



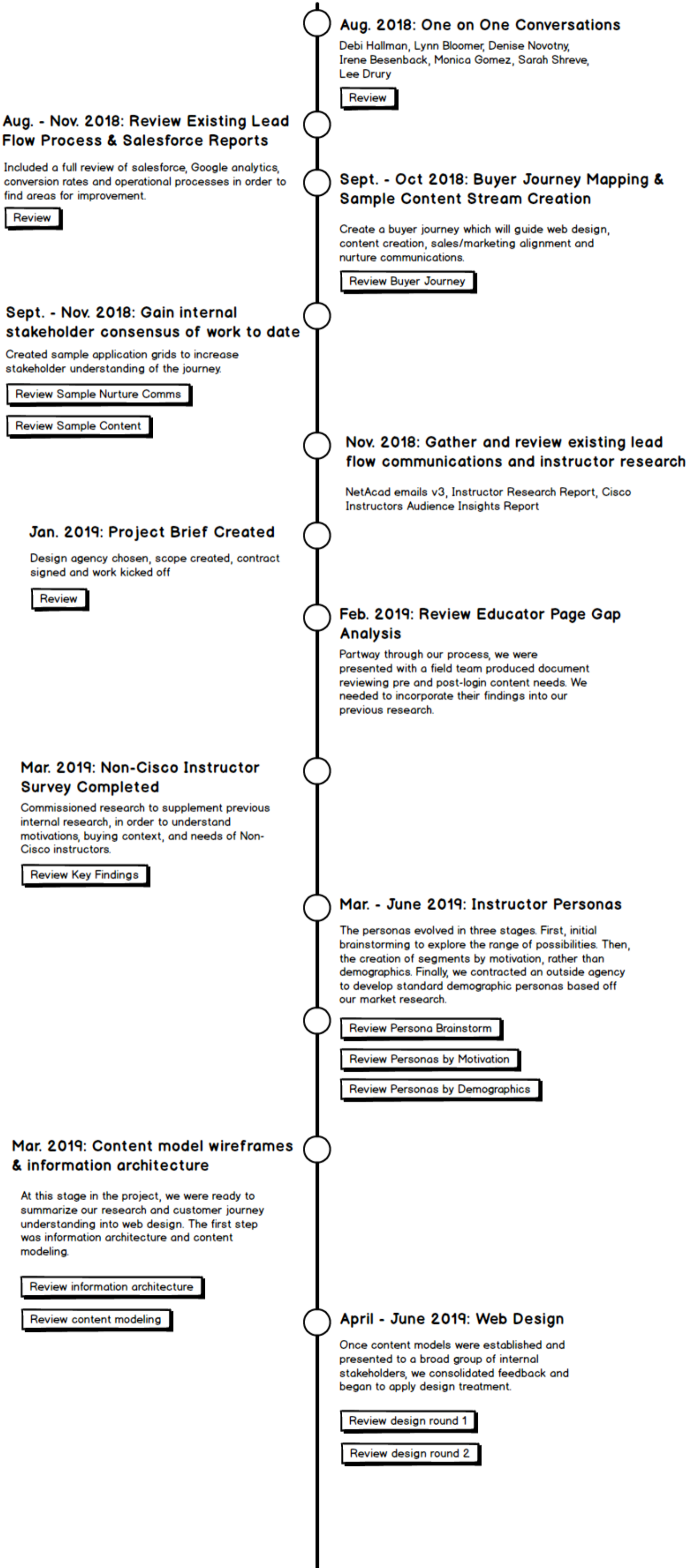
New Instructor Growth Strategy

A summary of on-going work

Derek Gillette
Last updated 06.11.19

Let's Review

Timeline of Progress



Sara

Previous role

- forward to CSR manager for the region (what was the screening criteria?)
- orientation session w/ potential customers (went from weekly, to bi-weekly, to monthly - very overwhelming with frequency or number of people on the calls)

<https://cisco.box.com/v/OrientationSessions>

- submitted become an academy form
- lead forwarded from CSR manager
- orientation
- accept membership agreement
-

trail off after membership agreement because either CSR manager didn't follow up or because it got confusing with ITC/ASC requirements

Sara - current role

very different from other CSR managers

doesn't get a ton of inbound leads, does a lot of cold calling

lead scraping manually

cold email, poor response rate

tracking all this in an excel spreadsheet

spends approx 40% of her time on this

Objections:

more focused on computer science than networking

likes teaching out of a book rather than online

older teachers, set in their ways

lead source

- heard from another instructor who is a part of the program

what would qualify a lead

how do you know who to prospect

what types of roles are you looking for

what makes someone a good fit

two needs:

- new leads
- onboarding of those who complete orientation and accept membership agreement

Lead flow:

awareness of program (referral, event/program, cold outreach, ad, organic search)

make contact with right stakeholders (lead communication management)

evaluation of option (compared to existing solution or other curriculum providers)

understanding of value of program (messaging tailored to profile)

signing of membership agreement

align to asc/itc

train instructors

buy equipment

build course into school curriculum

customizing course on the online platform

market first course

teach first course

evaluate course performance, teacher feedback, student feedback

Content needs:

- recorded webinar (for each region and language)
- automated communication built into salesforce by lead stage

Re: webinar registrations -

site at employee communities orientation even page

schedule out two months ahead and post them there

send monthly comms to the field to remind

in that post is the link. it's up to them to decide who of their customers this link gets sent to. (field needs to be reminded frequently)

reminder email went out 5 days before and we got great participation

this time, no reminder email, no one shows up

- managing the relationship between csr manager and prospect - automated emails should not get in the way
- webinar session is for people who have signed agreement, this bridges the gap between time of signature and when they align with ASC (need a webinar for people who are loosely interested)

debi hallman, lynn bloomer, denise novotny, irene besenback

8/8

- form -> salesforce
- vet the leads (looking for duplicates, students, existing academy, etc. rejected)
- status changed to "prospective new academy" OR "prospective new ASC/ITC"
- auto assigned to regional CSR manager for further vetting/approval (unknown what this process includes)
- lead status changed to "approve"
- lead comes back to Debi's team to convert the lead to "organization"
- auto generates a membership agreement which triggers an email to lead
- lead must accept membership agreement
- can then begin process of setting up academy (set up academy profile, add instructors, begin process of training instructors, align with ASC, buy equipment)

moves well, is efficient except when there is no intention of becoming an academy

- leads get stuck in "pending" status waiting for CSR manager to approve/reject
- when no follow-up happens, lead will often resubmit a form because they haven't heard anything

6,013 become an academy form submits. 16 a day.

This team does not ever find out if they begin teaching a course.

- no class activity in salesforce
- no tie in to actually teaching a course in salesforce
- instructor certifications are kept in salesforce (may not live in salesforce once 3.0 launches)

Manually extraction of data to combine with other data to make a dashboard, but nothing is actually linked. (time waste) Monica Gomez is an example of someone who pulls all this data.

aging of "converted lead" before teaching a course

checkboxes:

- assigned a teacher
- uploaded certificate
- chosen ASC
- bought equipment
- created academy profile

CDA initiative creates a flood of leads in a certain area

add field for UTM parameters on salesforce record

Monica

8/24

- 11 years at Cisco, lab coordinator at first, not related at all with new academies. Supporting 1200 people.
- helping academies to open career ready courses
- csr manager for 34 geographies now
- will find and send leads spreadsheet
- 400 academies in mexico when she started and 60% of them had never taught a course
- how many dormant academies are there now?
- she started here
- priority 2 was helping declining academies add more students

- when do you decide about curriculum? "Academic Cycle"
- ranking the level of strength of ASC relationship. She would direct academies to other ASCs if they were unhappy
- build up and design course pathways

Main Contact is usually:

Academy coordinator

Instructor of ITCs

Dean

Now she takes notes on Samsung Tablet, doesn't put anything in salesforce

No one seemed to care about any of the information she was collecting

her role is evolving to more partner development

she relies more on partners who can help with onboarding and lead prospecting (she sends them the inactive academies list)

"Welcome IT" - is one big international partner she works with / part of Inlea

"Briefing book" last one was in July

Re: new leads from Salesforce

manages new leads in outlook

sends templated email

attaches recording / now attaches Dave Free 7 min video

attaches PDF presentation of the program

once she gets some kind of response - she works to get them attached to a partner

ucbx.edu.bo (promotes our self-enroll courses and monica uses this to show new partners how easy it is to get started with NetAcad) you can get started giving benefit right away to your students, and then we can work on getting the bigger stuff in place (equipment, ASC, ITC, course pathways, etc.)

careerit sr

glitch on post-login: - orange banner on first login for academies but it doesn't do anything when you click on it. it's supposed to bounce you down the page.

recent example: barbados college

add field in salesforce showing learning activity, active students, teaching a course, etc.?

