

## Technology Education Prepares and Inspires Students

The world is constantly innovating, encouraging technology to progress at a rapid pace. Every individual, organization and government grows increasingly reliant on intelligent networks and technology-adept workers.

Cisco Networking Academy™ provides coursework that teaches students the skills to satisfy employer requirements and attain success in their careers. Students learn to design, manage and secure computer networks within a structure that also develops leadership and collaboration skills. Courses are taught in education institutions with classroom instruction, online material, interactive simulations, and hands-on practice.

Over 1 million students are actively enrolled in Networking Academy courses at more than 10,000 education institutions in 165 countries. They will be among the future innovators impacting the world.

### The impact in Florida



# 9,774

Students taught in 2012-2013



# 57,057

Students since inception



# 209

Instructors preparing the ICT workforce



# 82

Organizations offering  
Cisco ICT courses



# 23.9 Million

Estimated in-kind contribution to education

you + networks = impact <sup>x</sup>

## Tomorrow's Technology is Here Today

For a competitive and sustainable economy, the United States must have a skilled and well-trained workforce that can meet current and evolving industry needs. Students must acquire problem-solving and critical-thinking skills, in addition to job-related expertise, to reach their full potential in their careers.

The growth of global networks has resulted in a shortage of people qualified to manage the information infrastructure needed to operate, manufacture, support communications, and even save lives. Every business, school, hospital, nonprofit, and other organization that relies on intelligent networks needs trained professionals to keep them running and secure.

A workforce that is well-schooled in ICT and engineering can spur innovation across many industries, which in turn inspires new opportunities to fuel productivity and economic growth. ICT investments play a major role in generating stable, high-paying jobs and boosting the nation's GDP.

## An Innovative Program that Supports Education Standards

Cisco Networking Academy is a technology education program that partners with public and private organizations to provide the knowledge and skills required for career-ready students. Students acquire basic-to-advanced ICT and networking expertise. They develop the analysis, teamwork, and efficiency skills that are essential in the 21st century, both in college and in their careers.

Networking Academy courses reflect all Science, Technology, Engineering and Mathematics (STEM) Cluster Topics, and teach many of the reading and writing Common Core State Standards for technical subjects. Students strengthen their understanding of technology, math, science, and engineering concepts, improving success in their advanced studies and preparing for globally-recognized certification exams.

## Technical and Career-Ready Skills

Courses include IT Essentials, Cisco CCNA (Cisco Certified Networking Associate) Routing and Switching, CCNA Security, and Cisco CCNP® (Cisco Certified Networking Professional). Supplemental courses cover healthcare ICT, voice, cloud, and more.

The instructional approach encourages student engagement, and the ability to synthesize what they learn to apply it in other contexts. Courses integrate four skill areas identified as critical for 21st century professionals:

- **Problem solving and decision making:** Students practice and test their knowledge by configuring and troubleshooting networks using hands-on labs and simulation software; real-world scenarios develop advanced problem solving techniques.
- **Creative and critical thinking:** Students understand the how and why of networking by combining hands-on learning with conceptual and analytical exercises.
- **Collaboration, communication, and negotiation:** Students acquire teamwork skills by working on group projects.
- **Intellectual curiosity and information handling:** Students develop the ability to locate, select, structure, evaluate, and present information.

Courses prepare and motivate students to pursue further education, earn industry certifications, embark on or strengthen a career, and become entrepreneurs.



