



Cisco Networking Academy: Tennessee Profile

Cisco® Networking Academy® is playing a critical role in the U.S. economic recovery by preparing students for the sustainable jobs that government, education and industry all agree will fuel America's ability to innovate and compete, not just today but in the future. As the focus turns to infrastructure, Networking Academy provides students with critical IT and networking skills to design, build, and maintain the infrastructure highway that both the public and private sector now depend on for sustainability.

The new Obama administration clearly recognizes the importance that technology plays in preparing students to compete in a 21st century global economy. In a speech on January 8, 2009, at Virginia's George Mason University, President Obama highlighted the current science and technology skills gap in the United States and the urgent need to address it:

“To give our children the chance to live out their dreams in a world that’s never been more competitive, we will equip tens of thousands of schools, community colleges, and public universities with 21st century classrooms, labs, and libraries. We’ll provide new computers, new technology, and new training for teachers, so that students in Chicago and Boston can compete with kids in Beijing for the high-tech, high-wage jobs of the future.”

Cisco Networking Academy is a proven model for delivering 21st century learning because it delivers:

- rigorous and interactive curricula licensed at no cost to nonprofit educational institutions
- an e-learning platform that supports different learning styles
- web-based content available to students 24/7
- online assessments
- student performance tracking
- hands-on labs
- instructor training and support

Networking Academy is a unique public-private partnership between educational institutions, national, state and local government, and community-based organizations, currently educating more than 128,000 students in over 2,200 U.S. educational institutions.

As an education solution, Networking Academy encourages seamless educational pathways between secondary and post-secondary institutions by using curricula aligned to national and state education standards for math, language arts, and technology and industry certifications. These courses also help students prepare to pursue degrees related to science, technology, engineering, and math (STEM). Networking Academy courses provide instructors with tools to help students make the connection between their educational experience and their careers. In the United States, academies are located in high schools, technical schools, colleges, universities, and community-based organizations.

Cisco Networking Academy provides:

- IT and networking skills mapped to high-skill, high-demand, high-wage 21st century jobs across virtually every industry
- sustainable partnerships at all levels of education, including community colleges at the forefront of workforce development and retraining

- strong alignment with high school career and technical education programs that build technical skills and create pathways for high school graduates going either directly into the workforce or on to post-secondary education
- the skilled pipeline of talent required to design, build and maintain the infrastructure needed for economic recovery

Included in each state profile are Networking Academy statistics, IT workforce projections, and student/graduate stories. These state-by-state profiles will provide you with important information about the value Cisco brings to government, education and business through delivery of IT/networking skills and knowledge. Cisco Networking Academy educates the architects of today's networked economy.

Profiles are updated annually with core content, and we will continue to add student/graduate profiles. For your convenience, the library of profiles for each state, plus the District of Columbia and the United States as a whole, are accessible at <http://www.cisco.com/go/netacadresourcecenter>.

We welcome your suggestions for future profiles. Please send any questions and feedback to our U.S. Marketing Team via Nancy Bischoff at nbischof@cisco.com.

Learn More

Table 1 lists data about academies in Tennessee. Table 2 lists information about Networking Academy curricula in Tennessee, and Table 3 shows information by student education level.

For additional information about Cisco Networking Academy, visit <http://www.cisco.com/go/netacad>

Table 1. Cisco Networking Academy in Tennessee

Networking Academy students	938
Female Networking Academy students	15% female
Distinct cumulative academy students (having successfully completed a course)	3316
Academies	33
Academy instructors	35
Total estimated cumulative contribution value to Tennessee academies*	\$2,423,796

Sources: AME/MRE FULL Package_10 31 08 Quarterly Metrics Date: Nov 13, 2008

Cumulative students are distinct; therefore, each student is only counted once.

*This estimate includes donations and discounts made to educational institutions implementing Cisco Networking Academy within Tennessee.