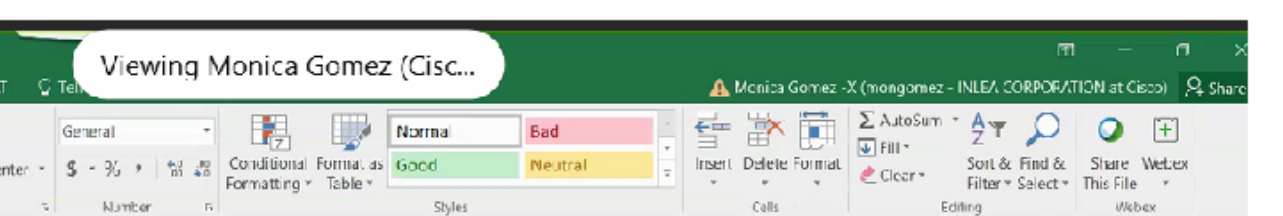
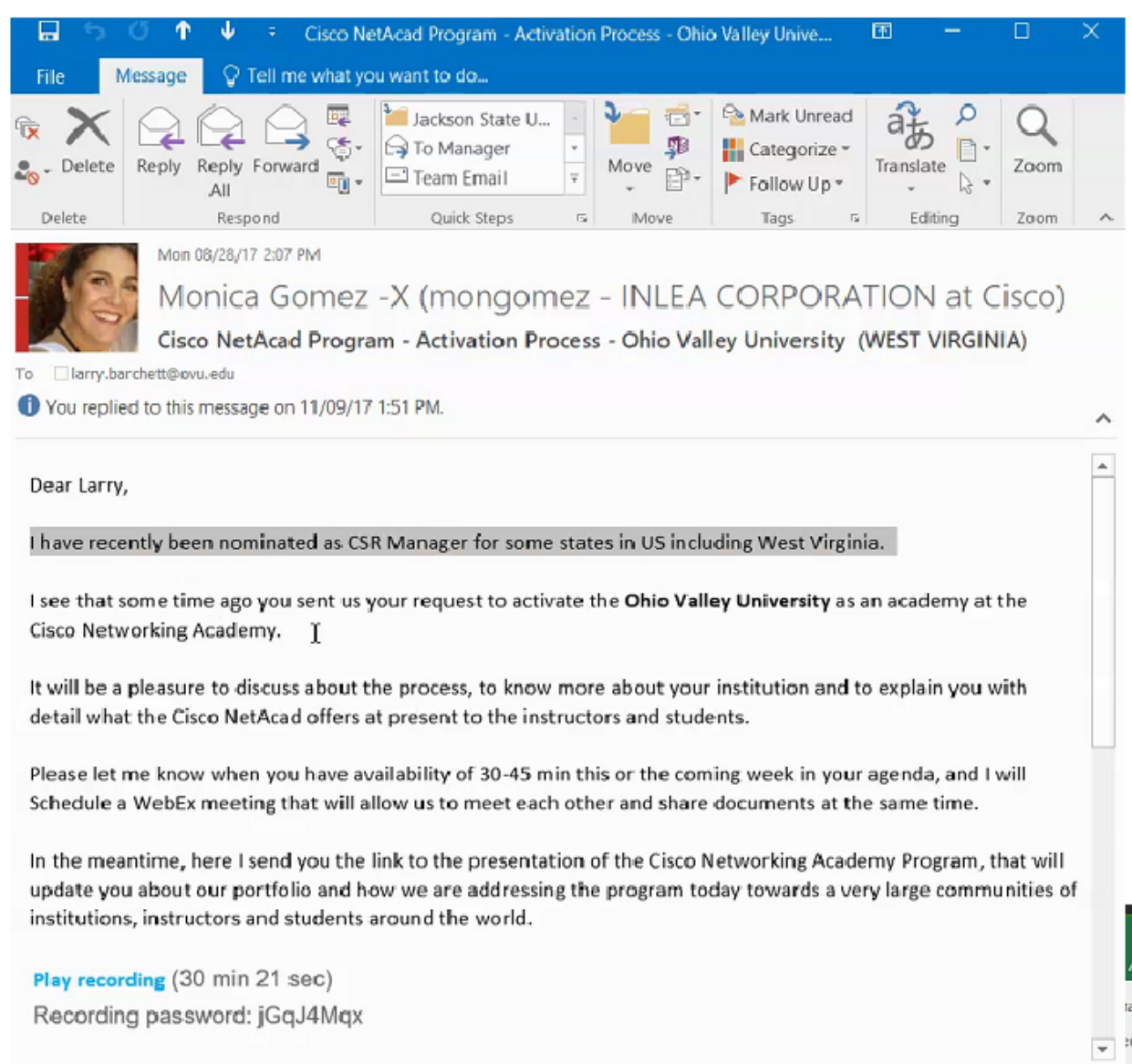
competitors: sap, oracle, huawei, samsung, apple

81 leads, 38 became academies, even fewer have any classroom activity

"do we have to pay anything?" - new academy lead

"you don't ever have to pay anything to Cisco, but, if you want to teach career ready courses, you will have to train your instructors, set up bundles of equipment" - Monica

how to quantify the support you're going to give me (partners/ASC)



Supplemental Documents:

- ASC comms
- Excel lead spreadsheet
- Sample email comms

PREMIUM

\$1,200

- Activation and tuning of Cisco Networking Academy
- Personalized access to the orientation Course upon Cisco Networking Academy
- Alignment of Cisco Networking Academy courses to your current programs
- Trusted advisory equipment acquisition
- Marketing support
- Training for instructors
- Training and technical support

BASIC

\$600

- Activation and tuning of Cisco Networking Academy
- Personalized access to the orientation Course upon Cisco Networking Academy
- Alignment of Cisco Networking Academy courses to your current programs
- Marketing support

Lead Flow Process

Next Page

Awareness of the program (referral, event/program, cold outreach, advertisement, organic search)

Lead enters SFDC one of three ways

- Become an Academy Form
Most common - ~6k in FY18
- Direct Entry of Lead into SFDC
Varies by region
- Bulk upload of many leads
Most rare

Vet the lead

Check for duplicates, students, meets basic requirements.

Currently manual process, but evolving to automated using an AI bot to do the screening.

No personal contact made with lead.

Bypasses the Vetting Process

- Qualification
- Right job title/role
 - Employed by right type of organization/institution
 - Decision maker
 - Timeline for new curriculum decision (determining urgency)
 - Ready to switch
 - Not ready to switch

Task created for GFO follow-up

Lead does not pass vetting process due to:

- Existing Active Academy
- NetAcad Contact Discrepancy

Lead does not meet requirements and is "Duplicate" or "Rejected by Ops."

Lead passed the vetting process and automatically assigned to GFO based on location

Every region operates differently in this stage of the lead management process.

It is not guaranteed that personal contact will be made with the lead. This varies by region and by lead.

Potentially some explanation is made to the lead about the program. This may be left to the ASC in some regions.

Checking to see if lead meets further requirements for acceptance into the Networking Academy program.

Lead status = Prospective New

Task created for GFO

Lead status = Rejected by GFO

Lead does not meet requirements and is rejected.

No specific reasons for rejection are shared with lead.

Opportunity to nurture certain leads based on reason of rejection.

Lead is rejected by GFO

Lead is approved by GFO

Lead is approved and converted to an organization.

Membership agreement automatically generated and emailed to lead. At this point it is possible no personal contact has been made with lead.

Email triggered to lead w/ membership agreement to sign

Lead status = approved
Lead converted to organization

Agreement not signed

Currently ___ orgs in this stage.

Opportunity to nurture organizations stuck in this stage.

Agreement signed

Legal departments sometimes need to review agreement, which delays the process.

Organization is approved as an academy but still has milestones to complete before teaching first course

Opportunity to create an "aging" process, where the time between stages or milestones is tracked.

- Align with ASC/ITC
- Train first instructor
- Create NetAcad profile
- Attend orientation webinar or take orientation course
- Buy equipment (if applicable)
- Open first course
- Add students to course

Opportunity to create a piece of instructional or motivational content for each of these milestones.

Opportunity to track each of these milestones in SFDC in order to trigger specific communications.

Opportunity to link LMS to SFDC in order to track class activity related to each organization and contact. Currently unable to see in SFDC if organization/contact are teaching a course.

Agreement signed but organization never teaches first course.

Currently ___ orgs in this stage.

Milestones completed and organization teaches first course.

Opportunity to close the loop on organization teaching first course if SFDC is linked to LMS. Not currently able to easily close the loop on the entire new academy/instructor funnel.

After first course is taught, organization will choose to teach second course or become inactive.

- Send survey to instructor and students about experience with the first course
- Share student feedback with instructor and other organization contacts
- Review instructor feedback and send personal follow-up-
- Contact organization directly if no feedback received in 14 days since course completion

Opportunity to solidify relationship and/or increase the number of courses taught by organization. Also catch early frustrations and alleviate.

Buyer Journey Mapping

Awareness

A person in our target audience is made aware of Cisco Networking Academy as a brand.

Understanding

This person can correctly categorize Cisco Networking Academy and describe what we do. Ideally, lead qualification begins to happen in this stage.

Evaluation

This person is considering Cisco Networking Academy as a solution to their need and is comparing us against other options.

Biggest Gap?

Conversion

This person is a representative of an academy and fills out an application. (marketing stops here)

Conversion officially happens once the representative has been qualified and has signed the membership agreement.

Pre-Login

Post-Login

Onboarding

Membership agreement has been signed and now the academy representatives must complete several tasks before teaching their first course. Stage is complete once tasks are completed.

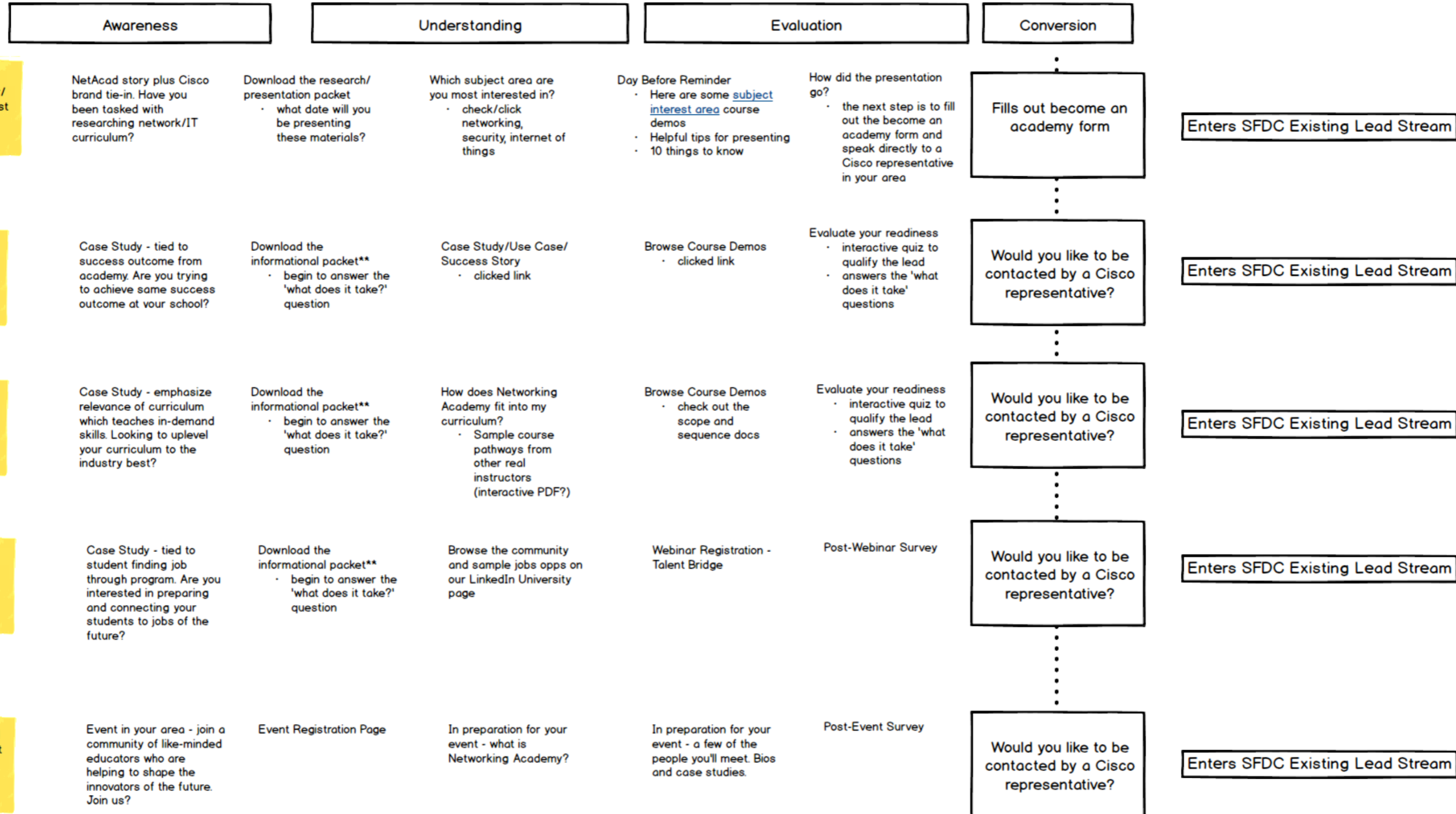
Adoption

Instructor at academy teaches at least one course. This action is tracked and recorded and aligned with their lead record. Additional actions within this stage include - more instructors trained and academy opens a second course.