## Comprehensive Curricula and Communities of Support

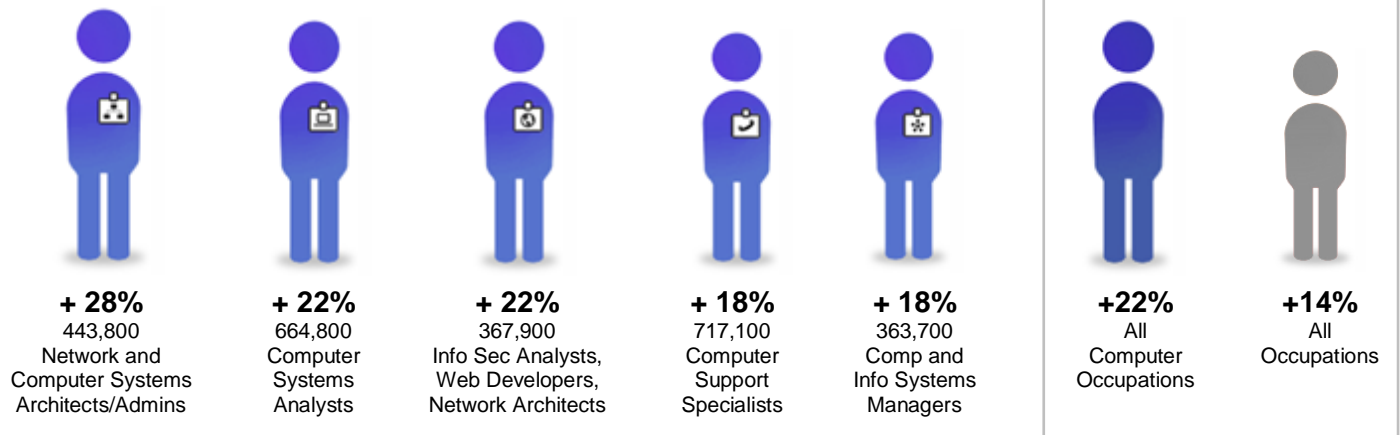
Each course is free to not-for-profit organizations, and provides instructor-led course content, lab exercises, simulation software, skills assessments, case studies, gaming, interactive teaching guides, and grade books. All materials are available to instructors online with 24-hour support.

Unique to Networking Academy is our focus on instructor professional development, and the creation of communities to support both instructors and students. Instructors receive training prior to teaching their first class, and free professional development opportunities throughout the year. Cisco hosts peer communities that enable instructors to collaborate and share best practices online and in person. Students have access to skills competitions, and a global network of peers to mentor each other through coursework and exam preparation.

## ICT Skills in High Demand

ICT professionals enjoy a continuously increasing demand because of exponential growth in technology hardware and services. Networking is expected to be the second fastest growing ICT area in the United States, faster than the average growth for all occupations, as we continue to invest in cloud and mobile networks.

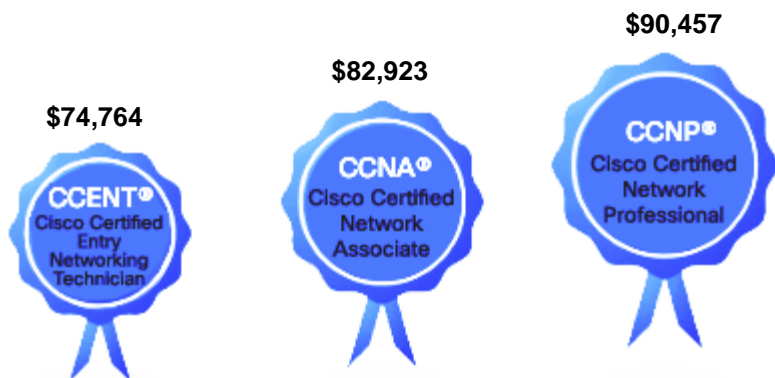
### 2020 U.S. Employment Predictions<sup>1</sup>



<sup>1</sup> Source: US Department of Labor, Bureau of Labor Statistics, [www.bls.gov/emp/ep\\_table\\_108.htm](http://www.bls.gov/emp/ep_table_108.htm)

### Top Cisco Certifications by Salary<sup>2</sup>

ICT salaries are on the rise, particularly for professionals with specialized training or certification. For example, Cisco network administration knowledge and skills result in a 9% higher salary on average.



