



Impact Profile

Texas



Technology Education Prepares and Inspires Students

The world is constantly innovating, encouraging technology to progress at a rapid pace. Every individual, organization and government grows increasingly reliant on intelligent networks and technology-adept workers.

Cisco Networking Academy™ provides coursework that teaches students the skills to satisfy employer requirements and attain success in their careers. Students learn to design, manage and secure computer networks within a structure that also develops leadership and collaboration skills. Courses are taught in education institutions with classroom instruction, online material, interactive simulations, and hands-on practice.

Over 1 million students are actively enrolled in Networking Academy courses at more than 10,000 education institutions in 165 countries. They will be among the future innovators impacting the world.

The impact in Texas



12,020

Students taught in 2012-2013

98,698

Students since inception



263

Instructors preparing the ICT workforce



126

Organizations offering
Cisco ICT courses



42.87 Million

Estimated in-kind contribution to education

you + networks = impact

Tomorrow's Technology is Here Today

For a competitive and sustainable economy, the United States must have a skilled and well-trained workforce that can meet current and evolving industry needs. Students must acquire problem-solving and critical-thinking skills, in addition to job-related expertise, to reach their full potential in their careers.

The growth of global networks has resulted in a shortage of people qualified to manage the information infrastructure needed to operate, manufacture, support communications, and even save lives. Every business, school, hospital, nonprofit, and other organization that relies on intelligent networks needs trained professionals to keep them running and secure.

A workforce that is well-schooled in ICT and engineering can spur innovation across many industries, which in turn inspires new opportunities to fuel productivity and economic growth. ICT investments play a major role in generating stable, high-paying jobs and boosting the nation's GDP.

An Innovative Program that Supports Education Standards

Cisco Networking Academy is a technology education program that partners with public and private organizations to provide the knowledge and skills required for career-ready students. Students acquire basic-to-advanced ICT and networking expertise. They develop the analysis, teamwork, and efficiency skills that are essential in the 21st century, both in college and in their careers.

Networking Academy courses reflect all Science, Technology, Engineering and Mathematics (STEM) Cluster Topics, and teach many of the reading and writing Common Core State Standards for technical subjects. Students strengthen their understanding of technology, math, science, and engineering concepts, improving success in their advanced studies and preparing for globally-recognized certification exams.

Technical and Career-Ready Skills

Courses include IT Essentials, Cisco CCNA (Cisco Certified Networking Associate) Routing and Switching, CCNA Security, and Cisco CCNP® (Cisco Certified Networking Professional). Supplemental courses cover healthcare ICT, voice, cloud, and more.

The instructional approach encourages student engagement, and the ability to synthesize what they learn to apply it in other contexts. Courses integrate four skill areas identified as critical for 21st century professionals:

- **Problem solving and decision making:** Students practice and test their knowledge by configuring and troubleshooting networks using hands-on labs and simulation software; real-world scenarios develop advanced problem solving techniques.
- **Creative and critical thinking:** Students understand the how and why of networking by combining hands-on learning with conceptual and analytical exercises.
- **Collaboration, communication, and negotiation:** Students acquire teamwork skills by working on group projects.
- **Intellectual curiosity and information handling:** Students develop the ability to locate, select, structure, evaluate, and present information.

Courses prepare and motivate students to pursue further education, earn industry certifications, embark on or strengthen a career, and become entrepreneurs.