*Sources: AME/MRE report #3616student and instructor enrollment by year 2008.11.24_JBZ_v8.xls

Table 2. Networking Academy Curricula in Tennessee

Curriculum	All	ITE	CCNA 1, 2	CCNA 3, 4	Advanced Technologies and Other*
Number of academies by curriculum	33	33%	73%	39%	6%

The above curricula represent the core Networking Academy curricula.

*Includes CCNP, Security, Wireless, Java, UNIX and Panduit Network Infrastructure Essentials (PNIE)

Academies often teach multiple curricula and may be counted more than once in this table.

Source: AME/MRE rpt #3651 as of 10.31.08 v2 Date: Dec 8, 2008

Table 3. Tennessee Academies and Students by Education Level

Education Level	Total Number	Secondary Schools	Community Colleges	Universities	Other
Tennessee Students*	938	42%	56%	1%	1%
Tennessee Academies*	33	56%	35%	6%	3%

Sources: AME/MRE FULL Package_10 31 08 Quarterly Metrics Date: Nov 13, 2008

*For academies that self identify as more than one education level, the academies and students in this table are distributed proportionately across the education levels.

Academies represented in "Other" category include the following: community-based organizations, middle schools, the military, nontraditional educational settings, and post-graduate institutions.



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Active Cisco Networking Academies in Tennessee U.S. Congressional District Database

Data for this report was gathered using the U.S. Congressional District Database. This tool was developed to communicate with congressional representatives about Cisco Networking Academy implementation in their home districts. The database maps active academies by congressional district or by all districts within a state, providing academy name, city, state, and congressional district. The listing by state is updated annually.

Table 4 lists information about academies in Tennessee congressional districts.

Table 4. Networking Academies in Tennessee Congressional Districts

Number of Tennessee Congressional Districts	Number of Tennessee Congressional Districts <u>with</u> Networking Academies	Number of Tennessee Congressional Districts <u>without</u> Networking Academies	% Tennessee Congressional District Penetration
9	8	1	89%

Academies listed here have taught a class with at least three students, or adopted a new curriculum, within the last twelve months

Source: MRE/Academy Connection, U.S. Congressional District Database Date: October 31, 2008

Active Tennessee Cisco Networking Academies by Congressional District

* Indicates Cisco Networking Academy Training Center

Academies listed here have taught a class with at least three students, or adopted a new curriculum, within the last twelve months

Source: MRE/Academy Connection, U.S. Congressional District Database Date: October 31, 2008

Congressional District 1

- Dobyons-Bennett High School (Kingsport)
- East TN State University (Johnson City)
- Northeast State Technical Comm. College (Blountville)
- Sevier County High School (Sevierville)
- WSCC-Credit (Morristown)

Congressional District 3

- Chattanooga State Technical Community College (Chattanooga)
- Sequoyah Technology Center (Soddy Daisy)

Congressional District 4

- Fairview High School (Fairview)
- Tennessee Technology Center Oneida (Huntsville)

Congressional District 5

- *Nashville State Technical Community College (Nashville)
- Tennessee State University (Nashville)

Congressional District 6

- NSCC Cookeville (Cookeville)

Congressional District 7

- Adamsville High School (Adamsville)
- Cordova High (Cordova)
- Independence High School (Thompsons Station)
- McNairy Central High School (Selmer)
- Riverside High School (Decaturville)
- Tennessee Technology Center at Crump (Crump)

Congressional District 8

- Brighton High School (Brighton)
- Covington High School (Covington)
- Crockett County High School (Alamo)
- Dyer County High School (Newbern)
- *Dyersburg State Community College (Dyersburg)
- Haywood High Career and Technical (Brownsville)
- Humboldt High School TN (Humboldt)
- *Jackson State Community College (Jackson)
- Munford High School (Munford)
- Tennessee Technology Center at Jackson (Jackson)
- Tennessee Technology Center at McKenzie (McKenzie)

