



Corporate  
Social  
Responsibility

## Multiplying Impact: Education in North America

Improving the delivery and quality of education, to equip students of all ages in North America with the skills for success



To create long-term growth in Canada and the United States, we need to improve access to education, train future employees, and build better-educated communities.



Cisco's initiatives in North America help educators use technology to enhance teaching and learning, and serve as models for the rest of the world.

We invest in programs that give students the foundation to succeed beyond school. We focus on the skills needed for information and communication technology (ICT) careers and emphasize the importance of science, technology, engineering, and math (STEM) education, especially in underserved communities. Through our own initiatives, our wide-ranging education partnerships, and the volunteer efforts of our employees, we reach students at all levels and foster environments that encourage learning and create brighter futures.

### Cisco Networking Academy® Program

According to the National Math and Science Initiative, a nonprofit that promotes STEM-related careers in North America, jobs in computer systems design and related services are projected to grow dramatically, with demand being as much as 45 percent higher in 2018 as it was in 2008. The need for skilled ICT workers to fill these jobs has already outpaced the supply, and Cisco is committed to filling the gap.

The Cisco Networking Academy program, which is Cisco's longest-running corporate social responsibility (CSR) initiative, began in North America but now includes 10,000 academies in 165 countries and has one million students engaged in learning each year. Through the program, students learn how to design, build, manage, and secure computer networks. Networking Academy™ courses are delivered through a blended learning model that combines classroom instruction with online curricula, interactive learning tools, and hands-on activities. The Cisco NetSpace™ learning platform lets students and instructors access and manage courses from mobile devices, and supports development of valuable career skills – such as problem-solving, communication, and collaboration.

Networking Academy is supported by a number of public-private partnerships with educational institutions, nonprofits, non-governmental organizations (NGOs), government agencies, and community centers that provide classroom space, computer-lab equipment, and qualified instructors. Cisco provides free, regularly updated ICT curricula and professional-development opportunities for teachers. Some organizations deliver Networking Academy courses specifically to underserved, disadvantaged, or disabled students.

you + networks = impact<sup>x</sup>



"Students are becoming immune to traditional teaching methods. They need something that keeps their attention. We can use technology to create relevant, hands-on learning experiences that stimulate their curiosity and interest."

– Tom Sumrall, physics teacher and science department chairperson, Forrest County Agricultural High School, Brooklyn, Mississippi

## More Information

To learn more about Cisco's CSR initiatives in education, please visit:

[csr.cisco.com/pages/education](http://csr.cisco.com/pages/education)

## Education Partners

To help educate future employees for work in STEM fields, we partner with a number of nonprofits and social enterprises in North America, including the following:

- **Citizen Schools** is a nonprofit dedicated to helping middle-school students in low-income communities across the United States to stay after school and work with volunteer educators. Since 2009, Cisco has helped the initiative expand from ten schools in five states to 31 schools in eight states. Also, Cisco employees are among the program's largest group of "Citizen Teacher" volunteers.
- **City Year**, a nonprofit that emphasizes the need to keep students in school, deploys corps members, ages 17 to 24, who dedicate a year of service to work full-time in the most underserved schools in the United States. Operating in a similar vein, **Teach for America** is a national teacher corps of college graduates and professionals who commit to teach for two years and raise student achievement in public schools. Cisco is a long-time supporter of both organizations and has contributed millions of dollars in cash, networking products, and collaboration solutions to support their work.
- **MIND Research Institute**, a California-based nonprofit with a mission to change math education in America, uses its innovative ST Math Program to foster math proficiency in elementary and middle-school students. Working with Cisco, MIND was able to launch a web-based version of the program, which has dramatically expanded the number of students reached. On average, students using the program have doubled or tripled their growth in math proficiency on standardized tests.
- Cisco has partnered with several organizations to develop the **STEM Pipeline**, a website that inspires students to pursue STEM careers and helps them find STEM jobs. The site involves the work of **Communities in Schools, North Carolina**, a nonprofit working to increase high-school graduation rates and foster interest in STEM careers, and includes a searchable database of job openings, provided by **Futures, Inc.**, a software company that develops skills-matching technology. The site also includes videos, produced by the nonprofit **RoadTrip Nation**, that offer inspiration by letting people in STEM careers share their stories.

[csr.cisco.com](http://csr.cisco.com)



## Cisco Corporate Social Responsibility

We believe that businesses have a responsibility to operate in ways that respect and ultimately benefit people, communities, and the planet we live on; we call this Corporate Social Responsibility (CSR). Our core CSR philosophy is that impact multiplies whenever human and technology networks combine to solve a problem.

This is why we approach CSR the same way we approach business—by applying our technology, employee expertise, and partnerships. We are focused on four primary goals: improving the well-being of people and communities around the world, reducing our environmental impact and helping our customers do the same, conducting our business ethically, and creating a workplace where our employees thrive.