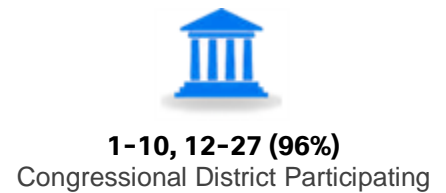
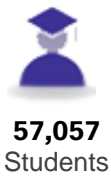
Additional Cisco certifications are available, including CCNA Security, CCNA Voice, CCIE, CCDA, and more.

<sup>2</sup> Source: Global Knowledge, 15 Top Paying IT Certs, [www.globalknowledge.com/training/generic.asp?pageid=3158&country=United+States](http://www.globalknowledge.com/training/generic.asp?pageid=3158&country=United+States)

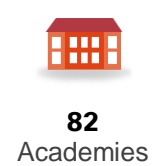
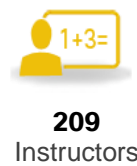
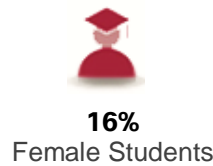
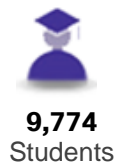
## The Impact in Florida

The partnership between Cisco and Florida education institutions has touched the lives of many students and generated a large estimated in-kind contribution towards education.

### Impact since program inception in 1997



### Impact over the last 12 months



Education Levels	Secondary Schools	Community Colleges	Universities	Other <sup>3</sup>
Students	27%	53%	7%	13%
Academies	34%	40%	10%	16%

Curricula <sup>4</sup>	Basic ICT	Basic Networking	Intermediate Networking	Advanced Networking
Students	35%	48%	14%	2%

<sup>3</sup> Community-based organizations, middle schools, military, nontraditional educational settings, and post-graduate institutions

<sup>4</sup> Students that enroll in more than one education level or curriculum in 12 months may be counted more than once

## Education Organizations Teaching Networking Academy Courses in Florida

COUNTY	CITY	SCHOOL
Alachua	Gainesville	Santa Fe Community College
Bay	Panama City	Gulf Coast State College
Brevard	Melbourne	Eastern Florida State College
Broward	Coconut Creek	Atlantic Technical Center
		Technological University of America
	Fort Lauderdale	Broward Community College
	Hollywood	Sheridan Technical Center
	Pembroke Pines	Florida Career College at Pembroke Pines (ACC)
	Tamarac	Rohr Bais Chaya Academy
Charlotte	Port Charlotte	Charlotte Technical Center
Clay	Middleburg	Middleburg High School
	Orange Park	Ridgeview High School IT Academy
		St. Johns River State College
Collier	Naples	Hodges University
		Lorenzo Walker High School IT Academy
Columbia	Fort White	Ft. White High School
	Lake City	Florida Gateway College
Duval	Jacksonville	Florida Career College at Jacksonville (ACC)

		Florida State College at Jacksonville	
		Florida State College at Jacksonville Downtown	
		Florida State College at Jacksonville South	
Escambia	Pensacola	Center for Information Dominance	
		George Stone Area Vo-Tech Center	
		Pensacola State College	
Highlands	Avon Park	South Florida Community College	
	Riverview	Florida Career College at Brandon (ACC)	
		Aparicio/Levy Technical Center	
	Hillsborough	Tampa	Erwin Technical Center
			Hillsborough Community College
			Keiser University
		Middleton High School	
		Tampa Bay Technical High School	
Lee	Cape Coral	Cape Coral Institute of Technology	
Leon	Tallahassee	Tallahassee Community College	



Madison	Madison	North Florida Community College	
Manatee	Bradenton	Manatee Community College	
		Manatee Technical Institute	
Miami-Dade	Coral Gables	Coral Gables Senior High School	
	Hialeah Gardens	Hialeah Gardens SHS	
	Kendall	Miami Dade College - Kendall Campus	
		Felix Varela Senior High	
	Florida Career College at Miami (ACC)		
	G Holmes Braddock		
	John A Ferguson Senior High		
	Miami Central High School		
	Miami Dade College		
	Miami Dade College - North Campus		
	Miami Dade College - Wolfson Campus		
	Miami Killian High School		
	Miami Lakes Educational Center		
	Miami Southridge High School		
	Miami Sunset Senior High School		
	Miami-Dade County Public Schools		
	Robert Morgan Educational Center		
	South Miami SHS		
	The English Center		
	Young Men's Preparatory Academy		
	Miami Beach	Miami Beach Senior High	
	Okaloosa	Niceville	IT Institute @ Niceville High School

