



Preparing Students for the 21st Century Workforce Wisconsin State High Schools

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The State of Wisconsin Today

The State of Wisconsin is committed to leading in innovative Information Technology (IT) education reform and is committed to providing all Students, Teachers and Staff across Wisconsin with real world technological training and credentials.

We support the State's mission to help ensure students have the IT skills to be career ready as part of a 21st-century skilled workforce.

Statewide priorities

Drive career readiness

Establish an innovative and flexible education system that focuses on results by providing every student the ability to become workforce ready in order to prepare them to be successful in meeting today's challenges and tomorrow's opportunities.

Support economic growth

Meet statewide economic development objectives to improve workforce readiness skills by providing career-related education to prepare the next generation Wisconsin workforce for IT/STEM and IT-infused jobs across industry sectors.

Provide effective training programs

Continue to lead innovative IT education reform through a statewide adoption of training programs that ensures "equality of access" to every high school across Wisconsin regardless of location, size or economic status.

Related educational priorities

Provide a complete STEM education solution that bridges the world of education with the world of work

Provide industry recognized, marketable skills certification

Deliver curriculum, resources, and industry certifications to state student, staff, and educators

Science, Technology, Engineering and Math (STEM) jobs are a growing part of Wisconsin's economic environment. According to a Georgetown University ¹¹ (2011) study Wisconsin will demand a total of 144,780 (STEM) jobs by 2018, up from 129,110 in 2008. This represents a 12 percent increase in STEM jobs. 43 percent of STEM jobs in Wisconsin will be in Computer Occupations by 2018.

-STEM State-Level Analysis, Georgetown University Center on Education and the Workforce, 2011

Our recommendation

Based on our understanding of your organizational objectives, we recommend the **Microsoft IT Academy program and Microsoft Certification solution.**

This solution is beneficial to the State of Wisconsin in three keys ways: it is **relevant** in that it can help address the State of Wisconsin's goal of ensuring that students are career ready by providing 21st-century technology training and certification; it is **innovative** and keeps pace with the State's leading-edge educational vision; and it is **sustainable** in that it provides a framework for long-term success.

Securing Wisconsin's Future

Multiple studies show that Wisconsin's employers want 6 out of 10 workers to hold a post-secondary certificate or degree of value in the years ahead. If we don't give our businesses the workforce they need, it will be difficult for Wisconsin's economy to grow and thrive in the 21st Century. But this is not just about business; it is also about giving our children the future they deserve."

Build the Workforce of Tomorrow with the Microsoft IT Academy Program

The Microsoft IT Academy (ITA) Program bridges the gap between education and the real world by equipping students with the IT skill sets they need in today’s technology-centered job market. Keep pace with technology and curriculum demands in a dynamic education infrastructure with a comprehensive low-cost teaching and professional development solution.

How can the State of Wisconsin benefit from ITA?

ITA offers a portfolio of learning tools curriculum and resources that provides a simple and straightforward way for customers to build and administer an easy and affordable information and communications technology (ICT) learning program for students.

The ITA provides you with a full curriculum for teaching technology and learning tools that help students achieve success. It helps you:

- ✓ **Reduce costs** for curriculum creation.
- ✓ **Save teachers time** – ready-to-teach curriculum.
- ✓ **Prepare** students with a curriculum of 21st century skills and internationally recognized Microsoft Certifications.
- ✓ **Provide development** resources for teachers.
- ✓ **Improve student engagement** & involvement
- ✓ **Equal access** for all students
- ✓ **Empower teachers** to teach on the latest technology

Impact your student’s future with ITA

Looking at today’s economy, the overall objective of the Microsoft IT Academy program is to empower academic institutions to help students achieve industry recognized skills and reach their career potential through high-quality training and certification.

“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

“IT employment will rise to significantly in the next 4 years alone, and 51% jobs in IT will be software related.”

IDC

Delivering value, skills, and productivity...

Tremendous value:

Thousands of dollars in benefits
Immediate ROI on exams
Huge cost savings in course development and delivery
Industry leading curricula

Professional Development:

Guided paths to certification and skills training
Ready-made, customizable lesson plans
Flexible delivery methods
Advanced skills training (MOS, MTA, MCE)

Skills Development:

Prescriptive training on industry leading technologies
Obtain industry recognized certifications
Improved employability
Opportunity for improved compensation

Industry Certification:

Prepared candidates.
Skilled employees
Productive workers
Job-ready recruits

Core Features of Microsoft IT Academy

The Microsoft IT Academy Program is an annual subscription-based program designed for accredited academic institutions worldwide. It empowers academic institutions to help students realize their skills and career potential through relevant, high-quality, and latest technology training resources.

