

In-Demand Programs for High-Demand Careers

August 2, 2017

Agenda

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 - Software Courses
 - Business and Technology Courses
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- Next Steps

Introductions



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Employer Challenges and Demands

“The skills gap has emerged as the biggest challenge facing employers over the next three years.”

--Deloitte and the International Society of Certified Employee Benefits Specialists (ISCEBS)

“About two out of every three Human Resources (HR) professionals surveyed had a hard time hiring for full-time jobs in 2016—up from 50 percent since a similar report in 2013. **84% of HR professionals reported seeing applied skills shortages** in job applicants over the last 12 months.”

--Society for Human Resource Management (SHRM)

Employer Challenges and Demands (Continued)

“40 percent of employers said lack of skills was the main reason for entry-level job vacancies. There were **gaps in technical skills...but also soft skills.**”

--James Manyika in "Technology, Jobs, and the Future of Work," McKinsey Global Institute Report, McKinsey & Company, December 2016.

How We Help Academic Institutions Bridge the Gap

- Compressed timeline to introduce new programs and/or enhance existing programs
- Rigorous academically structured curriculum leading to increased proficiency, higher productivity and defined competencies
- Refreshed curriculum regularly to keep pace with evolving technologies

In addition to our internally developed programs, we bring on third-party vendor programs to fulfill these goals

Software Coding Programs

Current State of Software Jobs

- High demand for skilled IT professionals
 - There will be 1 million IT job vacancies in the US by 2020
- Traditional Computer Science degrees not providing enough supply
 - 4 year programs tend to be outdated by the time students graduate
- The demand for IT personnel left unfulfilled means lower proportion of tech development & implementation work is being completed
 - This can have long terms effects on nation's status as a leader in IT

Why are we offering these Courses?

- Students complete the most industry-relevant program on the market
- Students graduate with a portfolio of work, in preparation for job interviews
- Code Institute is the gold standard for coding programs

Program: Full Stack Software Developer

Program is project based and delivered in instructor-facilitated environment

- (CTP Catalog, GES Code 375 ; 600 hours, 18 months)

Students will learn:

- Front end and back end design capability based on HTML5, CSS3, JavaScript and work with MySQL database and Angular, Python and Flask frameworks
- Interactive data visualization dashboards loading data from MongoDB and displaying using D3.js & DC.js

Industry-relevant curriculum – Industry Advisory Council made up of large global companies



Outcomes:

- Successful students become job-ready software developers in as little as 3 months and armed with a portfolio to share with prospective employers
- 94% of students are employed as software developers within 90 days of course completion

Job Outlook Projections:

- Median Salary: \$96,030-100,690* | Job Growth: 17%*

Target Students for Full Stack Software Developer

Occupation Titles

- Associate Software Developer
- Software Developer
- IT Project Manager
- Technology Officer

Sample Employers

The Amazon logo, featuring the word "amazon" in a bold, black, sans-serif font with a curved orange arrow underneath it.The General Dynamics logo, consisting of the words "GENERAL DYNAMICS" in a bold, blue, sans-serif font.The UnitedHealth Group logo, featuring the words "UNITEDHEALTH GROUP" in a bold, blue, sans-serif font with a registered trademark symbol.

Program: Professional Certificate in Tech Fundamentals

Program was designed to bridge the communication gap between tech and business departments

- Teaching students how to close the gap between code and communication without actually having to learn code
- Research shows 85% of business people are not tech literate

Students will learn:

- Key concepts and business opportunities of software development
- The software development cycle to empower technology decision-making within their role

Outcomes

- Students will have improved communication with their I.T. staff, complete projects on time and in budget thanks to having a greater understanding of the processes and requirements involved at the outset

Target Students for Professional Certificate in Tech Fundamentals

Occupation Titles

- Business Analysts
- Entrepreneurs
- Human Resources
- Project Managers
- Sales Managers

