

Introducing Microsoft IT Academy

Kevin Dean
Microsoft

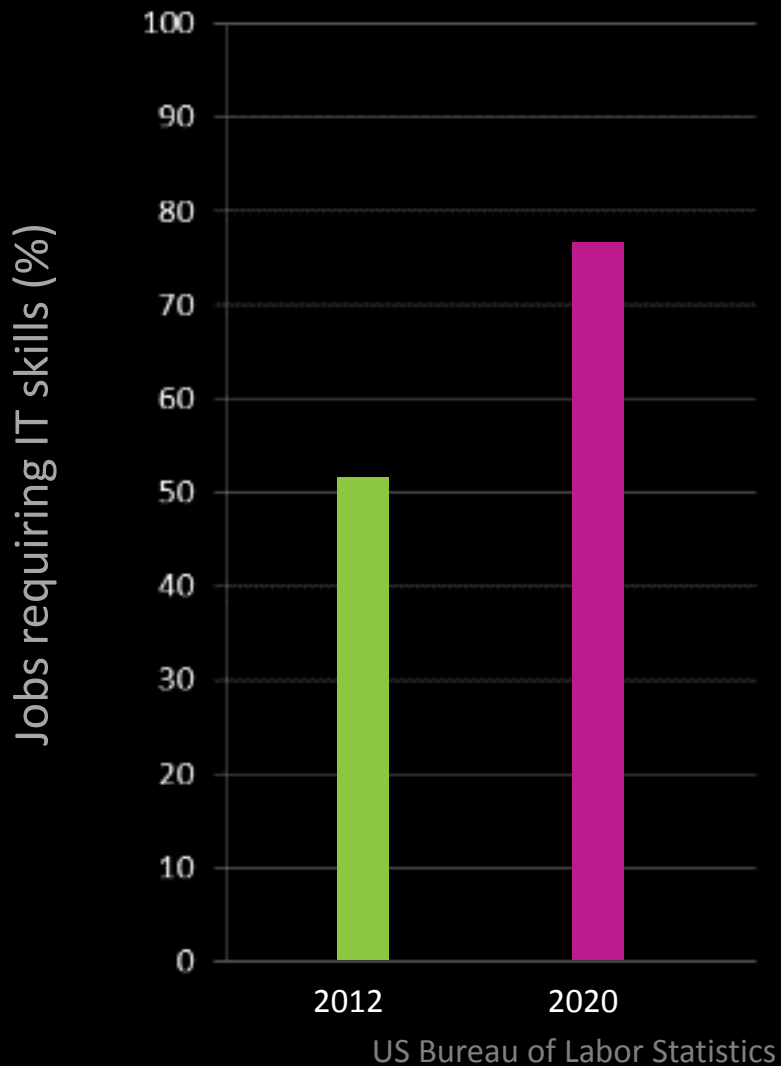
Microsoft® | IT Academy



March 2013

IT Academy --
Connecting education and
industry to boost student skills
and employability

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.