Comprehensive Curricula and Communities of Support

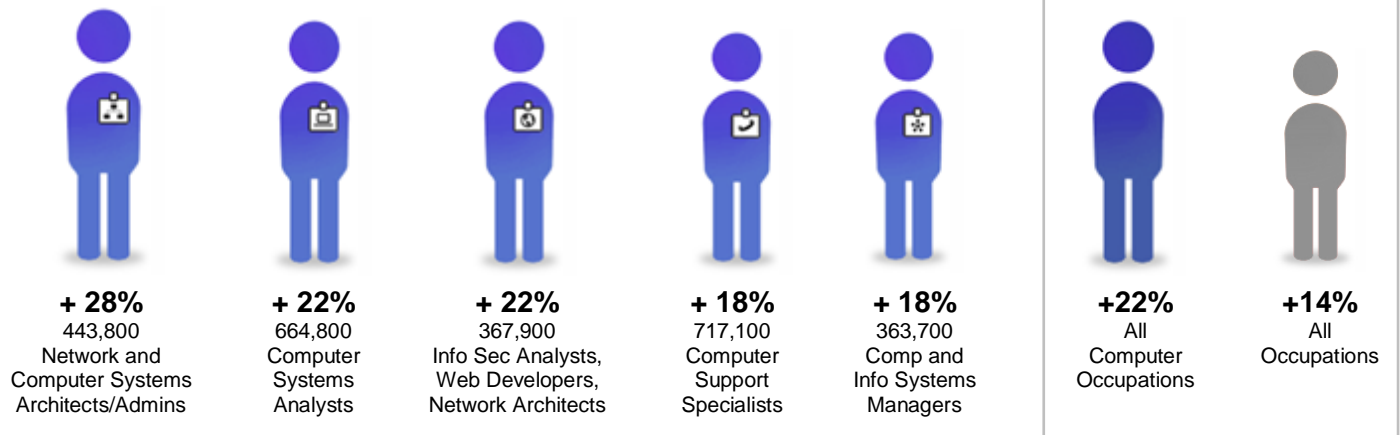
Each course is free to not-for-profit organizations, and provides instructor-led course content, lab exercises, simulation software, skills assessments, case studies, gaming, interactive teaching guides, and grade books. All materials are available to instructors online with 24-hour support.

Unique to Networking Academy is our focus on instructor professional development, and the creation of communities to support both instructors and students. Instructors receive training prior to teaching their first class, and free professional development opportunities throughout the year. Cisco hosts peer communities that enable instructors to collaborate and share best practices online and in person. Students have access to skills competitions, and a global network of peers to mentor each other through coursework and exam preparation.

ICT Skills in High Demand

ICT professionals enjoy a continuously increasing demand because of exponential growth in technology hardware and services. Networking is expected to be the second fastest growing ICT area in the United States, faster than the average growth for all occupations, as we continue to invest in cloud and mobile networks.

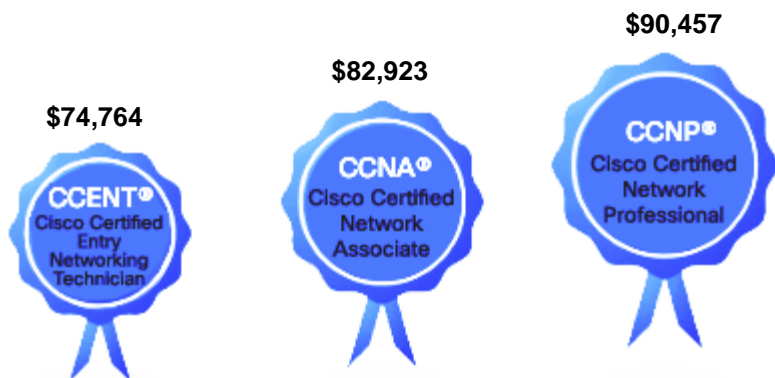
2020 U.S. Employment Predictions¹



¹ Source: US Department of Labor, Bureau of Labor Statistics, www.bls.gov/emp/ep_table_108.htm

Top Cisco Certifications by Salary²

ICT salaries are on the rise, particularly for professionals with specialized training or certification. For example, Cisco network administration knowledge and skills result in a 9% higher salary on average.



Additional Cisco certifications are available, including CCNA Security, CCNA Voice, CCIE, CCDA, and more.

² Source: Global Knowledge, 15 Top Paying IT Certs, www.globalknowledge.com/training/generic.asp?pageid=3158&country=United+States

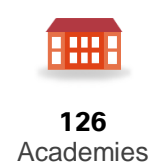
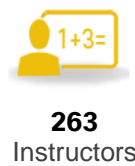
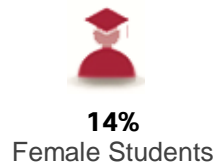
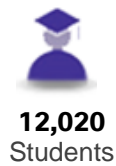
The Impact in Texas

The partnership between Cisco and Texas education institutions has touched the lives of many students and generated a large estimated in-kind contribution towards education.

