

Refresh Your IT Program – Microsoft IT Academy

Jeff Johnson

Global Academic Team
Microsoft Learning



Microsoft | IT Academy

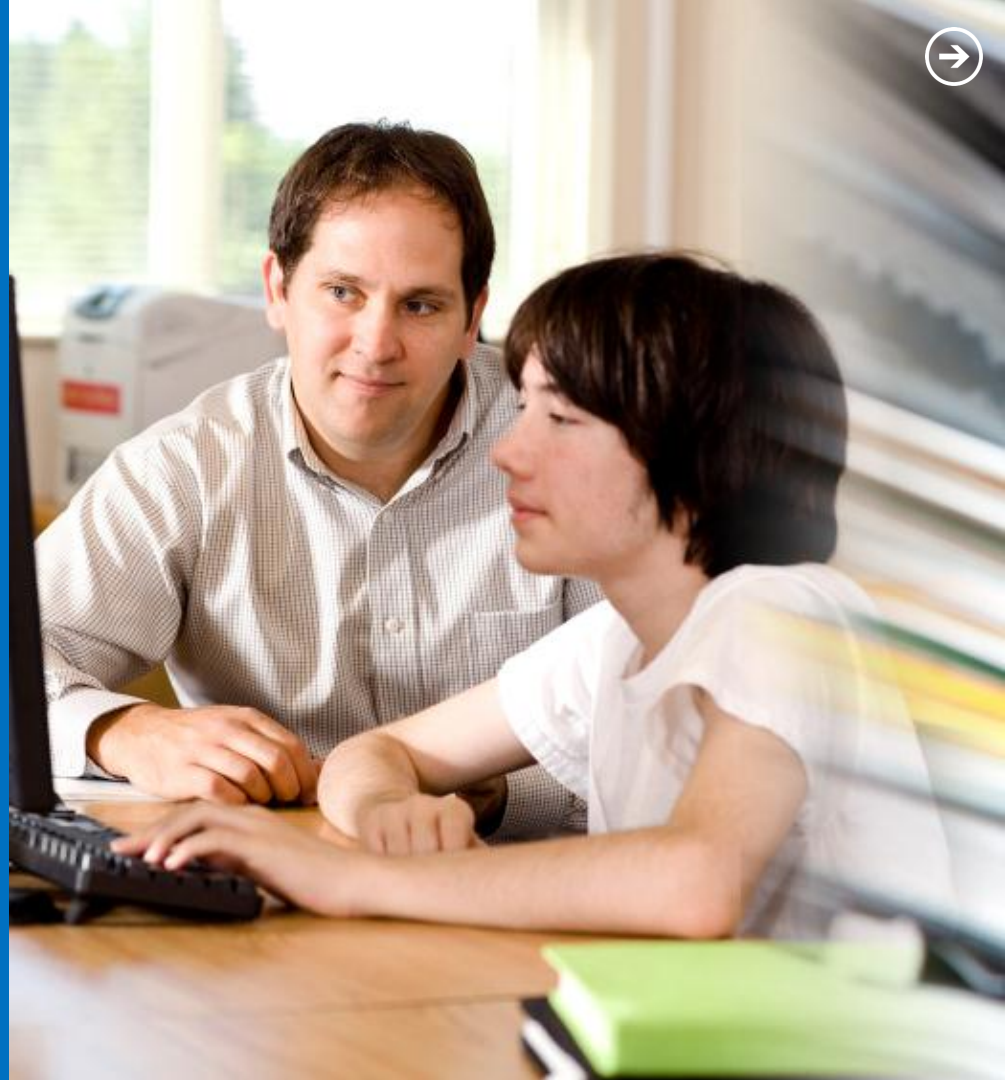
WA IT Education Futures Summit
Microsoft Main Campus
Redmond
May 18, 2012

agenda

1	Evolving Skills Demand
2	IT Education Landscape and Opportunity
3	Microsoft in Education
4	Microsoft IT Academy – what's new
5	Local (WA) and Global Reach
6	Taking the Next Steps
7	Q&A

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

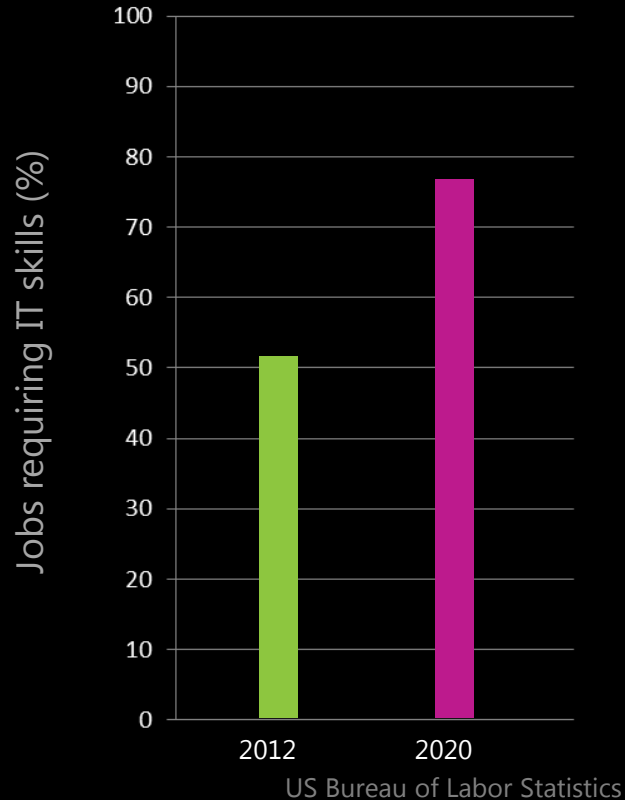


For the students of today to obtain the jobs of tomorrow, they need new **21st century skills**.