Congressional District 9

- Kansas Career & Tech (Memphis)
- Kingsbury High School (Memphis)
- *Southwest Tennessee Community College (Memphis)



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Cisco Networking Academy: Workforce Development in Tennessee

Cisco® Networking Academy® is ready to help U.S. workers learn critical IT and networking skills through academies located in high schools, community colleges, four-year colleges, and nontraditional settings. Developing in-demand technical skills in a timely, focused program enables students to quickly find and retain sustainable, high-paying jobs. Academy courses map to industry certifications and prepare students for technical jobs in a new, improved technical infrastructure across the nation. Even students who complete introductory courses will be prepared to work for companies that depend on a technical infrastructure for business sustainability.

“Obama’s pro-tech agenda could increase the number of technology jobs in the United States by 10 percent, adding about 300,000 high-paying IT positions.” –Katherine McGuire, VP of government relations, Business Software Alliance ¹

“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 peripheral 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 and hiring data ¹

As the U.S. remains focused on economic recovery throughout 2009, there is a growing emphasis on upgrading the educational infrastructure to deliver the required knowledge and skills to build the needed technical workforce to support and maintain technology infrastructure assets and requirements. Just as the interstate highway investment created millions of construction jobs, which were then followed by maintenance and automotive jobs in the long term, so technology investments will initially create jobs necessary to design and deploy technology infrastructure, and these jobs will be followed by an array of new business opportunities.

“Investments in America’s digital infrastructure will spur significant job creation in the immediate term. An investment of \$40 billion in IT network infrastructure in 2009 will create more than 949,000 U.S. jobs, more than half of which will be in small businesses.” –Technology CEO Council press release ²

Cisco Networking Academy addresses the need for 21st century teaching and learning models that prepare students to move into the pipeline of talent needed to fill these high-skill, high-wage, high-demand careers.

“We will enable students of all ages to learn in 21st century classrooms, labs, and libraries, to help our students compete with any worker in the world.” –American Recovery and Reinvestment Plan press release ³

In a recent report, the Information Technology and Innovation Foundation “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.” ⁴

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

² Technology CEO Council, Wash. D.C. 1/29/09, http://www.techceocouncil.org/index.php?option=com_content&task=blogsection&id=8&Itemid=159

³ American Recovery and Reinvestment Plan press release, 1/16/09, <http://appropriations.house.gov/pdf/PressSummary01-15-09.pdf>

⁴ ITIF, 1/7/09, *The Digital Road to Recovery: A Stimulus Plan to Create Jobs, Boost Productivity and Revitalize America*, <http://www.itif.org/index.php?id=212>

IT Occupational Data

Table 5 lists information about IT-related occupations in the United States, and Table 6 lists this information for Tennessee.

Table 5. Selected IT-Related Occupations in the United States

Occupation	Employment		Employment Change		Average Annual Openings	Occupational Employment as of May 2007*
	2006	2016	Numeric	Percent		
Computer Support Specialists	552,000	624,000	71,000	21.9	24,000	525,570
Computer Systems Analysts	504,000	650,000	146,000	29	28,000	446,440
Network and Computer Systems Administrators	309,000	393,000	83,000	27	15,000	309,660
Network Systems and Data Communications Analysts	262,000	402,000	140,000	53.4	19,000	216,050
Computer and Information Systems Managers	264,000	307,000	43,000	16.4	9,000	264,990

U.S. Department of Labor, Bureau of Labor Statistics, <http://www.projectionscentral.com>, based on data availability as of October 31, 2008

*U.S. Department of Labor, Bureau of Labor Statistics, May 2007 State Occupational Employment and Wage Estimates (US), <http://stat.bls.gov/oes/current/oesrcst.htm>

