



In-Demand Programs for High-Demand Careers

March 14, 2018

Agenda

- Introductions
- Current State of IT Industry
- Employer Challenges in Filling Job Demand
- Training Courses that Meet Job Demand
- Next Steps: How to Add These Courses to Your Catalog

Introductions



Erin Cross
**Partner Marketing
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**Product Marketing
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ed2go | Cengage



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**Curriculum and
Instruction Manager**

Cyanna Education Services

Current State of IT Industry



Organizations of all sizes and in all industries are increasingly relying on IT staff members. Tech employment opportunities are increasing now and will continue into the future.



Hiring managers believe that Information Technology certifications validate expertise during the screening and hiring process and will translate into better job performance.

IT Industry by the Numbers

CompTIA's IT Industry Outlook 2017 report indicates a growing skills gap in the tech sector, **forcing organizations to rethink workforce and recruitment strategies**

900K new jobs in IT sector from 2009 – 2018¹

4 of 10 US IT firms report having job openings they are actively recruiting for²

34% of employers list a lack of skills as their primary organizational challenge³

97% of HR managers use IT certifications to distinguish between equally qualified candidates⁴

80% of certified individuals claim their certification helped them get their foot in the door for a job interview⁴

90% of HR managers say IT certified workers are more likely to be promoted than those without certifications⁴

Computing and Information Technology Programs

Cloud/Network Certifications

- Cisco™ CCNA®: Routing and Switching
- CompTIA™ Cloud+ Certification Training
- CompTIA™ Network+ Certification Training

Cybersecurity Certifications

- Certified Information Systems Security Professional (CISSP)
- CompTIA™ Security+ Certification Training
- SSCP Systems Security Certified Practitioner

Microsoft Certifications

- Microsoft Certified Solutions Associate (MCSA): Server 2012
- Microsoft Certified Solutions Associate (MCSA): SQL Server 2012

Other Certifications

- CompTIA™ A+ Certification Training
- CompTIA™ IT Fundamentals
- CompTIA™ Project+
- CompTIA™ Certification Training: A+, Network+, Security+

IT Training Courses Map To In-Demand Occupations

Programs

- Certified Information Systems Security Professional (CISSP)
- Cisco™ CCNA®: Routing and Switching
- CompTIA™ A+ Certification Training
- CompTIA™ Cloud+ Certification Training
- CompTIA™ IT Fundamentals
- CompTIA™ Network+ Certification Training
- CompTIA™ Project+
- CompTIA™ Security+ Certification Training
- Microsoft Certified Solutions Associate (MCSA): Server 2012
- Microsoft Certified Solutions Associate (MCSA): SQL Server 2012
- SSCP Systems Security Certified Practitioner



