Corporate Social Responsibility

Cisco Networking Academy®

Impact Profile | California

Education and technology are two of our greatest social equalizers.

As the worldwide leader in networking, Cisco knows technology can be used to improve access to education. Education can improve individual economic opportunities, helping to create a relevant, strong workforce and advance the economy.

Cisco delivers education programs through partnerships with private and public organizations. Now in its 15th year, Cisco Networking Academy is the largest of these programs, partnering with over 10,000 education organizations in 165 countries to reach over 1 million active students.

With the growing demand for ICT professionals, Networking Academy is providing the skills to design, build, manage and secure computer networks, including the career-ready soft skills employers require. Students learn through classroom instruction, online materials and interactive tools, and hands-on experience.

As organizations become increasingly reliant on intelligent networks and innovative workers, Cisco and our partners are helping prepare the global workforce of the future.

The Impact in California

17,725
students taught in 2011-2012

130,824
students since inception

150
organizations offering Cisco ICT courses

330
instructors preparing the ICT workforce

$51.05 Million
estimated in-kind contribution to education

you + networks = impact

Preparing Today's Students for Tomorrow's Challenges

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

The growth of global networks has resulted in a shortage of people qualified to design, build, manage and secure the information infrastructure needed to do business, 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 information and communications technology (ICT) and engineering can spur innovation across many industries, which in turn inspires additional opportunities to fuel productivity and economic growth. ICT investments are expected to play a major role in generating stable, high-paying jobs and boosting the nation's GDP.

"Cisco is the first vendor to offer a robust networking certification portfolio that meets the ANSI accreditation standard."
Yahoo! Finance 1/16/2013

An Innovative Education Program that Supports 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- and college-ready students. Students acquire basic-to-advanced knowledge of information communications technology and learn networking skills. They develop the analytic, teamwork, and efficiency skills and the self-confidence that are so essential in the 21st century, both in the job world and in college.

"Most of my students get multiple job offers before they even graduate."
David Kotfila, Director/Instructor, Rennselaer Polytechnic Institute, NY

Coursework reflects all STEM Cluster Topics, and teaches many of the reading and writing Common Core Standards for technical subjects. College-ready students strengthen their understanding of technology, as well as math, science, and engineering concepts, improving success in their advanced studies. Career-ready students prepare for globally recognized certifications.

Technical and Career-Ready Skills

Courses include IT Essentials, Cisco CCNA® (Cisco Certified Networking Associate), CCNA Security, and the more advanced Cisco CCNP® (Cisco Certified Networking Professional).

With a focus on learning technical skills, the instructional approach encourages student engagement and the ability to synthesize what they learn and apply it in other contexts. Course content integrates four skill areas identified by education researchers as critical for 21st century workers:

- 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 individual and teamwork skills by performing lab exercises and practicing problem solving within business scenarios.
- Intellectual curiosity and information handling: Students develop the ability to locate, select, structure, and evaluate information.

Courses also prepare and motivate students to pursue further education or certification. Many go on to apply their skills on the job or in their own businesses.

Comprehensive Curricula with Communities of Support

Each course is free to not-for-profit organizations and includes 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 24/7 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 many 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 troubleshoot coursework and prepare for exams, while also mentoring and encouraging one another.

A High Demand for ICT Skills

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

2020 U.S. Employment Predictions[1]

+ 28%	+ 22%	+ 22%	+ 18%	+ 18%	+22%	+14%
443,800 Network and Computer Systems Architects/Admins	664,800 Computer Systems Analysts	367,900 Info Sec Analysts, Web Developers, Network Architects	717,100 Computer Support Specialists	363,700 Comp and Info Systems Managers	All Computer Occupations	All Occupations

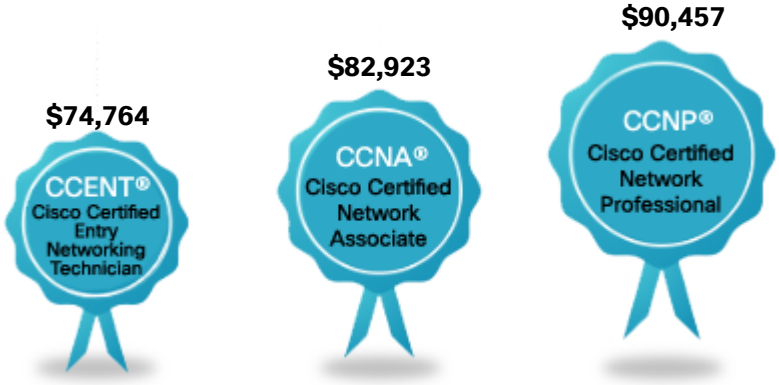
2020 California Employment Predictions[2]

+ 27%	+ 18%	+ 25%	+ 19%	+ 19%

[1] Source: US Department of Labor, Bureau of Labor Statistics, www.bls.gov/emp/ep_table_108.htm
[2] Source: State of California, Employment Development Department, www.labormarketinfo.edd.ca.gov/Content.asp?pageid=145

Top Cisco Certifications by Salary[3]

ICT salaries are on the rise, particularly if professionals have specialized training or have earned a 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.