The Microsoft IT Academy Program resources are flexible and easy to integrate into new or existing curricula.

Program Features

IT Academy offers the following:

- Access to a wide range of **Microsoft E-Learning courses** and the Learning Management Systems (LMS) to help track and monitor student progress
- **Microsoft Official Academic Curriculum (MOAC)** offers teachers of Microsoft Office a comprehensive instructor-led classroom experience that provides students with strong knowledge to pursue MOS certification.
- A wealth of **resources for educators** seeking to expand their professional development and students mastering IT professional concepts and skills
- **Marketing tools** to promote the association with the Microsoft brand and official certifications
- **Discounts on official courseware** that is available to academic institutions only for Microsoft Certified Professional Curriculum

The IT Academy membership is available through the Enrollment for Education Solutions offering and covers all students, staff, and educators on a per-campus basis, independent of size or location.

What Members Are Saying

“The Microsoft IT Academy is a perfect example of how our state is leading the way in preparing high school students for college and career.”

Bill Harrison, Chairman, North Carolina State Board of Education

“The E-Learning element of Microsoft IT Academy has been great because it helps us create a flexible learning environment for students.”

Ronald Bryant, Statewide ATTAIN Coordinator, SUNY

“I believe that our partnership with Microsoft Malaysia for the Microsoft IT Academy Program will enhance the ability of our public institutions of higher learning to produce a knowledge workforce ready for the innovation economy.”

Y. B. Dato’ Seri Mohamed Khaled bin Nordin, Minister of Higher Education, Malaysia

“The Microsoft IT Academy is an incredible platform of resources that we can provide to the community colleges to meet an enormous need.”

Bill Doherty, Director, @ONE Project

Find more information about Microsoft IT Academy at www.microsoftitacademy.com.

Optimize Skills and Certification Success

With Microsoft certification, educators are able to validate their student's technology skills, which helps them stand out from the crowd and enhance their education and career prospects. Microsoft IT Academy creates the perfect package for you to enhance staff's, students' and educators' skills and get them certified.

“91% of hiring managers consider employee certification as a criterion for hiring.”
2010 MCP Program Satisfaction Study

What are the benefits Microsoft Certification?

For more than 20 years, Microsoft Certification has been the IT industry's most respected validation of skills.

Today, technology is everywhere and there is a need to provide students with advanced technical skill - and proof of it. Students who hold a Microsoft Certification can prove their proficiency.

“81% of hiring managers believe certified individuals perform better than non-certified peers.”
2010 MCP Program Satisfaction Study

Successful in a thriving industry

Worldwide, Microsoft Office holds 94% of the market share. Students need skills on Microsoft Office whether they are moving toward advanced education or looking for a business career. By earning a Microsoft Certification, they will:

- ✓ **Demonstrate their skills** in the latest technologies
- ✓ **Have a firm measure** and increased confidence in their skills
- ✓ **Achieve a higher degree of success**
- ✓ **Gain recognition** among peers and employers
- ✓ **Chart a career development** path for ongoing advancement of Microsoft technology skills

A clear path to success

Our certification program is straightforward and helps students relevant technology skills.

MOS - Microsoft Office Specialist

Microsoft Office Specialist is the entry level certification available for Microsoft Office. These specialists will be able to demonstrate that they have the skills needed to get the most out of Office. They will receive industry recognized certification for productivity skills in demand by the marketplace.

MTA - Start with Microsoft Technology Associate

Microsoft technology Associate is our entry level training and certification on the fundamentals of IT infrastructure, database and software development. Pass just one exam and you'll earn an MTA Certification, taking you first steps toward building a career in technology - or enhancing your career in business.

Microsoft Certified Professional

Microsoft Professional Certifications are designed to demonstrate a comprehensive set of job-related skills, such as project management, system design, and operations management. These certifications include Microsoft Certified Solutions Expert (MCSE), Microsoft Certified Solutions Associate (MCSA), Microsoft Certified IT Professional (MCITP), and Microsoft Certified Professional Developer (MCPD).

Technology Trends in Education

Academic institutions like the State of Wisconsin want to provide their staff and students with the right set of tools to get the most out of their education. Technology has the power to inspire students to learn and the ability to empower teachers to prepare students for success in the 21st century.

