Welcome & Agenda

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

Program Objective
‘Empowering academic institutions to help students, teachers and staff realize their skills and career potential through relevant, high-quality education programs’
North America – Winter 2010

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

<table>
<thead>
<tr>
<th>Institution Type</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>K-12</td>
<td>20%</td>
</tr>
<tr>
<td>2-year Community &amp; Technical College</td>
<td>47%</td>
</tr>
<tr>
<td>4-year University/College</td>
<td>22%</td>
</tr>
<tr>
<td>Career/Technical Schools</td>
<td>9%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>

Canadian IT Academies
- 236 Academies

United States IT Academies
- 1060 Academies

ITAcademies North America
- 10 Provinces
- 50 States

ITA North America
- 10 Provinces
- 50 States
The Bridge Between Education and Industry

Institutions want...
- The best students
- The best instructors
- Community relevance

Students want...
- Real-world training
- Cutting-edge skills
- “Top of the stack” credentials

Employers need...
- Skilled workers
- Job-ready hires
- Useful applicant credentials

Communities need...
- Successful Business & Industry

IT Academy Provides...
- Real-world skills
- Cutting edge technologies
- Hands-on experience

IT Academy Provides...
- Recognized credentials
- Microsoft brand presence
- Validated instructors
- Official curriculum

Microsoft IT Academy

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

-- Professor, Microsoft IT Academy
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
Certification = Employability

- 55% of Hiring Managers consider employee certification as a criterion for hiring\(^1\)
- 46% of Hiring Managers consider employee certification as a criterion for promotion\(^1\)
- 63% of Hiring Managers feel that certified individuals are more productive than their counterparts\(^1\)
- 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\(^2\)
- 43% of individuals reported salary increases as a result of Microsoft certification\(^3\)
- 53% of individuals believe obtaining a certification makes them more marketable\(^4\)

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1 2006 IDC Study
2 2006 MCP Customer Satisfaction Study
3 Redmond Magazine 2006 survey of compensation for IT Professionals
4 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.”

Bill Doherty, @ONE Project, College System of California
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 1st 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

“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
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

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

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<th>ITA Benefits</th>
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<tbody>
<tr>
<td><strong>Microsoft Certified Professional Exam Discount</strong></td>
<td></td>
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<tr>
<td>Academic pricing $60 USD ($125 full retail price) + Academic 2nd Shot</td>
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<td>o</td>
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<tr>
<td><strong>Microsoft Office Exam Discount</strong></td>
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<td></td>
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<tr>
<td>Academic pricing $35 USD ($75 full retail price)</td>
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<tr>
<td><strong>Instructor Professional Development</strong></td>
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<tr>
<td><strong>Microsoft Certified Trainer (MCT) Membership – 1 Free</strong></td>
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<tr>
<td>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)</td>
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<tr>
<td><strong>Microsoft E-Reference Books Library</strong></td>
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<tr>
<td>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)</td>
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<tr>
<td><strong>Marketing Resources</strong></td>
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<tr>
<td><strong>Welcome Kit</strong></td>
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<tr>
<td>Members receive a welcome letter, plaque and posters to set up and showcase their IT Academy membership</td>
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<tr>
<td><strong>Microsoft IT Academy Members Logo</strong></td>
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<tr>
<td>Members receive access to the exclusive ITA logo for marketing and branding use</td>
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<tr>
<td><strong>IT Academy locator -- Referrals</strong></td>
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<tr>
<td>Prospective students can quickly locate ITA institutions in their areas. The tool is located on <a href="http://www.microsoft.com/education/msitacademy/itaplocator.mspx">http://www.microsoft.com/education/msitacademy/itaplocator.mspx</a></td>
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<tr>
<td><strong>Newsletters &amp; Live Meetings</strong></td>
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<tr>
<td>Bi-monthly news and scheduled events on IT Academy related topics such as benefits, certifications, and much more.</td>
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Private Members’ Site

Microsoft IT Academy Program

Welcome Members
Academy specific information is all in one place:
- View your academy’s subscription details
- Get benefit access codes
- Manage your academy profile

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

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 IT Academy Program
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

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

Microsoft IT Academy Program

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 Instructor Learning Management System

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 a universal code that can be used multiple times by more than one 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

 xxxx - [ITA ROCKS] - xxxx

Number of Codes Needed*

1

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

Select Group

**Subscription Pool**

Subscription Pool*

Select Subscription Pool

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
1. Log on to 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

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

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*
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

- Add on to your current agreement through

- 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 or 425-706-5549

Lisa Murray Speltz, IT Academy, North America
v-lisamu@microsoft.com or 206-818-9561

IT Academy Web Info
www.microsoftitacademy.com

IT Academy Field Team E-mail
itareach@microsoft.com
Thank you for your time today!
Appendix

- E-learning Demo
- Benefit Details
- Students 2 Business
- Certification Grid
There are a number of free courses you can demo online at https://www.microsoftelearning.com/catalog/default.aspx.

Check it out!

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


Typical Book Costs for an ITA:
- MS Office Titles: $50 - $75
- MS IT Pro and Dev Titles: $85 - $120
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

<table>
<thead>
<tr>
<th></th>
<th>1 Day</th>
<th>3 Days</th>
<th>5 Days</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>$15</td>
<td>$45</td>
<td>$75</td>
</tr>
</tbody>
</table>

Microsoft IT Academy Program
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 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

- 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
TechNet Plus Direct

• **New TechNet Direct benefits include:**
  – 1 TechNet Plus Direct Subscription
  – Additional TechNet Plus Direct subscription available at 40% discount

• **Microsoft software licensed for evaluation purposes.**
• **Beta software.** Receive pre-release versions of Microsoft operating systems, servers and business applications.
• **Professional Support Incidents.** For the toughest technical questions, a TechNet Plus subscription includes two complimentary Professional Support incidents and a 20% discount on additional purchased support incidents. Talk to a Microsoft Support Professional to help resolve mission-critical technical issues fast.
• **Managed Newsgroup Support.**
• **Technical resources for Microsoft products.**
• **Online Concierge Chat.** Chat with a Microsoft Search Assistant online for help finding the technical resources you need or for assistance with non-technical questions.
• **Free One-year Subscription to TechNet Magazine.**
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.