Advocacy

Individual representatives at an active Academy spread word of mouth referrals on our behalf. They may also share case studies, best practices, etc.

Initial Sample of Nurture Stream Tied to Lead Stages



**Based on engagement with the 'informational packet' we could tailor or trigger specific nurture streams.

Sample Content Outline

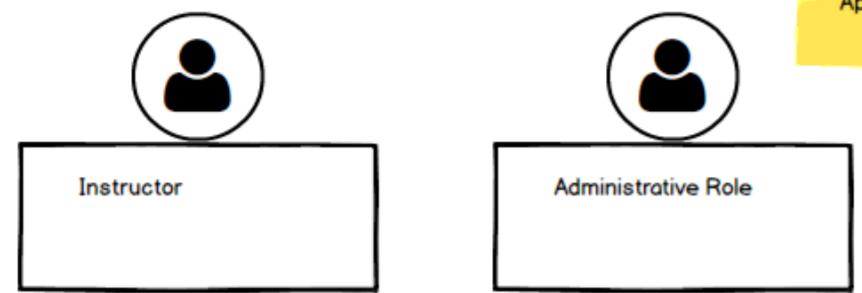
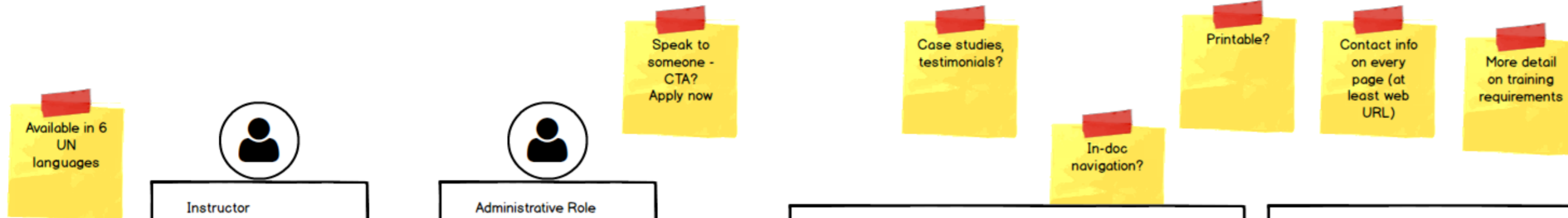


Table of Contents/Outline/Cover Page

Welcome letter (tailored to persona)

Quick start guide	Program Overview
Platform	Product (courses/curricula)
Career Connection	Professional Development
Legal Documentation	Next Steps

Table of Contents/Outline

- Welcome letter
- Quick start guide getting started checklist Administrator FAQ Instructor FAQ take assessment
- Program overview About Story Roles, Terms, Glossary
- Platform LMS overview Inside look Link to demos?
- Product (courses/curricula) Courses: By product offering product 1 curriculum overview, equipment lists, scope and sequence product 2, 3, etc. Approach to teaching: Assessments, values, ed research, instructional design
- Career connection Talent Bridge Matching Engine overview Channel partners overview Link to employment webinar LI alumni page
- Professional Development/Community?
- Legal Docs membership agreement, Ts&Cs, Policies
- Next Steps

Quick Start Guide

Overview, how to use this guide

Getting started checklist

Evaluate your readiness

Take assessment

Administrator FAQ

Instructor FAQ

Roles, terms, glossary

Program Overview

About

- succinct what
- history (why)
- geographic reach
- impact #s
- CSR structure
- free

Program benefit checklist

XX% Program Impact Stat

See how this compares to other providers

Link to legal docs

Local - find one close to you

Testimonial/Case Study

Checklist	Yes/No
Up to 25 available languages	✓
Free for most schools	✓
Online courses	✓
In-person learning	✓
CSR business structure	✓
Online IPD opportunities	✓
In-Person IPD opportunities	✓
Free use of Cisco brand logo images and marketing resources	✓
Alumni employment support	✓
Aligns to industry certifications	✓
Curricula includes soft-skills training	✓
Simulator software provided free	✓
Instructor resources are provided (ppts labs guides etc.)	✓

Platform

LMS Overview

- digitally delivered
- always current
- always accessible

Technical specs

XX% # of student/classroom stat

Support team

Online & In-person learning

Product

Overview

- instructor training
- relevant
- free
- shared resources
- how to determine what to teach
- how to integrate

Networking Security IoT

Curriculum development process

XX% # of revisions stat

Assessments

Approach to teaching: values, ed standards, instructional design

How to become a teacher

Product 1 (i.e. Networking)

Description

Certification?

Specific course offerings

- languages offered

Scope and sequence

Equipment lists

Course Demo

Product 2 (i.e. Security)

Description

Certification?

Specific course offerings

- languages offered

Scope and sequence

Equipment lists

Course Demo

Product 3 (i.e. IoT)

Description

Certification?

Specific course offerings

- languages offered

Scope and sequence

Equipment lists

Course Demo

Career Connection

Career Services Overview

Talent Bridge Matching Engine

XX% Student Outcome Stat

Employment Webinar link

LI Alumni Page

Professional Development/Community

Overview

- community size
- events
- training/support
- shared resources/best practices

ASC/ITC benefit maybe?

XX% IPD or Community Size Stat

Course Demo

Online & In-person learning

Legal Docs

Overview

Membership Agreement

Terms & Conditions

Membership Guide

??

??

Next Steps

Overview

- also contact info

Attend webinar

Watch Now

Browse Course Demo

Explore

Evaluate your readiness

Take assessment

Talk to Someone

Get in Touch

Redesign of the NetAcad Educators Page 1.23.19, updated 2.21.19

Summary: In order to better represent our program to prospective educators and administrators as well as to support upcoming demand generation efforts, we will be redesigning the Educators page on Netacad.com.

Primary Audience Segments:

- Educator prospects who are interested in learning more, applying to the program, gathering info to share, checking out the course content.
 - o Main traffic sources: Field sales teams who are in the sale process with these prospects, word of mouth referrals, Cisco and Cisco CSR pages and/or brand campaigns, organic search, post-event
- Educator prospects who are in our under-represented demographics: younger (30-44) and female (only ~20% represented currently)
- Education Administrators and/or assistants/project managers doing research on behalf of an administrator

Strategic Objectives:

- Clearly and succinctly tell the NetAcad story and show the impact we've had on other educators, schools, students, communities, districts, etc. Use design rather than words as much as possible.
- Fully understand what it takes to begin teaching NetAcad courses at each level (i.e...training, equipment, cost, application, software set-up, etc.)
- Speak directly to decision makers in at least one section, rather than only to educators. Make researching the program from an administrative level easy.
- Make it easy for educators and administrators to visualize how these courses and the NetAcad ecosystem could be integrated into their school's program
- Support a digital approach to growing new educators. (there is not a great lead nurturing process and so we want the website to play a larger role in the decision making process)
- Create a space for a nurture/consideration level call-to-action which provides an easier commitment level than "Apply Now"
- Make the program/page more shareable

Symbolism:

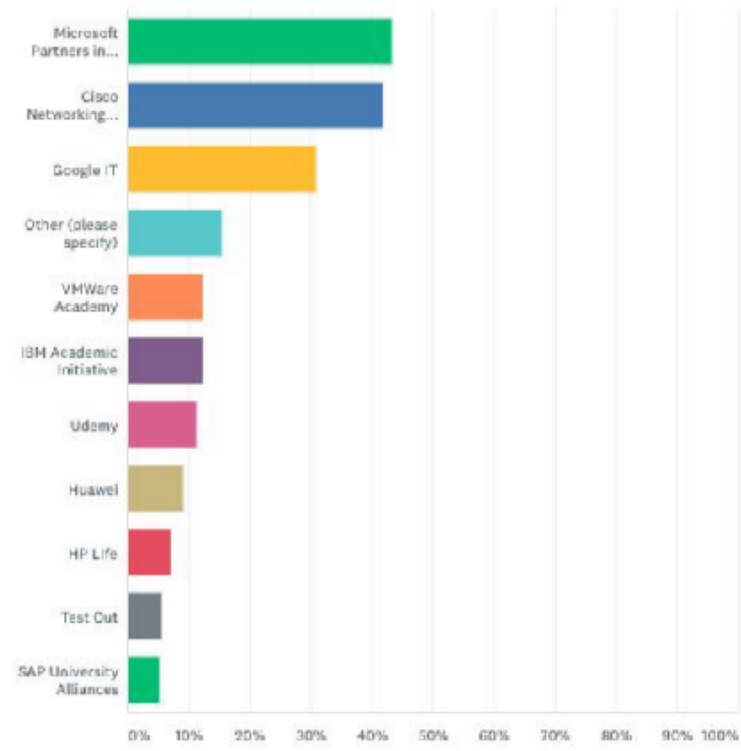
- Rubik's cube – all the essential pieces of an effective education system (inspiring students, preparing them and then connecting them to real world jobs) can feel like a complex puzzle to be put together. You know what the pieces are, but you don't know how to get them all into place. Alignment with Networking Academy helps you put the pieces together:
 - o Teacher training and access to professional development opportunities, both in-person and online
 - o Relevant curriculum which teaches in demand skills students need to know, in a way that inspires them to learn (curriculum designed for any age level, starting in middle school. middle school thru university level.)
 - o Aligns to industry recognized certifications
 - o Mix of online, in classroom and hands-on learning environments (support for hands-on classroom learning and existing partnerships with over 10k schools)
 - o Career resources, including real world job opportunities with over 55,000 channel partners (private job board, career resources & access to employment with our channel partners)
 - o global community, represented by students and educators in over 190 countries
 - o Shared resources and best practices
 - o Partnership with a leading technology brand (to assist in student enrollment efforts, add credibility to their program and differentiate their school. access to our brand library and promotional assets to grow student enrollment.)

