Microsoft Imagine Academy and Microsoft Certification

Bolstering student employability and empowering professional productivity
Microsoft Certified Courses in the Classroom: The Power of Industry Certifications for ALL students
## Workshop Agenda

<table>
<thead>
<tr>
<th>Topic</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Who Are We and Why Are We In Business?</td>
<td>5 Minutes</td>
</tr>
<tr>
<td>Why Certify?</td>
<td>5 Minutes</td>
</tr>
<tr>
<td>SHSM and (Specialist High Skills Major)</td>
<td>5 Minutes</td>
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<tr>
<td>Niagara District School Board, Louise Bernardini</td>
<td>15 Minutes</td>
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<tr>
<td>Microsoft Imagine Academy</td>
<td>5 Minutes</td>
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<tr>
<td>Jasperactive</td>
<td>5 Minutes</td>
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<tr>
<td>TRY IT LIVE! And attempt a certification</td>
<td>2+ Hours</td>
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</tbody>
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CCI Learning™

CCI Learning is a Microsoft Authorized Education Partner.

An Education Technology company specializing in interactive courseware, certification, software licensing, and educator services.
Meet The CCI Learning Team

1-800-668-1669  www.ccilearning.com

Johanna Swenson
Account Manager, Canada East

Daniel Sweeney
Manager, IT & Deployment Services

Vanessa Knox
Chief Operating Officer
CCI Learning Belief System

• We believe that every lifetime deserves to be maximized
• We believe that anything that changes a child’s life has to be taken very seriously
• We believe that the Microsoft Learning Products and their impact are the most serious part of the entire Microsoft corporation.
• We believe that learning needs to be **human centred**
Microsoft Office proficiency is in the top 3 skills needed in today’s job market.

85% of supervisors say Microsoft Office certified employees are more productive.

Why Certify?

IDC Study: Top Skills Comparison 2013; Microsoft Office Specialist: Improving the Workplace, Credentio.
## Jobs In Demand by Technology

<table>
<thead>
<tr>
<th>City</th>
<th>Google</th>
<th>Apple</th>
<th>Cisco</th>
<th>Microsoft</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sao Paulo</td>
<td>272</td>
<td>53</td>
<td>221</td>
<td>1293</td>
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<tr>
<td>Dallas</td>
<td>398</td>
<td>253</td>
<td>722</td>
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<td>Berlin</td>
<td>519</td>
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<td>Philadelphia</td>
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<td>Mumbai</td>
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<td>Amsterdam</td>
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<td>Sydney</td>
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<td>Calgary</td>
<td>80</td>
<td>100</td>
<td>82</td>
<td>1113</td>
</tr>
</tbody>
</table>

Source: Indeed.com, September 2014
Empower students and professionals to do more, be more, and earn more

Entry-level new hires with certification

- Simplify the candidate screening process
- Reach full productivity sooner
- Have longer tenures, on average
- Have more opportunities for advancement

Certified staff

- Earn 15% more, on average, than staff without certification
- Have higher productivity for server, database, and application teams
- Teams are nearly 20% more productive
- Can support complex and evolving technologies and security issues

The speed of technology innovation demands ongoing training - those with IT certification perform better and are more confident employees

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What is a Specialist High Skills Major (SHSM)

How is the Specialist High Skills Major recognized?

Key Benefits of a Specialist High Skills Major
Success Story

The District School Board of Niagara

Louise Bernardini
THE DISTRICT SCHOOL BOARD OF NIAGARA PRESENTS...

THE MICROSOFT IMAGINE ACADEMY

...OUR JOURNEY
LOUISE BERNARDINI
I.T. COORDINATOR
IT4 LEARNING TEAM

DISTRICT SCHOOL BOARD OF NIAGARA
IN THE BEGINNING...

• DSBN first received a 2-year IT Academy license with our Microsoft License agreement
• We didn’t know what to do with it...
• So we bought 4 more
ROUGH START

• We promoted to the wrong departments
• We started at a bad time of the year
• We went through a labour dispute
• We presented the program to the wrong teachers
THEN THINGS TURNED AROUND

• We had a great orientation session with Curtis from CCI
• We gained a better understanding of the program
• We found the right courses and the right teachers
• We got excited
Because I still had my regular role, I could only dedicate so much time to the MIA.

We ran into technical difficulty with our computers, group settings, permissions, and software.

Initially, I was calling CCI every time I setup a new student or teacher on the MIA site, on Gmetrix and when I administered an exam.

CCI spent time with our Senior Tech to resolve the issues.
When we were experiencing difficulties, they even arranged for someone to be available for us while we administered an exam at 8:30 a.m. EST...or 5:30 a.m. their time!
WHERE WE ARE NOW

• We have 3 MIA licenses
• One of our MIA’s just administered over 50 successful exams this semester; combination of grade 9 & grade 12 students
• Another course has had 6 students pass the MTA exam (Security and HTML) AND this is on top of the students regular class load
• Recently, we have started the MIA at our Adult Learning Centre, Lifetime Learning Centre
• Each successful MOS certification promotes the program to other students
HAPPY ENDING

• Our Welland Centennial Academy has promoted heavily to the elementary feeder schools generating lots of interest
• We are expecting an increase in enrollment
• We are encouraging the MIA teachers to proudly promote their Academy by using posters and by posting copies of the MOS certificates
• Our Adult Program Teachers are just getting started; I have been to each classroom generating excitement about the program
• Both teachers and students are loving the program
“It has become obvious to those of us that work in the employment sector that job seekers who possess a working knowledge of Word, Excel and PowerPoint have skills that are in demand by employers. These are considered to be must-have ‘tools’ by job seekers to meet employers needs in the contemporary workforce. Having these abilities clearly puts a job applicant at the forefront of candidates being considered for potential employment.”