Skills that enable them to **collaborate, communicate**, and be critical thinkers, **innovators**, problem solvers and citizens of a global economy.



TECHNOLOGY SKILLS 2012 - 2020



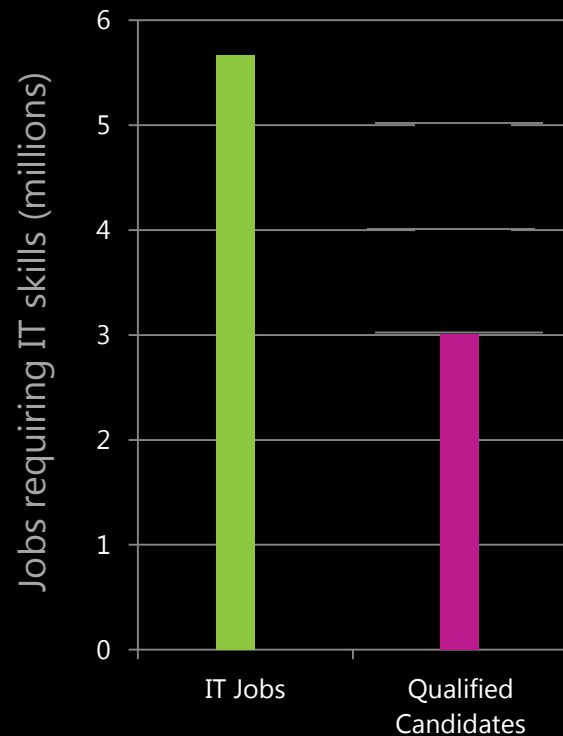
More than **50%** of today's jobs require some technology skills, and experts say that percentage will increase to **77%** in the next decade.

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.

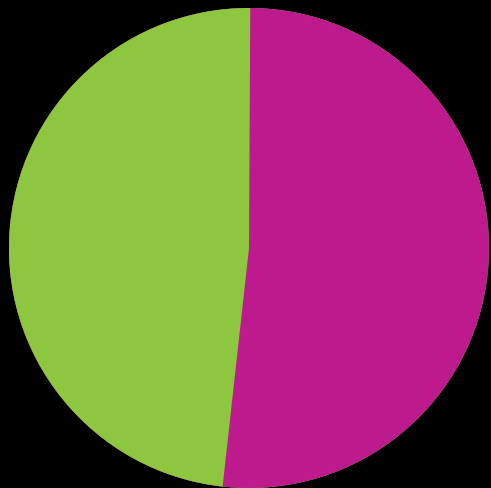
IT SKILLS GAP



YEAR 2020



SOFTWARE



 All IT jobs

 Software related jobs

IT employment will rise by 5.8 million jobs in 4 years; and 51% of total IT employment will be software related; creating 75K new businesses¹.

Global IT job prospects are good

30%



Employment is projected to **grow by 30 percent** from 2008-2018 as firms continue to invest heavily in software and other information technology.

55%



Computer specialists accounted for **55 percent of the jobs** in this industry in 2008, reflecting an emphasis on technical skills.



Computer engineers must continually strive to **keep their skills up to date.** One way to do this is through **professional or technical certification.**

Why Microsoft Matters

IT Spend will grow to
\$1.7 trillion in 2013.

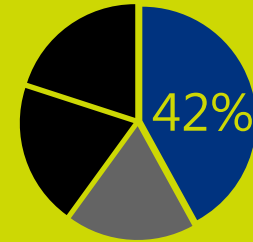
IT jobs will grow from
35.6 million jobs in
2009 to **41.4 million
jobs** by 2014



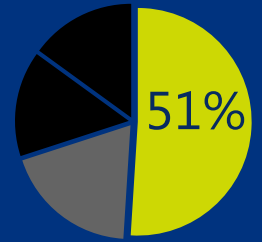
\$1.7 Trillion



41.4 Million



IT departments
running the Microsoft
ecosystem in these
countries **employ
42% of the IT
workforce.**



**51%
of IT employment**
will be software-
related

Microsoft Global Skills Demand



Number of Advertised, Unfilled Job Openings by Industry Skills and Certifications*

Location	Google	Apple	Cisco	Microsoft
Sydney	202	138	539	2,528
Berlin	265	63	132	1,187
Mumbai	102	51	161	806
Chicago	396	185	783	8,646
Amsterdam	210	243	284	1,654
Sao Paulo	222	68	399	1,878



MEANWHILE, TEACHERS...

