

ICT Educator Webinar Series

Save Money on Certifications with CompTIA's Academy
Partner Program

October 25, 2019

Table of Contents

Welcome	4
What We'll Cover Today.....	5
About CompTIA	8
State of the IT Industry	10
How Many Open IT Jobs Currently?	11
Skills Gap	13
Emerging Tech Hiring Ramping Up	14
Businesses See Need to Pull Levers	15
What's Behind the Growth and the Skills Gap?	15
Three Key Impact Points.....	16
CompTIA Career Pathways	21
Top 5 Benefits of Certified IT Staff.....	22
CompTIA Career Pathways.....	23
CCC IT Technician Pathway Development.....	25
Upcoming Certification Releases	26
Official CompTIA Content.....	27
Official Content – Benefits	28
Features of Official Content	29
2019/2020 Content Releases.....	30
CompTIA Academy Partner Program	32
Meet the Academy Team	32

The Academy Partner Program.....	33
New CompTIA Marketplace	35
CyberSeek.....	37
IT Certification Roadmap.....	39
Training Strategies Group.....	40
CompTIA Instructor Network	42
CIN Community Platform	43
Train the Trainer	44
The Rest of the Webinars.....	46
Upcoming Events	48
Important Links	49
What Can You Do?	51
Questions	53

Welcome

STEVE WRIGHT: Good morning. Welcome to the ICT Educator Webinar Series. I'm Steve Wright, the statewide Director of the ICT Sector Team. We encourage everybody to visit our website, where you'll learn more about our ten Regional Directors and our support team, which includes Nicole Sherman, who is the producer for this series.

This series is intended as an alternative to expensive conferences, to bring you conference-quality presentations you can see every Friday at 10 AM (or afterwards, as you wish). So, please register each week in advance.

Posted Webinars

IT/CYBERSECURITY FOCUS

- Cloudification of the IT Model Curriculum
- Using the Haiku Cyber Range for Cybersecurity Training
- 3 Ways Your Campus Can Offer Industry Certification Exams
- Cisco Update: A New Streamlines Certification Program
- Choosing the Right Cyber Activities for Your Campus
- Completing a 4-Year Degree in Cybersecurity Through the CA Community Colleges
- Digital Credentials in the California Community Colleges
- NETLAB+ User Group Webinars: Capture the Flag Competitions, Summer Cyber Camps, and More
- Promoting Community College Programs Through Cyber Competitions
- How WASTC Training Helps ICT Educators Stay Current

STEVE WRIGHT: The next slide shows you some of the IT-related webinars that we've had recently that are now on our website. Once again, each of these is a whole video, which is then chapterized, so you can go the part you want, a full transcript, plus the PowerPoint presentations or any other

links or materials that were relevant to it. This is a great resource for grants or class reviews or whatever.

Upcoming Webinars

- **November 1** – Cybersecurity Dual Enrollment Pathway at Cypress College
- **November 8** – Exploring the ICT Disciplines: Which ICT Career Is for You?
- **November 15** – BIW Dual Enrollment at Cerro Coso College

STEVE WRIGHT: Coming up in the next few weeks, we've got a few more titles...

Cybersecurity Dual Enrollment Pathway at Cypress College—we're always looking for ways we can integrate that funnel of students and help keep them on track, so they don't wander. November 8, the ICT Disciplines: Which ICT career is right for you in this changing environment? Not everything requires a computer science degree. And November 15, BIW dual enrollment—our Business Information Worker is Microsoft Office, QuickBooks, Salesforce, those kinds of things. We're finding a lot of that is taught in high school, and by having a good transition to our community colleges, it's a very good tool.

What We'll Cover Today



KIRK SMALLWOOD



STEPHEN SCHNEITER

[00:01:38]

STEVE WRIGHT: So, those are coming up—I look forward to those. Today, however, we're going to hear from our friends at CompTIA. Kirk is on the phone, and Stephen Schneiter. I've just got to say a thank-you to CompTIA because, over the years, we've gotten excellent support from Brian

Matzelle and Alan Rowland, and a lot of the work we've done on the IT Technician pathway is a result of some of their input. Being a nonprofit, I've always been impressed by the way they're more than willing to show pathways related to all the different private or other certifications that they really seem to have a focus on goodwill and what's best for the students.

Rather than hear anything more from me, I'd like to turn it over now to... Kirk, are you going to take the screen?

[00:02:21]

KIRK SMALLWOOD: I will. Let me do that. Just let me know that you can see this OK.

[00:02:27]

STEVE WRIGHT: I've got it, yeah.

[00:02:28]

KIRK SMALLWOOD: OK, excellent. Well, thank you so much, Steve. Again, as Steve said, my name is Kirk Smallwood. I also have my colleagues Stephen Schneider on as well, and Stephen will jump in a little bit later to talk about his section, which I'll describe here in just a second.

Let's Discuss:

- About CompTIA
- State of the IT Industry
- Certifications
 - Career Pathways
- Official CompTIA Content
- Academy Partner Program
- CompTIA Instructor Network
- Q&A

KIRK SMALLWOOD: So, we're going to talk a little bit about CompTIA, who we are and what we do, the state of the IT industry, where we're at right now and we got there. We're going to talk about

certifications, kind of in general, and then talk about CompTIA's career pathways, as well as our official CompTIA content—that's one of the biggest news items to come out from us in quite a long time—and then the Academy Partner Program, which is the program that I head up in the U.S., which is designed to provide a lot of support to what you guys are doing, to help in student success, and we'll talk to you about a lot of resources there. But the one resource that I think might be the very best one that we have, free or otherwise, is the CompTIA Instructor Network, and that's something that Stephen Schneiter heads up, and he's going to talk about that a little bit later, and then we'll hopefully have some time for some Q&A.

[00:03:42]

About CompTIA



KIRK SMALLWOOD: So, a little about CompTIA...

When people think about CompTIA, a lot of what they think of is **certifications** by design. We're the largest vendor-neutral IT certification body in the world. A lot of people recognize us more by our certifications (like A+, Network+, and Security+) than by our actual name, CompTIA.

We're a **not-for-profit association**, and we use the certification revenue to power all types of other things that we do as a nonprofit association, whether it's things like research that we provide... We have some great research items that we do every year—a state of the IT industry survey, security study, minorities, all types of great studies around what's going on and what we project to happen in the future.

We have different **communities** where our members can serve and provide us feedback on their various sectors of the industry, whether it be advancing women in IT or our security

council or what have you, and they're providing specific feedback on what they need, what they need help on in their specific sector of the industry, and then we come up with solutions, whether it be some research or some education or maybe another certification on what will help them advance in their businesses.

And then we have **advocacy**. We have folks that are based in D.C., working on Capitol Hill all the time to help advance the needs of the IT industry, whether it be getting more folks into IT jobs or what have you. They are constantly fighting for—whether you know it or not—IT workers and the IT industry. So, those are just some of the things that certification revenue does to help power the IT industry and advance the global IT industry.

[00:05:24]

State of the IT Industry

The Global IT Industry Path to \$5.6 Trillion by 2021



Projected
2019
Sales of
**\$5
trillion**

Source: CompTIA IT Industry Outlook 2017, IDC

KIRK SMALLWOOD: Currently, where are we at in terms of the state of the IT industry?

Well, we are looking at projected sales of \$5 trillion by the end of 2019, \$5.6 trillion by the end of 2021. We've maintained this projection for several years now. Nothing has happened to deter it. I don't think this would come to anybody's surprise, this type of growth that's going on in the IT industry, and it's hard to look at any sector of business and not talk about IT, whether it be Cybersecurity or anything else—it's just tremendous opportunity within the industry.

How Many Open IT Jobs Currently?

[00:06:03]

KIRK SMALLWOOD: How many open jobs in the IT sector currently? Well, the answer is **820,000+**. This has been very steady. If anything, it's gone up a little bit. It's been over the last at least couple years 800,000 to 820,000, so just a tremendous number of IT jobs.

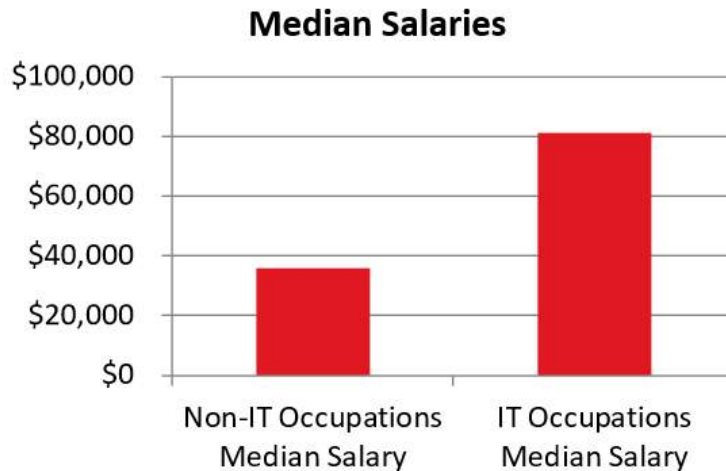
The great thing about IT jobs is it's not just that there are so many of them, but they also pay extremely well as well. Here are just a few samples of some core IT jobs...

