



Cisco Networking Academy
Mind Wide Open

Regionaler Akademietag Düsseldorf

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April 2016



Überblick

- Zahlen und Fakten
- CDA – Country Digitisation and Acceleration Plan Germany
- Technical Update
- Termine

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German Academies - YoY metrics (March FY 16 Q1)

Students

Class Registrants (all):	39.815 Students (2015: 40.398)	= 8.973
Class Participants (all):	31.153 Students (2015: 31.524)	= 7.442
Non-Core Class Participants:	2.373 Students (2015: 2.073)	= 397
YoY Growth		
(core courses enrollment only):	4,9 % (+1.445 Students)	= 14,2% (+924)
Academies:	633 total / 420 active	= 90/68
Academy Support Centers:	25	= 3
Instructor Training Center:	16	= 1
Active instructors:	824 / 52 (2015: 781 / 48 female)	= 155 / 10 fem.
Students without conversion:	11.500 = 29% (2015: 8.161 = 25%)	= 2.188 = 24%

NRW

Key Core Courses: CCNA (~79%), IT Essentials (~21%)

NRW -NetAcademy Name	one Year			TOTAL	FEMALE	CCNA	CCNA	CCNA	CCNA	IT
	earlier	# Increase	% Increase	All	All	Discovery	Exploration	CCNA R&S	Security	Essentials
ATIW gGmbH Berufskolleg	502	51	10%	553	68		7	348	102	82
Berufskolleg Rheine des Kreises Steinfurt	208	183	88%	391	13	30	19	211		79
Hans-Böckler-Berufskolleg	463	-107	-23%	356	16		2	140		171
Heinrich-Hertz-Europakolleg der Bundesstadt Bonn	153	185	121%	338	24			192		79
Hochschule Duesseldorf	227	106	47%	333	54		147	124	37	
Adolf-Kolping-Berufskolleg Kerpen	109	195	179%	304	13			128		175
Berufskolleg Beckum	226	73	32%	299	15	33		179		87
Berufskolleg fuer Technik und Informatik Kreis Neuss	223	58	26%	281	6	4	1	255		
Heinrich-Hertz-Berufskolleg	255	26	10%	281	21	31		146		99
Berufskolleg fuer Gestaltung und Technik Aachen	280	-13	-5%	267	13			190		28
Berufskolleg Bocholt-West	210	24	11%	234	5			171		63
Berufskolleg Platz der Republik für Technik und Medien	182	45	25%	227	11	139		88		
FB Elektrotechnik & Informatik an der Fachhochschule Niederrhein	207	9	4%	216	12			199	15	
BKT Luedenscheid	24	187	779%	211	15	2		29		180
Berufskolleg Uerdingen	279	-80	-29%	199	8	87		109		3
Berufskolleg für Wirtschaft und Verwaltung Aachen	175	24	14%	199	16		1	95		103
Carl-Reuther-Berufskolleg des Rhein-Sieg-Kreises in Hennef	166	13	8%	179	4		26	153		
Berufskolleg Hilden des Kreises Mettmann	185	-19	-10%	166	10			165		1
Heinz-Nixdorf-Berufskolleg	438	-291	-66%	147	13	32		28		86
Technische Hochschule Koeln	107	38	36%	145	11			131	6	
Carl-Miele-Berufskolleg, Gütersloh	105	17	16%	122	3			109		
Carl-Severing-Berufskolleg der Stadt Bielefeld	72	47	65%	119	9		11	108		
Berufskolleg des Kreises Aachen in Alsdorf	135	-16	-12%	119	3			77		
Lippe-Berufskolleg des Kreises Soest in Lippstadt	98	20	20%	118	10			118		
FH Bielefeld	71	46	65%	117	10			117		
Kreisberufskolleg Brakel	162	-66	-41%	96	5	1	2	80		1
Cuno-Berufskolleg 1	102	-8	-8%	94	5		4	66		23
Berufskolleg Luebbecke	90	2	2%	92	8			92		
Berufskolleg Oberberg	85	1	1%	86	6	48		2		31
Richard-von-Weizsäcker-Berufskolleg	72	6	8%	78	6		1	77		
Bertolt-Brecht-Berufskolleg	39	39	100%	78	8			78		
Ev. Schulzentrum Espelkamp	14	64	457%	78	23			1		75
Friedrich-List-Berufskolleg	94	-19	-20%	75	3	3	1	71		
Max-Weber-Berufskolleg	35	38	109%	73	11	12		38		23
FH Suedwestfalen - University of Applied Sciences	90	-17	-19%	73	4			73		
BKTM	21	48	229%	69	3		2	4		63
FES Minden		67	100%	67	22					67
Felix-Fechenbach-Berufskolleg des Kreises Lippe in Detmold	91	-37	-41%	54	1	12		11		31
Berufsförderungswerk Oberhausen	69	-17	-25%	52	4			52		
Pictorius Berufskolleg	25	23	92%	48	2	2		46		
Fachhochschule Aachen - Fachbereich Elektrotechnik und Informationstechnik	8	38	475%	46	5			43		
Georg-Simon-Ohm-Schule Köln	33	12	36%	45	3			45		
Berufskolleg Witten	36	8	22%	44	1			44		
Berufskolleg Ostvest	116	-73	-63%	43	2	43				
Dietrich-Bonhoeffer-Berufskolleg des Kreises Lippe in Detmold	38	5	13%	43	3	43				
Willy-Brandt-Schule, Gesamtschule der Stadt Mülheim a. d. Ruhr		35	100%	35	5					20
Berufskolleg für Technik und Gestaltung Gelsenkirchen		30	100%	30	2			29		
Universitaet Siegen	41	-16	-39%	25	1			25		
Berufskolleg Stadtmitte der Stadt Muelheim an der Ruhr	31	-12	-39%	19	2					19
Hochschule Ostwestfalen-Lippe - University of Applied Sciences	16	0	0%	16				12		
Realschule Broich	42	-28	-67%	14	2					14
University of Applied Sciences Bonn-Rhein-Sieg	10	2	20%	12	3		1	7		
FH Bielefeld FB Wirtschaft und Gesundheit	4	5	125%	9				9		
Gustav Heinemann Gesamtschule		8	100%	8						5
Universitaet Duisburg Essen	12	-6	-50%	6				6		
Bundesinstitut fuer Berufsbildung	8	-4	-50%	4						4
Berufskolleg Bergisch Gladbach		4	100%	4						
FH Bielefeld FB Ingenieurwissenschaften	2	0	0%	2				2		
IAL Institut fuer angewandte Logistik gGmbH	3	-1	-33%	2				2		
b.i.b. International College	7	-6	-86%	1				1		