Content Assets (In Progress):

- Course demos (developed)
- Course Scope & Sequence PDF (developed)
- Overview video of the learning experience (2:28 length) (developed)
- Real life instructor testimonial videos, explainer videos (not developed)
- Interactive content, filtering people into relevant sections of info or to next steps (not developed)

What networking/technology curriculum do you use? (Check all that apply)

Answered: 194 Skipped: 676

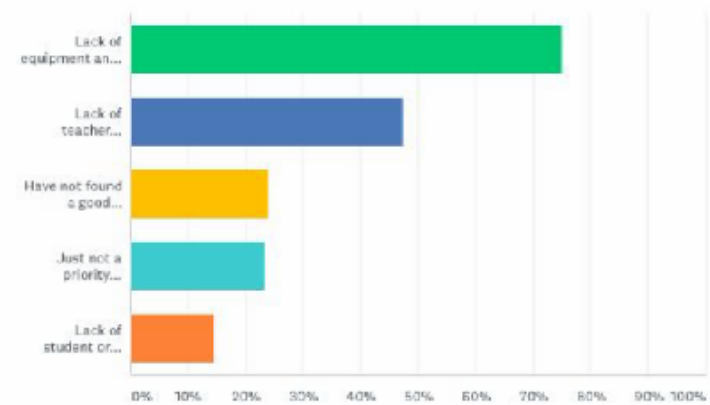


ANSWER CHOICES	RESPONSES
Microsoft Partners in Learning	43.30% 84
Cisco Networking Academy	41.75% 81
Google IT	30.93% 60
Other (please specify)	Responses 15.48% 30
VMWare Academy	12.37% 24
IBM Academic Initiative	12.37% 24
Udemy	11.34% 22
Huawei	9.28% 18
HP Life	7.22% 14
Test Out	5.67% 11
SAP University Alliances	5.15% 10
Total Respondents: 194	

Of those who said they do not have a networking/technology curriculum in place, 75.18% said it was because of a lack of equipment and resources. A further 47.45% said it was lack of teacher training.

What are the primary reasons you don't currently have a networking/technology curriculum in place? (Check all that apply)

Answered: 137 Skipped: 733

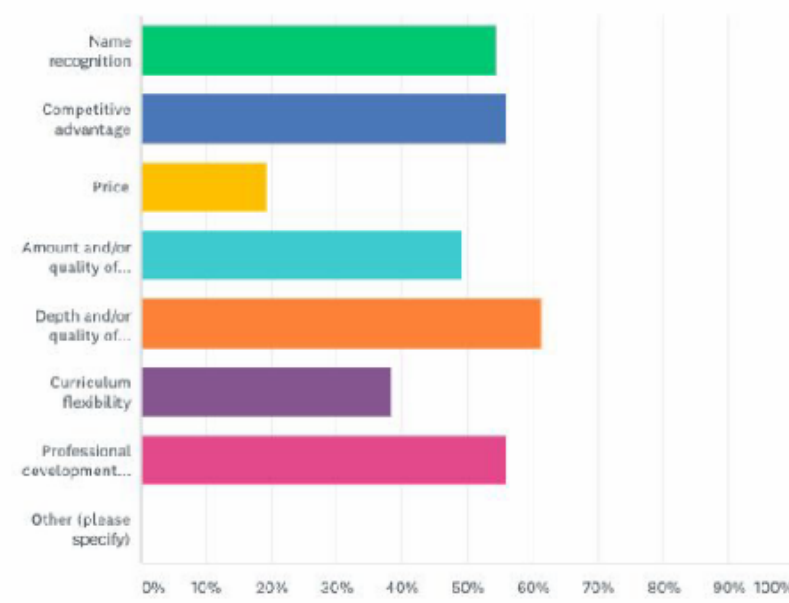


ANSWER CHOICES	RESPONSES
Lack of equipment and resources	75.18% 103
Lack of teacher training for this type of curriculum	47.45% 65
Have not found a good curriculum provider yet	24.09% 33
Just not a priority compared to other initiatives	23.36% 32
Lack of student or parent interest	14.60% 20
Total Respondents: 137	

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Why has Cisco Networking Academy come under consideration? (Check all that apply)

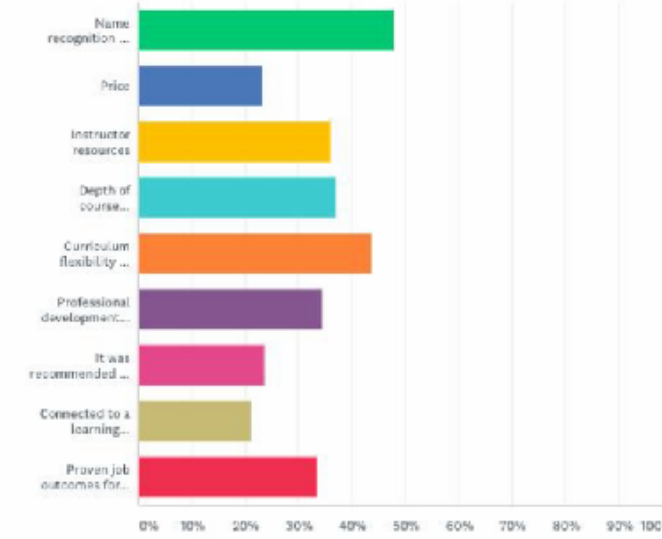
Answered: 57 Skipped: 813



ANSWER CHOICES	RESPONSES
Name recognition	54.39% 31
Competitive advantage	56.14% 32
Price	19.30% 11
Amount and/or quality of resources provided	49.12% 28
Depth and/or quality of course material	61.40% 35
Curriculum flexibility	38.00% 22
Professional development opportunities for instructors	56.14% 33
Other (please specify)	Responses 0.00% 0
Total Respondents: 57	

Why did you choose this provider? Select your top three reasons in no particular order.

Answered: 194 Skipped: 676

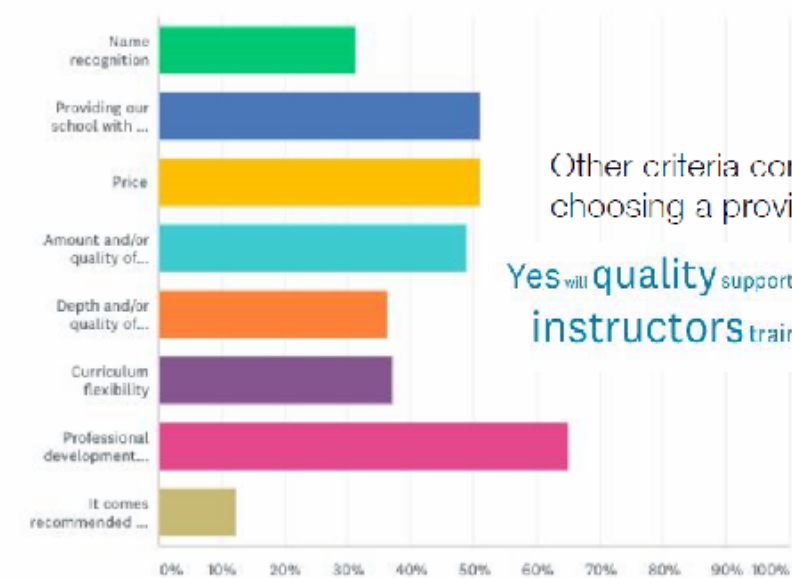


ANSWER CHOICES	RESPONSES
Name recognition / brand	47.94% 93
Price	33.50% 65
Instructor resources	35.05% 70
Depth of course materials	37.11% 72
Curriculum flexibility (if fit with our existing curriculum ideally)	43.81% 85
Professional development opportunities for instructors	34.54% 67
It was recommended to me by someone I trust	23.71% 46
Connected to a learning pathway with another local institution	21.13% 41
Proven job outcomes for students	33.51% 65
Total Respondents: 194	

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ces. A

What criteria would be most important to you when choosing a provider? Select your top three choices in no particular order.

Answered: 137 Skipped: 733



Other criteria considered when choosing a provider:
Yes will quality support students used none provider
instructors training curriculum provide availability

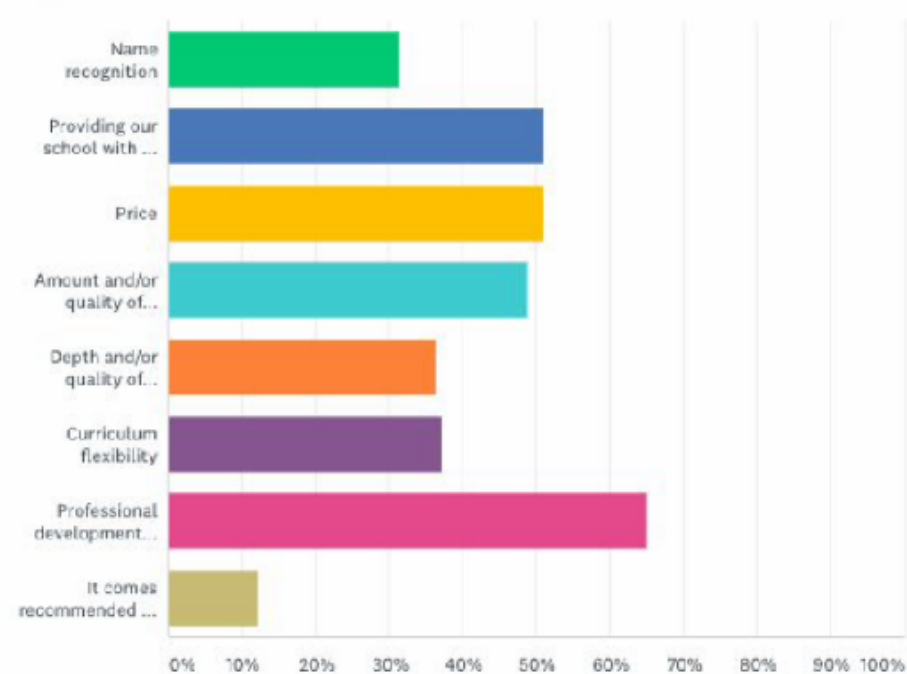
ANSWER CHOICES	RESPONSES
Name recognition	31.39% 43
Providing our school with a competitive advantage	51.09% 70
Price	51.09% 70
Amount and/or quality of resources provided	48.91% 67
Depth and/or quality of course material	35.50% 50
Curriculum flexibility	37.23% 51
Professional development opportunities for instructors	64.96% 89
It comes recommended by someone I trust	12.41% 17
Total Respondents: 137	

When asked how interested they'd be in bringing a networking/technology curriculum to their institutions, respondents rated their interest level 77/100.