Need a flexible solution for teaching IT that meets the needs of the 21st century workplace

Ensure students are skilled for life with the skills they need for employability

Don't have time to develop and keep curriculum current and relevant

Need to get and keep students interested and engaged

Need to keep pace with industry demands and trends

Need to differentiate the institution to attract students

Teaching old technology

Professional development needs for teachers despite shrinking budgets

Elements of a Viable IT Education Program 2012

Focus on
industry skills-
certification

External
advisory
board –
connection to
the jobs

Highly skilled,
passionate
instructors

Professional
development
opportunities
for faculty



Learning
beyond IT

Doing more
with less

Matching Programs and Community

Industry
Advisory Board

Continuing
Education-
Extension –
make a campus
connection

Talk (regularly) to
business,
government
leaders

Employment
forecasts, job
trends data



Resist
temptation for
flavor of the
month

Associations, Job
Boards,
Certifications

How Microsoft Can Help?

Microsoft DreamSpark™



Microsoft® | IT Academy

Microsoft®
Students to Business

Microsoft® Partners in Learning

Software



Resources



Skills



Experience



Jobs



Career-Ready, College-Ready Learning Global Alignment



EMPLOYERS want:

- Skilled employees
- Productive workers
- Job-ready recruits



INSTITUTIONS want:

- Cost effective solutions
- To attract new students and talent
- To bridge the technology skills gap
- Enriched communities



EDUCATORS want:

- Relevant curriculum resources
- Tools to better prepare students for 21st century jobs
- Time-saving options
- Professional development opportunities



STUDENTS want:

- To be Career and Workforce Ready
- Proficient to get work done
- Hands-on experience



IT Academy 101: A closer look

What?

The Microsoft IT Academy Program is a complete technology education solution connecting students, teachers, employers and local communities through a life-long learning model of leading-edge technology skills development.

Microsoft | IT Academy

Why?

It was developed to bridge the gap between education and the real-world by equipping students with the IT skill sets they need for successful careers in today's technology centered job market, and providing professional development resources for educators.

Microsoft | IT Academy

Who?

Membership is open to public or private K-12 schools, vocational schools, correspondence schools, junior colleges, colleges, universities, or scientific/technical schools that are institutionally accredited by an accrediting agency nationally recognized by the U.S. Secretary of Education.

Microsoft | IT Academy

Microsoft IT Academy Program Objective

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

➔ EMPLOYERS WANT:



Skilled employees

Productive workers

Job-ready recruits

➔ TEACHERS 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 Program Objective

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

➔ EMPLOYERS WANT:



IT Academy
delivers
certified job
candidates

➔ TEACHERS WANT:



IT Academy
delivers digital
content
solutions

➔ INSTITUTIONS WANT:



IT Academy
delivers low
cost volume
licensing

➔ STUDENTS WANT:



IT Academy
delivers 21st
Century Skills

Microsoft IT Academy Benefits For Educators, Staff, and Students:



**Save Educators
Time through
Curriculum:**

E-Learning, Lesson Plans,
Test Banks, Digital
Literacy Academic
pricing on additional
resources



**Lower institution
Costs through
Resources:**

One low cost provides
curriculum for every
student, faculty
and staff



**Provide
professional
development
opportunities**

Curriculum resources,
Teacher Certification
Starter Kit, and academic
pricing on MCP exam
vouchers, MCT
membership
and E-reference



**Validate skills
through
certification:**

Prepare students for
today's careers with
curriculum aligned to
Microsoft Certification



**Benefit from a
partnership
with Microsoft:**

Training, FAQ,
best practice,
Member website,
logo, and posters

Providing industry-leading training resources and Microsoft Certifications to enhance employability and college readiness, and encourage life-long learning

What's New

Simplified
Access

MOS & MTA
Teacher
Starter Kits



Volume
License
Subscription

Teaching with
Technology

Updated
Member Site

MTA Exam
Review Kits



Localized
Lesson Plans
Exams
E-Learning

E-Reference
Resources

MSDNAA to
DreamSpark

Certification

All ITA Curriculum formats prepare for certification

Step 1

Digital Literacy
Beginner



Step 2

Microsoft Office
Specialist
Application Specialist



Step 3

Technology Specialist
Product Specialist



Step 4

IT Professional or Professional
Developer
Job Role Specific



Certification = Employability for Students



63% 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."



CURRICULUM IN THE BOX

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



Digital Literacy



E-learning



Lesson plans



E-reference



Academic Curriculum (MOAC)



Professional Curriculum (MOAC)



Value to student

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

A Digital Literacy Certificate Test for students who want to demonstrate their mastery of all five courses is available for printing.



Value to educator

Can be used as self-study to get ramped up on basic computer skills and online safety.



Technologies

Computer Basics

The Internet and WWW

Productivity Programs

Security and Privacy

Digital Lifestyles

FAST FACTS:

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.