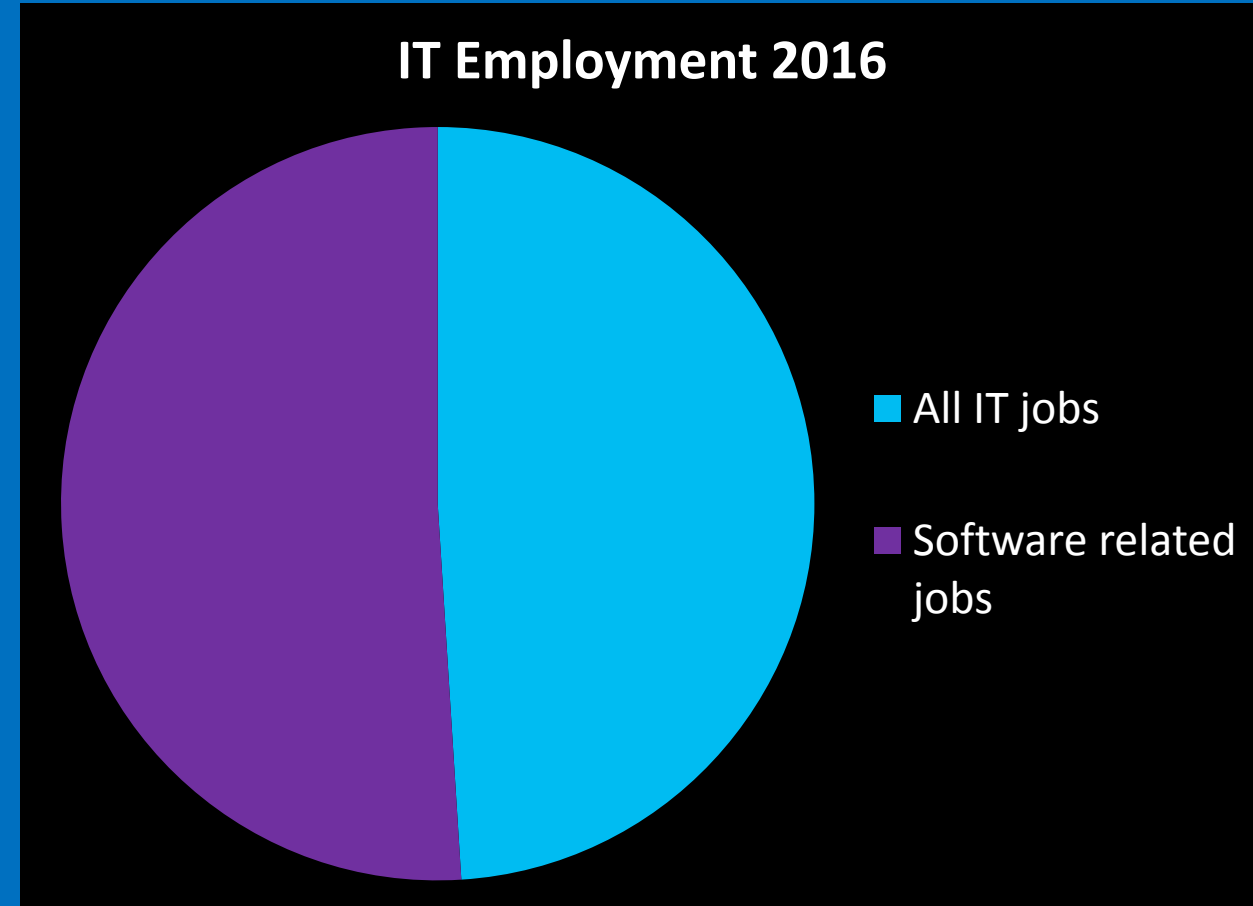
IT Environment – 2013

IT Employment

- Will grow by 5.8 million jobs in 4 years
- 51% will be software related
- 75K new businesses will be created
- 1.6M STEM grads in US in 2016

“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



US Current Job Environment

“Fewest young adults in 60 years have jobs”

– Time Magazine, Feb. 2012

“46% of young adults ages 18 to 24 are currently unemployed.”

– Pew Research Center, Feb. 2012

“Among 18- to 34-year-olds who are employed, less than half (46%) say they have the education and training necessary to get ahead in their job or career.”

– Pew Research Center, Feb. 2012

Global Demand for Microsoft Skills

Jobs Demand by Vendor

Location	Google	Apple	Cisco	Microsoft
Sydney	330	190	338	2,162
Dallas	377	366	841	7,361
Amsterdam	331	248	284	1,439
Chicago	730	494	819	9,294
Sau Paulo	463	146	452	2,444
Mumbai	232	153	339	5,282
New York City	1,452	1,593	1,455	14,107
Commonwealth of Virginia	878	682	1,752	11,173

Fastest Growing Occupations Globally include Health Care and Information Technology

