶
- Subscriptions ▶

**Support**

- FAQ
- Contact Us

Welcome,  
**IT Academy E-Learning Instructor**

The IT Academy Instructor Learning Management System (LMS) gives you the opportunity to administer, manage, and track your student's online learning progress.

**Administrative Areas**

**Manage Users**  
Manage all of the details for your student's online learning which include: creating groups; searching for students; communicating with students; and generating reports.

**Administer Content**  
Manage all of the details for your organization's e-learning courses which include: creating your course access codes for distributing content to students; and managing subscriptions.

**Support**  
Find all of the answers to your questions about customer and technical support, getting started, browser information, and other important information for your needs.

[^ Top](#)

## Instructors can...

1. Provision e-learning access to students
2. Set up classrooms as "groups"
3. Send group e-mails, e.g. assignment notifications
4. Access reporting on student use and assessment scores
5. Create access codes for all students

# Instructor LMS

Microsoft | IT Academy Program

Microsoft IT Academy Instructor Learning Management System

Home

User: Anne Hamilton | Organiza

## Manage Users

- Students ▶
- Groups ▶
- E-mail ▶
- Communications ▶
- Reports ▶

## Administer Content

- Access Codes ▶
- Subscriptions ▶

## Support

- FAQ
- Contact Us

### Administer Content :: Access Codes :: Create

An access code is used to "unlock" the student's E-Learning content. There are 2 types of access codes: A single use code is a unique code created for each individual student, and a multi-use code is 1 universal code that can be used multiple times by more than 1 person.

Access codes are aligned to subscription pools. A subscription pool includes the content that the student will access on the My Learning page. The subscription pool details will include: the subscription pool ID number, offer/course title, term length, expiration date and the remaining number of subscriptions available for use in that pool. Once you add your subscription pool to the access code, you will have the ability to verify all of the pool information.

\* Indicates a required field.

#### Access Code Set Information

Access Code Identifier is optional. If you do not specify one, then it will be automatically generated by the system. If you do specify one, then it must be alphanumeric, 3 to 8 characters in length, and must have at least 1 letter.

Access Code Identifier

XXXX -  - XXXX

Number of Codes Needed\*

Code Type (select one)\*

- Single use (Individual codes created for each student)
- Multi-use (1 universal code to be used by multiple students)

#### Access Code Settings

Expiration Date\*

Day ▼ Month ▼ Year ▼

Group

#### Subscription Pool

Subscription Pool\*

[↑ Top](#)

## Steps

1. Create ID
2. Single or Multi-Use
3. Set number of codes
4. Select expiration
5. Choose Group (optional)
6. Pick Course(s)
7. Create Access Code

Microsoft | IT Academy Program

# Student e-learning Access

The screenshot shows a web browser window with the address bar displaying <https://itacademy.microsoftlearning.com/default.aspx>. The page header includes the Microsoft logo and "IT Academy Program". Below the header, there is a navigation menu with links for "Student Online Campus", "Online Campus", "Demo E-Learning", "FAQ", and "Contact Us". A "Sign Out" button is visible in the top right corner. The main content area features a banner with a smiling man and the text "Experience the power of Microsoft E-Learning". Below the banner, the heading "Microsoft IT Academy Online Campus" is followed by a paragraph describing the program. A button labeled "Access Site >" is present. A form titled "Enter Access Code" contains a text input field and a "Send" button. Below the form, there is a checkbox for "I have read and accept the End User License Agreement" and a link to the "License Agreement". At the bottom of the page, there are links for "Manage Your Profile" and "Contact Us", and a copyright notice for Microsoft Corporation.

## Steps

1. Log on to [itacademy.microsoftlearning.com](https://itacademy.microsoftlearning.com)
2. Sign in with Windows Live ID
3. Check the End User License Agreement box
4. Enter Access code: 6561-ITAROCKS-8105
5. Now student has access for 150 days

# Student e-learning Experience

**Microsoft** Learning

E-Learning

Student Online Learning Sign Out

**Online Learning**

- My Learning
- My Transcript
- Demo E-Learning
- E-Learning FAQ
- Contact Us

## My Learning

My Learning provides information and access to courses that you own. Add to Favorites

E-Learning	Progress	Expiration Date
<a href="#">Course 2261: Supporting Users Running the Microsoft® Windows® XP Operating System</a>	<input type="text"/> 1 of 308	21-Oct-2007

Take Assessment

[Manage Your Profile](#) | [Contact Us](#)

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Clicking link  
launches course

Courses are added to student My Learning page. New courses populate here as well. Tracks progress and expiration.