	ONET Code	Core IT Occupation	10 th Percentile	25 th Percentile	50 th (Median) Percentile	75 th Percentile	90 th Percentile
IT Support Specialists	15-1151.00	Computer User Support Specialists	\$31,220	\$39,310	\$50,980	\$65,640	\$84,510
IT Networking Pros	15-1142.00	Network and Computer Systems Administrators	\$50,990	\$64,010	\$82,050	\$104,970	\$130,720
	15-1143.00	Computer Network Architects	\$60,310	\$81,960	\$109,020	\$137,820	\$164,280
Cybersecurity Analysts	15-1152.00	Computer Network Support Specialists	\$38,270	\$48,160	\$62,770	\$82,290	\$105,770
	15-1122.00	Information Security Analysts	\$56,750	\$73,890	\$98,350	\$126,870	\$156,580
Software & Web Developers	15-1131.00	Computer Programmers	\$48,790	\$64,410	\$84,280	\$109,120	\$134,630
	15-1132.00	Software Developers, Applications	\$61,660	\$79,340	\$103,620	\$130,460	\$161,290
	15-1133.00	Software Developers, Systems Software	\$66,740	\$85,610	\$110,000	\$139,550	\$166,960
	15-1134.00	Web Developers	\$37,930	\$50,990	\$69,430	\$95,020	\$124,480
Data Specialists	15-1111.00	Computer and Information Research Scientists	\$69,230	\$91,650	\$118,370	\$149,470	\$183,820
	15-1141.00	Database Administrators	\$50,340	\$66,200	\$90,070	\$116,060	\$138,320
Other IT Pros	11-3021.00	Computer and Information Systems Managers	\$85,380	\$110,110	\$142,530	\$180,190	\$208,000
	15-1121.00	Computer Systems Analysts	\$54,360	\$68,730	\$88,740	\$113,460	\$142,220
	17-2061.00	Computer Hardware Engineers	\$66,700	\$86,760	\$114,600	\$146,020	\$172,630
	49-2011.00	Computer, Automated Teller, and Office Machine Repairers	\$24,800	\$30,200	\$38,480	\$49,380	\$61,520
	15-1199.00	Computer Occupations, All Other	\$47,350	\$66,410	\$90,270	\$117,070	\$144,820

*2018 Salaries according to the U.S. Bureau of Labor Statistics.

Note: Salaries vary based on a number of factors such as location, industry, company size, job role, experience, etc.

KIRK SMALLWOOD: As you can see, very good paying jobs. These reports are going to range by where you live, maybe what company you're working for, etc., but by any measurement, these are good paying jobs, especially jumping into something entry level—very good opening level salaries for someone just getting into the IT industry.



Source: Bureau of Labor Statistics, 2015 Median Pay

KIRK SMALLWOOD: And it’s not just that there are so many jobs, but as I mentioned before (I love this stat), non-IT occupation median salaries are about half that of median salaries of IT occupations. That still kind of surprises me, to some extent, but it’s a supply-and-demand thing, right? With so many companies demanding qualified IT workers, they’re willing to pay quite a bit to get those folks there, and it’s something that a lot of people don’t realize.

People may think, “Well, sure, there are so many IT jobs because they’re not paying anything.” Well, that’s absolutely not the case and the complete opposite of what’s actually happening—so, a really, really strong industry.

Skills Gap



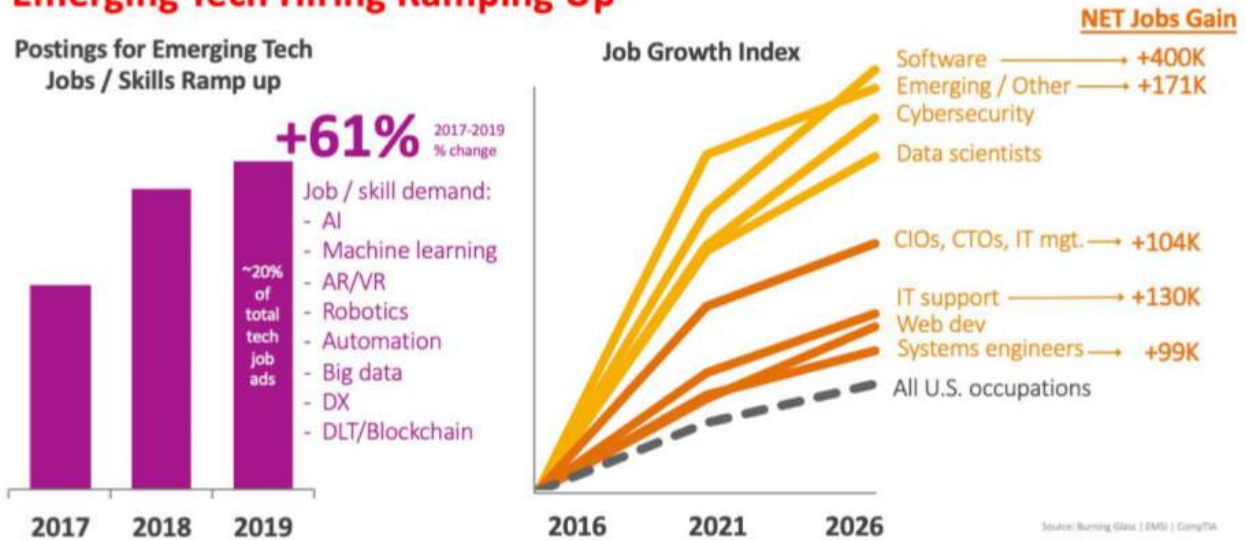
[00:07:35]

KIRK SMALLWOOD: In terms of the skills gap, we do a lot of research with companies. We work with Burning Glass to do a lot of research as well, and the biggest concern, really, by employers is the skills gap. The reason is you see a lot of things on the right there, the skills gap negatively impacts their business.

There's nothing positive about the skills gap—it's all negative stuff. Their staff is not as productive. There are lower levels of customer service, insufficient Cybersecurity, inability to keep up with competition—this is the #1 concern of IT employers or anyone employing IT workers, and this is really what drives us in terms of what we do, and we'll talk more about that with certifications.

Emerging Tech Hiring Ramping Up

Emerging Tech Hiring Ramping Up



[00:08:14]

KIRK SMALLWOOD: But emerging tech has really been ramping up. So, nowadays, you hear so much more about AI, VR, AR, machine learning, robotics, big data—all these things are really pushing the envelope when it comes to needing more people than are qualified to do these jobs. You're seeing just tons of growth in terms of software jobs, Cybersecurity jobs, data scientists, CIOs, etc. All these jobs are just exploding over the years, and as you can see, we've projected things out to 2026. There's no indication that these are going to slow down any time soon.

So, the skills gap that we see is probably going to get worse, which is, I guess, an opportunity. It's also unfortunate, but there's just tremendous opportunity to get people into high-paying, high-growth jobs.

Businesses See Need to Pull Levers



Source: CompTIA

[00:09:05]

KIRK SMALLWOOD: Another research item that we've done is... I've circled these, too, because obviously, we're going to talk more about certification—that's probably why we're all here—but in terms of whether it's small- or medium-sized businesses or large enterprise, certifications are very high on the list in terms of what businesses are now looking for, and we'll talk a little bit more about why that is, but just know that certifications are very high on the list in terms of what businesses are looking for now. It doesn't matter if they're small or medium sized or large enterprise.

What's Behind the Growth and the Skills Gap?

[00:09:36]

KIRK SMALLWOOD: What's behind all this growth and the skills gap?

Billions in New IT Infrastructure

- Smart cities
- Transportation systems
- IoT/big data/analytics
- 5G wireless
- Cybersecurity/Surveillance
- Renewable energy

KIRK SMALLWOOD: Well, we talked a little bit about this before... You're seeing just tons of money—billions, in fact, probably close to trillions—spent in infrastructure, whether it be smart cities, transportation systems, Internet of Things, big data and analytics... 5G wireless is being built out—there's a good chance the next phone you get is going to be a 5G phone. There's a lot of infrastructure and security that has to be built out with that, and Cybersecurity, of course, affects everything.

You can't really go a day without seeing some type of a big Cybersecurity breach in the news. I feel like, once a month, I probably get a letter from some vendor that I've used that says, "Hey, just FYI, we got breached—you may as well." Then renewable energy—IT is involved in all these different things.

Three Key Impact Points

- iPhone created **disruption**
- Misnomers about **Tech Careers**
- Coding **displaces** other tech

[00:10:23]

KIRK SMALLWOOD: So, these are kind of obvious points, but if you look back over the years, there are kind of three key impact points that really got us to where we are today, and I'm going to talk about each of these in a little bit more detail.

First of all, the iPhone created tremendous disruption at the time it came out, about 11 or 12 years ago, certain misnomers about tech careers, and also coding—while there are tons of jobs there, it has also kind of displaced other tech jobs, unfortunately. So, let's jump into that.

iPhone Created Disruption

- Took the focus off the desktop
- Created a need for the cloud
- Coding became cool again
- Social media explodes

KIRK SMALLWOOD: First of all, the iPhone created a lot of disruption. For years and years and years, our focus was on the desktop, and the focus of companies was on the desktop in terms of the programs that they created, the services they provided, etc. And now, all of a sudden, you have this device that you can take with you anywhere and can access any photo or document. You can email anyone you want. You can take pictures and send those to anyone you want. All of a sudden, now the focus is not on the desktop as much anymore—it's really shifting to these mobile devices.

It created a need for the cloud. So, now, because you can take this device anywhere you want, you want to be able to access whatever you want, so you're seeing companies like Dropbox and box popup and Microsoft One Drive—it created a whole other market here for these cloud services where, before, you just stored everything locally. So, this created a whole other market, in a way.

Coding became cool again because I think it was the year or two after they first launched the iPhone, the next big announcement was the App Store. So, all of a sudden, coding became cool again. Now, you have this whole new market where you're coding for mobile devices, and these apps provide very specific functionality that many times is even greater than what you would find on a desktop program. So, it became really cool to create coding.

And I'm probably going to screw this up, and I should check this again before I say it, but I thought I read where, about a year ago, Apple had already reached something like \$1 billion in payments to developers just for their App Store—so, an incredible market! I mean, it came out of nowhere, and now it's a billion-dollar market.

Social media explodes because, again, you've got these phones and tablets you can take everywhere, and what are you doing with them? Well, you're taking pictures. "Look where I am! Look what I'm doing!" So, now you had companies just explode, like Facebook and Twitters and others, now that social media exploded. So, I can promise you this wouldn't have happened... This explosion certainly wouldn't have happened as much as it has if you were simply stuck on a

desktop computer. These mobile devices, not just the iPhone but others, allowed you to really utilize social media to its fullest.