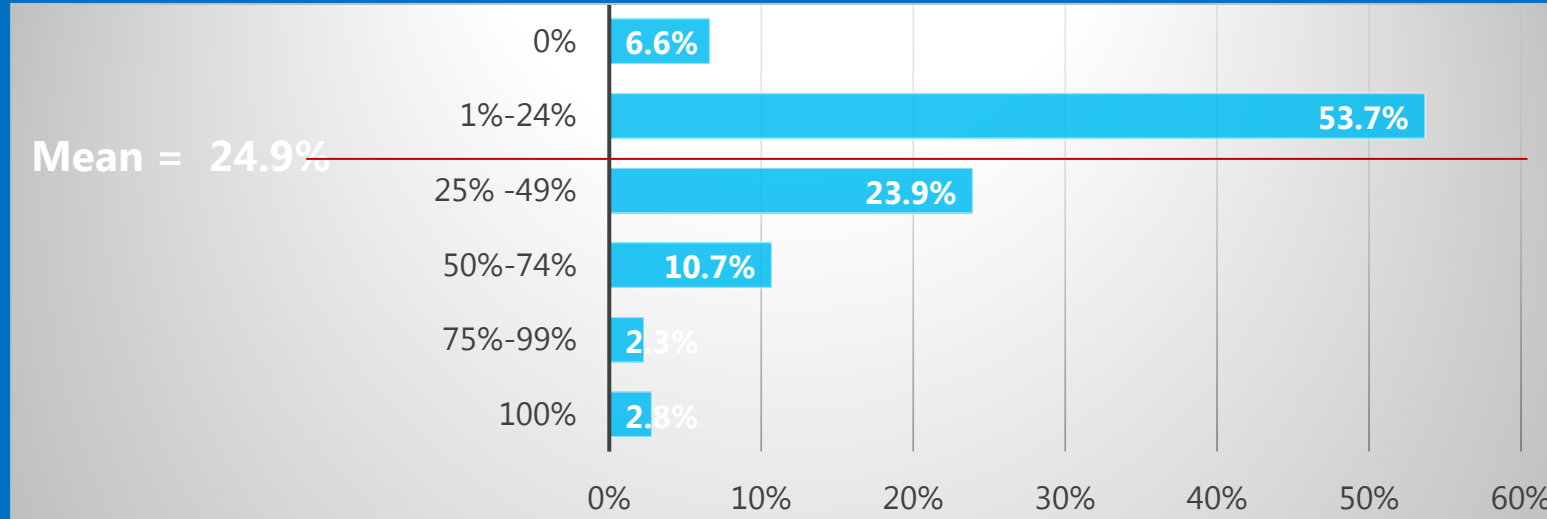
Microsoft Skills & Certifications: “must have” “good to have” “nice to have” for employers

IT jobs will grow from 35.6 million jobs in 2009 to 41.4 million jobs by 2013

Strong hiring interest from MPN ecosystem for Microsoft Skills & Certifications

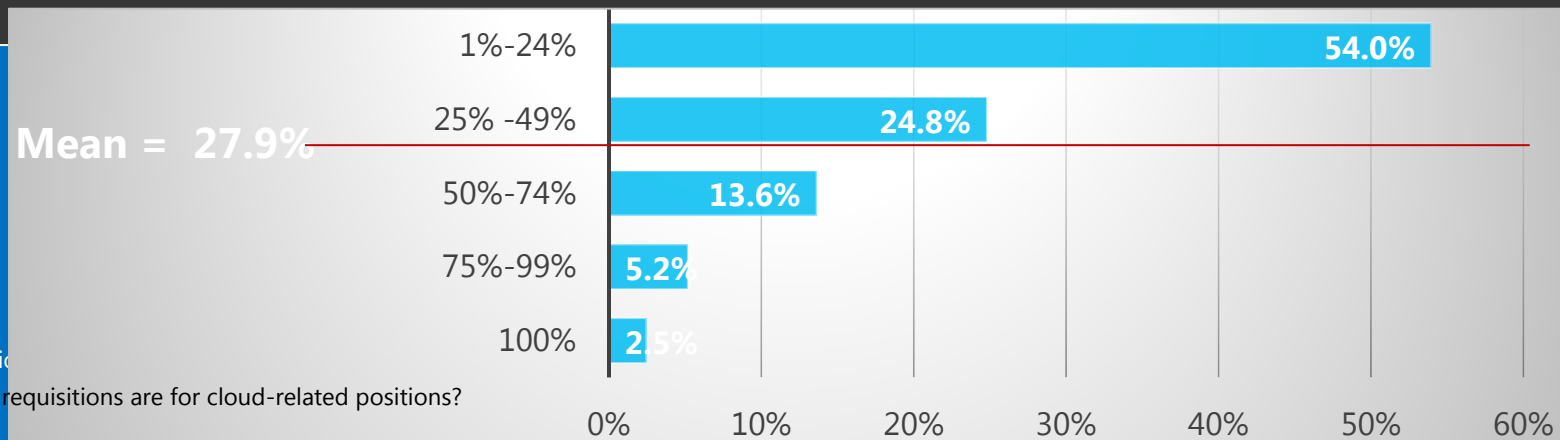
Open Requisitions: 25% of IT opportunities are unfilled