They indicated the factors most important to them in choosing a provider would be professional development opportunities for instructors (64.96%), providing the school with a competitive advantage (51.09%) and price (51.09%).

What criteria would be most important to you when choosing a provider? Select your top three choices in no particular order.

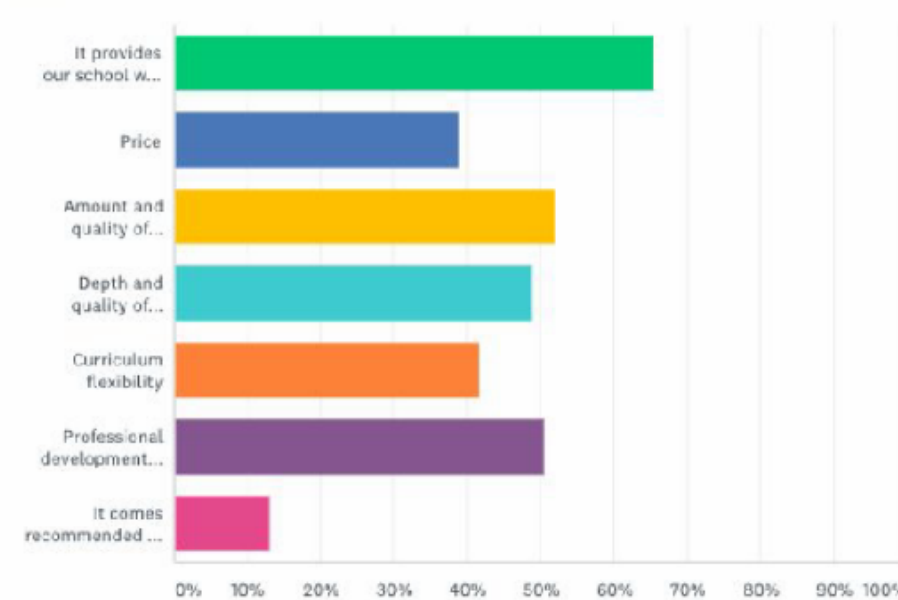
Answered: 137 Skipped: 733



ANSWER CHOICES	RESPONSES
Name recognition	31.39% 43
Providing our school with a competitive advantage	51.09% 70
Price	51.09% 70
Amount and/or quality of resources provided	48.91% 67
Depth and/or quality of course material	35.50% 50
Curriculum flexibility	37.23% 51
Professional development opportunities for instructors	64.96% 89
It comes recommended by someone I trust	12.41% 17
Total Respondents: 137	

What is most important for you and your school when choosing a new course provider? Select your top three choices.




Answered: 298 Skipped: 572






ANSWER CHOICES	RESPONSES
It provides our school with a competitive advantage	65.44% 195
Price	38.93% 116
Amount and quality of resources provided	52.01% 155
Depth and quality of course material	48.99% 146
Curriculum flexibility	41.61% 124
Professional development opportunities for instructors	50.67% 151
It comes recommended by someone I trust	13.09% 39
Total Respondents: 298	

Persona Brainstorming




By Status




 Non-Cisco Instructor Non-Cisco Academy	 Non-Cisco Instructor Yes-Cisco Academy	 Yes-Cisco Instructor Yes-Cisco Academy
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 Professional Development / Teacher Support	 Free & Great Content/ Curriculum <div style="border: 1px solid black; padding: 2px; width: fit-content; margin: 5px auto;">Student Outcomes</div>	 Brand Recognition <div style="border: 1px solid black; padding: 2px; width: fit-content; margin: 5px auto;">Enrollment</div>
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By Benefit Motivation




By Ed Level




 Middle School	 High School	 College / University
--	---	---

 Teaches competitor curriculum	 No IT/Networking curriculum in place	 Teaches partial Cisco catalog
---	--	---

By Current Solution

By Role




 Educator of IT/ Networking Courses	 Committee Member for Curriculum Decisions	 Administrator
--	--	--

 In CDA country	 w/in 50 mi of existing academy	 Non-Cisco instructor at existing academy
---	--	--

By Location

- Is an active teacher/educator OR
- Is in an administrative role at an educational institution OR
- Is an influencer of curriculum decisions on a board, committee, etc.

- Currently teaches IT/Networking/STEM/
Security/IoT/Programming courses OR
- Has a background in IT/Networking/
STEM/Security/IoT/Programming OR
- Has related certifications

 Instructor - competitor curriculum	 Instructor - No IT/ Networking/IoT/ Cybersecurity curriculum in place	 Administrative Role
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Personas by Motivations

Multiple Data Sources Combined →

MDR Teachers as Consumers 2017	Research Gate - What motivated you to be a teacher?
Internal Instructor Research	Chronicle Vitae - I used to be a good teacher
plus	
Market Research Study we Commissioned	Inside Higher Ed - Study exploring teacher motivations

Networking
CISCO Academy

Our primary audience consists of two job functions: the instructor and the administrator. Individuals in both of these roles would self-identify as an educator. Job titles, however, vary greatly.

And while these educators share many characteristics, we see three segments in the industry. View these segments less as buckets, and more as a spectrum, each educator falling within a range on the scale.

<h3>Established & Experienced</h3> <p>CORE THOUGHTS & BELIEFS</p> <ul style="list-style-type: none"> I believe in what I'm familiar with because I know it works I stick with what I know and have always done I love sharing my knowledge with others <p>DESIRES & WANTS</p> <ul style="list-style-type: none"> The pride of my vision as a teacher Shared passion, want others to be passionate as you are The sense of belonging, I'm a teacher Validation of my own skills/knowledge <p>FRUSTRATIONS & WORRIES</p> <ul style="list-style-type: none"> A lot of effort to learn something new Prof. development - uncompartekled time I used to believe teaching was a calling? Now...? 	<h3>Only the Best</h3> <p>CORE THOUGHTS & BELIEFS</p> <ul style="list-style-type: none"> I believe we need to constantly improve How to keep my low skills sharp? Technologies keep changing what is a teacher? How constantly improving and growing as a teacher? <p>DESIRES & WANTS</p> <ul style="list-style-type: none"> Connect with other teachers that allow to look into all factor my skills Recognized to experience my own outcomes Take out of box, but doesn't hurt Effective assessment better ways to measure success <p>FRUSTRATIONS & WORRIES</p> <ul style="list-style-type: none"> How the time to work now instead of work to create or prepare new lesson plans Having to no longer I cannot be growing state College we are for better, they don't push me to do better 	<h3>Innovative Activist</h3> <p>CORE THOUGHTS & BELIEFS</p> <ul style="list-style-type: none"> I believe teaching is fundamentally important to society Living lives humanitarian mission Motivated by untapped potential I love improving lives and society one student at a time <p>DESIRES & WANTS</p> <ul style="list-style-type: none"> A sense of purpose at the end of the day Inspire the non-participating, diverse student may eventually get passed by I piece things together for best outcome Be a Dr. to give people life again <p>FRUSTRATIONS & WORRIES</p> <ul style="list-style-type: none"> Frustrated at the system but not the students Unable to tailor course content to specific students' need The education system needs to be transformed Colleagues are stuck in status quo
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<p>We all crave...</p> <ul style="list-style-type: none"> The support of a community of peers Conversations with colleagues, shared ideas, best practices and collaborative problem solving Autonomy. I have the freedom to teach what/how I feel is best 	<p>We all worry about...</p> <ul style="list-style-type: none"> The politics of switching and the feeling of teaching in a vacuum. How the courses fit together to create a foundation and a path and the sequence of skills being developed. Being equipped so I can feel competent and confident enough to teach well.
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Personas by Demographics



Caitlin
Persona 1
High School Teacher
(Networking/Tech)



Ali
Persona 2
High School Teacher
(Networking/Tech)



Maria
Persona 3
High School Principal



Shin
Persona 4
University Instructor
(Networking/Tech)



Peter
Persona 5
University Instructor
(Cisco Networking
Academy Instructor)



David
Persona 6
University Dean
(Computer Science)

Persona 4



Name **Shin**

Age 25-40

Highest Level of Education
Master's degree

Preferred Platforms
f t in

Job Title
University/Post-Secondary
Instructor / Professor

Reports to
Dean (semi-decision maker)

Networking
CISCO Academy

Story
Shin works as a networking/technology lecturer at a local university. Having worked in the networking field himself, he knows how valuable these skills are, and aims to open up career paths and opportunities to his students. He has autonomy over his own course material, though he has to operate within his department's budget and resource/equipment constraints.

Value Proposition
Got bring quality, flexible courses to your curriculum that help students gain the real world job skills.

How they gain information

- Online search
- In-person events
- Social media

44% of instructors found their current curriculum provider via online search. 24% found theirs on social media.

Goals or Objectives

- Help students get jobs after university and realize their potential
- Raise the profile and reputation of the university

Core Thoughts & Beliefs

- I believe name recognition and reputation is important, for my university and my students' future prospects*
- I believe in the power of technology to achieve career success
- I see value in third party providers**

*49% of instructors listed name recognition as a reason for choosing their current provider.
**76% of instructors said they find value in working with third party providers for the school's curriculum

Quote
"I want to bring in innovative solutions that help my students learn, but more importantly, open up job opportunities for them."

How and when are decisions made
Curriculum decisions are made annually by committee or individual instructor.

Networking
CISCO Academy

Persona 4

Needs

- Curriculum flexibility
- Quality, deep curriculum for students
- Competitive advantage for school

67% of instructors listed curriculum flexibility, depth and quality of course material, and competitive advantage among their most important factors when choosing a provider.

Desires and Wants

- Professional development for staff*
- Job opportunities for students
- Resources and support**

*49% listed "professional development opportunities for instructors" as a top reason for choosing their current provider, and 50% listed it as a top decision factor when looking for new providers. 65% also listed it among the things they like most about working with third parties.
**71% of instructors said they enjoy working with third parties because of the amount of resources available. Of those who don't enjoy working with third parties, 50% said it was because of the instructor support and professional development.

Biggest Challenges

- Lack of equipment
- Lack of support and resources for teachers*
- Limited budget

*66% of instructors listed lack of support and resources as a top pain point when integrating a new third party curriculum.