Sample Employers

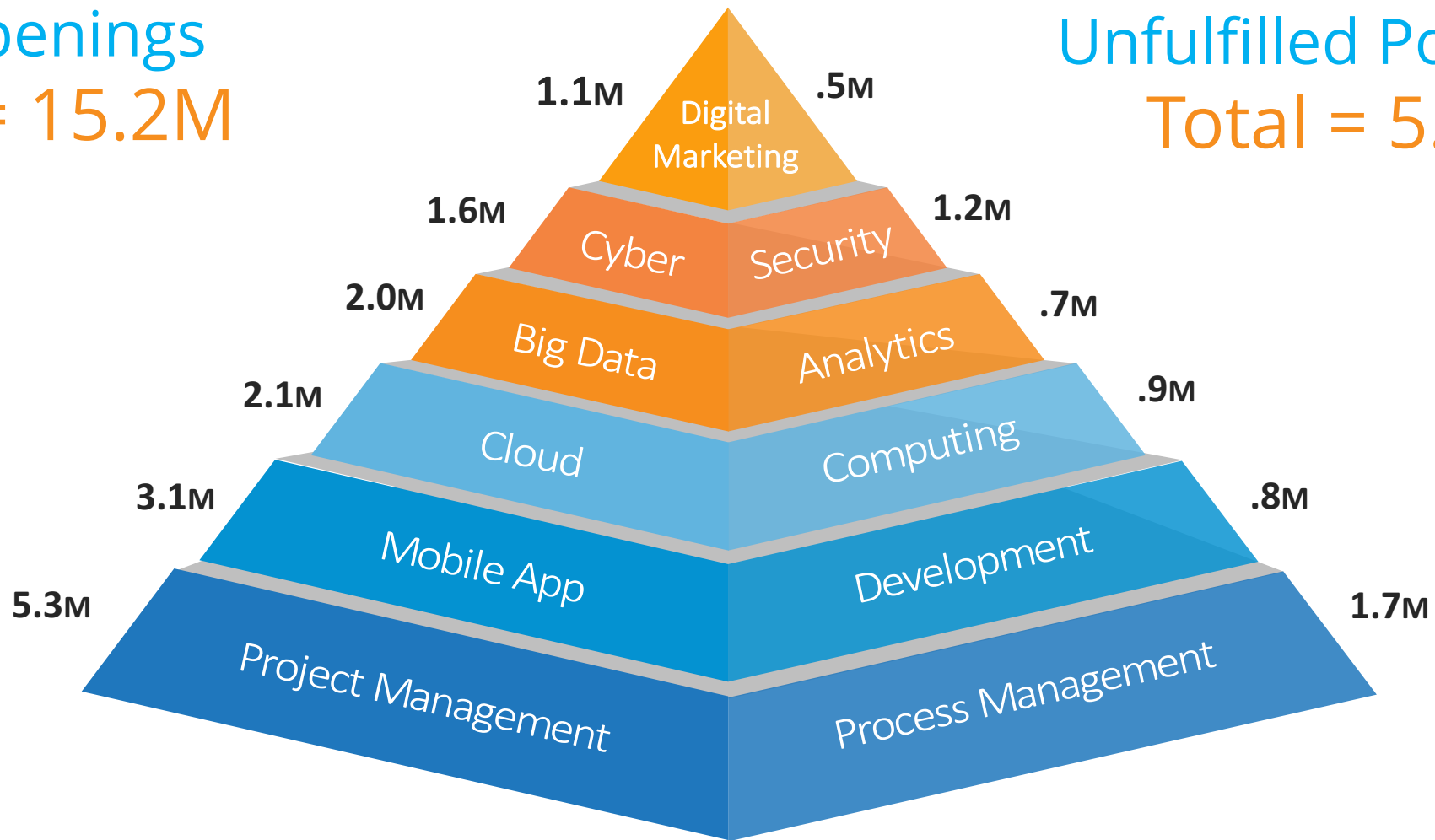
- Aerospace industry
- Computer / Information / Software industry
- Defense industry
- Education industry
- Entertainment industry
- Financial services industry
- Insurance industry
- Health care / Pharmaceutical industry
- Hospitality industry
- Manufacturing
- Mass media
- Telecommunications

IT and Business Programs

The Global Skills Gap 2016

Job Openings
Total = 15.2M

Unfulfilled Positions
Total = 5.8M



Current State of Business and Technology Jobs

- According to McKinsey, by 2018, the US could face a shortage of 1.5 million managers and analysts with the skills to use **Big Data & Data Science** to make effective decisions.
- According to IDC, worldwide Public **Cloud Services** spending is forecasted to reach \$195 Billion by 2020 from \$96.5 Billion in 2016
 - Vacancies for Amazon Web Service jobs have increased by 53% in the last year, a demand for Azure and devops rose by 75% and 53% respectively.
- More than 30% of the companies are planning to spend around 75% of their ad expenditures on **Digital Marketing** within the next five years- Technavio
- According to Burning Glass, **Cyber Security** postings have grown 91% from 2010-2014. This growth rate is more than faster than IT jobs generally.