Misnomers About a Tech Career

- Have to be a STEM genius
- Have to work for a tech company
- No jobs outside of cities
- Have to have a 4-year degree
- Only jobs are in coding

KIRK SMALLWOOD: And then the second big issue that's caused a lot of skills gap, a lot of people not looking at IT jobs as a career are some of the misnomers about tech careers.

One, there's this thought that you've got to be a STEM genius, especially this really bad misnomer that you've got to be good in math to be in IT, which is completely not true. We have folks in our foundation that have absolutely no mastery of math, just a very rudimentary level—just like I do, for example—and they get into IT jobs. We train them in CompTIA+ and get them certified in 8 weeks, and they're on their way to an IT job.

So, people think, “Well, I'm not good at math, so I probably shouldn't look at an IT career,” and that's sad because it's not true. They could have a wonderful IT career and not be great at math.

Two, there's this thought: “Well, if I get into IT, I've got to work for a tech company, right? I've got to work for Google or Apple or some company that does just tech,” and that's completely untrue because, as we know, tech is everywhere. There's not a single industry or company that doesn't have tech needs.

There was one time when somebody said, “Well, what about farmers? They're just out there plowing and pulling weeds,” and I said, “Absolutely not! That's incorrect because one of our member companies, in fact, has a farm, and he uses IT to help make him more efficient in his farming.” His tractor looks like an F-19 cockpit, and it uses GPS and all types of other technology to know exactly where to drop feed, where to plow, where not to plow. He could run that thing

without even being in it, and he shows other farmers how to use this. So, there's not a single industry that doesn't have tech needs. Therefore, you could work in any industry and provide IT services.

There's also this thought there's no jobs outside of cities. That is, again, completely untrue. I work out of my home in Fairfax, Virginia. CompTIA is based in Downers Grove, Illinois. Now, I could be anywhere. I could be out in the middle of the woods, as long as I had internet access. I could be doing my job. If my computer breaks down or something, what happens? Well, I call IT, and they remotely get into my laptop, and then they figure out what's going on. They don't have to be here. They can service anyone, anywhere. So, it doesn't really matter—the IT jobs provide the opportunity to work anywhere.

And then, “you have to have a 4-year degree.” This is just completely untrue. Many jobs may think that's what they're looking for, but the truth is they're really not. In fact, we've seen that, a lot of the time, the opposite is true. We see all the time about student debt, folks getting 4-year degrees and then having all this debt, and then not actually finding a job that they were training for, whereas community colleges, like you guys, are in an outstanding position to fill these tech jobs because an Associate's degree, along with the right relevant industry and globally recognized certifications (this could be in any industry, not just IT), a person is job ready at that point. I mean, whether these businesses know it or not, that's really all somebody needs to get going into an IT career and be very successful. Now, eventually, will they need a 4-year degree? Possibly, depending on how far they advance, but it's absolutely not necessary to jump into an IT career with a 4-year degree.

Coding Swallows the “T” in STEM

- Pushed hardware to extracurricular
- Created an easy path to STEM
- Has high-profile boosters
- A way out of the diversity challenge

Then, the other misnomer is that the only jobs in IT are in coding. This is simply not true. Coding has done a great job at really promoting the idea of coding, that everyone should code,

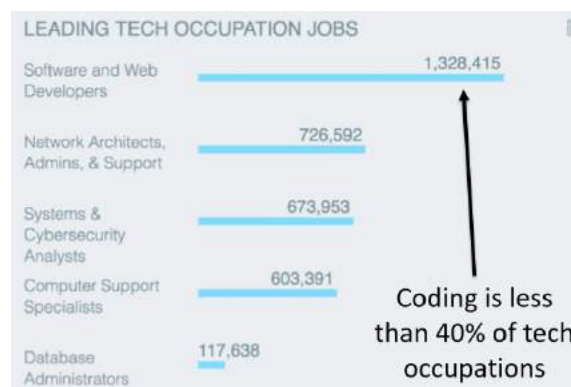
but the problem is it's actually kind of pushed the hardware side or infrastructure and Cybersecurity more to extracurricular.

Everyone thinks that IT is coding. Well, it's a big part of it, but that's not the only part of it, and because they've done such a good job... I say 'they'—I'm just talking about the folks that focus on coding so much, like Girls Who Code and Hour of Code and things like that. They've just done such a great job of getting the word out about coding and gotten these initiatives going.

So, it's created an easy path to STEM. A school will see, "Oh, we could do an hour of code, and that checks a box for us in terms of getting folks exposed to IT." Well, it's part of IT; it's not all of IT.

Then, it has very high-profile boosters. You'll see Tim Cook from Apple or Bill Gates of Microsoft talk about coding and how important it is. And again, that's great—it's just it's kind of pushed other tech jobs to the sideline a little bit more.

And it has also provided a way out of the diversity challenge.



KIRK SMALLWOOD: But you'll see here coding is less than 40% of tech occupations. There are so many other jobs, whether it's Network Architects or Cybersecurity Analysts or Computer Support Specialists or Database—coding is only one portion of it. Now, it's probably the biggest chunk of overall IT jobs, but there are many more jobs out there besides just coding.

So, that's been, again, kind of a good thing and a bad thing—a lot of awareness for coding but less awareness for a lot of these other tech jobs.

[00:18:09]

CompTIA Career Pathways

- Is there a need?
- Industry-Wide Job Task Analysis
- Subject Matter Experts (SME)
- Perform ongoing maintenance
- ANSI/ISO Accredited



KIRK SMALLWOOD: Anyway, let's talk about career pathways. When CompTIA and other globally recognized certs create a certification, the ones that do it the right way really create them with the industry for the industry. What I mean by that is, before we create a cert, we go out there and do all types of analysis to see if there's a need for this cert—is this a job area that is going to be big now and in the future? We don't have, frankly, enough staff to just create any cert we think of. We have to do certs that are going to really correlate to jobs in the industry, again, now and in the future.

So, first we analyze—is there a need for this job? And what is the job, by the way? What does that job entail? What are the specific things that the person in that job should be able to do, the knowledge, skills, and abilities?

So, we do that job task analysis, we bring in subject matter experts to help us understand this as the job, and if we do a certification exam, these are the types of questions, this is the type of subject matter that should be covered within the exam.

And by the way, we have to perform ongoing maintenance. These certs have to be refreshed every 3 years, whether we like it or not, because they're ANSI/ISO accredited. Our biggest customer is the Department of Defense overall, as an organization. So, in order to work with them, we have to be ANSI/ISO accredited, and that means refreshing every 3 years.

So, this is how a cert should be created. This is how we do it. This is, again, how other globally recognized certs, whether it be in our industry or other industries, do it, and that's why certifications are so key, because, again, it's kind of a seal of approval from the industry saying, "This is what we're looking for, and this is what the certification represents."

Top 5 Benefits of Certified IT Staff

- 
- 1 Better able to understand new technologies
 - 2 More productive
 - 3 More insightful problem solving
 - 4 Better project management skills
 - 5 Better communication skills

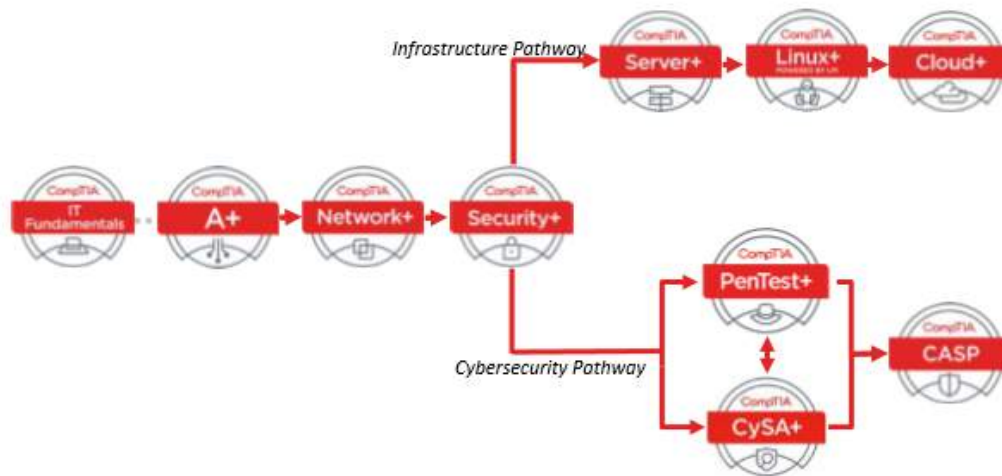
[00:19:54]

KIRK SMALLWOOD: By the way, just based on our research, we found some interesting tidbits about kind of almost some byproducts of some of the traits that certified staff have. They tend to be better able to understand new technologies. They tend to be more productive. They tend to be more insightful with problem solving. They tend to be better at project management skills and better at communication skills.

So, all of these things are things we hear from businesses constantly about what they're not seeing in people applying for jobs these days. They're not seeing people that are great at problem solving or management skills or communication skills. The soft skills, frankly, are terrible

in a lot of instances. But guess what—people that are certified tend to have more of these traits that they’re looking for, so that’s a great byproduct. It wasn’t even something that we realized initially, and then, just based on research with companies that are hiring certified staff, these are things that we found—so, really interesting stuff.

CompTIA Career Pathways



[00:20:46]

KIRK SMALLWOOD: So, CompTIA, we are most well known for our certs that really serve as a foundation. So, when you're first getting into an IT career, you really look to our certs first. We really provide that foundational knowledge that you need to be on your way, and then we do have some more advanced certs as well. We have two main pathways—an Infrastructure pathway and a Cybersecurity pathway. We don't do anything with coding at this point. We've kind of kept our hands off of that. We stick with our sweet spots, which are Infrastructure and Cybersecurity.