Content Preferences

- Video and testimonial content
- TED Talks, intellectual content
- Articles

Preferred Method of Communication

- Email

*84% of instructors prefer to receive information about new curriculum and available resources by email

Current curriculum provider
Shin has Cisco Networking Academy courses at his university, but also uses material from Microsoft Partners in Learning and Google IT.

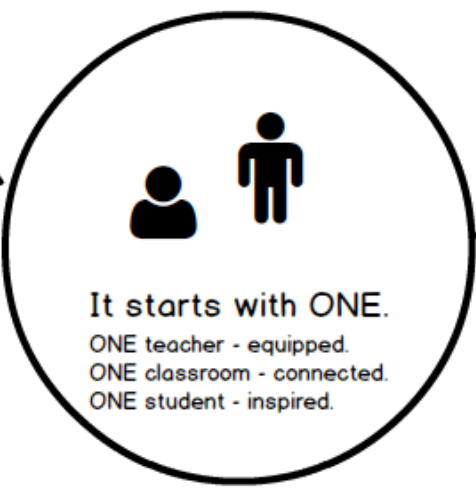
Shin is mostly satisfied with these providers, especially the way they help students gain job ready skills, and the flexibility of the curricula.*

He is unsatisfied with the professional development opportunities for himself provided by these groups, and isn't always happy with the resources provided.

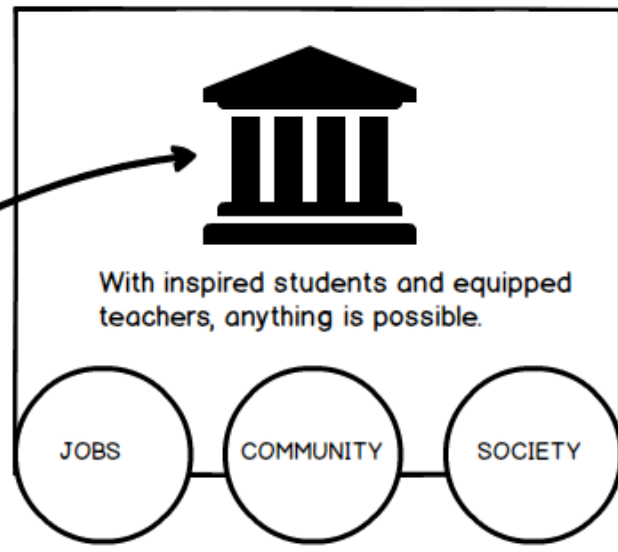
100% of post-secondary instructors surveyed said they have a curriculum in place. Of those, 49% listed Microsoft's Partners in Learning, 49% listed Cisco Networking Academy and 40% listed Google IT, giving a 74/100 satisfaction rating. Cisco instructors rated their curriculum as 80/100.

*46% of instructors surveyed scored their current provider 5 (on a scale of 1-5) on the criterion "helps students gain job-ready skills"

Where does HOPE begin? And how do we CREATE it?



Could we begin the page with something inspirational like this before we dive into all the nuts & bolts? Speak to the emotional side of why teachers get into teaching in the first place - to change lives, one at a time.



Technology solving the world's toughest problems. Breaking down barriers to opportunity. Reversing generational and cultural trends. Inspiring possibility where previously there was none.

But while it starts with ONE, we can't do it alone.

Join a Community

audacious enough to... Of global problem solvers, hope makers, who still believe education is the pathway to possibility.

Program overview: inspiring students, preparing them and then connecting them to real world jobs

Video 1

Benefit Area 1: teacher training, professional development, shared resources & best practices

Benefit Area 2: Relevant, free & inspiring curriculum for wide age range

Benefit Area 3: Aligns to industry recognized certs

Benefit Area 4: Mix of online & hands-on classroom learning. In over 10k classrooms.

Benefit Area 5: Career resources, including private job board for alumni

Benefit Area 6: Increase reach & enrollment by joining a global community and partnering with a leading tech brand.

6 Sides to a Rubik's cube - could these be used to segment the page, rather than by audience?

Optional CTA for each benefit area - to feed into nurture stream

Similar to homepage category icons. Use icon links to direct into specific benefit area which could be linked further down on same page or take to a new page.

Benefit Area 1 Benefit Area 2 Benefit Area 3 Benefit Area 4 Benefit Area 5 Benefit Area 6

Professional Development, including annual regional events. Access to quality content and a community to share ideas with. Align with Cisco Brand recognition to grow awareness of your program.

Top of funnel nurture email collect

Download Informational Packet

Download Informational Packet

Name

Work Email

Organization Name

Role

Do we need a country or language option?

Hear directly from an educator

Testimonial Video

Infographic of Impact

What should these be?

Video 2

Video 3

- Align with ASC/ITC
- Train first instructor
- Create NetAcad profile
- Take orientation course
- Buy equipment (if applicable)
- Open first course
- Add students to course

Steps 3,4,5 typically cost money. This is not always clear to academies who think that NetAcad is a completely free program.

Visualization of what it takes to get started

- 1 Apply
- 2 Sign membership agreement
- 3 Align with ASC (partner)
- 4 Train instructors*
- 5 Purchase equipment*
- 6 Open first course and add students

*required for intermediate and advanced level courses

Evaluate your readiness

Researcher's guide - perfect for administrators who are reviewing the program

Case Study of Impact

Presentation Download

Infographic of Impact

Interactive Content - filtering them to benefit area most interested in

How we fit it together - one school's story of how they use the curriculum

Talk to someone near you

Send this page to a colleague

Course Demos

Course Demos

Course Demos

Course Demos

Course Demos

Course Demos

Course Demos

Course Demos

Apply to join program

10 Demos, each with at least one PDF document link

List of resource links, i.e. membership guide

List of resource links, i.e. membership guide

List of resource links, i.e. membership guide

How to support multiple languages? How to make these easily findable, sharable? Also easy to understand what they are each for without someone walking you through them?

Browse Course Demos and Scope and Sequence Docs

Review membership agreement and legal documentation

Compare courses and curriculum to other providers

Three content boxes which link to the "evaluation" page in the site.

Educators Pages: Overview

Awareness page

Hero section with video player and text: "Where do you hope for the future begin?"

Program Overview section with a play button icon.

Networking Academy Benefits section with multiple headers (HEADER 1-5) and statistics: 31 courses, 1,700 schools, 80%.

Content

Hero: Inspirational, speaks to the larger purpose of teaching

Sticky nav?

Program overview + video

Benefit 1

Benefit 2

Benefit 3

Benefit 4

Benefit 5

Benefit 6

Evaluation page

Hero section with video player and text: "So, what's next?"

Progress indicator: "What It Takes to Get Started" (1-6).

Compare Programs table:

Student Experience	Non-Traditional	Other School
Access to international curriculum	⊖	⊕
Access to professional certifications	⊖	⊕
Deliver as in-classroom instruction	⊖	⊕

Teacher Experience table:

Teacher Experience	Non-Traditional	Other School
Teacher training & professional dev	⊖	⊕
Access to shared resources	⊖	⊕
Access to industry best practices	⊖	⊕

Course Demos grid with 10 items.

Content

Hero: Intro + program overview + video (in case people land here)

Sticky nav

What it takes to get started

Evaluate your readiness (interactive assessment)

Compare courses section

Course demos x 10

Hero section: "What to know about..."

Impact infographic and text testimonial section.

Researcher's Guide (guide for administrators) section.

Testimonials x 2 section.

Share this page section.

3 x CTAs to Eval page: Course demos, Membership info, compare courses.

Information packet download

Impact infographic+ video and text testimonial

Researcher's Guide (guide for administrators)

Testimonials x 2

Share this page

3 x CTAs to Eval page: Course demos, Membership info, compare courses

Hero section: "Everything You Need to Push Non-Traditional"

Membership & Policies Docs section.

Membership Resources section with a grid of 6 items.

Share this page section.

Information packet download

Talk to someone

Membership & legal docs

Apply CTA

Resource overview: Case studies, eBooks, FAQs, infographics

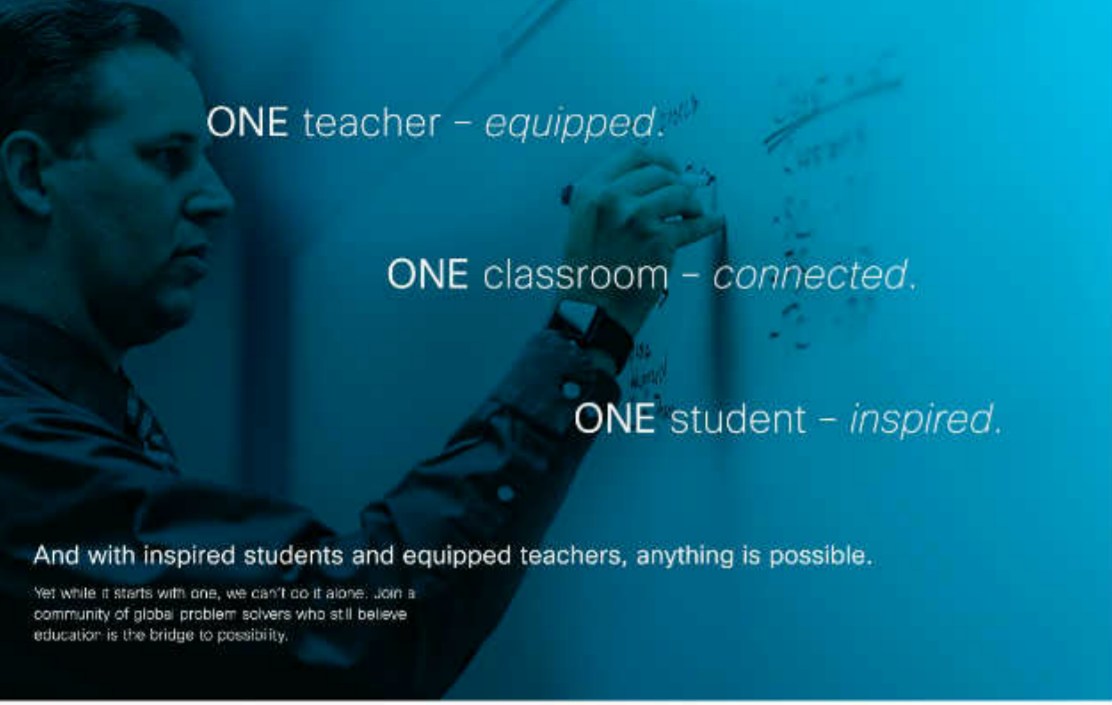
Share this page

Design Wireframes r1

Next Page



Program Overview Information Package Case Studies Apply Now?