Stan Drobnich
Executive Director, Employment Help Centre, Beamsville
Microsoft Imagine Academy and Microsoft Certification

Bolstering student employability and empowering professional productivity
Microsoft Imagine Academy: Growing Academic Ecosystem

Reach
8.5 million students and educators annually

Over 16,000 educators certified

1.4 million student certification exams in the last year

Over 16,000 Microsoft Imagine Academy members in over 140 countries

Over 1 million Online Learning users
Jump Start Careers

Provide future generations the advantage they need to lead the way

Microsoft Imagine Academy + Certification = Hired for jobs

4.4M IT jobs by 2024\(^1\)

91\% of hiring managers consider employee certification as a criterion for hiring\(^2\)

\(^2\)MCP Program Satisfaction Study 2010
Microsoft Imagine Academy

Helps prepare students for careers in a technology demanding world

<table>
<thead>
<tr>
<th>What?</th>
<th>A complete <strong>technology education</strong> solution connecting staff, teachers, students, employers and local communities through leading-edge <strong>technology skills development</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Why?</td>
<td>Connects <strong>education and the real world</strong>. Equips <strong>students</strong> with the IT skills needed for successful careers in today's workforce. Provides professional development resources for <strong>staff and educators</strong></td>
</tr>
<tr>
<td>Who?</td>
<td>Membership is open to <strong>global academic institutions</strong> including public or private K–12 schools, vocational schools, correspondence schools, junior colleges, colleges, universities, or scientific/technical schools</td>
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</table>
Three Core Areas of Study

Computer Science
- Learn to Code Offerings
- Create Coding Through Apps and Games
- MTA Software Development Fundamentals
- MTA HTML 5 App Development Fundamentals
- Programming and HTML 5 JavaScript and CSS 3
- Essentials of Developing Windows Store Apps Using JavaScript and HTML5
- Advanced Windows Store App Development Using HTML 5 and JavaScript
- MCSD Windows Store Apps

Productivity
- CS 50 for AP Computer Science Principles
- CS AP Java Exam Prep Lessons
- MOS Excel Expert X2
- MOS Access
- MOS Master

IT Infrastructure
- MOS Word
- MOS PowerPoint
- MOS Word Expert X2
- MOS Excel Expert X2

Windows
- MCP Figuring Windows 8.1
- MCP Supporting Windows 8.1
- MCSA Windows 8.1

Windows Server
- MTA Networking Fundamentals
- MTA Mobility and Device Fundamentals
- MTA Cloud Fundamentals
- MCP Installing and Configuring Windows Servers 2012
- MCP Administering Windows Servers 2012
- MCP Configuring Advanced Windows Servers 2012
- MCSA Windows Servers 2012
Tell me and I forget, teach me and I may remember, involve me and I learn.

-Benjamin Franklin
Top 10 most stressful things in life

1. Divorce / Breakup
2. Bereavement
3. Losing job
4. Wedding planning
5. Work
6. **Studying for exams**
7. Debt
8. Commuting
9. Kids/Family
10. Pregnancy
Certification is a souvenir of the learning process “The Engagement Rollercoaster”
Founded on CCI Learning’s world-leading courseware, Jasperactive is the world’s first kinesthetic Microsoft Office learning and validation system, mapped to the Microsoft Office Specialist Global Standard.
Jasperactive – A homage to great teachers everywhere

Jasperactive was inspired by a great teacher. Gordon Stewart was a teacher of biology at George Heriot’s School in Edinburgh, Scotland. A teacher who recognized the potential of all his students, Mr. Stewart knew learning was about reaching out to the students, changing it up and making sure they understood the lesson – not just lecturing. A kind man, Mr. Stewart cared about his students and his community; This paid off when his landlady left him a castle. (True story!)

Jasperactive is a homage to all teachers who continue to inspire their students to master and maximize their learning potential and reach for their greatness.
Kinesthetic learning is a learning style in which learning takes place by carrying out a physical activity, rather than listening to a lecture or watching a demonstration.

Kinesthetic learning is...
- “Hands-on”
- Learning by doing
- Show rather than tell
Knowledge is knowing a tomato is a fruit. Wisdom is knowing not to put it in a fruit salad.

Brian O’Driscoll
Teachers are in control
- Build your own tests
- Isolate lessons and apply them to learning objectives

Teachers can choose how much they want to intervene in the learning process
Jasperactive Empowers Teachers.

Teachers can adjust question parameters allowing for infinite variations of the same learning objective.
Hello Patricia! Welcome to Jasperactive.

**Your Courses**

- **Microsoft Word 2013 Core**
  - Ends on: 15/12/2015
  - Progress: 20%

- **Microsoft Excel 2013 Core**
  - Ends on: 15/12/2015
  - Progress: 20%

- **Microsoft PowerPoint 2013**
  - Ends on: 15/12/2015
  - Progress: 20%

- **Microsoft Outlook 2013**
  - Ends on: 15/12/2015
  - Progress: 20%

- **Microsoft Access 2013**
  - Ends on: 15/12/2015
  - Progress: 20%

- **Microsoft Word 2013 Expert**
  - Ends on: 15/12/2015
  - Progress: 20%

- **Microsoft Excel 2013 Expert**
  - Ends on: 15/12/2015
  - Progress: 20%
Are you certifiable?

Try it!

Attempt a certification

Let's get to it!
Want to get your students certified?

Check out the Microsoft Imagine Academy Ultimate Learning Package
Contact Us

1-800-668-1669

www.ccilearning.com