And by the way, we're also working on a Data Analytics pathway that we hope to launch at some point, probably by the end of next year or early 2021. We'll see how that goes. Things can always end up shifting a little bit, but rest assured, we are working on that, and we will, at some point, launch those. So, at some point in the near future, you'll see three pathways, but the common thread in all of them will be kind of our core certs, which are IT Fundamentals, A+,

Network+, and Security+. Those really provide the backbone for any of those pathways—and also the backbone for many other vendor-specific certs.

In fact, we're lucky in that we don't view ourselves as competitive to really anybody. In fact, many other vendor-specific certifications—folks like Cisco and Microsoft—they actually recommend our certs before you get theirs. We've had specific discussions with folks like Amazon Web Services and Microsoft saying, "You know what? We're having people having a hard time passing our certs, and we think they'd do better if they had your certs first, so we're going to create some pathways and really strongly recommend your certs before ours." And they've had good success with that because, once you know the foundational stuff, then you're going to be able to focus more on the vendor-specific stuff—you have that background there.

So, again, these are the ones that we focus on. Our two newest certs happen to be in the Cybersecurity pathway—the PenTest+ and the CySA+—and you'll notice those actually sit on the same level, and that's because they come at Cybersecurity on the same level but from two different angles. So, PenTest is the attack, and CySA is the defense—Red Team/Blue Team. If you are a hacker, how would you ethically hack into a system? You learn that from PenTest.

By the way, CySA+, which is the Cybersecurity Analyst+, the Information Security Analyst, which that certification maps to, is the fastest growing job that the Department of Labor has ever seen. That particular role has exploded, and that's why, of course, we saw the need to introduce those two certs. But that's what we specialize in...

CCC IT Technician Pathway Development



[00:23:27]

KIRK SMALLWOOD: And then we were fortunate enough to work with Steve and his crew on the IT Technician Pathway development for California Community Colleges, so we were very involved in doing that several years ago.

	COURSE	CERTIFICATION	JOB
PHASE 1	<ul style="list-style-type: none"> • Introduction to Retail or Business Fundamentals • Customer Service/Human Relations • Business Communications • Microsoft Office Essentials • Information & Communications Technology Essentials • Business Information Systems/Computer Information Systems 	▶ A+	Computer Retail Sales
PHASE 2	<ul style="list-style-type: none"> • Computer Network Fundamentals • Systems and Network Administration (Network Operating Systems) • Installing, Configuring, and Administering a Microsoft OS • Introduction to Information Security Systems 	<ul style="list-style-type: none"> ▶ Network+ ▶ MCSA Server 2016 ▶ MCTS: Win 10 ▶ Security+ 	Help Desk/User Support
PHASE 3	<ul style="list-style-type: none"> • Routing & Switching Essentials • Installing, Configuring, and Administering Linux Operating System • Introduction to Scripting (Python/PowerShell) 	<ul style="list-style-type: none"> ▶ Cisco CCENT ▶ Linux+ 	IT Technician

KIRK SMALLWOOD: As you see here, depending on each phase we're involved in, whether it be A+ in Phase 1, Network+ and Security+ in Phase 2, and then Linux+ in Phase 3... So, we were really thrilled to be able to work with you guys on that, so we have been involved a lot in what you guys do.

Upcoming Certification Releases

- ✓ **Q4 2020:** Cloud Essentials CLO-002
- ✓ **Q2 2020:** CySA+ CSO-002 (tentatively April); Server+ (tentatively July)
- ✓ **Q4 2020:** Security+ SY0-601
- ✓ **Late 2020/Early 2021:** Data Analytics Pathway

[00:24:04]

KIRK SMALLWOOD: Just FYI, some upcoming certification releases... As I mentioned, we're always having to refresh our certs. Coming up in this quarter, we have our Cloud Essentials certification refresh. In Q2 2020, we'll have our Cybersecurity Analyst—I can't believe it's already been 3 years, but it will have been! So, that's coming out, Server+ also in July, and then Security+ in Q4 next year. Then, as I said, in late 2020 or early 2021, our Data Analytics Pathway.

So, we're really excited about that. Again, you can pretty much look at something to be released every quarter.

[00:24:40]

Official CompTIA Content

KIRK SMALLWOOD: And I'm sorry... I know you guys are probably sitting with questions. If you don't mind, we'll try to hit all those at the end as much as we can, and I'm happy to talk offline as well.

So, the biggest news for us in the last number of years is content. For years and years, starting with A+, we really only created the certification, and it was left up to other publishing partners to create content that correlated to those certifications, whether it be books, labs, or test prep.

When a new partner (an academic partner or otherwise—government partner, corporate partner) would come to us and say, “OK, well, we want to start teaching your certs—what content do you have?” we would need to say as politely as possible, “Well, you're going to have to kind of figure that out by yourself, because we have all these other content partners, and you're going to need to kind of try out those, see what you like, and piece that together.”

So, a couple years ago, we decided, “You know what? We really need to have our own content for several reasons.” One is to provide a one-stop shop and make it easy for the instructor to go to one place and get everything they need for their classroom. Instructors need to keep things as simple as possible overall. They have a lot on their plate—we realize that. It's very hard for them to go get content from one place and certifications from another and try to piece all that together.

So, we figured, if we could do that ourselves, then it at least gives them that option to get everything in one location—hence our own official CompTIA content! So, again, now we have our own books, eLearning, labs, and exam prep to support skills development.

Official Content – Benefits

- ✓ One-Stop Shop (content and certification)
- ✓ Strictly aligned to exam objectives, checked and validated by independent subject matter experts
- ✓ Consistent approach and voice throughout book, labs, and assessment
- ✓ Timely access to new content, aligned with the release of certification exams
- ✓ Supports the full portfolio of CompTIA's certifications

[00:26:20]

KIRK SMALLWOOD: So, again, I talked about the benefits of this. One is the one-stop shop, of course. The other is that we're going to make positive that our content is strictly aligned to the exam objects. You never want to hear a case where somebody goes through a class, studies a book, then gets to the exam, and they're like, "Whoa, this wasn't on the content at all!" So, we want to make sure it aligns really strictly to exam objectives and that it's validated by independent subject matter experts.

Also, this is a really key point. If you think about it, if you went out and tried to piece together the stuff yourself as an instructor, maybe a book from this company or a lab from this company and a preassessment from this other company, they all may be good in a vacuum, but they may not have a consistent approach or terminology across all three of those things. And with us, because it's all coming from the same source, we're going to make sure that we are consistent across the books, labs, and test prep in terms of the terminology and things like that.

Also, we're going to be the first to release the content. So, in terms of timing, we're going to have the content ready, by and large, at the time the exam launches. With some of the other content publishers, it's not going to be ready until somewhat after that.

And again, I don't want to say there's not other good content out there. There's very good very good content out there, and some content works very well for instructors to this point, but again, we wanted to have an alternative to provide what we think is the best out there and be consistent and have one place to go. Again, some other publishers don't support all of CompTIA's

certifications. They may support one or two or three. We, obviously, support all of them, so we have content for everything.

Features of Official Content

- **The Official CompTIA Instructor Guide (eBook or print)**
 - o Extensive course setup guide and margin notes
 - o Lessons aligned with real-world job roles and scenarios
 - o Rigorous development process involving instructors
- **The Official CompTIA Student Guide (eBook or print)**
 - o Identical to Instructor Guide without course setup and instructor notes
 - o Icons to indicate accompanying resources such as videos
 - o Clear pedagogy linking objectives to content
- **The CompTIA CHOICE Platform**
 - o “2 clicks to the content”
 - o Videos and extensive “exam-like” assessment questions
 - o Resources include PPT slides and transition guides to migrate from the previous version of the exam
- **The Official CompTIA Labs**
 - o 6 months access
 - o Aligned with activities in the book
 - o Helps students put theoretical knowledge into practice

[00:28:10]

KIRK SMALLWOOD: Some of the features of the content... We have an Instructor Guide that corresponds with the Student Guide. So, within the Student Guide, there are specific activities that correspond specifically with the Instructor Guide, and then we have them in both eBook and print book. If you buy the print book, you get the eBook automatically. It’s not the same if you buy the eBook—you don’t get the print book automatically—but you could buy the eBook separately, if you just want to go that route, but again, if you buy print, you get both of them.

There’s a clear pedagogy linking the objectives to the content. We have a platform called CHOICE, which provides what we call ‘2 clicks to the content’, so you can access everything right there. To be honest, we are going to be incorporating a brand-new platform that provides even

more functionality to this content, so I hope this will be launching, I think, early next year, but we are switching platforms. But right now, the platform is actually pretty good, but the new one will be even that much better.

And then we have labs, 6 months access. They align with all the activities in the book, and they help, obviously, put theoretical knowledge into practice. The labs are very key, we find, with instructors.

2019/2020 Content Releases

- ✓ **Q1 2019:** Official Content for A+ Core 1 and Core 2 Series
- ✓ **Q2 2019:** Official Content for Linux+ XK0-004
- ✓ **Q3 2019:** Official Content for Sec+ and Net+
- ✓ **Q4 2019:** Official Content for Cloud Essentials CL1-002 and Re-Release of PenTest+ Official Content (Oct. 1)

[00:29:21]

KIRK SMALLWOOD: In terms of content releases coming up... So, the first real big release that we had was the A+ content. Just taking a step back, the way we got into the content business is we acquired the content from two of our content partners. What we did was, over at least a year, we held all kinds of focus groups with folks who had been using either or both of those sets of content and said, "What do you like about that content, and what don't you like about it? What's missing?" So, with all that research and focus group effort, then we launched our own content we call 'Official CompTIA Content'.

The first one that we launched was the A+ Core 1 and 2 series. We also then came out with the Linux+ in Q2. Q3 was Security+ and Network+, and then Q4, as I mentioned, is Cloud Essentials and PenTest+.

So, for some of our more advanced certs, we have not done that same method yet where we've taken the best of both worlds and then created our own new content. For some of the ones that are not mentioned here, it's still kind of, basically, Logical Operations content that we now

have our name on, but for all of our best-selling certifications, we have our own content for that now that we've created, really, from scratch.

