



A Tool for Economic Recovery

Cisco Networking Academy and the U.S. Economic Stimulus Plan

Cisco Networking Academy delivers critical IT and networking skills through academies located in high schools, community colleges, four-year colleges, and nontraditional settings. Academy courses prepare students for industry-recognized certifications, and develop the talent required to design, build and maintain the infrastructure needed for economic recovery. Academy students gain in-demand technical skills and are empowered to quickly find and retain sustainable, high-paying jobs.

The Information Technology and Innovation Foundation (ITIF.org) finds that investments in America's digital infrastructure will spur significant job creation in the short run. Specifically, ITIF estimates that an additional investment of \$30 billion in America's IT network infrastructure in 2009 will create approximately 949,000 U.S. jobs.

Background: What Is Networking Academy?

- Networking Academy is an innovative education initiative that delivers foundational and advanced skills in IT and networking.
- Networking Academy has developed a unique, public-private partnership with educational organizations, national, state and local government, and community-based organizations, to reach more than 128,000 students in over 2,200 academies in the United States each year.
- Many of these students will go on to pursue IT and networking careers in such varied industries as financial services, fashion, entertainment, healthcare, and more. There are virtually no limits because today nearly every company in every industry relies on IT. So the skills learned in Academies can lay a powerful foundation for almost any field.
- Networking Academy addresses the need to increase the number of students pursuing science, technology, engineering, and math (STEM) degrees, by offering rigorous, relevant curricula mapped to national math and language arts standards.
- Networking Academy provides direct pathways into the workforce and into post-secondary education. Even students who complete introductory courses will be empowered to work for companies that depend on a technical infrastructure.
- Networking Academy is Cisco's largest corporate social responsibility initiative in Education.

Situation

"Even with this economic downturn, the jobs outlook in IT for 2009 is better than that of many other industries, since IT is no longer at the periphery of industries but at the core of their competitive edge, and IT will play a critical role in the infrastructure build out." –David Foote, CEO of Foote Partners LLC, which analyzes IT wages/hiring data¹

Given the strategic role of IT in many organizations and the impact it has on the global economy, the United States must foster student interest in technology and engineering in order to remain competitive and strengthen its culture of innovation.

Compared with other job sectors, the IT labor force has been holding up well during the recession. And now the government's economic stimulus programs are fueling demand for new tech talent.

Economic Stimulus Plan

President Obama's economic stimulus plan focuses on helping American workers find and retain stable, high-paying jobs, and on upgrading the education infrastructure to deliver these essential skills. This effort will expand the need for a technical workforce to support and maintain IT infrastructure. Just as the interstate highway investment created millions of construction jobs, which were later followed by maintenance and automotive jobs, technology investments today will create design and

deployment jobs, which will quickly be followed by an array of new business opportunities. The Computing Technology Industry Association (CompTIA) is already working on new ways to help fuel the talent pipeline.

"There's going to be a land grab of talent reminiscent of the dot-com era," predicts John Glaser, CIO of Partners Healthcare, which operates Mass General and Brigham & Women's Hospitals in Boston.² In the health IT sector alone, demand is expected to soar for medical records management.

The Energy Department is another example, with its \$38 billion in new grants and advanced R&D contracts. Carl Staton, Energy's deputy chief information officer, is preparing orders for more computers, BlackBerrys, software licenses, storage and help desk support.³

Challenges

"We need to invest in our economic future and enable our kids to compete in today's global environment. America's students and workers need a higher level of education and training." –U.S. Secretary of Education, Arne Duncan⁴

The United States currently faces several challenges, and the stimulus plan supports investments in the following areas:

- Training a workforce for existing and future U.S. jobs
- Transforming education using technology and a 21st century learning framework to increase student success
- Helping students move from secondary education into higher education and/or careers

How Does Networking Academy Address These Challenges?

Cisco Networking Academy is creating a pipeline of talent that will fuel workforce development initiatives in support of economic recovery. Networking Academy delivers:

- IT and networking skills mapped to high-skill, high-demand, and high-wage jobs in virtually every industry
- Sustainable partnerships with high schools and community colleges at the forefront of workforce development
- Strong alignment with high school CTE programs to create education and career pathways for high school graduates
- Locations in more than 97% percent of U.S. Congressional Districts

Advantages of Cisco Networking Academy

Networking Academy delivers targeted, high-quality IT and networking skills at minimal cost to educational institutions, creating a pipeline of IT talent that supports workforce development, strengthens the economy, and fuels innovation.

First-time academy locations in the United States spend approximately \$5000 to \$10,000 on required lab equipment. The curriculum is licensed at **no cost** to nonprofit education institutions. See profiles of Networking Academy in each state: www.cisco.com/go/netacadresourcecenter.

"In a global economy, where the most valuable skill you can sell is your knowledge, a good education is no longer just a pathway to opportunity – it is a prerequisite."⁵ –President Obama, Address to Joint Session of Congress

Learn more about Cisco Networking Academy: www.cisco.com/go/netacad/us/

¹ Computerworld 1/5/09, Stimulus could create thousands of IT jobs, <http://www.computerworld.com/action/article.do?command=viewArticleBasic&articleId=331783>

² InformationWeek 2/5/09, Stimulus Package Will Spur New Tech Jobs, http://www.informationweek.com/blog/main/archives/2009/02/stimulus_packag_1.html

³ Federaltimes.com 3/2/09, First Stimulus Spending: More Staff, IT Systems, <http://federaltimes.com/index.php?S=3967533>

⁴ Press release 2/26/09, Duncan Highlights Budget Proposals, <http://www.ed.gov/news/pressreleases/2009/02/02262009.html>

⁵ Joint Session of Congress 2/24/09, http://www.whitehouse.gov/the_press_office/remarks-of-president-barack-obama-address-to-joint-session-of-congress/