Job Roles

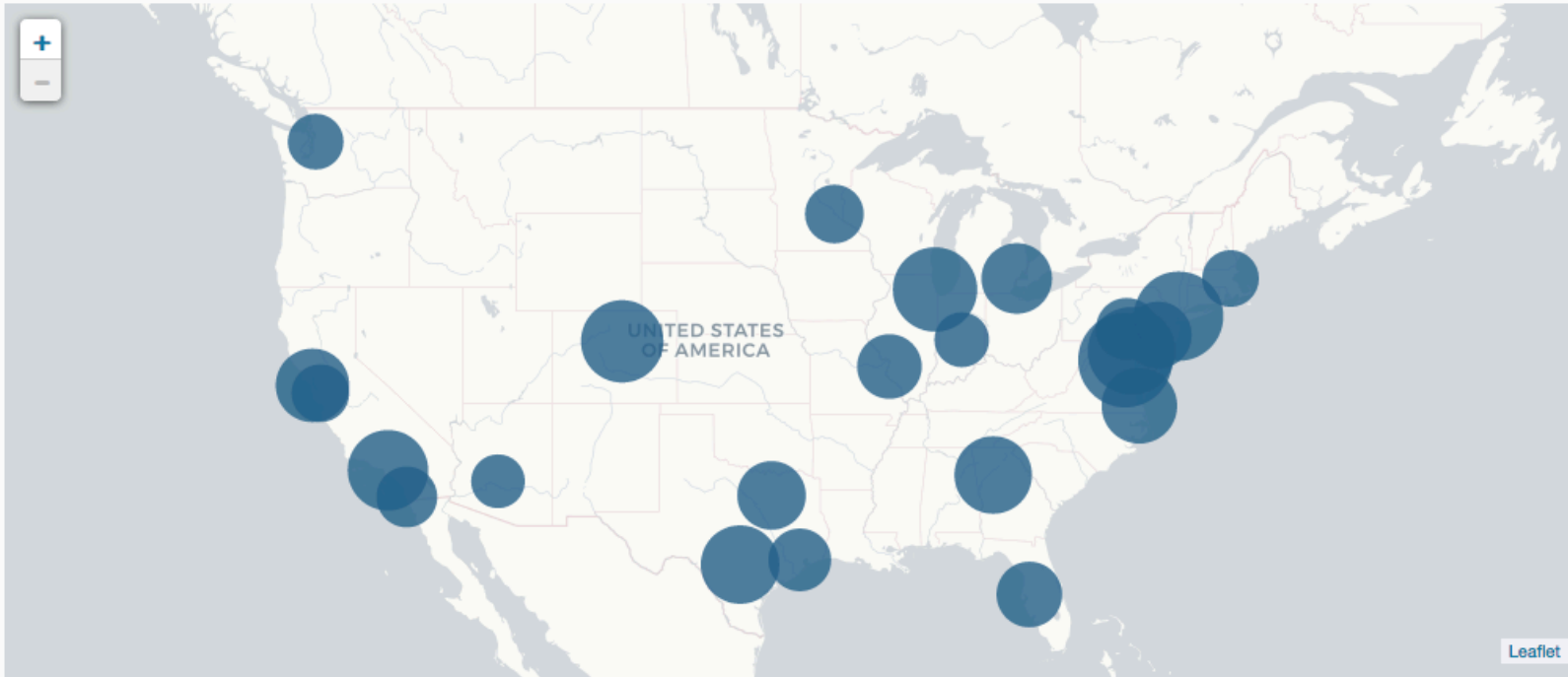
- Security Manager, Security Analyst, Security Engineer
- Network Engineer, Router Technician, Network Admin
- Support Specialist, Service Technician, Support Analyst
- Cloud Engineer, Cloud Specialist, Network Engineer
- Help Desk Technician, Tier 1 Support
- Network Admin, Network Analyst, Network Engineer
- Project Manager, Director, Business Analyst
- Security Specialist, Security Admin, Security Consultant
- Windows System Engineer, IT Server Engineer