[00:30:48]

CompTIA Academy Partner Program

KIRK SMALLWOOD: Maybe the main thing we're going to talk about today is the CompTIA Academy Partner Program. As mentioned, I managed the U.S. academic market, so we have somewhere around 3,000 or so Academy Partners, and those could be secondary or post-secondary schools, and our goal is really to provide as many free resources to help you guys get up to speed for student success. Really, the most important factor in all of this is the instructor—getting them up to speed, giving them as many resources and support as we can to help them teach their students and give them the confidence to get certified.

So, years ago, we developed the CompTIA Academy Partner Program. It's free to join. Many of you on this call, I believe, are already partners. You may not even know that you are, or you may not even know what it provides you, but I'm here to talk about some of that now.

Meet the Academy Team



[00:31:42]

KIRK SMALLWOOD: This is our Academy Team. Specifically, Brian Matzelle in the center there, he manages all the California partners. He's done a lot of great work with you guys over the years.

We're really proud to have him on the team. Alan Rowland also, over the years, has done some good work with you guys as well, working on some of those career pathways. But Brian is your man in terms of anything you need with your partnership, and he can help you out by answering questions, etc.

The Academy Partner Program

The Academy Partner Program

CompTIA's Academy Partner Program is free and provides valuable tools and resources to assist schools in recruiting, training, certifying, and upgrading the skills of their students in IT.

CompTIA's Academy program is designed to help schools promote certification and enhance student career opportunities.

www.comptia.org/academy

Financial Benefits

- Discounts on exam vouchers, CertMaster and content
- Complimentary Instructor Exam Vouchers

Certification Testing

- Become a PearsonVUE testing center
- Purchase academy-priced exam vouchers for students
- Current post-secondary students may purchase academy-priced exam vouchers directly
- Track your students' testing results using voucher identification numbers

Instructional Resources

- Certification exam objectives
- CompTIA-approved learning materials
- Certification roadmap
- Posters and visual aids
- CompTIA-hosted webinars

Access to the IT Community

- Events and Conferences
- CompTIA Instructor Network

Plus many more...!



[00:32:10]

KIRK SMALLWOOD: But the Partner Program, again, is designed to really assist you guys in recruiting students, training students, certifying students, and we provide a lot of different benefits. Perhaps the main one is the discounts on the certification and content. Academic partners get, really, the largest discount that we offer. Most things range from 30% to around 50% off, generally, on a lot of these certifications. We realize that the certs aren't cheap, but we try as best we can to help you guys out with preferred pricing, so that's probably #1.

We also offer a lot of guidance on how to do things like become a PearsonVUE testing center. It's really important, and you probably have one already at your school, I'm guessing,

because Pearson does a lot of different certs, not just ours, but it's really important to have a place where students can access a testing center conveniently.

If you leave it up to them to go find one, you don't have one convenient, and they've got to drive an hour to go find one, that's really easy for them to say, "You know what? I'm just going to put it off." And the more they put it off, the more they end up not taking the cert, and that is completely not the goal of, I'm sure, your program. It's certainly not our goal! We have a huge gap in the train-to-test ratio in terms of students that train for and then don't end up taking it, and we want to try to fix that because the cert, again, is what businesses are looking for.

Again, you can purchase Academy-priced exam vouchers for the students, and then we also have a method where, if you don't want to deal with a transaction of buying the certification for the student, or if it's a situation where you're recommending that they get the certification but not mandating, we do have a method (which I'll talk about) where the students can actually purchase the vouchers directly—it's called the Academic Marketplace.

We also have a means for tracking your test results, and you would be surprised—there are a lot of schools that may provide a voucher to a student but then don't really check up on them to see if they passed. Maybe they don't mandate the passing of the voucher to pass the class.

But still, if you're interested in tracking your test results, we have the means for doing that where, as long as you have the voucher number and you know who you passed it to, then there's a website you can go into to track this, and this is probably really helpful.

Actually, there's a group that I think you guys work with called SynEd that Scott Young heads up, and he's done a lot of work on finding out test results and doing a lot of data on an IT Fundamentals cert program that's been really, really well received.

We also have things like instructional resources, like you can access at any time the objectives of the certification roadmaps—I'll show you an example of one. These are both interactive and printed out. Posters for your classroom—we have a back-to-school kit to opt in on and get posters for your classroom. We do lots of webinar, mainly which are Stephen Schneider's,

which he'll talk about soon, and then access to the IT community through events and conferences, and then also the CompTIA Instructor Network, which Steve is going to talk about.

New CompTIA Marketplace



[00:35:13]

KIRK SMALLWOOD: Some of the new things that we have are our CompTIA Marketplace. We used to have this means of buying certs that was very archaic, and it actually still exists, called the VUE Store, where you fill out a PDF and email that in, and now we have a more Amazon-like marketplace, which is at store.comptia.org. You log in with your academic membership, and then you can buy any of our products there, have them shipped to you right away, or delivered to you right away via email if it's certification vouchers. It makes it a lot easier for you to purchase them that way.

Student Purchasing at an Academic Price



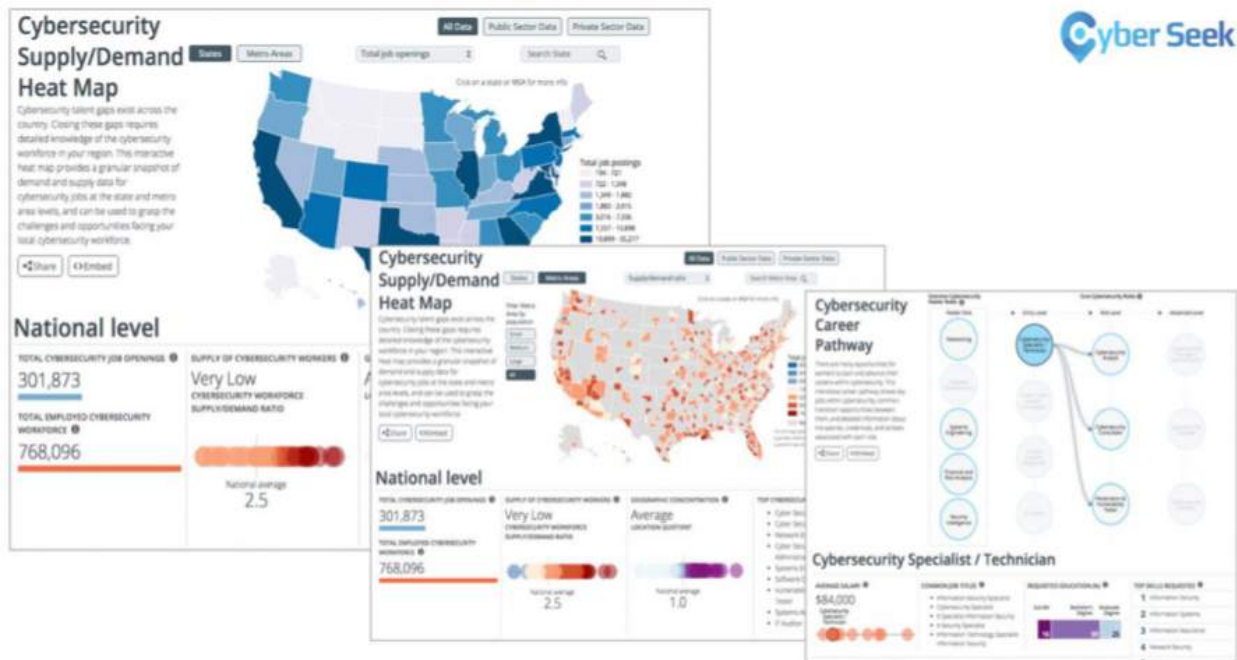
- Current US post secondary students can purchase at partner pricing through CompTIA's [Academic Store](https://academic-store.comptia.org/).

<https://academic-store.comptia.org/>

- Secondary school instructors can be provided a promo code which provides partner pricing. The code allows students to register for the exam directly with VUE.
- To ensure you are in the Academic Store, check for the word "Academic" next to the globe on the upper right of the webpage.

KIRK SMALLWOOD: Again, I talked about how students can purchase directly. If, for some reason, you don't want to deal with the transaction of buying vouchers, or if you're not mandating the voucher but recommending that the student get it kind of on their own, you can direct them to this marketplace. What it does is there's a validation process through a company called SheerID, which actually validates they are a current student at one of our Academic Partners, and then they are able to go ahead and purchase at the same discount that you get as a partner. People really like this because, again, sometimes they feel like the purchasing process is a little bit of a pain, and this makes it really easy to say, "Hey, go here!" So, students seem to like it, too, and they can buy any of our stuff on there, content or whatever.