And with inspired students and equipped teachers, anything is possible.

A global community of like-minded educators

Cisco Networking Academy is a Corporate Social Responsibility education program present in classrooms in 190+ countries, taught by 24,000+ instructors, and taken by 9M+ students. Free to join, implement a program with proven outcomes and become part of a globally supported community where you can connect with other teachers who will better your skills and help you improve as an educator.

180+ Education entities

Curriculum is licensed free to educators

Curriculum built for the classroom, powered by the cloud

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Aligning to industry recognized certifications

91% of students obtained a job or educational opportunity

Prepare your students for careers by teaching curriculum which aligns to certification exams. From Cisco, to Linux, C++, and more, showcasing industry recognized certifications on a resume is one of the best ways for students to stand out. Want something a little more custom? Instructors can also design their own path - placing Networking Academy content together for the best outcome.

85% said the program helped them broaden their career.

Backed up by training, support and professional development opportunities

Join the program and gain access to both in-person and online professional development opportunities. Our digital communities facilitate conversations with colleagues, shared ideas, best practices and collaborative problem solving. Academy and instructor training partners are also available to walk you through each step of the process. You'll have the support you need.

Opening up exclusive career opportunities and resources for your alumni

1.7M students found jobs between FY05-FY19

As a forward-thinking educator, you understand it's not enough to provide students with a degree or certification. Demonstrate true proof of student outcomes and validation of their skills by connecting them with a job. Networking Academy schools and students gain access to career resources, including a private job board for alumni only. We'll get them hired. It better your skills and help you improve as an educator.

Leverage the Cisco brand to grow enrollment in your technical programs

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You'll be given unrestricted access to our brand and promotional library. Your school will be featured on our website where students search for an academy near them. In your local community, you'll be recognized as an institution which prepares students for real-world jobs, giving them hope for a future with unlimited possibilities.

Since 1997, Cisco Networking Academy has been working toward a single goal: fostering the technical and entrepreneurial skills that people, educators, and companies need to change the world for the better. Join the program for free and gain access to over 30 courses in up to 25 languages covering introductory to advanced concepts, including networking, cybersecurity, IoT, digital literacy and entrepreneurship. Courses are competency-based and kept current and consistent over time. The breadth, quality and access of courses ensure every student - no matter of their race, ethnicity or accessibility needs - can participate.

Read the Stories

Ready to review the specifics?

Download the "All-in-one-place" information packet which contains everything you need to make a decision, including a getting started checklist, course overviews, equipment lists, legal documentation and more.

Are you an administrator or school leader? See all topics and courses

Are you an instructor? See all topics and courses

Read how these schools did it

"Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla nec porta odio. Cras semper rhoncus du sit amet maximus. Pellentesque tempor, nisi eu portitor pharetra, lectus risus suscipit ngula, eger convalis magna tortor ut ligula."

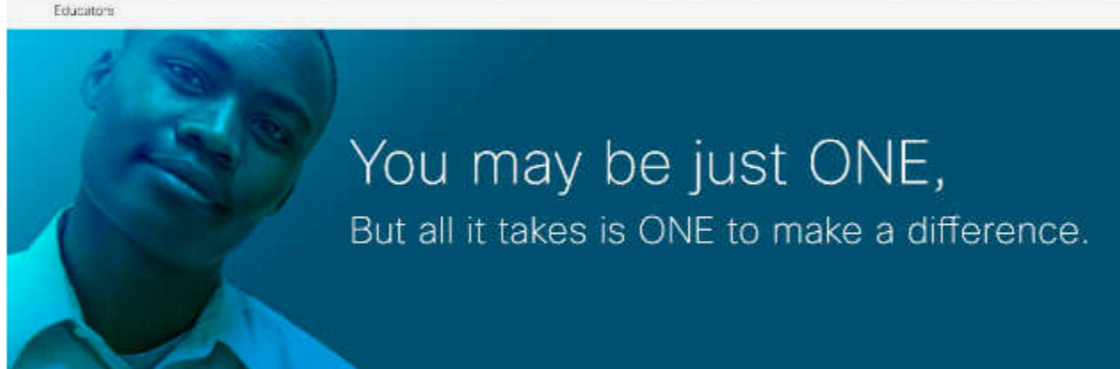
First Last, Title, Institution

Answers to Common Questions

Course demos: Can I browse course demos and scope and sequence documents? Explore Now

Membership Info: Can I review the membership agreement and legal documents? Review Now

Compare Courses: How does Networking Academy compare to other curriculum providers? Compare Now



Program Overview Information Package Case Studies Apply Now?



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190+ countries 24K+ instructors 9M+ students

CURRICULUM built for the classroom, powered by the cloud

Modern learning demands flexibility and depth. Networking Academy courses are made easily accessible through our custom cloud based education platform, allowing students to access them online, schedule the option to offer them self-paced, instructors to digitally manage activities & assessments in one place, and course content to stay always current.

ALIGNING to industry recognized certifications

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Backed up by training, support and professional development OPPORTUNITIES

97.2% of educators report that their involvement with Cisco Networking Academy improved their teaching and professional growth. 85.2% said the program helped them broaden their career.

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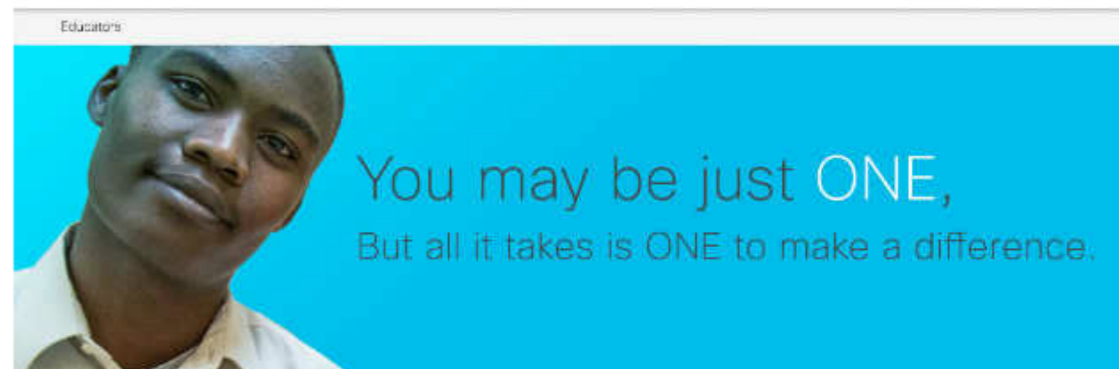
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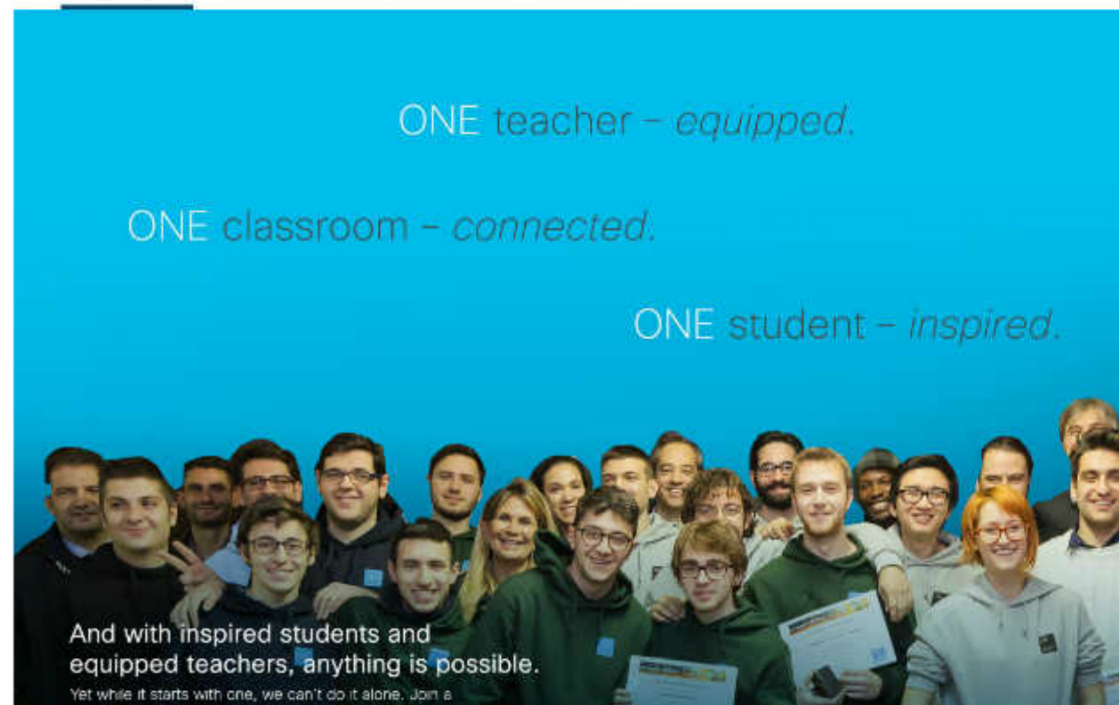
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Network Academy Courses - Careers - About Us

Search | English | Log In

Educators

In support of educators worldwide

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Join the community and use our free curriculum to inspire, motivate and empower a generation. You'll be giving your students with a global network of hiring managers, mentors, advocates and other students excited to be learning in-demand skills.

[Apply Now.](#)

[Compare Program](#) | [Course Demos](#) | [Program Documents](#) | [Apply Now](#)

What it takes to get started

- Choose your courses**
Select courses to create a [learning pathway](#) ideal for your school. Some courses are available online self-paced while others require a classroom, trained instructor and lab equipment.
- Get buy-in**
Whether you're an administrator or individual instructor, you'll need the buy-in of others at the institution to make this program successful. Use the [pitch deck](#) to help guide conversations.
- Apply and sign**
Use this [form](#) to apply to join the Networking Academy program. Qualified schools will be sent a [membership agreement](#) to sign.
- Train instructors**
Depending on the courses you choose, you may need to connect with one of our support partners (ASC's), or one of our training partners (ITC's). (some text to explain partners and why they should search for one) You can search for the nearest ASC/ITC [here](#).
- Purchase equipment**
Likewise, depending on course, you may need to [purchase equipment](#). Your ASC partner can also help you with this.
- Open first course and add students**
Now comes the fun part. Open your first course and watch it fill with students ready to learn the skills which will set them on the path to possibility.