Languages: English, Dutch, Thai, Latin American Spanish, Brazilian Portuguese, Danish, Polish, Japanese, European Portuguese, French, German, Italian and Hungarian. Turkish, Russian, and Arabic versions will be available soon.



CURRICULUM IN THE BOX

Unlimited access to more than 300 Microsoft E-Learning courses specially chosen to align with Microsoft IT Academy



Digital Literacy



E-learning



Lesson plans



E-reference



Academic Curriculum (MOAC)



Professional Curriculum (MOAC)



Value to student

E-Learning provides students with more hands-on practice through a multimedia learning experience.

Can be used as self-study



Value to educator

Educators can use E-Learning to expand their own professional skills and to explore ways to improve classroom learning.

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 2010 | Windows7

Windows Server
Exchange Server

SQL Server | ASP.NET

Visual Studio

Microsoft Dynamics

FAST FACTS:

Educators and other staff employed at the institution can use E-Learning for Professional Development – which helps to lower PD budgets

Can be used as a standalone self-study course or as supplementary to classroom instruction. Takes only a few minutes to provision a course to multiple students and can be resold to students to help monetize programs and recover the ITA subscription fee



CURRICULUM IN THE BOX

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



Digital Literacy



E-learning



Lesson plans



E-reference



Academic Curriculum (MOAC)



Professional Curriculum (MOAC)



Value to student

Saves time with ready to use lesson plans on the most relevant Microsoft technologies



Value to educator

Allow students to use project-based learning activities to demonstrate and practice skills on Microsoft technologies

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 2010

Microsoft SharePoint

Windows Server

Expression Web

Windows 7

FAST FACTS:

Lesson plans Include:

- quiz material
- student projects
- references to videos to be used in class or out of class for reinforcement.
- Exam Readiness Kits (ERK) mapping to Microsoft Technology Associate (MTA) are also available



CURRICULUM IN THE BOX

Digital access for give educators to over 120 technology books, searchable by topic, technology, and subject



Digital Literacy



E-learning



Lesson plans



E-reference



Academic Curriculum (MOAC)



Professional Curriculum (MOAC)



Value to student

Educators can also bookmark, make notes, and print chapters to use in the classroom with students, as well as for self-study and professional development



Value to educator

Educators can print and download for student reference and classroom use



Technologies

Office & Productivity | Database & Reporting

Applications & OS

Entertainment & Gaming

Web Apps & Services

Home Network & Security

FAST FACTS:

Educators and other staff employed at the institution can use E-Reference for Professional Development – which helps to lower PD budgets

Can be used as a standalone self-study course or as supplementary to classroom instruction

Can be downloaded and printed for offline reading and teachers can make notes in personal folders against individual chapters

IT 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

India
Engineering and Computer Science Colleges across the country



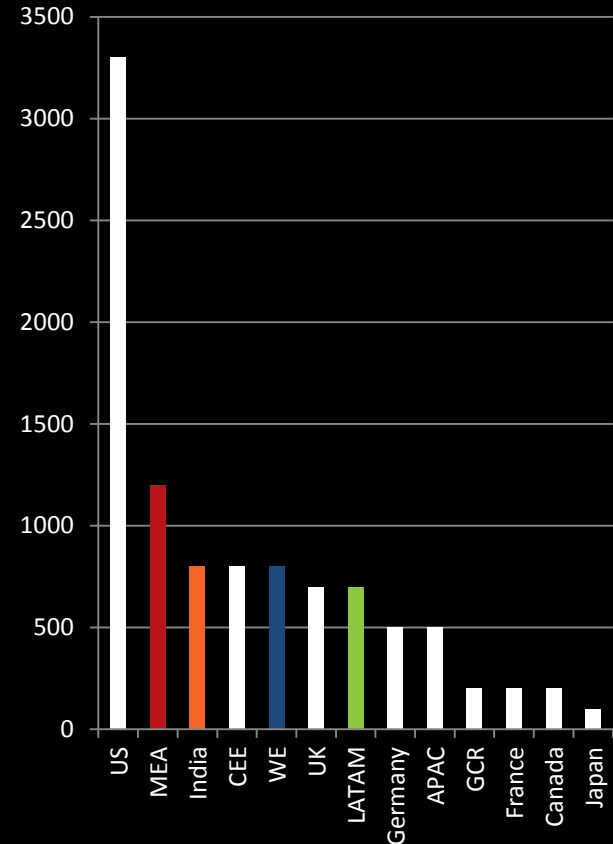
650

Washington
Second state-wide USA IT Academy adoption across all Washington High Schools



703

10,400 IT ACADEMIES GLOBALLY
160 COUNTRIES



Best Practice:

NORTH CAROLINA STATEWIDE ADOPTION



“In today’s economy, providing the Microsoft IT Academy to high school students just makes sense.”