CyberSeek



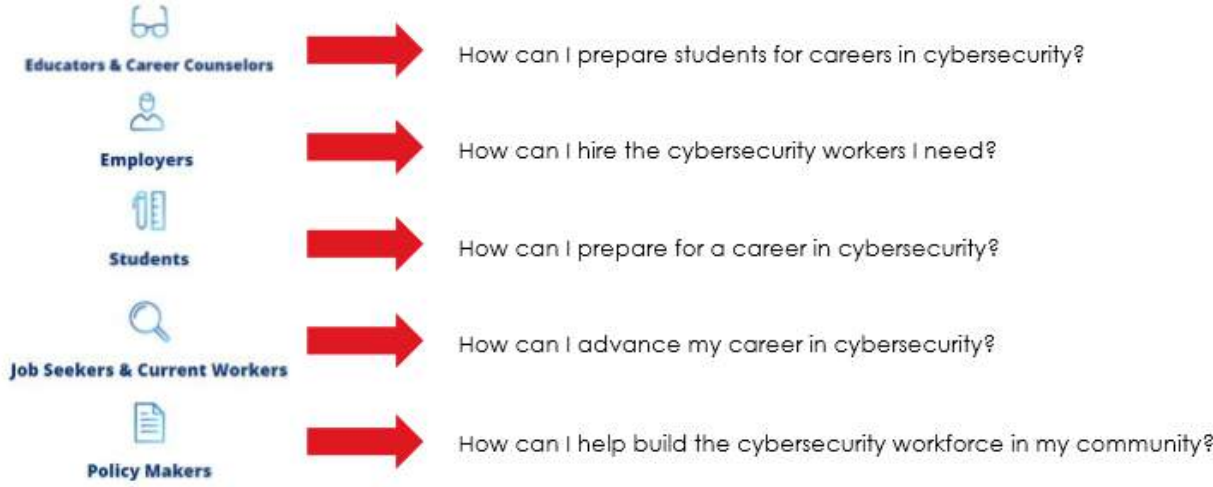
[00:36:38]

KIRK SMALLWOOD: Another free resource that we have is this site called [CyberSeek.org](https://www.cyberseek.org). I highly recommend that you guys take a peek at it. We got a grant from NICE (the National Initiative of Cyber Education) and also worked with Burning Glass, the folks that do all the jobs data information, and we created this... Well, it does other things, but there's this great heat map here showing Cybersecurity jobs, the demand, and the supply level, and you can do it by state or region. Then as well you can see different types of certification pathways, different jobs, average pay (especially depending on the area), and the different types of certs that will help get that person qualified.

But spoiler alert—it doesn't matter which state you click on, the ratio is very low in terms of qualified workers to Cyber jobs. I'm sure this is no surprise, but this kind of helps to show the opportunity. This is a great resource for instructors, for businesses, especially for students—it gives them an idea of, "Hey, this is an amazing opportunity, and these are some of the salaries I

could expect to achieve if I achieve some of these certifications and go on these different pathways.” So, a really, really good resource!

Using CyberSeek to Address Security Challenges



KIRK SMALLWOOD: Again, you can use CyberSeek—it really is a good source for anybody. It doesn’t matter if you’re a counselor, an employer, a student, an instructor, or a policymaker—it provides really good information to state your case as to why IT jobs are so important and why they’re paying well, and I highly encourage you guys to take a look at that.

So, again, you can download this PDF there on the site, and then there's also a great interactive version. You can do a click-down as far as what type of job role you're looking at, and then it will show you the different certs out there. You can click on the certs and get more information there, but people love this poster! This is maybe the most popular handout that we have at events and other places.

Training Strategies Group

Services We Deliver...

End-to-End Customizable Training Solutions

- CompTIA Certifications
- Other vendor certifications (E.G. Microsoft, Cisco, PMI, ITIL, etc.)
- Custom certification programs
- Professional development (soft skills)
- Train the trainer (T3)

Services

- Assessment and programmatic design
- Program consulting services
- Program management

[00:39:41]

KIRK SMALLWOOD: In terms of support, we also have something called the Training Strategies Group. Again, one of the biggest issues that we have in the industry is the lack of qualified instructors, people to start ready, so we actually acquired a training company that was doing some training for us for our foundation. We were really impressed with their work, so now, if need be, we can do custom training solutions and either train the trainer or train the student for you.

In other words, if all the California Community Colleges wanted to get together and do some type of a customized training for all your IT instructors to get certified and ready to teach

A+, we could do that! There is a cost to this, but again, it's customized. We could have somebody there in person doing it, or we do have virtual training as well, but the nice thing is they can do things other than just CompTIA training. They can do Microsoft, Cisco, others. They can do some soft skills training, things like that. But again, they can train the trainer or train the student, so this is a nice resource that we have.

[00:40:43]

CompTIA Instructor Network

The CompTIA Instructor Network (CIN) is a worldwide community for instructors who provide CompTIA certification training.

- Communicate and collaborate with CompTIA staff and other instructors.
- Access resources for students to understand the value of getting certified.
- Receive complimentary training and tools from CompTIA to enrich your classroom.
- Become proficient at teaching CompTIA standards.
- Share best practices and resources with each other.

KIRK SMALLWOOD: But I think... Again, as I mentioned before, this is a free resource, but the CompTIA Instructor Network might be the best resource that we have, and I wanted to have Stephen Schneiter here, who heads up the CompTIA Instructor Network to go ahead and talk about that in more detail in hopes that you can take advantage of this. Maybe just to make it easier, I'll keep control, and you can just let me know, and I will advance the slide when you're ready.

[00:41:10]

STEPHEN SCHNEITER: I appreciate that, Kirk. Thank you very much. Probably some of the others in the group are familiar or of the same vintage as I am. Instead of slides, we used to watch film strips, and you had that recording that was going on. You heard that beep, which was the signal to advance the film strip, so I'll give you that beep and let you know when it's time to advance.

KIRK SMALLWOOD: Sounds good.

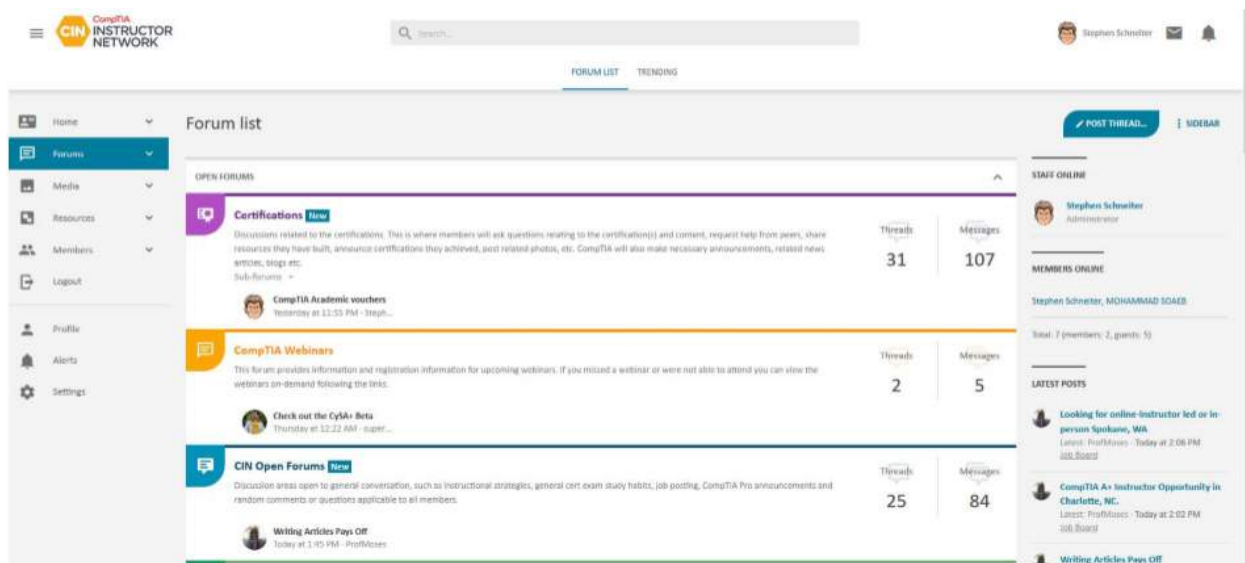
STEPHEN SCHNEITER: Hey, thanks, everybody. I appreciate your time today. I was really pleased Kirk asked me to talk to you a little bit about CIN. I love talking about CIN, the CompTIA Instructor Network. We are a global band of instructors, so to speak—we started out that way. We've grown into an actual group, a community now, but we started about 3 years ago, and the intent was to

get instructors together to be able to collaborate, to share information, and to learn, and that is really what we've developed into.

The CompTIA Instructor Network is open to any instructors that are teaching CompTIA certs, and it doesn't matter the skill level or how long you've been an instructor. We've got people coming into us all the time, saying, "Hey, I'm just now getting started into teaching CompTIA certs, and I don't even know where to start." So, that's where the CompTIA instructor community really comes into play.

We have a lot of different elements and resources that we're trying to bring to the table. We were talking right before we jumped on—we started out as a LinkedIn group, and we had conversations going on LinkedIn, we had resources stored in Box. We were a little bit scattered everywhere, and we've kind of developed. We grew to a certain size and got buy-in, and we were able to open up and offer our own platform.

CIN Community Platform



[00:43:23]

STEPHEN SCHNEITER: So, back at the CompTIA Partner Summit, back in August, we launched our community platform, and this resides right off of the CompTIA domain. You can check us out at

cin.comptia.org, as you saw on the last slide. But in here, we're able to better position conversations, so we have forums based off of certifications, webinars, open forums. We have a job board, which we just opened up a few weeks ago. We already have a bunch of people posting "Hey, I need an A+ instructor" or "I need a Linux+ instructor" in this particular area.

So, it's a great way of being able to tap into instructor resources that are available around this planet. It's a great place for instructors to come and post questions, like a comment. Within our LinkedIn group, we saw people saying, "Hey, I'm teaching A+ next year—what are you all doing? What resources are out there? What curriculum is out there?" So, from inside here, it's a great place to post questions and get comments back from fellow instructors.

We're also trying to build a library of resources. So, we have links to our past webinars from in here. If somebody shares a resource throughout one of our webinars, we post that in there as well, so it's a great place to get suggestions for labs or hands-on activities, best practices for content delivery, and exam preparation.

Train the Trainer



Train the Trainer Courses:

- Linux+ **XKO-004**
- A+ Core 1 **220-1001** & Core 2 **220-1002**
- IT Fundamentals+ **FCO-U61**
- Network+ **N10-007**
- Security+ **SY0-501**
- Cloud+ **CV0-002**
- CySA+ **CS0-001**
- PenTest+ **PT0-001**
- CASP+ **CASP-003**
- Project+ **PK0-004**

"The CIN webinars were well organized with a good level of depth. The presenters were knowledgeable and prepared while the provided links/ references allowed me to dig deeper on my own."