[Read more about what it takes to get started with Networking Academy](#)

Evaluate your readiness [Take the assessment](#) | Or, talk with us directly about the program [Contact Us](#)

Compare Programs

	Cisco	Huawei	Google	Udemy	TestOUT	Microsoft
Basic Program Details & Costs						
Business Structure	●	○	○	○	○	○
Available languages	●	○	○	○	○	○
Instructor Training and Resources						
Instructor resources are provided (opts, labs, guides, etc.)	●	○	○	○	○	○
Cost for instructor training	●	○	○	○	○	○
Student Learning Experience						
Simulator Software	●	○	○	○	○	○
Curriculum includes soft-skills training	●	○	○	○	○	○

[See the complete list](#) and details that sets Cisco Network Academy apart.

Course Demos

Sample the online learning experience and course content within our cloud-based education platform.

Networking - CCNA

Prepare your students for entry-level networking positions and two Cisco technology certifications.

[Download Scope & Sequence PDF](#)

Cybersecurity - CCNA

Develop the know-how to monitor, detect and respond to cybersecurity threats.

[Download Scope & Sequence PDF](#)

IoT - Connecting Things

Hands-on activities teach you how to securely collect data and connect sensors to cloud services.

[Download Scope & Sequence PDF](#)

IT - Essentials

Prepare your students for entry-level networking positions and two Cisco technology certifications.

[Download Scope & Sequence PDF](#)

[See all](#) available course demos in multiple languages

Everything you need to pitch Networking Academy

Pitch presentation

A consolidated deck with the essential information needed to research, understand and make a decision about Networking Academy. Designed to be presented in a group format with board members, administrators and instructors.

By the numbers

You're in good company. Networking Academy has been tested, tried and applied by 9M+ students in over 10,000 classrooms. See the impact by the numbers.

Membership and program documentation

Membership agreement	FAQs
Membership guide	What it takes to get started
Terms & conditions	All available course demos in multiple languages
Equipment lists	Course overview one-pagers

Ready to get started?

[Apply now to join the program](#)

Networking Academy Resources

How to improve as a (networking, security, IT) teacher

Guide to choosing a 3rd party (networking, cybersecurity, IT) curriculum provider

How to prepare students for the future (using Cisco Networking Academy)

Professional development opportunities for (networking, cybersecurity, IT) teachers through (Cisco Networking Academy)

How to increase student enrollment with (Cisco Networking Academy)

Network Academy Courses - Careers - About Us

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[Apply Now.](#)

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Whether you're an administrator or individual instructor, you'll need the buy-in of others at the institution to make this program successful. Use the [pitch deck](#) to help guide conversations.
- Apply and sign**
Use this [form](#) to apply to join the Networking Academy program. Qualified schools will be sent a [membership agreement](#) to sign.
- Train instructors**
Depending on the courses you choose, you may need to connect with one of our support partners (ASC's), or one of our training partners (ITC's). (some text to explain partners and why they should search for one) You can search for the nearest ASC/ITC [here](#).
- Purchase equipment**
Likewise, depending on course, you may need to [purchase equipment](#). Your ASC partner can also help you with this.
- Open first course and add students**
Now comes the fun part. Open your first course and watch it fill with students ready to learn the skills which will set them on the path to possibility.

[Read more about what it takes to get started with Networking Academy](#)

Evaluate your readiness [Take the assessment](#) | Or, talk with us directly about the program [Contact Us](#)

Compare Programs

Student Experience	NetAcademy	School #2	School #3
Access to international curriculum	●	○	○
Access to professional certifications	●	○	○
Online or in-classroom instruction	●	○	○
Other...	●	○	○

Course Demos

Sample the online learning experience and course content within our cloud-based education platform.

Networking - CCNA

Prepare your students for entry-level networking positions and two Cisco technology certifications.

[Download Scope & Sequence PDF](#)

Cybersecurity - CCNA

Develop the know-how to monitor, detect and respond to cybersecurity threats.

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Hands-on activities teach you how to securely collect data and connect sensors to cloud services.

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IT - Essentials

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[Download Scope & Sequence PDF](#)

[See all](#) available course demos in multiple languages

Everything you need to pitch Networking Academy

Pitch presentation

A consolidated deck with the essential information needed to research, understand and make a decision about Networking Academy. Designed to be presented in a group format with board members, administrators and instructors.

By the numbers

You're in good company. Networking Academy has been tested, tried and applied by 9M+ students in over 10,000 classrooms. See the impact by the numbers.

Membership and program documentation

Membership agreement	FAQs
Membership guide	What it takes to get started
Terms & conditions	All available course demos in multiple languages
Equipment lists	Course overview one-pagers

Ready to get started?

[Apply now to join the program](#)

Networking Academy Resources

How to improve as a (networking, security, IT) teacher

Guide to choosing a 3rd party (networking, cybersecurity, IT) curriculum provider

How to prepare students for the future (using Cisco Networking Academy)

Professional development opportunities for (networking, cybersecurity, IT) teachers through (Cisco Networking Academy)

How to increase student enrollment with (Cisco Networking Academy)

[Cisco](#) [Networking Academy](#) [Courses](#) [Careers](#) [About Us](#)

English [Log In](#)

Educators

You may be just ONE, But all it takes is ONE to make a difference.

[Program Overview](#) [Information Package](#) [Case Studies](#) [Apply Now?](#)

ONE teacher – *equipped* | ONE classroom – *connected* | ONE student – *inspired*

And with inspired students and equipped teachers, anything is possible. Yet while it starts with one, we can't do it alone. Join a community of global problem solvers who still believe education is the bridge to possibility.

A GLOBAL COMMUNITY of like-minded educators

Cisco Networking Academy is a Corporate Social Responsibility education program present in classrooms in 190+ countries, taught by 24,000+ instructors, and taken by 9M+ students. Free to join, implement a program with proven outcomes and become part of a globally supported community where you can connect with other teachers who will better your skills and help you improve as an educator.

190+ countries

CURRICULUM built for the classroom, powered by the cloud

Curriculum is licensed free to educators

Modern learning demands flexibility and depth. Networking Academy courses are made easily accessible through our custom cloud based education platform, allowing students to access them online, schools the option to offer them self-paced, instructors to digitally manage activities & assessments in one place, and course content to stay always current.

Backed up by training, support and PROFESSIONAL DEVELOPMENT opportunities

Join the program and gain access to both in-person and online professional development opportunities. Our digital communities facilitate conversations with colleagues, shared ideas, best practices and collaborative problem solving. Academy and instructor training partners are also available to walk you through each step of the process. You'll have the support you need.

85% said the program helped them broaden their career

Aligning to industry recognized CERTIFICATIONS

91% of students obtained a job or educational opportunity

Prepare your students for careers by teaching curriculum which aligns to certification exams. From Cisco, to Linux, C++, and more, showcasing industry recognized certifications on a resume is one of the best ways for students to stand out. Want something a little more custom? Instructors can also design their own path – piecing Networking Academy content together for the best outcome.

Opening up exclusive CAREER OPPORTUNITIES and resources for your alumni

As a forward-thinking educator, you understand it's not enough to provide students with a degree or certification. Demonstrate true proof of student outcomes and validation of their skills by connecting them with a job. Networking Academy schools and students gain access to career resources, including a private job board for alumni only. We'll get them hired. It better your skills and help you improve as an educator.

1.7M students found jobs between FY05-FY19

Leverage the Cisco brand to GROW ENROLLMENT in your technical programs

Watch Video

You'll be given unrestricted access to our brand and promotional library. Your school will be featured on our website when students search for an academy near them. In your local community, you'll be recognized as an institution which prepares students for real-world jobs, giving them hope for a future with unlimited possibilities.

Since 1997, Networking Academy has been working toward a single goal: fostering the technical and entrepreneurial skills that people, educators, and companies need to change the world for the better.

Join the program for free and your learning institution will gain access to over 30 courses, covering introductory to advanced concepts. The breadth, quality and access of courses ensure every student—no matter of their race, ethnicity or accessibility needs—can participate.

[Watch video](#)

Ready to review the specifics?

Download the "All-in-one-place" information packet which contains everything you need to make a decision, including a getting started checklist, course overviews, equipment lists, legal documentation and more.

Are you an administrator or school leader? [Download Now](#)

Are you an instructor? [Download Now](#)

Read how these schools did it

See how lorem ipsum dolor sit amet, consectetur adipiscing consectetur elit. [Read more](#)

See how lorem ipsum dolor sit amet, consectetur adipiscing consectetur elit. [Read more](#)

"Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla nec porta odio. Cras semper rhoncus dui sit amet maximus. Pellentesque tempus, nisi eu portitor pharetra, lectus risus suscipit ligula, eget convallis magna tortor ut ligula."
First Last, Title, Institution

Looking for More Information?

Course Demos

Browse course demos and scope and sequence documents.

[Explore Now](#)

Membership Info

Review the membership agreement and other legal documents.

[Review Now](#)

Compare Program

Compare Networking Academy to other curriculum providers.

[Compare Now](#)

[Cisco](#) [Networking Academy](#) [Courses](#) [Careers](#) [About Us](#)

English [Log In](#)

Educators

In support of educators worldwide

More than curriculum, Cisco Networking Academy is a global community of over 24,000 educators – learning together, sharing best practices, helping to elevate careers and become better teachers.

Join the community and use our free curriculum to inspire, motivate and empower a generation.

[Apply Now](#)

[Compare Program](#) [Course Demos](#) [Program Documents](#) [Apply Now](#)

What it takes to get started

- Choose your courses**
Create the ideal pathway for your school.
[Explore pathways](#)
- Get buy-in**
Bring administrators and instructor together.
[Download Pitch Deck](#)
- Apply and sign**
Qualified schools will be contacted by the team.
[Apply Now](#)
- Train instructors**
Our training partners provide local, hands-on support.
[Locate training partner](#)
- Purchase equipment**
Our partners will also help you purchase equipment if you need it.
[View equipment list](#)
- Open first course**
Now comes the fun part. Open your first course and watch it fill with students.

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Or, talk with us directly about the program [Contact Us](#)

Compare Programs

	Cisco	Huawei	Google	Udemy	TestOUT	Microsoft
Basic Program Details & Costs						
Business Structure	●	○	○	○	○	○
Available languages	●	○	○	○	○	○
Instructor Training and Resources						
Instructor resources are provided (pts, labs, guides, etc.)	●	○	○	○	○	○
Cost for instructor training	●	○	○	○	○	○
Student Learning Experience						
Simulator Software	●	○	○	○	○	○
Curriculum includes soft-skills training	●	○	○	○	○	○

[See the complete list](#) and details that sets Cisco Network Academy apart.

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