1 in four IT positions are unfilled.



IT

Every company surveyed had at least 1 open requisition for a cloud-related position. Implies up to **1.7m** open cloud positions WW now.



Cloud

QBX1_1. Please estimate the percentage of open requisitions that are for cloud-related positions?

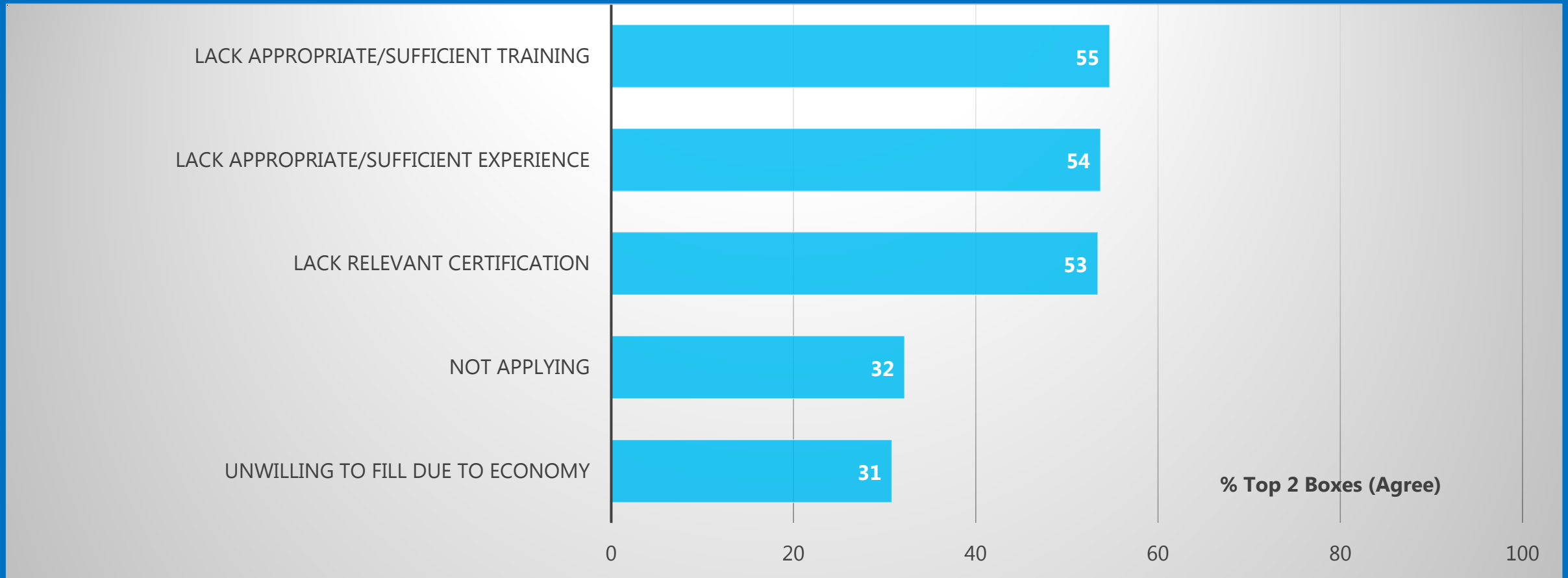
QBX2_1. Please estimate what percentage of those open requisitions are for cloud-related positions?