- SQL Developer, Database Specialist, SQL Analyst
- Security Analyst, Security Admin, System Engineer

IT Specialist / Engineer

This Job Related Jobs **Locations** Who's Hiring



Demand Salary Time to Fill Concentration



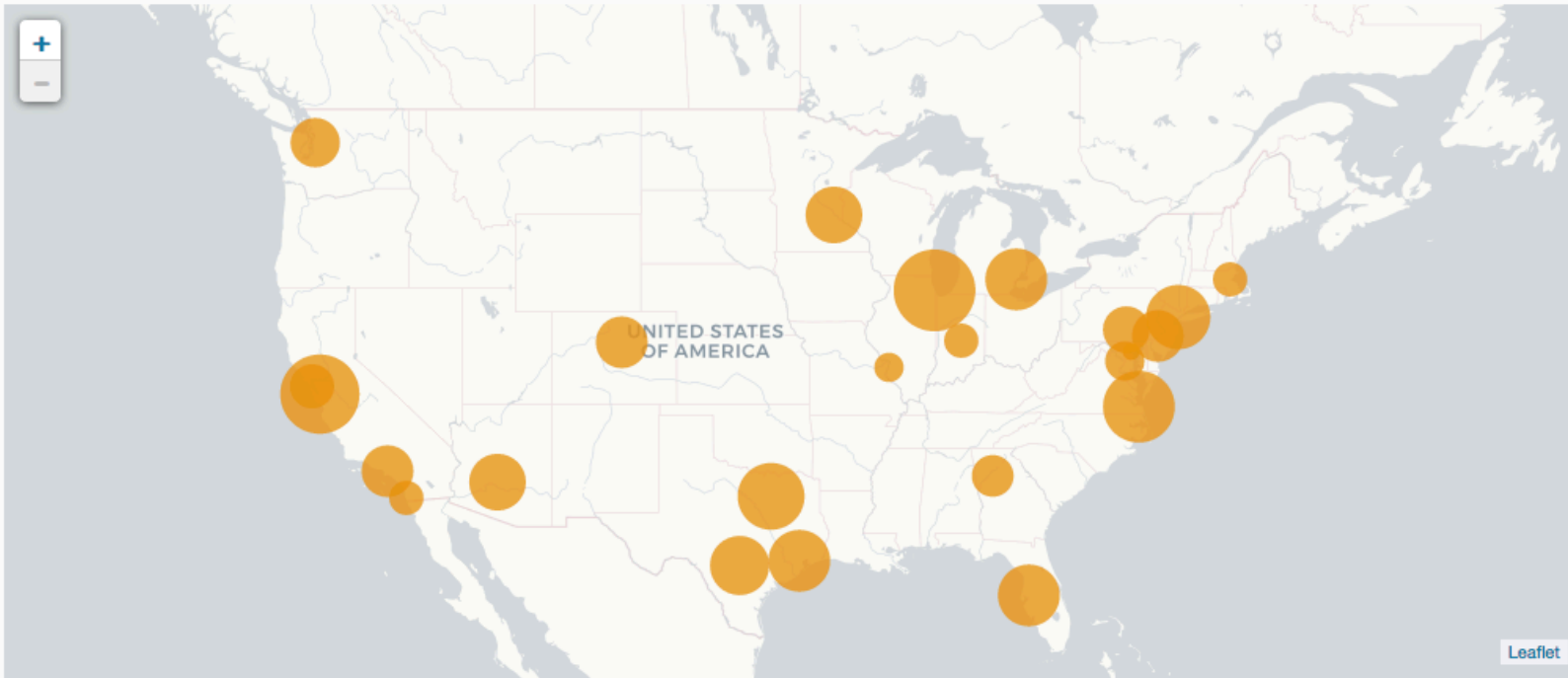
Metropolitan Area	Demand
Washington, DC	Very High
New York, NY	Very High
Baltimore, MD	Very High
Chicago, IL	Very High
Denver, CO	Very High
Los Angeles, CA	Very High
San Antonio, TX	Very High
Atlanta, GA	Very High
Virginia Beach, VA	Very High