# IT Academy Value

- ❑ Provide skills and certifications in demand in the community
- ❑ Focus on Top 20 jobs skills for 2014 and beyond in North America (*IT Academy addresses the gap*)
- ❑ Better understand Microsoft technologies within Campus or School Agreement
- ❑ Cut costs surrounding on- or off-site training sessions as well as course development
- ❑ Differentiate the institution in a tough economy and global education market

**\$80,000\***  
**Est. Campus  
Value of  
Membership**

\* Commercial pricing estimate

# Program Fees

## What is the Membership Cost?

*The IT Academy is available for purchase through your reseller if you are an academic license customer with Microsoft or directly through Microsoft.*

### Direct Purchase Price

**Advanced Level Membership - Annual Fee of \$1,750 + tax**

**Essential Level Membership - Annual Fee of \$900 + tax**

### CASA Price

**Advanced Level only - \$1,584 (ERP) per year; \$132 (ERP) per month**

*IT Academy membership cycle is 12 months. Enroll any time throughout the year. Membership will begin when your account is activated and will expire the last day of that month the following year.*

*CASA customers can pro-rate the monthly membership to align with license agreement. To register through CASA, contact your Microsoft Reseller and order part number [54R-00098](#).*



# How to Register

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

Microsoft IT Academy - Windows Internet Explorer  
http://www.microsoft.com/education/MSITAcademy/default.aspx

Microsoft IT Academy

Click Here to Install Silverlight

United States Change | All Microsoft Sites | Sign out

Microsoft

IT Academy Program

Microsoft IT Academy

- Program Benefits
- IT Academy News
- How to Apply
- Documents and Resources
- Worldwide Sites
- Partners
- IT Academy Projects
- Find an IT Academy
- Contact Us
- Member Sign- In

Microsoft IT Academy Program

APPLY NOW

second shot

Look what can happen when you get a second shot

## Microsoft IT Academy

The Microsoft IT Academy program enables academic learning institutions to connect the world of education to the world of work by enabling faculty and students to acquire new technology skills in an academic setting. Microsoft IT Academies benefit from world-class Microsoft curriculum and cutting-edge software tools to experience real-world challenges in the classroom environment.

- Targeted program levels**  
IT Academy offers two program levels, allowing you to tailor the program to fit the courses that your institution offers.
- Microsoft curriculum**  
Our world-class curriculum helps students obtain the hands-on skills and practice that they need to succeed in today's technology careers.
- Complete instructional resources**  
Integrate the latest Microsoft software tools and resources for innovative training, and provide students the opportunity to validate the skills that they acquire.
- Marketing tools**  
With Microsoft IT Academy branding, your institution will stand out as a premier quality IT program that is supported with

http://www.microsoft.com/ Internet | Protected Mode: On 100%

- Add on to your current agreement through

Or

- Approx. 5-10 min
- Online application
- ID a Program Admin
- Provide School Shipping Info
- Sign Terms & Conditions
- Provide tax exempt proof, if applicable
- Select payment method

# Microsoft IT Academy Program

## Key Contact Info

Jeff Johnson, Academic Area Lead, US & Canada

[jefjohn@microsoft.com](mailto:jefjohn@microsoft.com) or 425-706-5549

Lisa Murray Speltz, IT Academy, North America

[v-lisamu@microsoft.com](mailto:v-lisamu@microsoft.com) or 206-818-9561

IT Academy Web Info

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

IT Academy Field Team E-mail

[itareach@microsoft.com](mailto:itareach@microsoft.com)



**Thank you for your time today!**



**Microsoft<sup>®</sup>**

*Your potential. Our passion.<sup>™</sup>*

# Appendix

- E-learning Demo
- Benefit Details
- Students 2 Business
- Certification Grid

# e-learning Demo

**Microsoft** | Learning

E-Learning

E-Learning Home | **Online Demo** | Course Catalog | How to Buy | Getting Started

Search E-Learning for:  
  
Search

My Learning  
Completed Products  
My Learning Subscriptions  
My Transcript  
My Purchase History  
My Preferences

**Customer Service**  
View Shopping Cart  
Contact Us  
E-Learning FAQ

**Related Resources**  
Microsoft Learning Home  
-----  
Microsoft Training  
Microsoft Press Books  
Microsoft Assessments

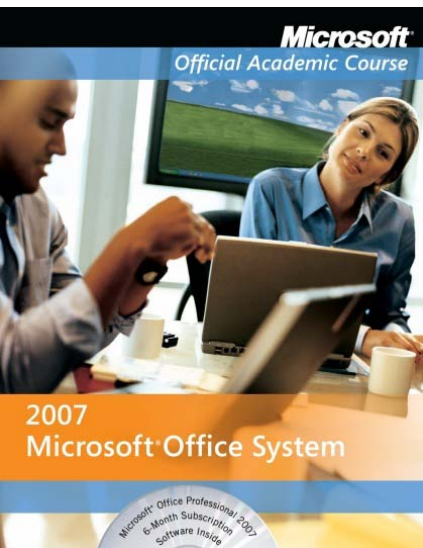
Microsoft E-Learning Course Catalog

Whether you are an IT professional, developer, or home and office user, you will find e-learning courses that match your technical expertise and increase your productivity. Microsoft also offers free clinics.

- [Home and Office User Catalog](#)
  - [Microsoft Office](#)
  - [Microsoft Windows](#)
- [IT Professional Catalog](#)
  - [Microsoft Office](#)
  - [Microsoft Server Products](#)
  - [Windows Mobile](#)
  - [Windows Operating Systems](#)
  - [Security](#)
- [Developer Catalog](#)

**Check it out!**  
There are a number of free courses you can demo online at <https://www.microsoft.com/elearning.com/catalog/default.aspx>

# Microsoft Academic Courseware



The Microsoft Official Academic Course (MOAC) is a comprehensive classroom program.