Table 6. Selected IT-Related Occupations in Tennessee

Occupation	Employment		Employment Change		Average Annual Openings	Occupational Employment as of May 2007^
	2006	2016	Numeric	Percent		
Computer Support Specialists	8581	9562	981	1.1	363	8420
Computer Systems Analysts	5936	7632	1696	2.5	327	5810
Network and Computer Systems Administrators	4557	5840	1283	2.5	232	5250
Network Systems and Data Communications Analysts	2812	4342	1530	4.4	210	2320
Computer and Information Systems Managers	4949	5645	696	1.3	150	4850

Source: Email from Walter Robinson, Walter.Robinson@state.tn.us, Statistical Analyst, Tennessee Department of Labor and Workforce Development, 220 French Landing Drive, Nashville, TN, 37243, Telephone: (615) 741-6642, Internet: <http://www.state.tn.us/labor-wfd/lmi.htm>

^ U.S. Department of Labor, Bureau of Labor Statistics, May 2007 State Occupational Employment and Wage Estimates (by state), <http://stat.bls.gov/oes/current/oesrcst.htm>



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Tennessee Student and Graduate Profile

Betty DeSeck had 17 years of experience in the banking industry when she decided to return to school. She had been working for First Tennessee Bank in Memphis since 1986, first as a teller, then as an ATM specialist, and ultimately as a help desk agent through IBM.

In 2003, her contract was ending and Betty knew it was time to pursue something new. “Being a 40-year-old female without a degree made the prospect of finding comparable employment seem pretty grim,” Betty recalls. Since IBM monitored the bank’s network and provided desktop support, this pointed Betty in the direction of a technology degree, and she enrolled in the IT generalist degree program at Southwest Tennessee Community College (STCC) in Memphis, Tennessee.

Betty signed up for the Cisco® Certified Network Associate (CCNA®) course to fulfill a degree requirement, and became a Cisco enthusiast during the first semester. In her words, “The course challenged me and brought me over a learning curve I had never experienced. The way the content was written and labs were taught made me think in a different way.”

“The Cisco Networking Academy measures not what you’ve read, but what you understand and can do. It builds conceptual and technical understanding. When you’re taught how to do something, it’s a deeper learning experience and it produces consistent performance.”

Betty DeSeck

After Betty experienced learning “the Cisco way,” she was hooked. “The Cisco Networking Academy® measures not what you’ve read, but what you understand and can do,” Betty explains. “It builds conceptual and technical understanding. When you’re taught how to do something, it’s a deeper learning experience and it produces consistent performance.”



Shortly after returning to school, Betty was offered a position as an enterprise technologist III at First Tennessee Bank, which had become First Horizon National. She moved into the enterprise technology division of the bank, monitoring their ATM, server, switch, and router environments, while attending school.

“I finished all of my degree-required classes in December 2005,” Betty recalls, “but I wanted to complete the Networking Academy courses, and did so in May 2007.” The additional work allowed Betty to earn an IT communications degree rather than an IT generalist degree. She obtained her CCNA certification in April 2006 and graduated summa cum laude the following month.

Betty has recently taken on additional responsibilities which allow her to apply her CCNA networking knowledge in a LAN environment and provide second-level desktop and application support to more than 500 users at the check processing center. She has also been tasked with providing remote support for the bank’s switches state-wide. “Although my title stayed the same, I earned a raise and an opportunity to broaden my skill set,” says Betty. She plans to enroll in the Cisco Certified Network Professional (CCNP®) classes to expand her certifications.

“Having met the Cisco challenge is a source of encouragement for me,” adds Betty. “I’m a mother of three who finally completed college. There is no stopping point now. I am not limited. I can do anything.” Betty recently completed her

Networking Academy instructor training and is teaching in the continuing education program at Southwest Tennessee Community College.

“The course challenged me and brought me over a learning curve I had never experienced. The way the content was written and labs were taught made me think in a different way.”

Betty DeSeck

To learn more about the Networking Academy at Southwest Tennessee Community College, visit www.southwest.tn.edu



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