N = 393

Source: Microsoft Skills Gap Survey, IDC, June – July, 2012

Why Aren't Positions Filled: Skills

QBX3. For open, cloud-related positions, please indicate your level of agreement with the following as to why those requisitions are unfilled?



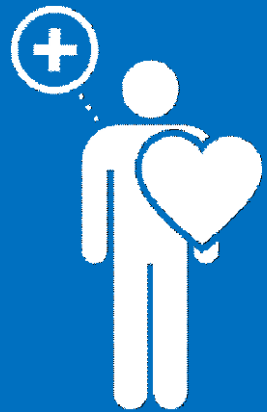
N = 367

Source: Microsoft Skills Gap Survey, IDC, June – July , 2012

While economy and available applicants are a problem, appropriate expertise, certification and training are much bigger issues.

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

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



HIRE ✓



What?

Microsoft | IT Academy

Complete Technology Education Solution
(for Students, Teachers, Staff)

Why?

Microsoft | IT Academy

Building Bridge Between Education and Industry

Who?

Microsoft | IT Academy

Eligibility for Recognized Academic Institutions
(K-12 & Higher Ed)
Other Institutions (Library, Museum)

Why Academic Institutions find value in the IT Academy Program

1

To link academic learning to real-world job skills helping students be **college and career ready** – save teachers and schools time and resources with “ready to go” learning

2

To support IT staff in **keeping pace** with changing technology skills demands

3

To **assist** educators with professional development opportunities helping bridge their technology skills gap

Community of 12,000 ITAs globally in 133 countries

What is included with IT Academy membership license?

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

ITA Academy Resources

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

Educator Certification Vouchers for Teachers to Validate Skills

E-Reference Library Subscription – access to more than 700 Microsoft Press eBooks

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

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

Marketing Resources

- Posters
- Flyers
- Logo Use
- School Locator Tool

Certification = Employability



9 out of 10 hiring managers consider employee certification as a criterion for hiring ¹