IT Specialist / Engineer

This Job Related Jobs **Locations** Who's Hiring

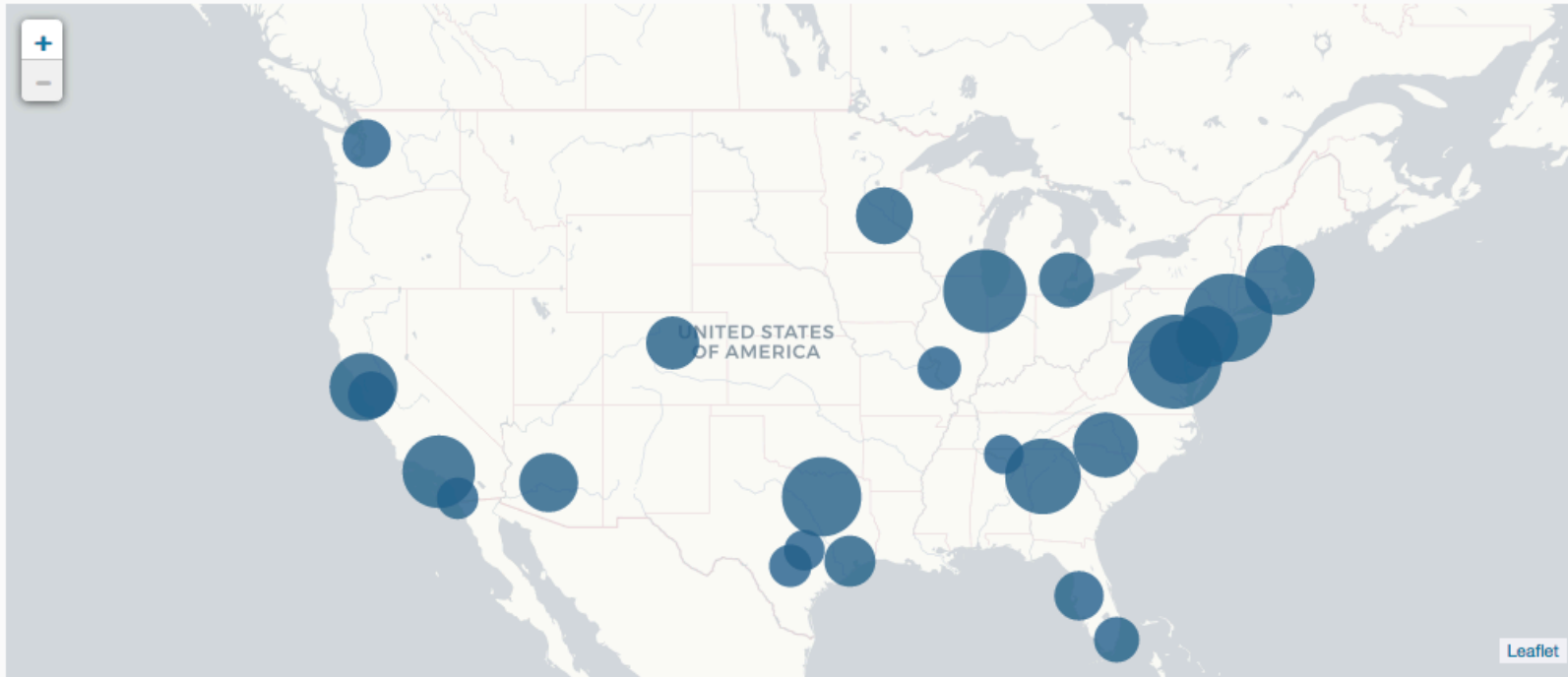


Demand Salary **Time to Fill** Concentration



Metropolitan Area	Time to Fill
New Orleans, LA	Much Longer
Chicago, IL	Much Longer
San Jose, CA	Much Longer
Bridgeport, CT	Much Longer
Sacramento, CA	Much Longer
Virginia Beach, VA	Much Longer
Kansas City, MO	Longer
Augusta, GA	Longer
Dallas, TX	Longer

Demand Salary Time to Fill Concentration



Metropolitan Area	Demand
Washington, DC	Very High
New York, NY	Very High
Chicago, IL	Very High
Dallas, TX	Very High
Atlanta, GA	Very High
Los Angeles, CA	Very High
Boston, MA	Very High
San Francisco, CA	High
Charlotte, NC	High