Cheri Kina
IT Specialist,
Honolulu Community College

Resources in the
CIN community
cin.comptia.org

[00:45:09]

STEPHEN SCHNEITER: So, one of our biggest things that we offer is the ‘Train the Trainer’ series. Some of you have probably participated in it. This started out back when the CySA+ launched for the very first time. We had a grand total of maybe 70 people registered for that, and now we had for our last webinar series that we did, which I believe was Linux+, we had well over 500 instructors registered for that Train the Trainer.

I have a listing on here of all of our past Train the Trainers that we’ve done, and you can find links to the on-demand versions of these within the community. You're more than welcome to go in and check it out.

One of the things that we do with the Train the Trainers is, if you register for the Train the Trainer and go through either the live version of it or the on-demand version of it while it’s being offered, those folks will be eligible for an exam voucher at the end of the series. So, not only are you getting an understanding about the content that’s being delivered, but you also have the opportunity to earn the exam voucher so that you can take the test.

We offer the Train the Trainer series as new exams or exams are renewed. For instance, we just did the Linux+, which was a renewed exam. We are getting ready to launch Cloud Essentials—that exam is being renewed, so we’re going to be offering the Train the Trainer on that. So, as exams are refreshed and launched again, be expecting a Train the Trainer around it.

This is a Train the Trainer, so we’re talking a little bit about delivering the classroom, but we’re also just teaching the concepts that are going in it. So, if anybody needs to refresh their skills or find out about some of the newer technology that’s going on out there, this is a great place to be.

We’ve had people comment in there, “Hey, I know all this stuff already—I was wanting to know about just the new objectives.” We have a different webinar series for that. This is really to get instructor skillsets up to speed, and it’s really been well received. It’s a great place to ask all those idiot questions that anybody may have, and nobody laughs at you for asking them. So, it’s really turned into a great resource. Again, you can come out to the CIN community and check out any of the on-demand versions from our past series that’s out there.

The Rest of the Webinars



Teaching the cert? Let's take it to the next level.



Stay up to date with industry trends with IT pros in the field.



Look deep at exam objectives and how to cover them.



Get an early look at the updated exam version or new exams.

[00:47:48]

STEPHEN SCHNEITER: One of the things that we also do is, in addition to the Train the Trainers, we offer a good collection of other series as well.

Our Masterclass series is brand new—we just did one of these this past week, earlier this week, focusing on Cybersecurity Month, and we focused on Security+. Where is Security+ fitting in industry? How are we prepping our students for the job skills for the job roles for this? Many of our Masterclass series will probably be a little bit more technical in nature, geared towards folks that are teaching that particular certification. Again, you'll be able to find the on-demand link in the community.

Our Deep Dive webinar series, that's where we're focusing in on a particular certification. Unlike the Train the Trainer, this is really honing in on the specific objectives and for new objectives that are in there. This is offered typically after an exam has launched, and people have been into it for about 6 months to a year. We'll offer a Deep Dive series where we're really honing in on those newer objectives that are in the certification, where it fits in and how to teach those engagingly with our students.

The Pulse is a webinar series that we try to bring in industry experts to talk about what are the current trends, what's going on in what I like to call 'the real world' or what's going on in industry. As instructors, we're focused on our classes. We're focused on getting our students taught, and it's not always that easy to keep up with industry trends and what IT pros are actually experiencing in the field. So, this is a way to bring that information and get instructor skills up to speed with what's going on, keep us up to date, which we can take those resources and stories and experiences back to the classroom and share with our students.

Then the Sneak Peek is typically geared as a sneak peek for the next certification that's coming out. For instance, Kirk mentioned that the CySA+ exam is going to be renewing in Q1 of next year. We're getting ready to launch or offer a Sneak Peek later on this quarter. I'm working on identifying an instructor that's going to work with us on this. But we'll go in, and we'll talk about what are the changes coming with the CySA+ exam. That's actually going through a beta exam process right now, so the instructor that will be offering that, he's obviously teaching CySA right now. And then we'll take the beta exam, review the objectives, talk about what's different. They'll come in and typically say, "Hey, I'm teaching this—this is my approach to teaching it, but these are some of the changes that I'm seeing, and I'm probably going to be looking at offering or changing my training style this way a little bit." But it's to give instructors an early look at what the new cert looks like, and it helps them prepare for being able to get off the ground running with an idea of how to better approach the certification. OK, Kirk.

[00:51:23]

Upcoming Events



CompTIA Instructor Network Masterclass: Up Close with Security+

Details in the CIN
community
cin.comptia.org



November 5-14th, Tuesdays and Thursdays, 7:00- 9:00pm CST

KIRK SMALLWOOD: Thank you. Oh, did you want to cover this one?

[00:51:26]

STEPHEN SCHNEITER: Yeah, yeah, yeah. So, our upcoming events... Like I mentioned, we had the Masterclass earlier this week. That link is up there. We've got Train the Trainer, which is going to be running in November for the Cloud Essentials+. That certification is launching next month, and we're launching the Train the Trainer to get you up to speed there.

We will open up registration for that Train the Trainer next week—actually, on Monday—so you'll be able to jump onto the CIN community on the platform and catch the registration link to get on there.

Our Train the Trainer series are typically Tuesday and Thursday evenings from 7 PM to 9 PM Central time, so we're looking at running between November 5th and the 14th on there. And again, these are free, so you'll be able to jump in and check out what the new cert is going to look like and get ready for it. All right, Kirk.

[00:52:31]

Important Links

Purchasing Links

- CompTIA Store (Partner Purchasing):
<https://store.comptia.org>
- Academic Store (Direct Student purchasing, .edu addresses only):
<http://academic-store.comptia.org>
- Voucher Order Form (Must use Internet Explorer):
https://wsr.pearsonvue.com/vouchers/americas_comptia.pdf
- Pearson VUE Website:
<http://www.vue.com/comptia>

Partner Website Resource Links

- Academic Partner Website:
<https://partners.comptia.org>
- For Login Information, email academy@comptia.org
- Request Complimentary Vouchers, CertMaster, and Manage Account:
<https://partners.comptia.org/my-account>
- CompTIA Resources:
<https://partners.comptia.org/resources/download-central>
- Details on CompTIA Certifications:
<https://partners.comptia.org/certifications>
- CompTIA Instructor Network (CIN):
<https://certification.comptia.org/why-certify/educators/instructors>

KIRK SMALLWOOD: All right. Thanks, Steve. Again, I just think it's an incredible resource, and please take advantage of it. Just a couple of other things for you, to wrap up. I put a whole bunch of links in here, just so you can reference later. I'm not going to go through each one of these, but a lot of the stuff that I mentioned—I just provided a lot of links.

Some of these are direct links if you are an Academy Partner. In other words, if you're not signed up as an Academy Partner, you won't be able to access them, but again, if you go to [comptia.org/academy](https://www.comptia.org/academy), that's where you can sign up to become a free Academy Partner, and then you can start accessing a lot of this stuff. But some of these you don't need to log in to get—they're just there.

And here is a second page of some of that stuff...

Resource Links (Certifications, Videos, Products, Events, etc.)

- **Success in the Tech Economy Video:**
<https://www.comptia.org/blog/success-in-the-tech-economy>
- **Interactive Career Pathway Link:**
<https://www.comptia.org/content/comptia-career-roadmap>
- **Anywhere Proctored Link:**
<https://www.comptia.org/contact-us/comptia-anywhere-proctor-test-delivery-system>
- **CertVerification Tool:**
<https://partners.comptia.org/how-to/verify-certification>
- **CertMaster:**
<https://www.certmaster.com>
- **CertMetrics:**
<https://www.certmetrics.com/comptia/login>
- **Partner Summit (2019 Tracks):**
<https://partners.comptia.org/resources/partner-summit>
- **Exam Objectives:**
<https://certification.comptia.org/training/exam-objectives>

KIRK SMALLWOOD: You'll be able to reference these things once you get the slide deck.

[00:53:17]

What Can You Do?

- Identify the top industry-recognized certs
- Map your classes and make sure you and the students review the exam objectives
- Make certs a mandated part of the outcome/college credit
- Why Certify?
- Get your instructors certified!
- Hands-on, Group Based, Project Based
- Work-Based Learning

KIRK SMALLWOOD: And the last thing I just want to leave you with is some things that you can do. These are some of my recommendations.

I assume most of you folks are in IT, but really, I could say this to any teacher that's teaching in any industry, in engineering or whatever—identify what the top industry-recognized certs are in terms of the jobs that you're teaching towards.

Map your classes and make sure that you and the students review the exam objectives. If you need some help mapping, again, we've already done some for California Community Colleges a while back. If you need some other specific mapping, we might be able to help you out with that. It just depends on how busy our product team is, but they like doing that stuff. If you've got a specific course that you want to see, like, "Huh, is this really mapping towards the cert, or am I missing something?" they can take a look, generally, and let you know. I don't want to actually promise that—again, they're really busy—but they like doing it, and if they have time, they will do it.

I say make certs a mandated part of the outcome. Whether the cert is actually going to count to pass the class or not, I just think it's a good practice to mandate that they actually take the cert because it gives them some really good experience. The great things about these globally recognized certs is they're like a passport—they're good really anywhere you go in the world,

anywhere you go in the U.S. They're recognized for a reason, because they're good—not just ours but others as well—so make it a part of the outcome of your class.

And talk to them about why certify—talk to them about why it's so important. Hopefully, some of these items I've shared with you today help clarify that and enforce that, for the importance of certification in addition to the associate's degree because, like it or not, it's kind of what the industry is looking for, especially in IT right now.

And then get your instructors certified. It's extremely important for your instructor to be certified in the current version of the cert that they are teaching. We try to help you out, again, with the Instructor Network, but then also, we provide complimentary instructor vouchers for the instructor to get certified. We don't want that to be a barrier to the instructor getting certified, cost, so we provide complimentary instructor vouchers for you guys.

Again, with any types of learning, the most effective are hands-on, group based, or project based—that's why the labs are so key, I think, in terms of the learning situation in the classroom. People just like learning that way, and I'm sure you guys know that already.