[3] Source: Global Knowledge, 15 Top Paying IT Certs, www.globalknowledge.com/training/generic.asp?pageid=3158&country=United+States

The Impact in California

The partnership between Cisco and California educational institutions has touched the lives of more than 130,800 students and generated a large estimated in-kind contribution towards education.

Impact since the beginning in 1997

130,824
Students

$51.05M
Estimated In-Kind Contribution Value

1-27, 29-41, 43-53 (96%)
Congressional Districts Participating

Impact over the last 12 months

17,725
Students

13%
Female Students

330
Instructors

150
Academies

Education Levels	Secondary Schools	Community Colleges	Universities	Other[4]
Students	23%	28%	30%	19%
Academies	36%	26%	29%	9%

Curricula[5]	Basic ICT	Basic Networking	Intermediate Networking	Advanced Networking
Students	34%	44%	19%	4%

[4] Community-based organizations, middle schools, military, nontraditional educational settings, and post-graduate institutions
[5] 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 California

COUNTY	CITY	SCHOOL
Alameda	Castro Valley	Castro Valley High School
	Fremont	American High School
		Comcast Digital Connectors Program
		DeVry University, Fremont (ACC)
		Irvington High School
		Mission San Jose High School
		Ohlone College
	Hayward	Chabot College
		Eden Area ROP
	Livermore	Las Positas Community College
	Oakland	Oakland Technical High School
Butte	Chico	CSU Chico Business Information Systems
	Oroville	Butte College
Calaveras	San Andreas	Rite of Passage Charter High School
Contra Costa	Pittsburg	Pittsburg Adult Education Center
	Richmond	DeAnza High School
		JFK High School
Fresno	Clovis	Center for Advanced Research and Technology
	Fresno	Boys and Girls Club of Fresno County
		CSU-Fresno Industrial Technology
		Duncan Polytechnical High School
		Fresno City College
		Sunnyside High School
	Laton	Laton High School
Imperial	Imperial	Imperial Valley College
Kings	Hanford	Hanford West (ROP)
		Kings County Office of Education ROP
	Lemoore	Lemoore High School
Lake	Middletown	Middletown High School
Los Angeles	Arcadia	Arcadia HS
	Bellflower	Bellflower High School Academy
	Canoga Park	AGBU-MDS
	Carson	Cal State Dominguez Hills
	Culver City	Culver City Adult School
		West Los Angeles College
	Long Beach	DeVry University, Long Beach (ACC)
		Long Beach Community College District
	Los Angeles	AltaMed Youth Services
		California State University-Los Angeles
		Central City Neighborhood Partners
		Los Angeles Trade Technical College