Impact since program inception in 1997



Impact over the last 12 months



Education Levels	Secondary Schools	Community Colleges	Universities	Other ³
Students	31%	43%	11%	15%
Academies	44%	36%	12%	9%

Curricula ⁴	Basic ICT	Basic Networking	Intermediate Networking	Advanced Networking
Students	33%	45%	17%	5%

³ Community-based organizations, middle schools, military, nontraditional educational settings, and post-graduate institutions

⁴ Students that enroll in more than one education level or curriculum in 12 months may be counted more than once

Education Organizations Teaching Networking Academy Courses in Texas

COUNTY	CITY	SCHOOL
Angelina	Lufkin	Angelina College
Austin	Wallis	Brazos ISD Computer Networking Academy
Bastrop	Bastrop	The Good Shepherd Computer Technology Resource Center
Bee	Kingsville	Coastal Bend College
Bell	Killeen	Central Texas College
		Killeen Career Center
Bexar	San Antonio	Alamo Community College District on behalf of Northwest Vista College
		Alamo Community College District on behalf of Palo Alto College
		Alamo Community College District on behalf of San Antonio College
		Alamo Community College District on behalf of St. Phillip's College
		Hallmark College
		Wagner High School
		Texarkana College Academy
Bowie	Texarkana	Texarkana College Academy
		Texas High School

Collin	Frisco	Collin College
		Collin College-Preston Ridge Campus
		Frisco ISD
	McKinney	McKinney Boyd High School
		McKinney High School
	Plano	Plano ISD
Princeton	Princeton High School	
	CATE Center	
Wylie	Wylie East High School	
Comal	Sattler	Comal Hawk Academy
Cooke	Era	Era ISD
	Gainesville	North Central Texas College
Dallas	Dallas	Bill J. Priest Institute
		EI Centro College
		Mountain View College
		Richland College
		South Oak Cliff High School
		Southern Methodist University
		Farmers Branch
	Garland	North Garland High School
	Iago	North Lake College

	Irving	Academy of Irving ISD
		DeVry University, Irving (ACC)
	Richardson	Berkner High School
		DeVry University, Richardson (ACC)
Denton	Denton	Advanced Technology Complex
	Justin	Northwest ISD
El Paso	El Paso	El Paso Community College-Valle Verde Campus
		Hanks High School
		Vista College-El Paso (ACC)
	San Elizario	San Elizario ISD
Erath	Stephenville	Tarleton Networking Academy
Fort Bend	Wharton	Wharton County Junior College
Gaines	Seminole	Seminole Independent School District
Gregg	Kilgore	Kilgore College
Harris	Baytown	Lee College
	Cypress	Cy-Fair H.S. Academy
		Cypress Springs High School
		Cypress Woods High School
		Lone Star College - Cy-Fair
	Houston	Alief Academy
		Barbara Jordan High School for Careers
		Cypress Creek Networking Academy
		DeVry University, Houston (ACC)
		Elsik High School
		Genesys Academy
		Hastings High school
		Houston Community College
		Houston Community College Southwest Academy
		Lone Star College - North Harris
		Nimitz Sr. High School
		Pasadena ISD LP Card Career and Technical Center
		Spring High School
		Texas Southern University
		The Guthrie Center
		University of Houston Clear Lake
	Westwood College Houston South HNS (ACC)	
	Humble	Humble ISD Career and Technology Education Center
	Katy	Miller CTC Academy
	Kingswood	Lone Star College -