Microsoft's commitment to innovating education

At Microsoft, we believe technology can unlock the potential of students, educators and schools. We are dedicated to delivering new software, services and programs that enable schools to meet the evolving demands of a digital world. Office 365 Education delivers a complete set of productivity, communication and collaboration tools delivered through the cloud to broaden your school's learning capabilities and resources.

More than 2.6 million college students are expected to graduate into a highly-competitive job market at the end of the 2013-2014 school year. **Students who have mastered Microsoft Office are valued by employers;** in fact Office proficiency is often a hiring requirement.

According to a 2013 study by IDC, employers are looking for candidates that have 20 specific skills for high-growth, high-wage occupations. Students need these skills for the desirable occupations that will account for 11.5 million new hires and 28% of job growth by 2020.

#2 on this list is proficiency with Microsoft Office and proficiency with PowerPoint and Word highlighted at #11 and #13. In fact, **Microsoft Office skills were sought after five times more than any other productivity tools.**

With Microsoft Office 365, the State of Wisconsin can better prepare its students for the future.

Top 3 most desired job skills:



1. Oral and written communication



2. Attention to detail



3. Proficiency in Microsoft Office

(as listed in classified ads).



“Microsoft Office skills are ranked #2 on the list of ‘top 20 skills’ in demand for tomorrow’s best jobs!”

- IDC white paper, sponsored by Microsoft October 2013

*Indicates CIP (Communication, Integration, Presentation) skill
IDC White Paper sponsored by Microsoft, Skills Requirements for Tomorrow's Best Jobs - Helping Educators Provide Students with Skills and Tools They Need, Doc #243853, October 2013

Value of Productivity Skills and Certification

In the middle-skill job market, the world is increasingly divided between the jobs that demand digital skills and those that **don't**—and the ones that **don't** are falling behind.

Much of the debate over technology in the workforce has focused on sophisticated skills, such as writing code. But the more significant impact on the middle-skill job market is in the world of everyday software: **spreadsheets and word processing**, programs for medical billing and running computerized drill presses. **To a large extent, a job seeker without the ability to use this software won't even get in the door.**

Middle-skill jobs, roughly defined as those that require more than a high school education but less than a bachelor's degree, comprise 39% of U.S. employment.

Middle-skill jobs requiring **productivity software skills**— and no other digital skills—pay 13% more than those that don't (\$22.66 per hour for jobs requiring productivity software skills versus \$20.14 for non-digitally intensive jobs).

A study of job postings by Burning Glass Technologies found that middle-skill jobs that require digital skills are outpacing those that do not in a wide range of ways:

- **Nearly eight in 10 middle-skill jobs require digital skills.**
Spreadsheet and word processing proficiencies have become a baseline requirement for the majority of middle-skill opportunities (78%).
- **Digitally intensive middle-skill occupations are growing faster than other middle-skill jobs.**
Digitally intensive jobs have grown 2.5 times more rapidly than middle-skill jobs that do not require spreadsheets, word processing, or other digital skills (between 2003 and 2013, 4.7% growth for digitally intensive jobs compared to 1.9% growth for other positions).
- **Digitally intensive middle-skill jobs pay more than middle-skill jobs that do not require a digital component.**
Digitally intensive middle-skill occupations offer 18% higher wages on average: \$23.76 per hour compared to \$20.14 per hour for all other middle-skill jobs.

Low Cost - High Value Subscription

We are helping to put all schools on an even playing field. Receive all the benefits for one low price, with additional possible saving through statewide partnerships.

What is the actual value of the Microsoft IT Academy program?

Annual IT Academy membership fee is less than the cost of just one technical course for **just two** employees of the institution. The annual IT Academy membership fee provides over **20x ROI** with just a total of 30 people (students, educators or staff) utilizing the benefits in a year. And, **IT Academy helps reduce or eliminate curriculum costs by utilizing the MOAC (Microsoft Official Academic Curriculum) e-books and the online training courses included in the ITA program:**

Curriculum and Resources

Your cost per school per year via Volume Licensing (includes all staff, students and educators)

\$1,584 USD/year* for Volume Licensing

Estimated value

\$50,000 USD/year

Certification

ERP MOS Site License (up to 500 exams)

\$3,647 USD/year* for Direct purchase

Your cost per exam as low as

\$7.29 USD/exam* for Volume Licensing (if all 500 exams are used)

Estimated value

\$35,000 USD/year

Academic Certifications are broken into the following packs and are available through Enrollment for Education Solutions (EES), School Enrollment, and Academic Select Plus:

MOS Site License- up to 500 exams for one low price - economically priced for Education

MTA Site License - up to 250 exams for one low price - economically priced for Education

MCP Class Pac - 30 exams for one low price - economically priced for Education

*The Microsoft LeX proposed solution and pricing above expires on June 20th, 2015 and excludes any applicable taxes. The final price available to the State of Wisconsin is determined between the State of Wisconsin and the Microsoft LAR/Reseller. This pricing is Estimated Retail Pricing and is not inclusive of any discounting by your license reseller or any authorized discounting from Microsoft for statewide partnerships.