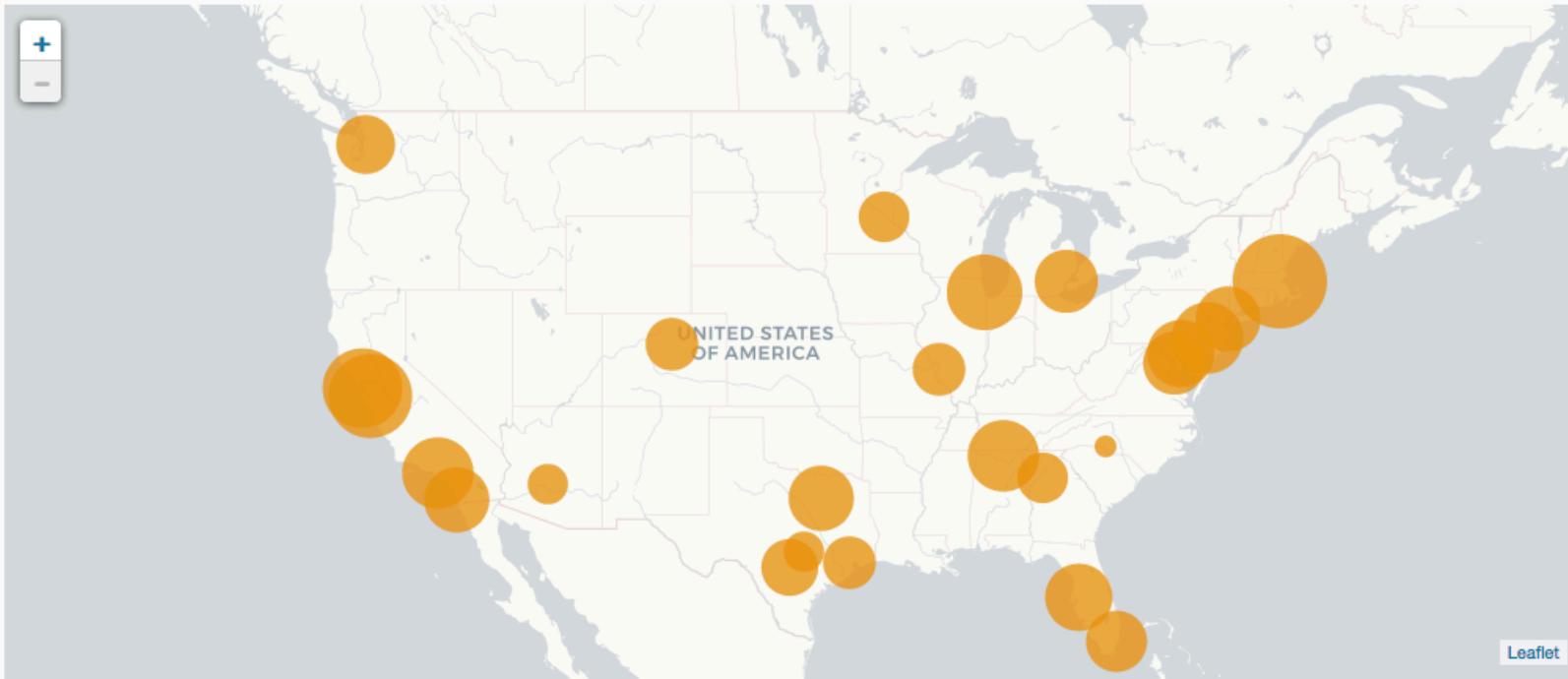
Job Market Trends in IT Sector

Cyber Security Analyst

This Job Related Jobs **Locations** Who's Hiring



Demand Salary **Time to Fill** Concentration



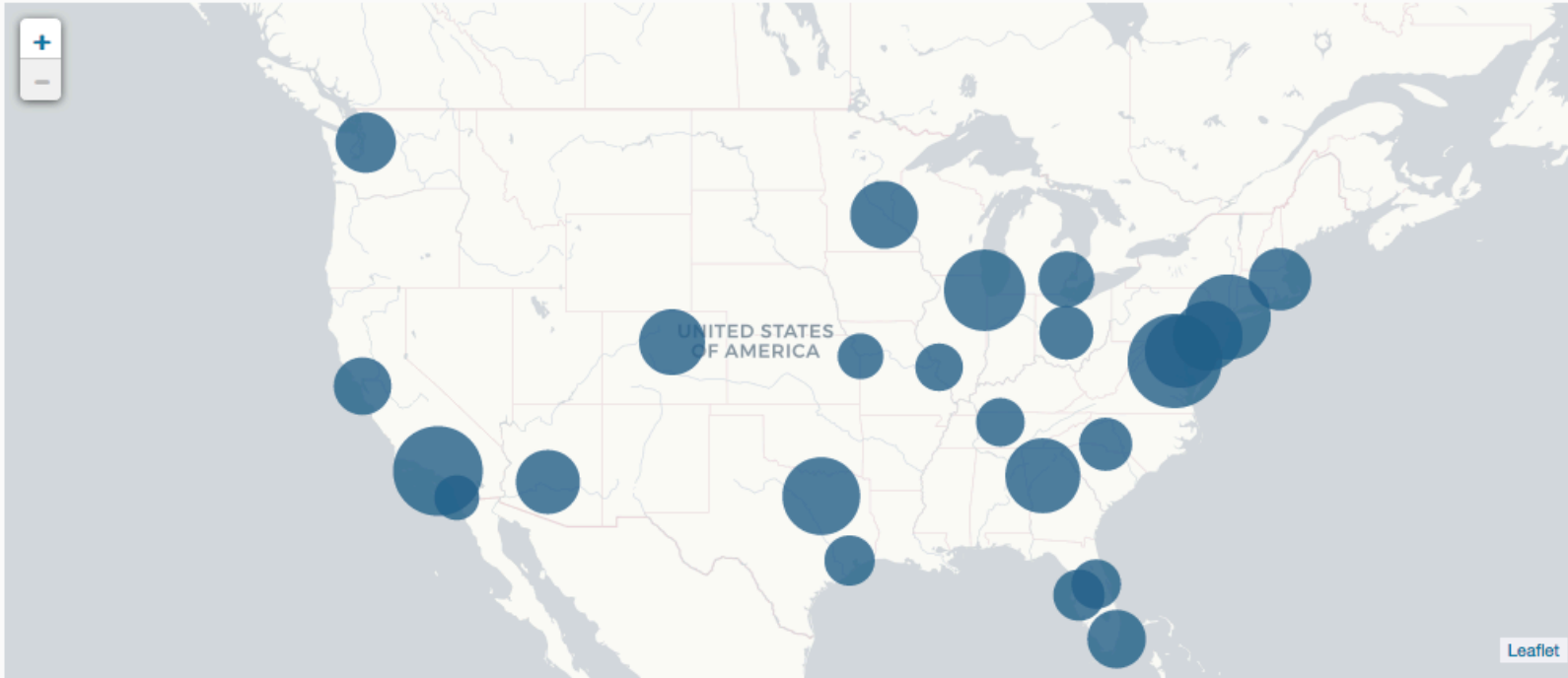
Metropolitan Area	Time to Fill
Boston, MA	Much Longer
Urban Honolulu, HI	Much Longer
Santa Rosa, CA	Much Longer
Tucson, AZ	Much Longer
Fayetteville, AR	Much Longer
Hartford, CT	Much Longer
Boulder, CO	Much Longer
North Port, FL	Much Longer
La Crosse, WI	Much Longer