And then any work-based learning opportunities that you can provide, too. I think students get so much out of the actual opportunity to visit a company and see what their workers are doing. They realize that spark, and it gets them excited about the potential job—obviously, apprenticeships or internships or anything that you can help facilitate, that's really important, too.

[00:56:15]

Questions

Thank you! Questions?

Contact Information:

Kirk Smallwood

Vice President, Business Development

P: 630.678.8533

E: ksmallwood@comptia.org

<https://www.linkedin.com/in/kirksmallwood/>

Brian Matzelle

Senior Manager, Business Development

P: 630-678-8324

E: brmatzelle@comptia.org

Stephen Schneiter

CompTIA Instructor Network Program Manager

sschneiter@comptia.org

KIRK SMALLWOOD: So, I'll just leave you with our contact information. Brian Matzelle, again, is your man with really anything having to do with the Academic Partnership, and I put Stephen's information here, too, if you have any questions specifically on the CompTIA Instructor Network, and I'm here as well. But I hope this was somewhat helpful, and I actually need to clean up this deck a little bit, Nicole, before I get you yet another version of this because I think I put in some extra slides there that I didn't need to. Anyway, whatever time we need, I'm happy to answer some more questions, if you guys have any.

[00:56:49]

STEVE WRIGHT: Yeah, sure. Thank you, Kirk. This has just been phenomenal, you and Stephen both. The resources you've shown us are just a cafeteria of fantastic resources for us, and I've always been impressed by the way you guys handle yourself in the industry. Providing that content now and providing that content does close the gap that I think was there. Even though you guys

were trying to be at arm's length and very fair about keeping them separate, I think it's important that you do what you did, and I certainly applaud you for it.

I do have one specific question, and I noticed you're providing the Cloud+... Recently, in the California Community College system, we've been pretty much inundated by people, particularly AWS Educate, AWS Academy, and we have a lot of people that have tried to jump on Cloud as the next bandwagon, and certainly, there are a lot of Cloud skills requested in job postings—probably about 50% of the IT job postings that we look to in various databases across the state have some sort of Cloud skill listed in there.

And I know you guys go through a lot of LMI research (labor market information research) when you design your certifications. One of the findings that we've made so far as we're trying to validate the need for one platform versus another is that jobs seem to ask for skills in AWS and Azure and Google. So, of course, at a job, you may actually have to deal with all of those platforms, as well as knowing their Python and their Java and their VMware and everything else. So, could you tell us how to match up with some of the labor market information...(audio outage/dead air)

[00:59:02]

KIRK SMALLWOOD: ...the vendor-specific stuff, and even AWS is recognizing that folks need a little bit more background overall in Cloud because there's more to it than just their products. But I don't know if that's answering your question or not. I feel like I'm rambling, but no, I mean, Cloud is huge. I don't know, Stephen, if you want to comment any more. Stephen used to lead transition stuff. He used to have a role on the product team. Any thoughts you have?

[00:59:27]

STEPHEN SCHNEITER: I would just say I agree with you 100%, and the fact that a lot of the CompTIA certifications are building steps into the product-specific certifications—for instance, the Cloud Essentials cert that's launching next month, we're offering a Train the Trainer on. That's a very lower-level Cloud cert. This cert is geared more towards those in administrative roles that are going to be making decisions on Cloud concepts for an organization. I put it in terms of the Cloud

Essentials allows an administrator to be able to talk to the folks in IT, who are actually doing the Cloud technologies, so that they can understand, or at least speak the same language, and know what's going on.

So, the Cloud Essentials is a much higher-level view of the Cloud overall, whereas the actual Cloud+, that is geared... That's a higher-level cert that's geared for those that are in the trenches—again, a high-level understanding of networking and the concepts to be able to implement Cloud technologies for an organization. Again, that would be a lead-in for even higher-level certs, like the AWS certs, that are pretty much product specific.

[01:00:51]

STEVE WRIGHT: I think a related question is that... When I look at that little series of certifications that you had on one slide, leading up to the Cloud+, I'm thinking each one of those is a cost for the certification test. There's probably a course or two and prep materials and everything else. By the time a student goes through that series and then perhaps goes after a vendor-specific certification, that's a pretty big investment.

[01:01:11]

STEPHEN SCHNEITER: Yes, it is.

STEVE WRIGHT: And we have a lot of people in the educational system that want to cherry-pick, and they want to say, "Well, just take this one or that one. We'll just prepare you for this skill, and you'll be able to jump into a high-paying job." And I'm always wrestling with how much do I push back against those who would like to try to find a shortcut? But no, there's just a lot of basic information people need to get in the field—or am I wrong? Is it possible to take a particular certification and jump right into a job that pays good money?

[01:01:42]

STEPHEN SCHNEITER: Kirk, do you want to take a stab, or do you want me to?

KIRK SMALLWOOD: Yeah. I mean, yeah, that's certainly possible. Absolutely! I mentioned our foundation—we have this Creating IT Futures foundation that takes people and gets them trained and certified. These folks have absolutely no IT experience, and they're getting training certified in A+, they're putting in the 6-month paid apprenticeship, and then 90% of these folks after 2 years are still in IT jobs.

And the reason they made this switch in the first place is because they were in some type of a field where it was food service or construction or maybe the military and no longer in there, and they need to find something to support their family quickly. And even just an entry-level IT support job can pay really good money starting out, and the nice thing about certifications is that you can get that certification and get in the job, get the experience, and along the way, maybe be doing some other certifications on the side that will help you progress in that career.

So, there are absolutely certs that can get you in the door. I mean, there are... One of our member companies actually says, and we have a video of him saying, "If this resume doesn't have A+ on it, we're not even going to interview the person." So, there are absolutely certifications, and I showed some of the salaries earlier—even entry-level stuff can pay really well, especially to what someone may have been used to making.

The nice thing is there are sometimes businesses that you're working for that will go ahead and pay for the next certification along the line. Like, if you're in there as a help desk technician and they want you to become more adept at Cloud support or whatever it may be, a Networking Engineer, they may pay for your certification because they want to get you up to speed, and they want to retain you.

[01:02:49]

STEVE WRIGHT: That's a very good point. Sorry to rush you because we are running out of time.

KIRK SMALLWOOD: No problem!

STEVE WRIGHT: One of the things we try to emphasize a lot as a service to our students is employer engagement. Is it possible through you to get in touch with those member companies and try to arrange for student invitations or meetings or interviews or anything like that?

[01:03:54]

KIRK SMALLWOOD: You know, we've... Currently, not that I know of. There are several people that have created platforms out there that have approached us about utilizing and marketing their platforms that do provide that type of engagement. Frankly, it was something that we looked at a while back, and it's very hard to keep up with, but there are some companies out there doing some things like that. In fact, there's one company—what's the name of them? I can't remember the name of it now. Oh, they're called Couragion. They provide this interaction between students and jobs. So, it's not something that we do, necessarily, but there are some platforms out there, and we're looking at some of them to partner with.

[01:04:32]

STEVE WRIGHT: Yeah, Apprenti and some of the others...

KIRK SMALLWOOD: Yeah, exactly, exactly, yeah.

[01:04:35]

STEVE WRIGHT: All right, I just didn't know because one of the big deals we have is, yeah, we can train the student, but we'd like to introduce them to the companies as well.

KIRK SMALLWOOD: Sure.

STEVE WRIGHT: And that's becoming a gap in our service offering, and we'd like to figure out how to close that. So, to the extent that you have member companies that are expressing a desire for people to have these certifications, and we're helping people get these certifications, we'd love to close that gap. So, if you can think of anything else on that one in the future, we'd love to try to work on that.

[01:05:01]

KIRK SMALLWOOD: OK.

STEVE WRIGHT: Anybody else have an outstanding question that they'd just really love to ask? This was great. This was packed—action packed!

KIRK SMALLWOOD: Yeah, sometimes I worry we throw a little too much at you, but obviously, you can consume this later at your own pace. Again, we're always happy to have separate calls, and Brian is a tremendous resource as well, and so is Stephen. So, don't hesitate to reach out to us.

[crosstalk 01:05:27]

STEPHEN SCHNEITER: You know what? There was a question in the group chat about how to access CompTIA official content.

KIRK SMALLWOOD: How to access it? So, what we can do is we can get you samples. If you want to reach out to Brian Matzelle, he can get you samples of the content for you to evaluate. Does that help answer your question?

[01:05:51]

STEVE WRIGHT: I think the answer is 'call Brian!'

KIRK SMALLWOOD: Yeah, the answer is 'call Brian.' He can get you samples, no problem at all.

STEVE WRIGHT: And he's not here today, so he can't disagree with that.

KIRK SMALLWOOD: He can't disagree. He will do it, and he will like it.

STEVE WRIGHT: He's a great guy. He's been a wonderful resource.

KIRK SMALLWOOD: Brian is the best.

STEVE WRIGHT: I'm going to go ahead and wrap this up now. I want to thank you both again for an absolutely spectacular presentation, and we will make sure that this, in addition to the 15

people here that will make this viral, we will announce and get more people to view it. It's an incredible resource, and we're very happy to partner with CompTIA in any way we can.

[01:06:28]

KIRK SMALLWOOD: Well, we're thankful for you guys for all the efforts that you do.

STEVE WRIGHT: All right, good.

KIRK SMALLWOOD: And Nicole, I'm sorry—I'll get you a cleaned up deck before you send it out to everybody.

NICOLE SHERMAN: No problem!

KIRK SMALLWOOD: Thank you so much for the opportunity, guys.

STEVE WRIGHT: Usually, we post all this material within a week, so those of you who want the materials, they'll be there, or perhaps sooner. We try to give it a week because there's a transcript and all that kind of stuff that has to happen.

All right, well, thank you, everybody. We'll be back here next week with another exciting ICT Educator Series webinar. Have a good week.

STEPHEN SCHNEITER: Thank you.

KIRK SMALLWOOD: Bye, everybody!