Moving Forward

Our commitment is simple – to help the State of Wisconsin drive employability, digital literacy, technical and STEM-focused training and certification, and 21st-century workforce development for students. Additionally, we support your efforts in providing ongoing professional development opportunities for Wisconsin Teachers and providing educational institutions with the ability to offer a program that has the instant recognition and credibility of the Microsoft brand.

A strategic approach to training and certification solutions.

We propose to invest in the State of Wisconsin and to assist you in evaluating the benefits of the Microsoft IT Academy program and Microsoft Certification solution. We would be happy to work with you on each of the proposed actions below and look forward to hearing from you.

Next steps

01

The State of Wisconsin to
Secure funding for
solution

02

Finalize ITA and
Certification quantities
and purchase

03

Start deployment

Thank you for your interest in learning more about our Microsoft IT Academy program and Microsoft Certification solution solutions for the State of Wisconsin.

Important Notes:

Microsoft Office Specialist (MOS) and Microsoft Technology Associate (MTA) and Microsoft Certified Educator (MCE) Exam Site Pack License Terms and Conditions:

Site Pack Licenses will expire one year from date of purchase. To offer the Site License MOS/MTA/MCE certification exams, an Wisconsin ITA member institution must first become an authorized Certiport Test Centre. Each Site License can be delivered at one specific Wisconsin ITA member location that has become a Certiport Test Centre. Site License MOS/MTA/MCE certification exams may only be distributed to individuals who are currently enrolled at an Wisconsin ITA member location. Individuals must register for and take their examination prior to the expiration date provided with the Site License. Site License expiration dates cannot be extended under any circumstances. Site Licenses may not be redeemed for cash, credit, or refunds.

All Microsoft Office Specialist (MOS) Certification exam vouchers and Microsoft Technology Associate (MTA) Certification exam vouchers may only be redeemed at Certiport Test Centers.

Microsoft Office Specialist (MOS) Exam Site Pack License is a site licensed assigned to a specific location for students, staff and educators from that location.

Microsoft and Certiport have authorized an exception for the State of Wisconsin to allow the exchange of up to 25% of the MOS Cert Site Pack (500) licenses (H5T-00006) for portable, one-time use, Certiport Vouchers at a ratio of 1:100 MOS Site License/Vouchers. These vouchers are to address the certification needs of smaller schools and may be utilized by schools with 100 or less students. Vouchers may be centrally managed and distributed by the state to address the needs of schools without MOS Site Licenses. Please note this exception is only available for orders greater than 100 MOS Site Licenses completed prior to June 26, 2015.

Supporting Information



Customer Evidence

Customer Evidence

Learn how other states are using Microsoft IT Academy to better prepare their students for workforce and higher education readiness.

Student Success with Certification

When I was in high school, my business teacher convinced me that it would be a good idea to get all of the Microsoft Office Specialist (MOS) certifications and become MOS certified. After graduating from The College of William and Mary, I was immediately able to find employment as a quality analyst with Rubbermaid Commercial Products LLC, not only because of my college degree, but due largely to the MOS certification that I had obtained in high school. Nearly one and a half years later, I was hired by American International Group, Inc. (AIG), also strongly due to having the MOS certification. Without have the MOS certification, I would not have been able to land these amazing job opportunities.



Aric Mills, a graduate of Sherando High School, Frederick County Public Schools, Virginia



Grayson Co. students get certified as Microsoft Office Specialists

A group of Grayson County High School students are now certified as Microsoft Office Specialists. The group recently participated in certification testing offered through a partnership with the Virginia High Schools and Libraries and Microsoft. In preparation for the certification, students completed two semesters of study in Microsoft Office by enrolling in Computer Information Systems and Advanced Computer Information Systems classes prior to certification testing.

Karen Blevins from Grayson County High School said the need for Microsoft Office skills has increasing dramatically as more and more academic institutions and businesses are embracing newer technologies. Microsoft Office Specialist (MOS) certification will enable students to advance their education and start their careers with proven Office skills. Based on globally recognized standards, MOS certification is an important and distinguished credential for students when applying for college or jobs.

Read more customer evidence at www.microsoft.com.



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