Help Desk Technician / Analyst

This Job Related Jobs **Locations** Who's Hiring



Demand Salary Time to Fill Concentration



Metropolitan Area	Demand
Washington, DC	Very High
Los Angeles, CA	Very High
New York, NY	Very High
Chicago, IL	Very High
Dallas, TX	Very High
Atlanta, GA	Very High
Baltimore, MD	Very High
Philadelphia, PA	Very High
Minneapolis, MN	Very High

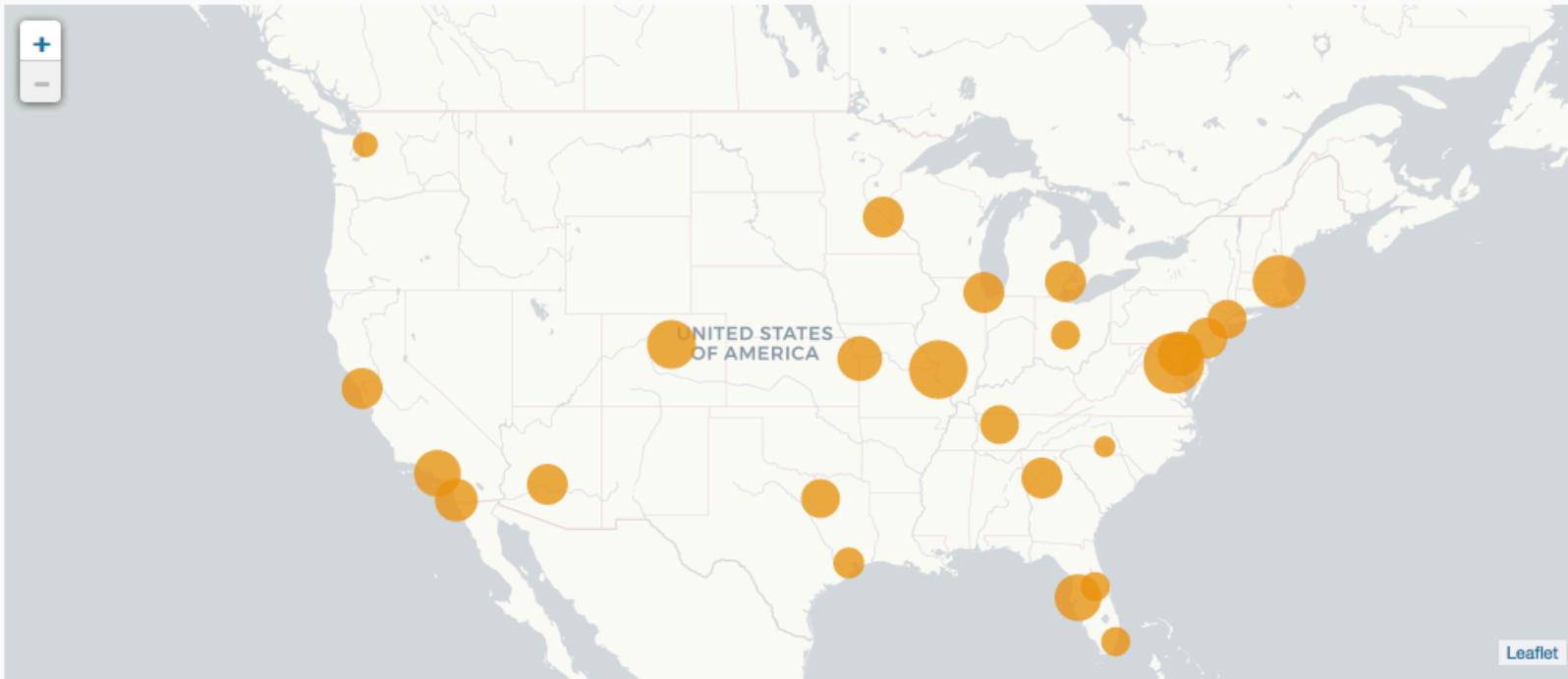
Job Market Trends in IT Sector

Help Desk Technician / Analyst

This Job Related Jobs **Locations** Who's Hiring



Demand Salary **Time to Fill** Concentration



Metropolitan Area	Time to Fill
Albuquerque, NM	Much Longer
Charlottesville, VA	Much Longer
Cumberland, MD	Much Longer
Fayetteville, NC	Much Longer
Fargo, ND	Much Longer
Huntsville, AL	Much Longer
Sioux Falls, SD	Longer
New Orleans, LA	Longer
Montgomery, AL	Longer

Course Benefits

These Courses deliver in-demand Information Technology skills such as Cloud, Cybersecurity, Networking, and Help-desk centric topics. They also prepare students to pass the certifying exams of top Certifications in the Industry.