8 out of 10 hiring managers feel that certified individuals perform better ¹

79% of hiring managers feel that certified individuals are more efficient ¹

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

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

Sources

¹ MCP Program Satisfaction Study 2010

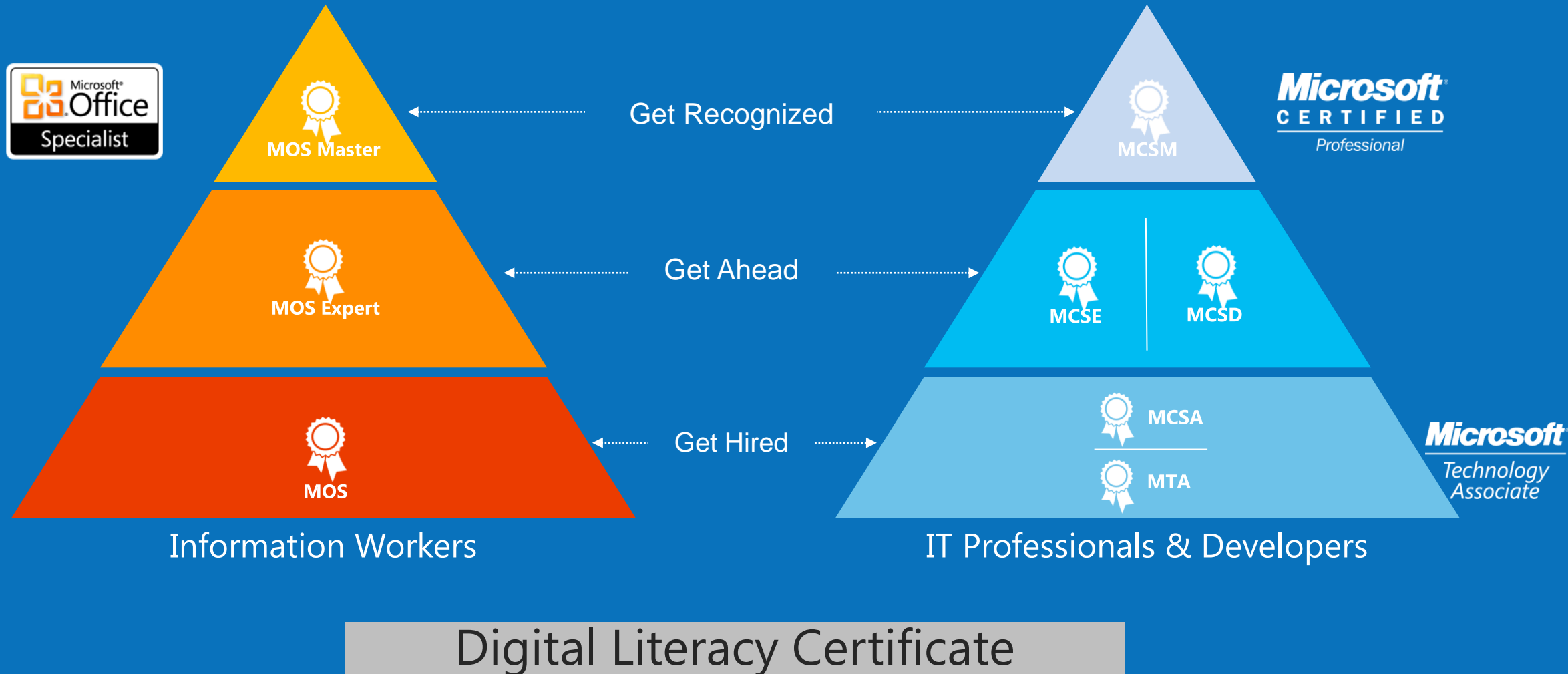
² Intrepid Survey

³ Certiport Research, 2009

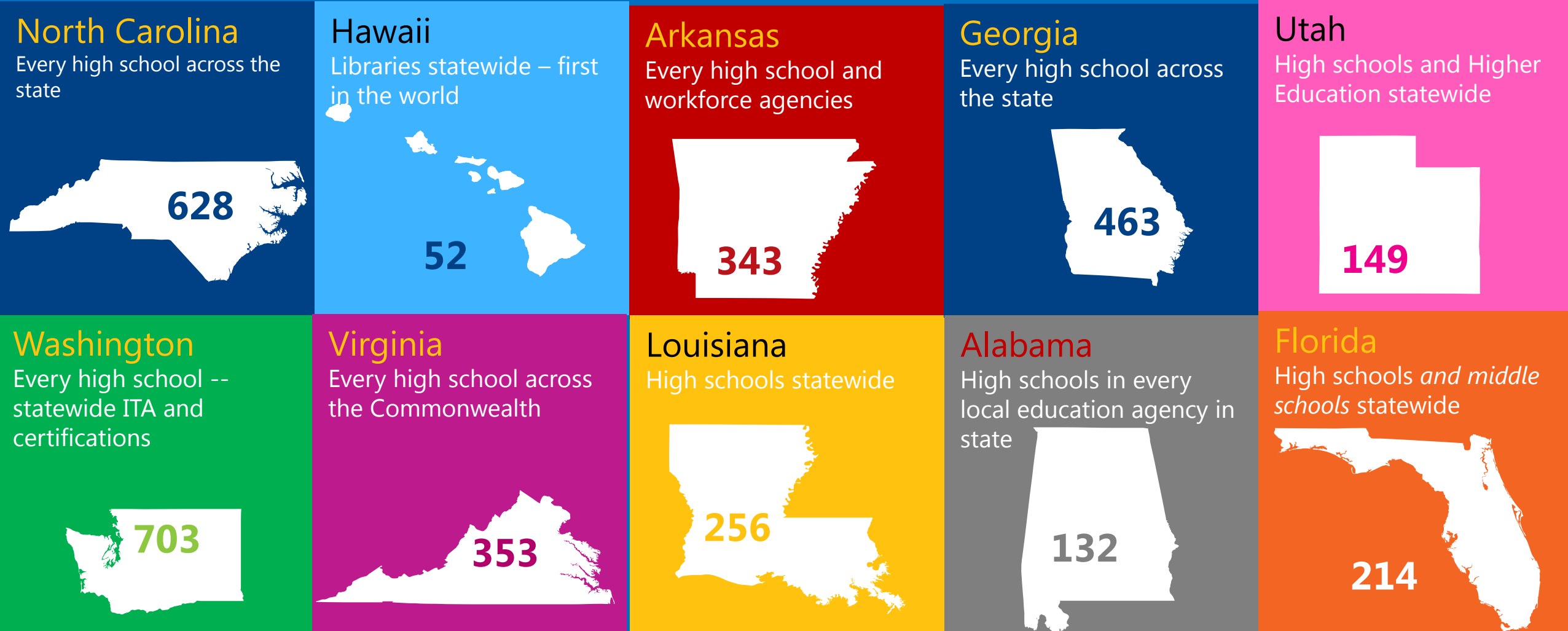
"It's truly a global marketplace, especially in the IT world. If you don't have a certification that validates you have the needed skills, you're at a significant disadvantage."