Orange	Orlando	Northwest Florida State College DeVry University, Orlando (ACC) Valencia College, West Campus
	Winter Garden	Westside Tech
	Winter Park	Winter Park Tech
Osceola	Kissimmee	Technical Education Center Osceola Valencia Community College, Osceola Campus
Palm Beach	Boynton Beach	South Tech Academy
Pasco	Lake Worth	Palm Beach State College
	New Port Richey	Pasco-Hernando Community College
Pinellas	Clearwater	Pinellas Technical Education Centers St. Petersburg College
	Saint Petersburg	Gibbs High School
Polk	Lakeland	Polk State College - Lakeland
	Winter Haven	Polk State College - Winter Haven
Putnam	Palatka	Palatka High School
Sarasota	Sarasota	Sarasota County Technical Institute
Seminole	Sanford	Crooms Academy of Information Technology Seminole State College
St. Johns	Jacksonville	Creekside High School
St. Lucie	Fort Pierce	Indian River State College
Taylor	Perry	Taylor Technical Institute/Taylor County High School
Volusia	Daytona Beach	Mainland High School

ACC = Accredited Career Colleges

## Academy Impact Story

### Cisco PACT: Cisco Partners + Cisco Academies = Connection for Talent

The Cisco PACT program is helping develop the IT workforce to meet the hiring demands of employers. The program equips Cisco partner companies with a sustainable pipeline of ICT and networking job candidates. Early access to a talent pool of over one million Networking Academy students can be a competitive advantage for them.

#### Mutual Partnership

Colleges and universities align their goals with national economic goals, as well as the workforce needs of their local business communities. Education institutions are highly motivated to build bridges to employers in order to help their graduates embark on careers. Cisco PACT is designed to connect institutions teaching Networking Academy courses with IT-related businesses in their communities, to foster a partnership that enhances student preparation and identifies emerging talent for employers. Together, they develop activities to achieve desired outcomes.



#### The Partnership is Flexible

Partnerships can be light or heavy, and may include activities such as class visits, tech demos, job shadowing, webinars, skills contents, internships or mentoring. Online tools enable engagement at any pace, providing access to people, needs

assessment, best practices, and resources to streamline the effort. The more each company puts into a relationship with an academy campus, the more they can expect to benefit.

### **Proficiency, Passion, and Problem Solving.**

Networking Academy is a source for exceptional ICT/networking graduates:

- the curriculum is based on new and evolving technology
- courses align with industry-recognized Cisco certifications
- students gain workplace skills like problem solving, critical thinking, collaboration, leadership and negotiation
- instructors often have one or more Cisco certifications, and receive continuous professional development

Here are some examples of why companies are excited about this 'hidden gem' for high-quality talent development:

"At CDW, we think the current model for on-campus recruiting is going away. We don't have the staff to crisscross the country doing job fairs and trying to identify good talent from a resume and a brief conversation. We've found it to be more productive to establish relationships with academy schools, and in particular, academy instructors. The relationships we've built have helped us find talent more quickly and with more confidence." - *Mark Kenney, professional services manager, CDW*

"We are confident that academy graduates will perform at a more advanced level. They are better prepared to take their Cisco CCNA certification exam sooner, which makes them more valuable as job candidates. We can also move them into the field sooner." - *Jami Boughman, apprentice program manager, Atrion*

"NetAcad does an exceptional job preparing students with technical and professional skills to excel in today's business environment. Our academy hires have added immediate impact to our clients' initiatives and continue to excel by achieving advanced certifications." - *Jennifer Oddo, talent acquisition manager, Black Box Network Service*

### **Location, Location, Location.**

Finding talent is tough, but finding it in the right location can be even tougher. Relocation adds to the expense of recruiting, and sometimes it simply isn't an option. The talent pool of Networking Academy graduates is constantly renewed, which makes building a relationship with these schools an investment in a sustainable pipeline.

