Microsoft IT Academy and Certifications

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

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Microsoft LeX

November 19, 2013
<table>
<thead>
<tr>
<th></th>
<th>Agenda</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Evolving Skills Demand</td>
</tr>
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<td>2</td>
<td>Microsoft IT Academy Overview</td>
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<td>3</td>
<td>Microsoft Certification</td>
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<td>Microsoft IT Academy Benefits</td>
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<td>5</td>
<td>Summary</td>
</tr>
</tbody>
</table>
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.
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.

<table>
<thead>
<tr>
<th>Location</th>
<th>Google</th>
<th>Apple</th>
<th>Cisco</th>
<th>Microsoft</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maryland</td>
<td>270</td>
<td>361</td>
<td>781</td>
<td>6,742</td>
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<tr>
<td>Washington, DC</td>
<td>786</td>
<td>567</td>
<td>1,933</td>
<td>12,971</td>
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<td>Atlanta</td>
<td>93</td>
<td>123</td>
<td>181</td>
<td>2,470</td>
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<td>Chicago</td>
<td>458</td>
<td>228</td>
<td>670</td>
<td>8,434</td>
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<td>Dallas</td>
<td>177</td>
<td>155</td>
<td>808</td>
<td>6,729</td>
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<td>Los Angeles</td>
<td>494</td>
<td>292</td>
<td>488</td>
<td>7,304</td>
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Source: Indeed.com, August 2013
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.

Puerto Rico
Every middle school nationwide!

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

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

UAE
Every secondary school nationwide

Chile
High schools throughout the country

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

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### 81% of Hiring Managers

feel that certified individuals perform better

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### 79% of Hiring Managers

feel that certified individuals are more efficient

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### 89% of Supervisors

say that Microsoft Office certified employees are more proficient users of Microsoft Office programs

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### Sources

1. MCP Program Satisfaction Study 2010
2. Intrepid Survey
3. Certiport Research, 2009

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“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
89% of IT hiring managers say that IT certifications help confirm subject matter knowledge and expertise.*

80% of IT managers believe effective training is critical to the success of a project**

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.*

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

Sources: **IDC MarketScape, Worldwide IT Education and Training 2012 Vendor Analysis, Feb 2012; *CompTIA, Employer Perceptions of IT Training and Certification, Jan 2011
Microsoft Certifications

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

IT Professionals & Developers

Information Workers
Certification Roadmap

Microsoft IT Academy Certification Roadmap

Certification Destinations
- MOS Master Microsoft Office 2010
- MCSE Desktop Infrastructure
- MCSE Server Infrastructure
- MCSE Private Cloud
- MCSE Data Platform
- MCSE Business Intelligence
- MCDI Windows Store Apps-CIF
- MCDI Windows Store Apps-HTML5
- MCDI Web Apps

Career Counselors:
- Navigate career objectives

Educators:
- Curriculum and lesson planning tool

Staff and Educators:
- Map exams to certification goals
Impact of Skills & Certifications with IT Academy

North Carolina Teacher & Student Certifications

<table>
<thead>
<tr>
<th>Year</th>
<th>2010-2011 Pre-ITA</th>
<th>2010-2011 Year 1</th>
<th>2011-2012 Year 2</th>
<th>2012-2013 to date Year 3</th>
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<tbody>
<tr>
<td>Count</td>
<td>16</td>
<td>8,065</td>
<td>42,563</td>
<td>50,727</td>
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</table>

Washington State Teacher & Student Certifications

<table>
<thead>
<tr>
<th>Year</th>
<th>2010-2011 Pre-ITA</th>
<th>2010-2011 Year 1</th>
<th>2011-2012 Year 2</th>
<th>2012-2013 To Date – key testing time ahead</th>
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<tbody>
<tr>
<td>Count</td>
<td>443</td>
<td>4,036</td>
<td></td>
<td>9,793</td>
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May 2013, Microsoft LeX
Microsoft IT Academy Components
Microsoft IT Academy Benefits

- Curriculum
- Lab Resources
- Professional Development
- Certification
- Resources and Partnership
Microsoft IT Academy Benefits

- Curriculum
- Lab Resources
- Professional Development
- Certification
- Resources and Partnership
The Microsoft **Digital Literacy** curriculum provides essential computing skills for learners new to computing.

- 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.
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!
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.
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.
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
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.
## MOAC courses in IT Academy

<table>
<thead>
<tr>
<th>MOS</th>
<th>MTA</th>
<th>.NET</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td><strong>70-562: Designing and Developing ASP.NET Applications Using the Microsoft .NET Framework 3.5</strong></td>
</tr>
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</table>

Provide full curriculum for educators to use in the classroom

Foundational Application Development
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.