		Los Angeles USD
		Thomas Jefferson High School
		University of California Los Angeles, Extension Division
		Westwood College Los Angeles LAW (ACC)
	Maywood	Maywood Academy High School
	Norwalk	Cerritos Community College
	Pasadena	AGBU Vatche & Tamar Manoukian High School
		Pasadena City College
	Pomona	DeVry University, Pomona (ACC)
	Santa Clarita	College of the Canyons
	Santa Monica	Santa Monica High School
	Sylmar	Los Angeles Mission College
	Torrance	El Camino College
		SCROC
		Westwood College South Bay LAL (ACC)
	Venice	Venice Skills Center
	Whittier	Rio Hondo Community College
	Woodland Hills	Los Angeles Pierce College
Merced	Dos Palos	Dos Palos High School
	Merced	Merced College
Monterey	Castroville	NMCHS/ROP/AdultEd
	Monterey	Monterey Peninsula College
	Salinas	Hartnell College
Nevada	Grass Valley	49er Regional Occupational Program
Orange	Anaheim	Westwood College Anaheim LAA (ACC)
	Costa Mesa	Orange Coast College
	Cypress	Cypress College
	Garden Grove	Coastline Community College
	Irvine	Irvine Valley College
	Placentia	Valencia H.S.
	San Juan Capistrano	Capistrano-Laguna Beach ROP
Riverside	Menifee	Mt. San Jacinto Community College District
	Moreno Valley	Rancho Verde High School
		Vista del Lago High School
	Riverside	Riverside Community College
Sacramento	Folsom	DeVry University, Folsom Center (ACC)
	Sacramento	2nd Brigade, 100th Div (OS) (USAR)
		American River College
		CAJ Career and Education Center
		High Tech Regional Training Site (USAR)
		Sacramento City College
San Bernardino	Colton	DeVry University, Inland Empire-Colton (ACC)
	Ontario	Chaffey College
		Ontario High School - Chaffey JUSD
	Redlands	Redlands East Valley High School
	San Bernardino	Pacific High School
		San Bernardino High School
		San Bernardino Valley College
	Twentynine Palms	Marine Corps at 29 Palms
		Marine Corps Communications and Electronics School
	Upland	Westwood College Inland Empire LAI (ACC)
	Victorville	Victor Valley College (VVCD)
	Yucaipa	Crafton Hills College
San Diego	Chula Vista	Southwestern Community College District
		Sweetwater Union High School District Division of Adult Education
	El Cajon	Cuyamaca College
	La Jolla	National University La Jolla
	Oceanside	Mira Costa Community College
	San Diego	Coleman University
		San Diego Continuing Education
	San Marcos	Palomar College
	San Ysidro	Casa Familiar, Inc.
San Francisco	San Francisco	City College of San Francisco
		John O'Connell HS
		Lowell High School SF
		Self Help for the Elderly
San Joaquin	Lodi	Lincoln Technical Academy
	Stockton	Heald College Stockton (ACC)
		San Joaquin Delta College
San Luis Obispo	Atascadero	Atascadero High School
	Cambria	Coast Union High School
	Paso Robles	Paso Robles High School
	San Luis Obispo	Cuesta College
San Mateo	San Bruno	Skyline College - SMCCD
	South San Francisco	South San Francisco Adult Education
Santa Barbara	Santa Barbara	Santa Barbara City College
		Santa Barbara Co. Ed. Office
	Santa Maria	Allan Hancock College
Santa Clara	Los Altos Hills	Foothill College
	San Jose	Central County Occupational Center
		East Side Adult Education
		INLEA Corporation
		Lynbrook High School
		San Jose City College
		Silver Creek High School
	Santa Clara	Mission College
		Santa Clara High School
		Santa Clara High Tech Academy
Santa Cruz	Aptos	Cabrillo College
Shasta	Redding	Shasta - Trinity ROP
		Shasta College
Siskiyou	Tulelake	Tulelake High School
Solano	Vallejo	Vallejo Adult School
Sonoma	Healdsburg	Healdsburg High School
	Petaluma	Santa Rosa Junior College
	Santa Rosa	Santa Rosa High School
		Sonoma County Office of Education
Tehama	Red Bluff	Red Bluff Union High School
Tulare	Dinuba	Dinuba High School
	Visalia	College of the Sequoias
Tuolumne	Sonora	Columbia Community College
Ventura	Camarillo	Ventura County ROP

	Moorpark	Moorpark College
	Oxnard	Oxnard College
	Santa Paula	Renaissance High School

Yolo	Davis	Davis Senior High School
	Woodland	Pioneer High School
Yuba	Marysville	Yuba Community College

Academy Impact Story

As Cisco Networking Academy turns 15, we look back to see how far we've come. We see millions of students, each with a unique educational experience and a track record of accomplishments beyond the classroom. Their stories are our story.

A Career at the Convergence of Business and Technology

The diverse skills acquired in Cisco Networking Academy courses give Kyle Thoms an edge in a customer-facing job.

The generation that has come of age since the millennium is nothing if not tech savvy. They rely more on digital technology than any other age group. Despite being "digital natives," many of these millennials don't realize that well-rounded technical coursework can give them a distinct advantage in the job market, even if they don't end up in a hands-on technical career.

"When I work with the engineers and technicians, the technical knowledge comes in very handy, and they're usually surprised by how much I know about the specifics. That adds to my credibility, both with them and also with customers."

Born in 1984, Kyle Thoms got his first computer when he was 10 and "has been hooked ever since," but he thought of computing as more of a hobby than a vocation. He majored in telecommunications at Indiana University, concentrating on media design and production. It wasn't until he got to graduate school that he was introduced to Cisco Networking Academy courses, and learned some of the essential skills he needed to become a successful account manager at a global information and communications technology (ICT) services company.

Roundabout Route to Networking

"I came to the Networking Academy in kind of a roundabout way," Thoms says. "When I graduated in 2007, I realized it was going to be tough finding a job in my original field. But I had heard an inspirational talk by Rayford Steele when I was a sophomore, and that got me thinking about ICT."

Professor Rayford Steele is the founding director of the Center for Information and Communication Sciences (CICS) at Ball State University in Muncie, Indiana. CICS offers a master's degree program that focuses on preparing students for ICT positions that combine technological expertise with management and analytical skills. "I decided that if I could get a graduate assistantship to cover tuition, I would apply for the CICS program," Thoms says. "It's a hybrid of business and technology studies that includes the Networking Academy Cisco CCNA® networking associate courses."

Thoms became a graduate assistant for CICS Professor Ron Kovac, who received an excellence in teaching award from Cisco in 2007 for encouraging academic rigor and success. "I was given the award for being tough," Kovac said.