		Kingwood	
		Klein	Klein High School 12
		Pasadena	San Jacinto Community College Central Campus
		Spring	Klein High School 34
		Tomball	Lone Star College - Tomball
Harrison	Marshall	Texas State Technical College - Marshall	
Hays	San Marcos	San Marcos High	
Hidalgo	McAllen	South Texas College	
Hockley	Levelland	South Plains College	
Hood	Granbury	Granbury Independent School District	
Hopkins	Cumby	Cumby ISD	
Hunt	Commerce	Commerce High School	
Jefferson	Beaumont	Lamar Institute of Technology	
	Port Arthur	Lamar State College - Port Arthur	
Johnson	Burleson	Burleson ISD	
Kaufman	Crandall	Crandall Academy	
Lamar	Paris	Paris Junior College Academy	
Lee	Giddings	Giddings ISD	
McLennan	Waco	McLennan Community College	
		Texas State Technical College, Waco	
Midland	Midland	Midland College	
Montgomery	The Woodlands	The Woodlands High Schools	
	Willis	Willis ISD	
Nueces	Corpus Christi	Del Mar College	
		Texas A&M Corpus Christi	
Orange	Orange	Lamar State College - Orange	
Parker	Weatherford	Weatherford College	
		Weatherford ISD	
Potter	Amarillo	Amarillo College	
Randall	Amarillo	Canyon ISD-Randall	
Sherman	Stratford	Stratford High School - Stratford ISD	
Smith	Tyler	Tyler Junior College	
Tarrant	Arlington	Tarrant County College, Southeast	
	Bedford	HEB ISD Technical Education Center	
	Everman	Everman High School	
	Fort Worth		Carter-Riverside High School
			DeVry University, Fort Worth (ACC)
			EMS - Hollenstein Career and Technology Center
			Tarrant County College, South Campus
	Grapevine	Grapevine-Colleyville CHHS	
	Hurst	Tarrant County College, Northeast	
North Richland Hills	Birdville Career & Technology Center		

Titus	Mount Pleasant	Mount Pleasant ISD
Tom Green	San Angelo	Howard College/San Angelo ISD
Travis	Austin	Akins High School
		Austin Community College
Webb	Laredo	Laredo Community College
		United High School

		United South High School
Wichita	Bluegrove	VC Century City Academy
Wilbarger	Vernon	Vernon College
		Vernon High School
Williamson	Leander	Leander ISD
Wilson	La Vernia	La Vernia ISD

ACC = Accredited Career Colleges

Academy Impact Story



Career-Focused From the Age of Five

When she was five years old, Lindsay Simancek told her parents, “I want to be the CEO of the world.”

There was no discernible straight line between that pronouncement and Lindsay’s job today as a Cisco Sales Engineer supporting state and local governments and educational institutions. She didn’t grow up tinkering with computers, nor was she particularly interested in technology. Her mom works from home as a secretary and her dad owns a tool and die machining company.

Lindsay describes her career path as “puzzle pieces coming together.” As a teenager, Lindsay was a competitive downhill racer. During a four-year rehabilitation from a skiing accident, her physical therapist pushed Lindsay about her career goals. “That was probably the first puzzle piece. I had never given it much thought. I wanted to be successful, but I had no idea what the path to success would be.”

At Walled Lake Western High School in Michigan, Lindsay took a mandatory computer class in her sophomore year. She realized she was very adept at working with computers, but she had no interest in taking the computer programming class available next. One night, her parents came home from a parent-teacher conference with “Cisco NetAcad” written on a yellow pad. Neither Lindsay nor her parents had any idea what “Cisco” or “NetAcad” meant, but they decided to investigate.

The next puzzle piece was meeting Jenny Griffith, the Cisco Networking Academy instructor at Walled Lake Central High School, essentially a rival campus to Lindsay’s. Jenny started out teaching business studies, and had lobbied for the first Cisco Networking Academy program in the district. Jenny came from the business world, and knew that computer networking was an important marketable skill.

There was just one obstacle: at 15, Lindsay would have to attend Networking Academy courses at the rival campus. “I had changed schools before, but this was worse. All of my friends were at my original campus, and it was like I was taking classes with the enemy.” But Lindsay was determined to find out what computer networking was all about.

Jenny had already warned Lindsay that this was a male-dominated field, so she wasn’t surprised to be the only girl in a class of 25. What did surprise her was the tremendous diversity in the classroom. “There were jocks like me, business majors, computer programmers, and math and science wizards. I thought there would be cliques among the boys, but there were none. Jenny encouraged us to mentor each other, which really helped because I didn’t know some pretty basic stuff. She broke down barriers for me. She wanted me to succeed. It was a great environment, and within the first week I was in love with networking.”