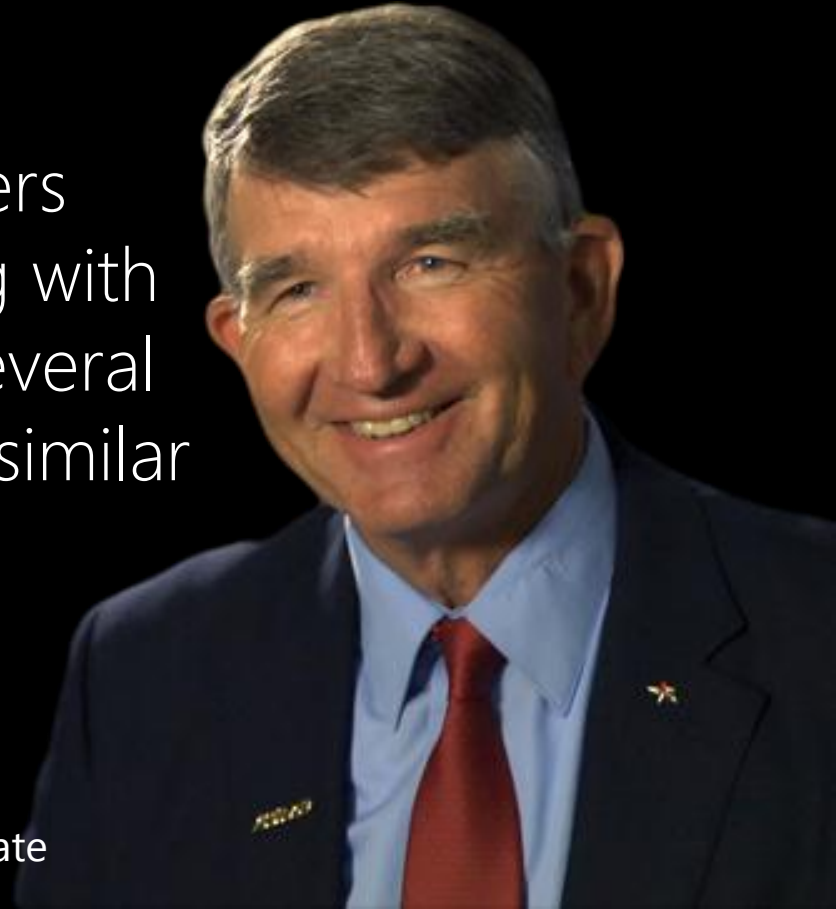
June Atkinson
North Carolina Superintendent of Public Instruction

	Aug 2009- June 2010 (pre-IT Academy)	Aug 2010- June 2011 (statewide ITA Year 1)	July 2011- Jan 2012 ytd (statewide ITA Year 2)
Number of MOS certifications	21	8,794	20,049
Number of student certifications	16	8,065	19,519
Number of unique students certified	16	4,459	11,329
Number of teacher certificates	5	729	530
Number of unique teachers certified	3	304	294

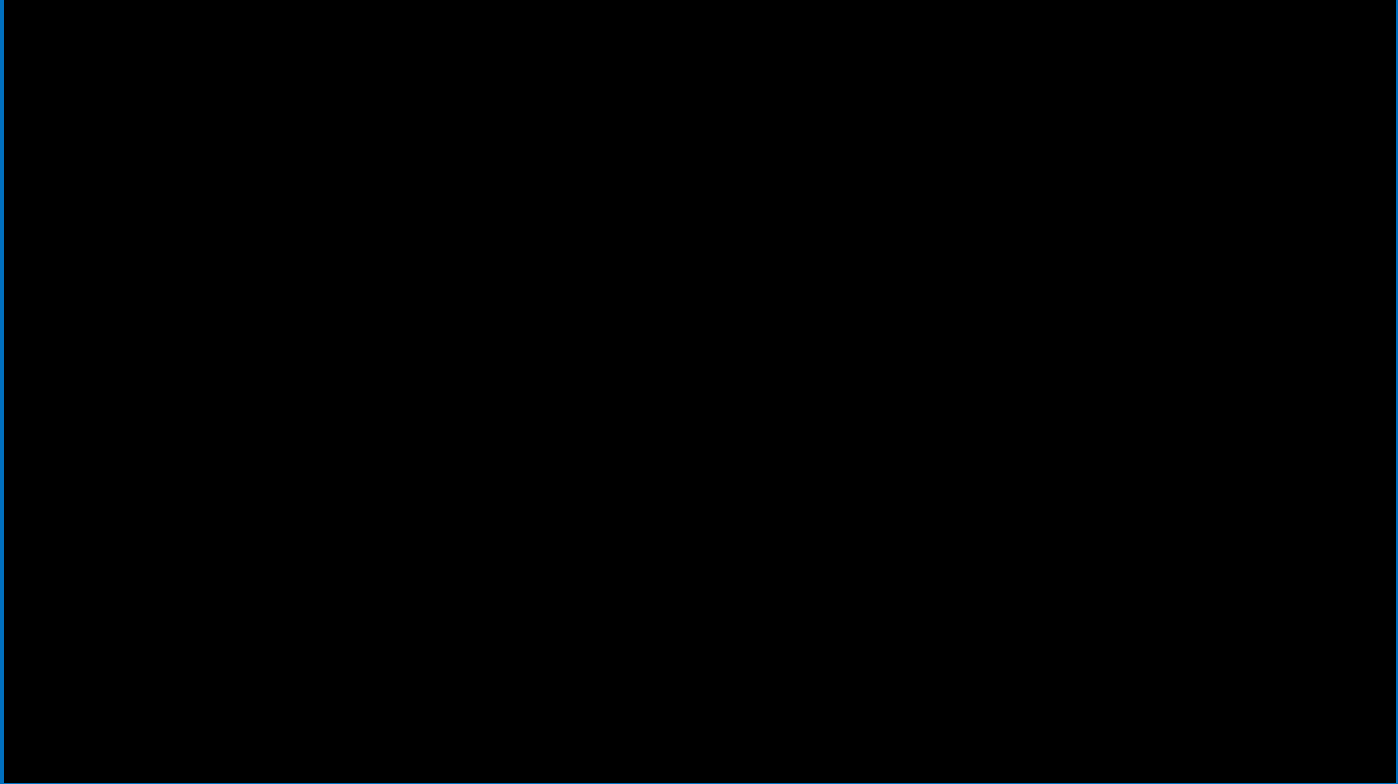
Microsoft Office Specialist (MOS) certifications through the Microsoft IT Academy across North Carolina’s public high schools