"When it comes to networks, it's best to work in a team and get input from others. I also needed to learn leadership and teaching skills. In my present job, those are the abilities I use most."

Thoms agrees with that assessment: "Dr. Kovac was known as the toughest advisor in the program. He convinced me to take the full set of CCNA courses, and he also required outside activities. I did quality-assurance testing for other Networking Academy programs at high schools and colleges around Indiana. We talked to students, made sure things were running smoothly, and built relationships for future support. I also organized an academy conference in Indianapolis and tutored other students."

One upshot of his graduate experience was learning to collaborate on class projects. “I was used to sitting at a computer doing my work solo,” he recalls. “But when it comes to networks, it’s best to work in a team and get input from other people who might know more than you do. Often I found myself leading the group, so I also needed to learn leadership and teaching skills. In my present job, those are the abilities I use most.”

Diverse Conversations with Customers

Even before obtaining his master’s degree, Thoms landed a position as an account associate in the Chicago offices of Orange Business Services, having been recommended by his professors at CICS. Orange, a global ICT services provider, was the first company to attain the Cisco Global Certified Partner designation. After an 18-month apprentice period learning the marketing ropes, Thoms became a full-fledged account manager in early 2010. His client portfolio has included 10 Fortune 500 companies, all of which have unique networking needs and requirements.

“My sales job doesn’t require hands-on networking skills,” he remarks. “It’s mostly about developing and maintaining relationships. But when I work with the engineers and technicians, the technical knowledge comes in very handy, and they’re usually surprised by how much I do know about the specifics. That adds to my credibility, both with them and also with customers. For example, I work very closely with a solutions architect for a large customer, and I can talk to him about technical issues—like hub-and-spoke networks versus mesh networks—without having a sales engineer translate for us.”

“My biggest challenges are making my sales numbers and keeping customers happy,” Thoms continues. “That means designing cost-effective solutions that will positively impact the customer from a number of perspectives. And it also means showing them how they can benefit from innovative new technologies, such as Cisco TelePresence®. As I move through the sales cycle, my presentations have to appeal to broader audiences. I have to tailor them to C-level executives as well as to the technical managers—sometimes all sitting in the same room. I learned a lot about public speaking in Networking Academy courses, working with students who had various backgrounds, and watching Dr. Kovac give lectures to nontechnical people.”

Real-Life Knowledge Transfer

Thoms considers himself an “adult learner” because he didn’t encounter the Networking Academy coursework until he was in graduate school. But he knows others who were considerably older when they decided to make a career change and enter the program. “Generally, today’s younger students are into technology early, so they don’t need to study the basics. Going back to school when you’re older can require a different path. But in both cases, it’s about discovery: discovering the subject and discovering things about yourself and your own abilities.”

“My presentations have to appeal to C-level executives as well as to technical managers—sometimes all sitting in the same room.”

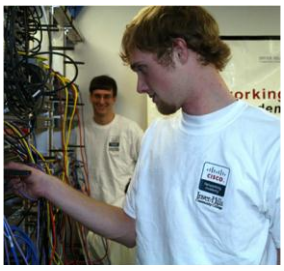
Looking to the future, Thoms thinks he may ultimately end up teaching at the college level, transmitting to a new generation what he knows and continues to learn as he works at the convergence of business and technology. He is also interested in the regulatory side of the industry, which might take him into the legal arena. “I think my technology experience would really make a difference,” he says. “I don’t believe it’s very common among business or law professors.”

For students who don’t have much hands-on technology background, Thoms has this advice: “Don’t be intimidated if you lack networking experience. The Networking Academy courses are geared toward learning from the ground up. You’ll be taught what you need to know. It’s not a cakewalk, but when you come out, you’re going to have real-life skills that you can take directly to an employer.”

In many ways, Kyle Thoms typifies his generation’s complex relationship to technology. He grew up immersed in computing, and he leveraged those skills as an undergraduate. But he also had to be flexible enough to change course and master a new set of hard and soft skills after he graduated. This knack for adaptability has always been encouraged in the Networking Academy, and it should serve students well in the years ahead.

Learn More

See videos and success stories.
Learn how to get involved.
cisco.com/go/netacad/usc



cisco.com/go/csr

Cisco Corporate Social Responsibility

We believe that businesses have a responsibility to operate in ways that respect and ultimately benefit people, communities and the planet we live on; we call this Corporate Social Responsibility (CSR). Our core CSR philosophy is that impact multiplies whenever human and technology networks combine to solve a problem.

This is why we approach CSR the same way we approach business – by applying our technology, employee expertise and partnerships. We are focused on four primary goals: improving the well-being of people and communities around the world, reducing our environmental impact and helping our customers do the same, conducting our business ethically, and creating a workplace where our employees thrive.