She began to wonder if there was a path in college to continue developing her networking skills and land a good job. Her parents wanted Lindsay to go a college in one of the states adjacent to Michigan, but none of those colleges had degrees in networking at that time. Then another puzzle piece fell into her lap. A brochure arrived from the Rochester Institute of Technology (RIT) in New York about their degree program in Applied Networking and Systems Administration. To this day, Lindsay has no idea how RIT found her, but she suspects it was a NetAcad connection.

“It was hard for my parents to understand why it was so important to me to go to this school for this particular degree. We took a road trip to New York so I could meet everyone in the program. I realized for the first time that networking was a real degree and that it would map to a successful career. Within a week, I had changed my college plans and applied for early admission to RIT.”

From that point on, Lindsay converted her path to a superhighway. In her sophomore year at RIT, a professor got her involved in the Explore Rochester IT internship, founded by CIOs in the Rochester area. “It was a rotational IT program, and I spent three to four weeks over the summer with three large companies. I got to work with network engineers in the field. To me, they were at the heart of everything that is IT. It was the cement in my career plans.”

By her senior year, she had an offer from Energy East, one of the companies for whom she had interned. Right after she took the job, Energy East was acquired by Iberdrola, the third largest power company in the world. Overnight, she was working for a global company. She was the youngest network engineer ever hired, and became the youngest lead engineer in the company. “I was constantly asking for the next big project, and I had great managers and co-workers who mentored me. One of my managers pushed me to learn more about the business, to understand budgeting and scheduling, align technology with business needs, and in general, become a stronger leader.”

After five years with Iberdrola, Lindsay got an offer from a Cisco Gold Channel Partner. She took the job, but after a few months decided she wanted less travel. She got a call from a recruiter about a network engineer position at the University of Rochester Medical Center. She took the job and worked there for seven months. With fewer travel demands, she and her husband decided to start a family.

Then came the most unexpected puzzle piece of all: a call from a contact at Cisco asking if she would like to join the New England team as a Cisco Sales Engineer supporting state and local government and education customers. “In my wildest dreams, I couldn’t imagine that I would get a job offer from the largest networking manufacturer on the planet. I thought I would need more experience and maybe a couple of certifications. And here they were, offering me a job. I told them I was pregnant, and I had baby brain and morning sickness. But everyone was completely supportive.” She took the job.

Lindsay adores her role as a sales engineer. She loves the fact that she is helping schools educate children using technology, and helping governments deal with enormously complex challenges to deliver services to the public. “It feels good to solve these kinds of problems. It feels good to work for such an amazing company. I feel as though my business and technical ambitions have come together perfectly. Maybe this is what being CEO of the world feels like: creating stronger communities and helping people improve their lives every day.”

Cisco Corporate Social Responsibility (CSR)

Cisco CSR efforts are managed across five areas, as illustrated here. Cisco Networking Academy is one of Cisco’s CSR ‘Society’ programs in education. Cisco In-Kind Contribution Value (IKCV) is comprised of product donations and pro bono service capabilities. Cisco assesses IKCV at fair market value, defined by the IRS as the price that inventory, products, or certain professional services would garner on the open market between a company and its direct customers/clients.



All Cisco CSR IKCV – United States	
12 months (11/1/12-10/31/13)	\$ 24,795,963
Since 2007	\$169,491,428

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Cisco Corporate Social Responsibility

We create opportunities to transform lives, communities, and the environment through the combined power of human collaboration and networked connections. We call this “impact multiplied.” Together with others, we apply technology to unlock the intelligence and fuel the innovation needed to address some of the world’s most pressing problems.

Our Corporate Social Responsibility efforts focus on five areas: improving the well-being of people and communities around the world; using our technology to improve environmental sustainability; conducting our business ethically; creating a workplace where our employees thrive; and maintaining our high standards for ethics, labor rights, health, safety, and the environment throughout our supply chain.