"Our rural location presents challenges with finding technical talent. NetAcad helps us build a recruiting funnel, while helping students realize they don't have to be in a big city to get a job at a high-growth technology company. Red River has established strong relationships with academy schools, enabling us to recruit and hire talented students for internships and full-time employment." - *Dan McGee, senior vice president of operations, Red River*

"Logicalis has utilized academy schools to enhance its entry-level talent pool as well as build a sustainable pipeline of prospective future candidates. There is significant value in this program because it heightens awareness of technology careers and provides learning experiences." - *Ken Carpenter, talent acquisition specialist, Logicalis*

### **Outreach for Inclusion.**

Networking Academy collaborates with veteran organizations, military bases, disability advocacy groups, programs for the advancement of women, minority-serving educational institutions, and even prisons to develop ICT talent.

"Since 2010, MDN has recruited 80% of its new employees [through NetAcad], and has a 100% retention rate. Our 'Joining Forces' training and employment initiative has allowed MDN to provide a veteran workforce that has the technical competency, industry certifications, security clearances, and professionalism to exceed our client expectations. This is now our corporate standard for new hire technicians." - *David Wynegar, president, Metro Data Networks*

### **Sharing Corporate Social Responsibility.**

The Networking Academy is a corporate social responsibility program for Cisco. For many partner companies, forming a mutually beneficial affiliation with a local school or college enhances their company's social impact, and provides measurable results.

"ABS partners with Networking Academy for added recognition in the community, equipment, and volunteer resources we donate to the academy program. ABS has established a direct link to a talent pool familiar with Cisco technologies. It's a powerful return on investment that helps build our business value, and allows us to

make a positive impact in our community. A win-win-win for everyone." - Trent Dorroh, director of implementation services, ABS Technology Architects

**A Bridge to New Business.**

The Cisco Networking Academy program is designed to thrive as a private-public partnership. Existing relationships with state agencies, larger educational systems, universities and school districts can provide connections for partner companies and lead to new business opportunities.

"Networking Academy schools are an effective way for Sentinel to build our talent pool. The mentoring program we established with the local colleges has become an ideal way for us to evaluate available talent and identify emerging individuals that fit with our organization." - Penny Clancy, vice president of human resources, Sentinel Technologies, Inc.

Learn more at [www.cisco.com/go/pact](http://www.cisco.com/go/pact)

**Cisco Corporate Social Responsibility (CSR)**

Cisco CSR efforts are managed across five areas, as illustrated here. Cisco Networking Academy is one of Cisco’s CSR ‘Society’ programs in education. Cisco In-Kind Contribution Value (IKCV) is comprised of product donations and pro bono service capabilities. Cisco assesses IKCV at fair market value, defined by the IRS as the price that inventory, products, or certain professional services would garner on the open market between a company and its direct customers/clients.



All Cisco CSR IKCV – United States	
12 months (11/1/12-10/31/13)	<b>\$ 24,795,963</b>
Since 2007	<b>\$169,491,428</b>

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 Learn how to get involved.  
[cisco.com/go/netacad/usc](http://cisco.com/go/netacad/usc)



csr.cisco.com 

**Cisco Corporate Social Responsibility**

We create opportunities to transform lives, communities, and the environment through the combined power of human collaboration and networked connections. We call this “impact multiplied.” Together with others, we apply technology to unlock the intelligence and fuel the innovation needed to address some of the world’s most pressing problems.

Our Corporate Social Responsibility efforts focus on five areas: improving the well-being of people and communities around the world; using our technology to improve environmental sustainability; conducting our business ethically; creating a workplace where our employees thrive; and maintaining our high standards for ethics, labor rights, health, safety, and the environment throughout our supply chain.