“The Microsoft IT Academy offers great value. Without partnering with Microsoft, it would have cost several times as much to implement a similar state-wide program”

Randy Dorn
Superintendent of Public Instruction Washington State



Washington IT Academy



➞ IT Academy Value

MOS-Information Worker Collection series for 30 students	MCTS/MCITP Collection series for 30 students	DreamSpark Premium***	Office Instructional Lab Licenses (50)	E-Reference Library (MS Press)	
\$5,490	\$34,900	\$499	\$3,000	\$1,250	
Microsoft Certified Trainer	TechNet subscription included w/MCT	Marketing Materials, Collateral	MOS & MTA Exams Teacher Certification Exam Starter Kit	MCP Exams	Annual Value of individual school/campus IT Academy membership
\$400	\$500	\$300	\$1,615	\$2,340	\$49,294

*Values expressed in US dollars based on usage by just 30 students, teachers or staff

**Actual value of DreamSpark licensing equates to thousands of dollars (e.g., one seat of DreamSpark Premium (formerly named MSDN AA Developer) is valued at \$4,034)

Taking the Next Steps with IT Academy

Activate ITA e-learning for students -- *and* teachers, staff



Incorporate certification element in a class or program



Get teachers access to the MS Press library – laptop bookbag



Utilize the Teacher Certification Starter Kit



Highlight your MS industry alliance



Deploy and drive value



Provide students and teachers with Dreamspark tools



Save \$\$ and time with MS courseware and discounts on certification



Provide feedback, best practices to MS



Resource links



> **Microsoft IT Academy web site:**

www.microsoftitacademy.com

> **Getting started with Microsoft IT Academy:**

<https://www.microsoft.com/itacademy/members/start/start-default.aspx>

> **Case studies and videos:**

<http://www.microsoft.com/itacademy/success-stories.aspx>

> **Contact us:**

<http://www.microsoft.com/itacademy/contact-us.aspx>



Thank you
jefjohn@microsoft.com

Appendix



Partners in Learning: Microsoft Teaching with Technology

[Home](#) [My Academy](#) [Getting Started](#) [Resources](#) [Certification](#) [Lesson Plans](#) [Support](#)

Curriculum [Educator Tools](#) [Software](#) [Marketing](#) [News](#)

Sign out

Microsoft IT Academy > [Members](#) > [Resources](#) > Educator Tools

Educator Tools



The IT Academy program offers a variety of tools to empower you to deliver a motivating, relevant, collaborative, and engaging learning experience for today's students. The tools listed below can help you create and customize materials according to your preferred teaching style and help you engage students in new and effective ways. Whether you prefer to employ self-paced online education, traditional instructor-led classroom teaching, or a combination of both, these tools can help make your job easier.

Lesson Plans

E-Learning Management System

Partners in Learning

Professional Development

Academic Standards

Course Completion Certificates

Teaching with Technology Professional Development

Research shows that innovative teaching practices, supported by the use of Information Communication Technology (ICT) in the classroom strongly predict students' acquisition of 21st century skills ([Innovative Teaching and Learning Research, 2011](#)) Part of Microsoft's Partners in Learning professional development offerings, the Teaching with Technology Curriculum is online learning that supports an educator's professional development in this area. This curriculum focuses on helping educators integrate ICT into their teaching and learning practice and is 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, educators will develop a deeper understanding of how ICT integration can enhance the teaching and learning experience and enable 21st century skill acquisition via six e-learning Courses:

1. Why Does the UNESCO ICT CFT Promote Technology Literacy?
2. Selecting ICT Resources to Support Curriculum Outcomes
3. How Technology and Pedagogy Mix
4. Using Basic ICT Tools to Support Teaching and Learning
5. Organize and Manage the Use of ICT in the Classroom
6. Technology Literacy and Your Professional Development

Translate this page

Spanish

Microsoft® Translator

E-Learning Help

- [English](#) (Microsoft Word file, 2 MB)
- [German](#) (Word file, 2.3 MB)
- [Japanese](#) (Word file, 2.3 MB)
- [Korean](#) (Word file, 2.3 MB)
- [Portuguese](#) (Word file, 2.3 MB)
- [Spanish](#) (Word file, 2.3 MB)
- [E-Learning Quick Reference Guide](#)
- [Access the E-Learning Management System](#)
- [Access the Student E-Learning website](#)

 Windows Live ID
An E-Learning requirement.
Create them

Microsoft Technology Associate (MTA)

MTA is an entry-level certification that validates the fundamental knowledge that students need to start building a career in Microsoft technologies.