- Written for academic schedules - 8- to 16-week courses
- Complete instructor and student support
- Emphasis on building knowledge and skills for workplace success
  - Many exercises, cases, and labs
  - Authentic scenarios
- Organized around Microsoft unified skills domain
  - Maps to certification exam objectives
- Features pedagogy designed for success in classroom and with certification exams
  - Objective Domain Matrix
  - Step by Step instructions
  - Key Terms
  - Numerous boxed features calling out relevant topics
  - Certification Ready features throughout lessons
  - Leveled Assessments

“The MOAC books are great reference material.”

Zac Treadwell, Student  
Baker College

**Microsoft** | IT Academy Program

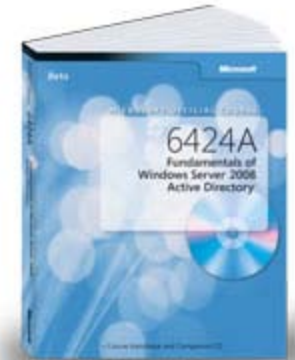
New titles are now available for the Office 2007 MCAS exams and for the Windows Server 2008 MCTS and MCITP exams. SQL Server 2005 and 2008 and Exchange Server 2007 available, too. For a complete list of available titles, go to:

[www.wiley.com/go/moac](http://www.wiley.com/go/moac).

**Typical Book Costs for an ITA:**

- MS Office Titles: \$50 - \$75
- MS IT Pro and Dev Titles: \$85 - \$120

# Instructor-Led, Microsoft Official Curriculum



## Faculty – saving Teachers Time

- Trainer Guide with annotated sections
- Setup Guide for course
- Structured Lesson Plans
- Supporting PPTs with instructor notes (*you can customize*)
- V-Lab Launcher
- All courses are mapped to Microsoft's globally recognized Certifications
- Multiple formats to choose from: **Course, Workshop, Clinic or Seminar**

## Students – enriching the learning experience

- Evaluation copy of the technology they are studying
- Complete Student notes and labs
- CD with easy to navigate best practices, whitepapers and industry tips
- Preparation for Certification

1 Day	3 Days	5 Days
\$15	\$45	\$75

# MCT Benefit Overview

## Program Highlights

- Engage with 14,000 member faculty network
- Link to Academic newsgroups
- Gain access to MS Learning product library
- Participate in exclusive events for educators
- Simple sign up for academic faculty



## Additional MCT certification benefits

- MCT welcome kit
- Full-package trainer kits
- Support services
- MCT member Web site
- Special offers
- Use of the Microsoft Certified Trainer (MCT) logo



# MSDN Academic Alliance

**NEW**  
in 2008-09!

- New option for Designer AA, brings Expression products to Microsoft IT Academy Schools
- IT Academies entitled to subscription to both Dev and Designer
- Benefit cycle and code:
  - 1-year MSDNAA matches w/ IT Academy membership
  - Code easily available through ITA members' website

“The savings I received through the MSDN Academic Alliance Program on software has more than paid for my college tuition.”

Tyler Enos, Student  
Honolulu Community College

# Microsoft eReference Library

NEW  
FEATURE!

- Over 500 full-text, technical books in one online library
- 3 subscriptions for faculty
- Students and faculty pricing \$59.99, \$190 off!
- Covers emerging technologies
- Includes Training Kits Series and Step-by-Step Series in convenient eBook format

The screenshot displays the Microsoft Press website interface. At the top, there's a navigation bar with 'My Home', 'Account Info', 'Settings', and 'Help'. Below that, a search bar and 'LOG OUT' and 'SUPPORT' links are visible. The main content area features a book titled 'MCITP Self-Paced Training Kit: Windows Server Administration (Exam 70-646)' by Ian McLean and Orin Thomas. The book cover shows a blue background with a white airplane. The description states it's a study guide for the MCITP: Windows Server 2008 Administrator certification. A 'Table of Contents' section lists chapters from 1 to 9, including topics like 'Installing, Upgrading, and Deploying Windows Server 2008', 'Configuring Network Connectivity', and 'Remote Access and Network Access Protection'. On the right side, there are sections for 'My Home Folders' and 'Browse Topics' with a list of categories like 'Business and Culture', 'Certification and Compliance', 'Databases', etc.

# TechNet Plus Direct

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# Microsoft® Students to Business

[ a Microsoft community initiative ]

# Why “Better Together”

“The overall problem is that we cannot find **qualified** people to offer jobs to.”

*--Quote from a recent Microsoft Partner survey*

- S2B infrastructure can help connect trained, certified students with partners and customers for industry lectures, mentors, internships and jobs.
- S2B local resources can be used for recruiting events, advertising ITA trainings, and promoting student and university success stories and positive endorsements.
- S2B Global marketing can profile careers on Channel 8 and S2B sites, provide job descriptions and roadmap of learning needed to succeed.