Why Are We Offering These Courses

- Designed by industry experts
- Most advanced and constantly updated – aligned to industry trends
- Attend multiple batches over next 3 months to gain expertise in the domain
- Students learn through Case Studies, Projects, and Simulation Exercises



Online Self-Learning



Instructor-Led Live Virtual Classrooms



Unique Blended Delivery Model

Course Categories:

- Big Data & Analytics
- Cloud Computing
- Digital Marketing
- Cyber Security

Course Categories

Big Data & Analytics

Processing large volume of data that flows through a business on a daily basis

Big Data

- Hadoop
- Mongo
- Apache Spark DB

Analytics (AKA Data Science)

- Business Analytics with Excel
- R
- SAS (Statistical Analysis Software)
- Python
- Tableau
- Machine Learning

Cloud Computing

The storage & access of extremely large data & programs over the Internet

- Coding for optimization (Solution Architect)
- Designs & deploys systems (Developer)
- Manage system operations (Sys Ops)

Learn about major cloud platforms

- Amazon Web Services
- Google Cloud
- Microsoft Azure

Digital Marketing

Process of using the digital channels to reach consumers and promote brands through various forms of digital media

- Training aligned with OMCP certification
- MimicPro provides simulations, powered by real-world Google data, to run experiments
 - SEO campaigns
 - Landing pages
 - Email campaigns & more

Cyber Security

Protection of computer systems from theft or damage to hardware, software or information as well as from disruption or misdirection of providing services

- Training aligned with certification in CRISC and/or COBIT® 5

Market Size and Job Outlook Projections

Big Data & Analytics	Cloud Computing	Digital Marketing	Cyber Security
<p>Big Data</p> <ul style="list-style-type: none"> Market size: Estimated \$48.6 Billion by 2019 Market Growth Rate: 23.1% CAGR <p>Analytics (AKA Data Science)</p> <ul style="list-style-type: none"> Market size: \$29.53 Billion by 2019 Market Growth Rate: 33.2% CAGR Median Salary: \$91,467-\$116,840 Job Growth Rate: 12% 	<ul style="list-style-type: none"> Market size: Estimated \$195 Billion by 2020 Market Growth Rate: 19% CAGR Median Salary: \$90,000-\$125,000 Job Growth Rate: 12% 	<ul style="list-style-type: none"> Market size: Estimated \$120 Billion by 2021 Market Growth Rate: 11% CAGR Median Salary: \$62,363 Job Growth Rate: 9% 	<ul style="list-style-type: none"> Market size: Estimated \$181 Billion by 2021 Market Growth Rate: 9.5% CAGR Median Salary: \$93,250 Job Growth Rate: 18%

Target Students for Big Data & Analytics Courses

Occupation Titles

- Data Engineer and Database Administrator
- Data Analytics Administrator
- IT Administrators / Managers/ Operators
- IT Systems Engineer
- Web Engineer

Sample Employers

JPMorganChase 

Walmart 

KPMG 


CISCO

Target Students for Cyber Security Courses

Occupation Titles

- CEOs/ CFOs
- CIOs/ CISOs
- Security Managers/ Directors
- IT Directors/ Managers
- Auditors
- Site Administrators

Sample Employers



Target Students for Cloud Computing Courses

Occupation Titles

- Systems Administrators
- .NET Developers
- Solution Architects
- DevOps / QA/ Engineers
- Technical Project Managers
- Operations Support

Sample Employers



Target Students for Digital Marketing Courses

Occupation Titles

- Sales Professionals
- Entrepreneurs
- Traditional Marketers
- Digital Marketers

Sample Employers



UBER

Next Steps / Takeaways

Next Steps / Takeaways

- Ensure all these programs are added into your program catalog
- Add programs to your eligible training provider workforce offerings
- For Partners that:
 - Auto Add Programs to Catalog
 - Market program using assets in [Partner Site](#)
 - Manually Add Programs to Catalog
 - Immediately Add these in-demand programs
 - Set up your account to Auto Add
 - Only Offer Instructor-Led Classes
 - Add These or All Career Training Programs

Your Account Manager will follow up to help you get started!

Questions?