Complete portfolio of IT, Developer, and Database exams.

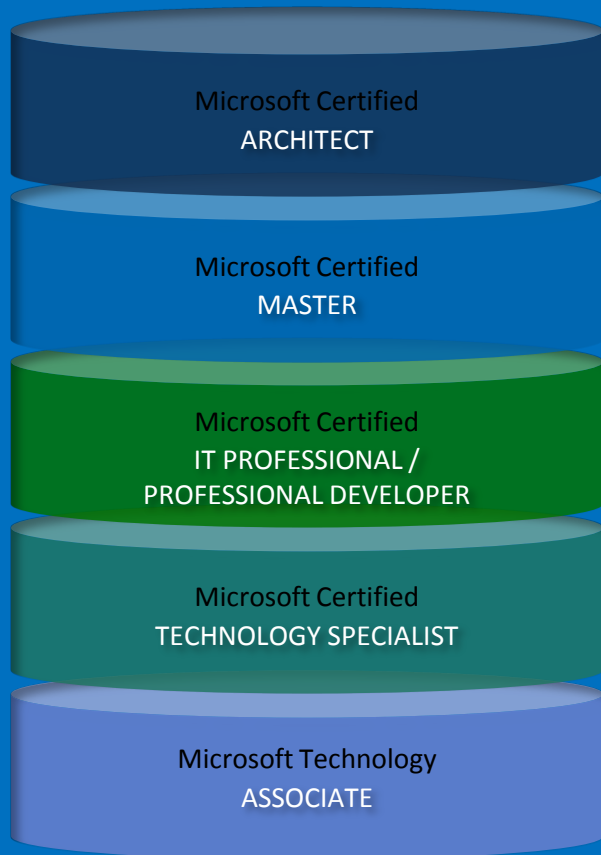
Includes learning content and can be delivered in the classroom by educators, making it a valuable academic solution.

MTA is a stepping stone to Microsoft professional certifications.

Microsoft®
*Technology
Associate*

Exclusively for academic institutions: Higher ed. and technology-focused high schools.

MTA Overview



MTA Audience

Tech-focused academic institutions

- Late high school, community college students; new entrants to IT

Titles and languages

98-349: Windows Operating System Fundamentals

98-361: Software Development Fundamentals

98-362: Windows Development Fundamentals

98-363: Web Development Fundamentals

98-364: Database Administration Fundamentals

98-365: Windows Server Administration Fundamentals

98-366: Networking Fundamentals

98-367: Security Fundamentals

98-372: Microsoft .NET Fundamentals

98-373: Mobile Development Fundamentals - *new in 2012*

98-374: Gaming Development Fundamentals - *new in 2012*

98-375: HTML5/CSS Fundamentals - *new in 2012*

Delivery

Via Certiport internet-based testing platform

Campus licenses for 500-, 250-, and 100-exams

Instructors deliver and proctor the exams in their own classroom

MTA Titles

98-349: Windows OS Fundamentals

- ✓ Understanding Operating System Configurations
- ✓ Installing and Upgrading Client Systems
- ✓ Managing Applications
- ✓ Managing Files and Folders
- ✓ Managing Devices
- ✓ Understanding Operating System Maintenance

98-365: Windows Server Admin. Fundamentals

- ✓ Understanding server installation
- ✓ Understanding server roles
- ✓ Understanding Active Directory
- ✓ Understanding storage
- ✓ Understanding server performance management
- ✓ Understanding server maintenance

98-366: Networking Fundamentals

- ✓ Understanding network infrastructures
- ✓ Understanding network hardware
- ✓ Understanding protocols and services

98-367: Security Fundamentals

- ✓ Understanding security layers
- ✓ Understanding operating system security
- ✓ Understanding network security
- ✓ Understanding security software

-  IT Professional
-  Developer
-  Database

MTA Titles

98-361: Software Developer Fundamentals

- ✓ Understanding core programming
- ✓ Understanding object-oriented programming
- ✓ Understanding general software development
- ✓ Understanding web applications
- ✓ Understanding desktop applications
- ✓ Understanding databases

98-362: Windows Developer Fundamentals

- ✓ Understanding Windows programming basics
- ✓ Creating Windows Forms applications
- ✓ Creating WPF applications
- ✓ Creating Windows Services applications
- ✓ Accessing data in a Windows Forms application
- ✓ Deploying Windows application