CompTIA
Get IT Certified



CISCO



(ISC)²



Microsoft
CERTIFIED
Solutions Associate

Having these Certifications will help students get jobs or progress in their current career

Who Will Take These Courses?

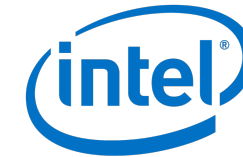
People interested in:

- Starting an IT career
- Expanding their IT career
- Focusing on help desk support
- Focusing on networking
- Focusing on security
- Focusing on data management
- Improving management and team collaboration



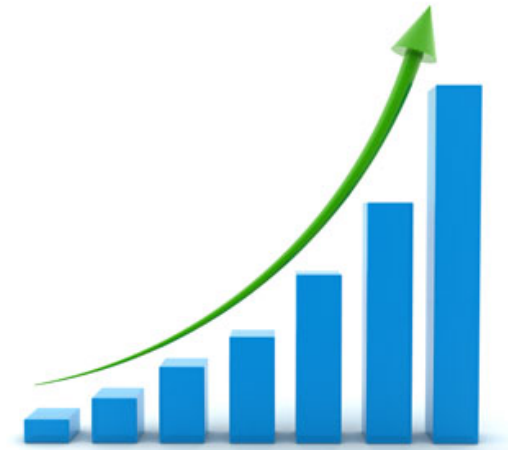
Industry Employers

GENERAL DYNAMICS



Offer these Courses—Add the Advanced Career Training Product Line

- Self-paced, start anytime format
- 24/7 online access
- Books and materials included
- Certification Exam Voucher on some courses
- Financial assistance available
- Industry recognized Certifications
- Student advising and support services
- Admissions team enrolls students on your behalf



Fill in gaps in your catalog • Improve the range of your offerings
Add a higher price revenue stream • Helps you reach more of your community

Promote the Courses

Once you start offering these Courses, we have tools on the partner marketing site to help you promote and highlight them. Use the editable resources on your website banners, social media, paid ads, emails, handouts, etc.

COMPUTING AND INFORMATION TECHNOLOGY BANNERS

MARKETING RESOURCES

- Webinars/Best Practices >
- Instructor-Led Courses >
- ILC Catalogs/Ads/Flyers >
- ILC Web Banners >
- ILC Press Templates >
- ILC Email Templates >
- Career Training Programs >
- CTP Catalogs/Ads/Flyers >
- CTP Web Banners >
- CTP Press Templates >
- CTP Email Templates >
- Branding >
- Career Online High School >
- Get Funding >
- Campaigns >

Microsoft Certified Solutions Associate (MCSA)- Server 2012 (Voucher Included)

CompTIA™ A+ Certification Training (Vouchers Included)

By ed2go • 01 March, 2018 • Campaigns, CTP Website Banners

Download these program specific web banners to help promote your ed2go offer.

PROGRAM BANNERS WITH COURSE IMAGE

Here are some great places to use these web banners:

- On Your Website
- Social Media
- Paid Ads (such as Google Advertising, Facebook, etc.)
- In Your Emails

Banners are 336x280

Programs included:

- Certified Information Systems Security Professional (CISSP) Certification Training
- Cisco™ CCNAR®: Routing and Switching
- CompTIA™ Cloud+ Certification Training
- CompTIA™ Project+
- CompTIA™ A+ Certification Training
- CompTIA™ Certification Training: A+, Network+, Security+
- CompTIA™ IT Fundamentals (Vouchers Included)
- CompTIA™ Network+ Certification Training
- CompTIA™ Security+ Certification Training
- Microsoft Certified Solutions Associate (MCSA): Server 2012

START YOUR ONLINE PROGRAM TODAY! **LEARN MORE >>**

Online Training Solutions for Careers in IT

Enter the Growing Field of Information Technology

Features of CompTIA™ Career Training Programs

- 6-12 month training
- Approved by national certifying bodies
- Prepare you for national certifying exams
- Your student support advisor will help you reach program completion

Your career training program options are:

- **CompTIA™ Security+ Certification Training** | 80 Hrs
Take your first step toward a career as a security professional and prepare yourself for the CompTIA™ Security+ certification exam as you master the basics of system security, network infrastructure, access control, and organizational security. (Voucher Included)
- **CompTIA™ Network+ Certification Training** | 110 Hrs
Prepare for a career as a network technician and qualify to take the CompTIA Network+ certification exam as you master basic networking concepts and gain a fundamental knowledge of network design, security, routing, and switching. (Voucher Included)
- **CompTIA™ Certification Training: A+, Network+, Security+** | 480 Hrs
CompTIA™ Certification Training: A+, Network+, Security+ provides a comprehensive foundation for IT professionals, incorporating CompTIA™ A+, CompTIA™ Network+, and CompTIA™ Security+ specific training, and prepares you for the corresponding industry exams that are desirable for IT professionals. (Voucher Included)
- **CompTIA™ A+ Certification Training** | 280 Hrs
CompTIA A+ certification is the industry standard for validating the skills of entry-level computer technicians. It opens the door to an exciting career in computer technology, and ed2go's online program makes training convenient and interactive. (Voucher Included)

Contact us for more information

Jump Start Your Career in INFORMATION TECHNOLOGIES!

ONLINE CAREER TRAINING PROGRAMS

CCNA: Collaboration
Learn how to become an expert in all areas of Cisco telephony from call routing basics to advanced Cisco telephony architecture. (Voucher Included)

CCNA: Routing and Switching
This initial career training program will give you the essential knowledge to install, configure, operate, and troubleshoot medium-size routed and switched networks while preparing you for the 200-125 CCNA exam or the 100-105 (CCND) and 200-105 (CCNP) exams. (Voucher Included)

Certified Information Security Manager (CISM)
CISM is one of the most valuable certifications in the IT security industry. This online program will prepare you to sit for the CISM certification exam, and the exam cost is included. (Voucher Included)

Forensic Computer Examiner
This program will train you to thoroughly examine digital media and to clearly document, control, preserve, present examination results, and prepare you for the Certified Computer Examiner test. (Voucher Included)

Help Desk Analyst: Tier 1 Support Specialist
This program will teach you to focus on the business needs of the customer, establish credibility, and provide excellent customer service and support. (Voucher Included)

CompTIA Linux+
Learn the necessary skill sets to perform maintenance tasks with the command line, install and configure a workstation, and be able to configure a basic network in Linux. (Voucher Included)

CompTIA Mobility+
Learn to deploy, integrate, support and manage a mobile environment while ensuring proper security measures are maintained for devices and platforms to mitigate risks and threats. (Voucher Included)

ITIL Foundations Bundle
Learn about DevOps, ITIL and PRINCE2 and their benefits for organizations. You will learn the basics of IT service management and project management, as well as about how approaches to IT are evolving. (Voucher Included)

Information Security Master Certification Training
This training program covers all crucial areas of security, from network security, cloud security, database security and even project management security procedures. (Voucher Included)

Microsoft Certified Solutions Associate (MCSA): Server 2008
Student will prepare to take and pass the three exams that will earn them the Microsoft Certified Solutions Associate: Windows Server 2008 Certification. (Voucher Included)

SSCP Systems Security Certified Practitioner
This program is an excellent course for individuals interested in advancing their knowledge of information and systems security. (Voucher Included)

Program Features:

- 6-18 month self-paced, start anytime
- Textbook and materials included
- Prepare for industry certification
- Certification exam vouchers included
- Financial assistance available
- Student advisors available throughout training

Prepare for employment in some of today's hottest careers in the IT industry with a comprehensive, affordable, and self-paced online Career Training Program.

Complete any of these Career Online Programs entirely from your home or office and at any time of the day or night.

For detailed objectives, outlines, demos, frequently asked questions, pricing and program ratings call us or visit our website.

Banners: <http://partner.ed2go.com/wp-content/uploads/201803computing-and-information-technology-zip/>
 IT Solutions Flyer: <http://partner.ed2go.com/httppartner-ed2go-comwp-content/uploads/2017100915-03-flyer-comptia-v03-pdf/>
 Jumpstart Flyer: <http://partner.ed2go.com/flyer-career-online-training-information-tech-programs/>

NEXT STEPS



Your account manager will follow up with you to help:

- Review current Course offerings
- Answer any questions you have about Advanced Career Training
- Analyze your local in-demand occupations and the courses/skills that map to those
- Help you serve your community better by adding these great courses to your offerings

We look forward to connecting with you about these exciting courses