Bill Doherty, @ONE Project,
College System of California

Prepare Students for Industry Recognized Certification with Microsoft IT Academy Curriculum and Education



IT Academy – U.S. State Agreements (12)

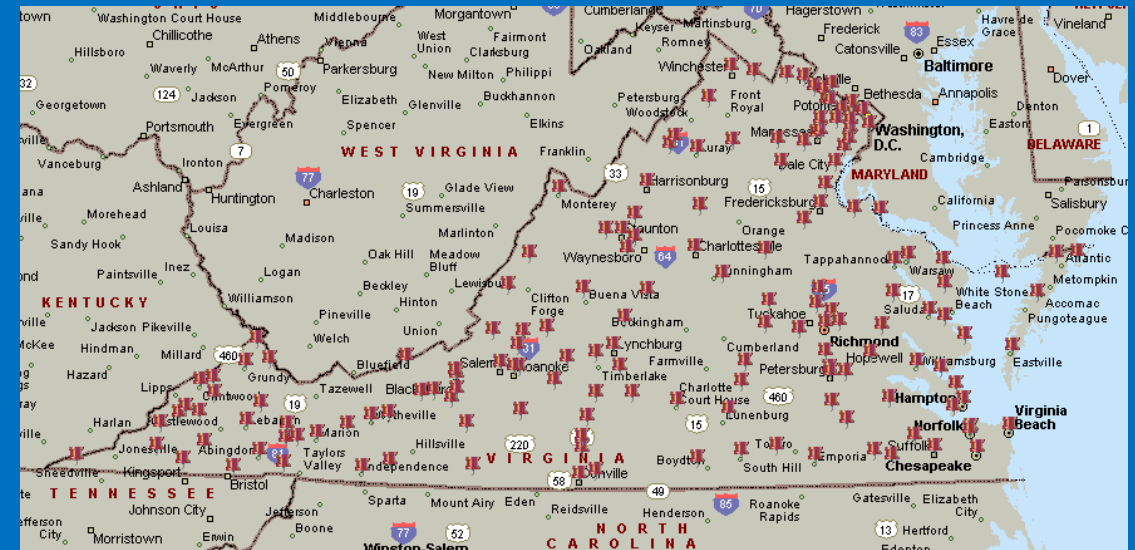


Plus Delaware K-12 added Fall 2012 – 36 ITAs

Commonwealth of Virginia IT Academy



Where are the Microsoft IT Academy participating high schools/centers in Virginia? The map illustrates the location of 353 Virginia high schools/centers offering a Microsoft IT Academy and certification testing center.



"In today's global economy, it is essential that our students are prepared for the skilled and technical jobs that are driving job growth today and will continue to be important economic drivers in the future. Since taking office, this administration has been looking at ways to provide more innovation in our classrooms and better prepare our students in the STEM subjects. The Microsoft IT Academy brings greater technology to the classroom and ensures that students in every corner of the Commonwealth have access to a quality technology education." – Governor Bob McDonnell, Commonwealth of Virginia

Questions