98-363: Web Developer Fundamentals

- ✓ Programming web applications
- ✓ Working with data and services
- ✓ Troubleshooting and debugging web applications
- ✓ Working with client-side scripting
- ✓ Configuring and deploying web applications

98-372: .NET Fundamentals

- ✓ Understanding .NET Framework Concepts
- ✓ Understanding Namespaces and Classes in the .NET Framework
- ✓ Understanding .NET Code Compilation
- ✓ Understanding I/O Classes in the .NET Framework
- ✓ Understanding Security

-  IT Professional
-  Developer
-  Database

MTA Titles

98-373: Mobile Development Fundamentals

- ✓ Working with physical devices
- ✓ Using data with mobile devices
- ✓ Using a Mobile Application Development Environment
- ✓ Developing mobile applications

98-374: Gaming Development Fundamentals

- ✓ Understanding game design
- ✓ Understanding hardware
- ✓ Understanding graphics
- ✓ Understanding animation

98-375: HTML5 Application Development Fundamentals

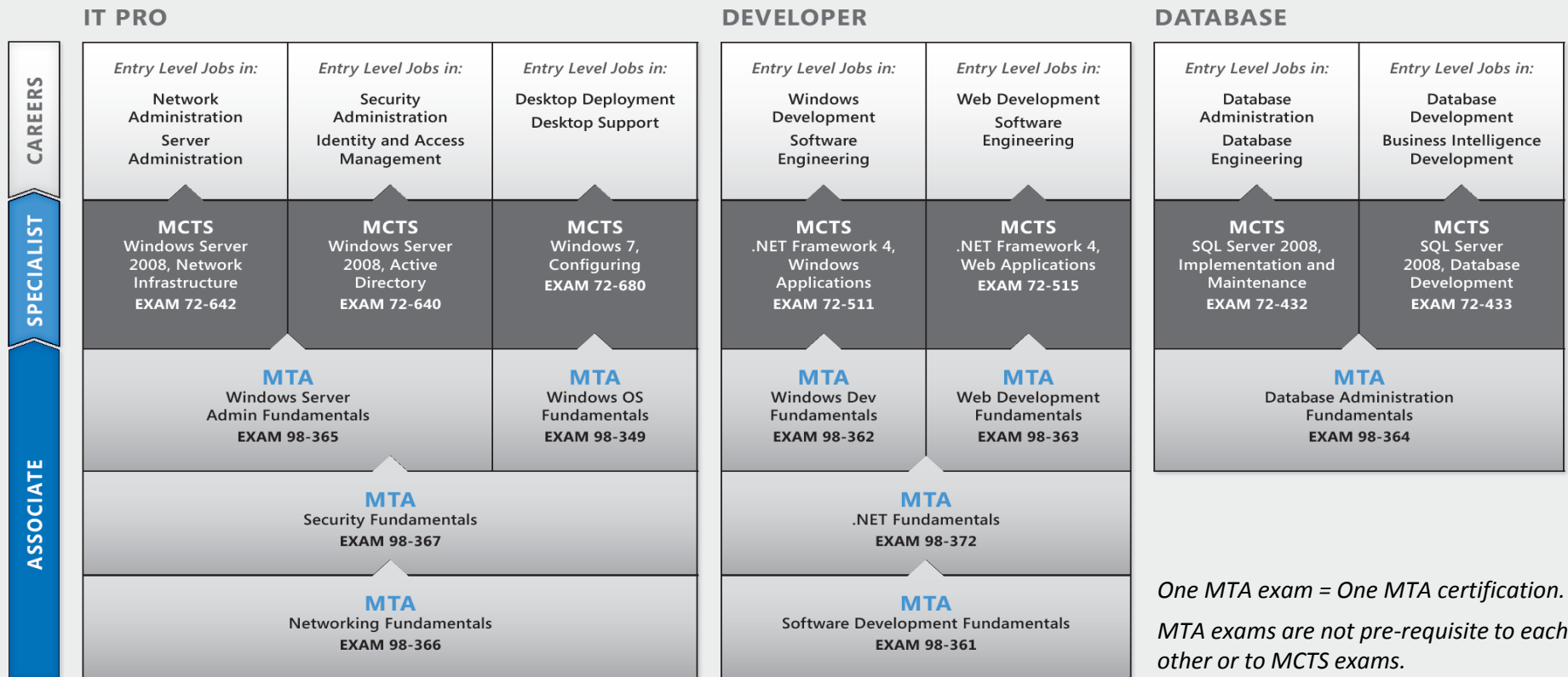
- ✓ Manage the Application Life Cycle
- ✓ Build the User Interface by Using HTML5
- ✓ Format the User Interface by Using CSS
- ✓ Code by Using JavaScript

98-364: Database Admin. Fundamentals

- ✓ Understanding core database concepts
- ✓ Creating database objects
- ✓ Manipulating data
- ✓ Understanding data storage
- ✓ Administering a database

-  IT Professional
-  Developer
-  Database

MTA Pathway



One MTA exam = One MTA certification.
MTA exams are not pre-requisite to each other or to MCTS exams.