Maps to Microsoft Technology Specialist, IT Professional, and Professional Developer certification exams.
## Office 365 Training & Certification

<table>
<thead>
<tr>
<th>Certification</th>
<th>Network Manager &amp; IT Pro</th>
<th>Teachers &amp; Staff</th>
<th>Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>70-321: Deploying Office 365</td>
<td>70-321: Deploying Office 365</td>
<td>77-891: Microsoft Office 365</td>
<td>77-891: Microsoft Office 365</td>
</tr>
<tr>
<td>70-323: Administering Office 365</td>
<td>70-323: Administering Office 365</td>
<td>77-891: Microsoft Office 365</td>
<td>77-891: Microsoft Office 365</td>
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### E-Learning

<table>
<thead>
<tr>
<th>Certification</th>
<th>Network Manager &amp; IT Pro</th>
<th>Teachers &amp; Staff</th>
<th>Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administering Office 365</td>
<td>Administering Office 365 (prep for exam 70-323)</td>
<td>Sharing and Working with Teams using Microsoft Office 365 (prep for exam 77-891)</td>
<td>Sharing and Working with Teams using Microsoft Office 365 (prep for exam 77-891)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Communicating and Collaborating with Microsoft Office 365 (prep for exam 77-891)</td>
<td>Communicating and Collaborating with Microsoft Office 365 (prep for exam 77-891)</td>
</tr>
</tbody>
</table>

### E-Reference (Books online)

<table>
<thead>
<tr>
<th>Certification</th>
<th>Network Manager &amp; IT Pro</th>
<th>Teachers &amp; Staff</th>
<th>Students</th>
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</thead>
</table>

### Additional IT Academy Benefits

<table>
<thead>
<tr>
<th>Certification</th>
<th>Network Manager &amp; IT Pro</th>
<th>Teachers &amp; Staff</th>
<th>Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>+50% Discount on MCP exam fees</td>
<td>+50% Discount on MCP exam fees</td>
<td>10 x Free MOS Vouchers p.a.</td>
<td>10 x Free MOS Vouchers p.a.</td>
</tr>
<tr>
<td>Free Technical E-Learning catalogue</td>
<td>Free Technical E-Learning catalogue</td>
<td>Free Microsoft Certified Trainer (MCT) Membership</td>
<td>Free Microsoft Certified Trainer (MCT) Membership</td>
</tr>
<tr>
<td>5 x E-Reference Library Subscriptions</td>
<td>5 x E-Reference Library Subscriptions</td>
<td>5 x E-Reference Library Subscriptions</td>
<td>5 x E-Reference Library Subscriptions</td>
</tr>
<tr>
<td>+50% Discount on Microsoft Official Courseware (MOC)</td>
<td>+50% Discount on Microsoft Official Courseware (MOC)</td>
<td>Academic Pricing on Site Licenses for MOS</td>
<td>Academic Pricing on Site Licenses for MOS</td>
</tr>
</tbody>
</table>
Microsoft IT Academy Benefits

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

FOR EDUCATORS, STAFF, AND STUDENTS
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
Microsoft IT Academy Benefits

- Curriculum
- Lab Resources
- **Professional Development**
- Certification
- Resources and Partnership
The **Teaching with Technology** Curriculum is online learning that helps educators integrate ICT into their teaching and learning practice.

- **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.**
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 personalized learning path that you can follow to master specific competencies.

You can retake the self-assessment plan and see the competencies you need to learn.

Start self-assessment

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
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.

The assessment enables educators to demonstrate competency as outlined in the UNESCO ICT-CFT, Technology Literacy Approach competency framework.
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.
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.
Microsoft Certified Trainer (MCT) provides tools, resources, and other benefits to help Microsoft IT Academy educators thrive as both technologists and educators.

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

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>Annual IT Academy membership fee provides over 25X ROI with just a total of 30 people (students, educators or staff ) utilizing the benefits</td>
<td>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</td>
</tr>
<tr>
<td>Significant Professional Development Savings</td>
<td>Curriculum cost savings</td>
</tr>
<tr>
<td>Outstanding ROI</td>
<td>Benefits any and all teachers</td>
</tr>
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- **Estimated annual value of the IT Academy membership is $45,000**

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

**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**

**ITA provides Teaching with Technology resources in addition to Microsoft specific content**
<table>
<thead>
<tr>
<th>Product</th>
<th>Description</th>
<th>Estimated Retail Price*</th>
<th>Applicable SKUs</th>
<th>Volume Licensing Programs</th>
</tr>
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</table>
| 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 IT 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-Select |
| 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