Students in NetAcad Curricula in NRW

Curriculum – core:	7.442 Students
IT-Essentials:	1.612 Students
CCNA Discovery:	522 Students
CCNA Exploration:	225 Students
CCNA CCENT:	4.051 Students
CCNA 3+4:	401 Students
CCNA insgesamt:	5.273 Students
CCNAS:	160 Students
CCNP:	0 Students
Curriculum non-core:	397 Students
Internet of Everything:	10 Students
Cybersecurity:	7 Students
Get connected:	1 Students
Linux:	298 Students
Smart Grid Essentials:	72 Students

Überblick

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CDA Germany CSR Commitment

- Support the national digital agenda
- Train the young generation and the workforce to be IoT economy ready
- Improve the competitiveness of the German industry and service sector
- Fertilizing a start-up culture and entrepreneurship

Pressemeldung vom 8. März 2016:

„Deutschland Digital“: Cisco investiert 500 Millionen US-Dollar in die Digitalisierung in Deutschland

- *Schwerpunkte: Innovation, Sicherheit und Bildung*
- *Investition zusätzlich zu laufenden Programmen*
- *Digitalisierung: „Einmalige Chance für Deutschland,“*

Quelle: <http://globalnewsroom.cisco.com/de/de/press-releases/-deutschland-digital-cisco-investiert-500-millio-nasdaq-csco-1247955>

Integrated Concept for Combined Approaches

1

NetAcad target groups:

- pupils
- apprentices in vocational education
- students University level

2

Refugees

- in validation process
- approved state
- in special measurements for refugees
- in public education

1

NetSpace
ASC-ITC-CA
NetAcad
traditional

2

Refugees
Integration in
work/job market

**Digital
Readiness
Profiling**

3

**Further
Education**
Workforce
improvement

Structure trail for workforce readiness:

1. Profiling
2. Individual career plan
3. Trainings for Digital Readiness
4. Connections to Employers

3

Employees and employable people

- employed in specific sectors (health, logistics, productions)
- unemployed
- potential employees

CDA in numbers - traditional approach

	FY15				FY16				FY17				FY18				FY19			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Students (Student Participants)	11,056	7,898	5,439	3,746	11,897	10,898	7,439	4,746	22,789	16,490	13,847	10,027	38,748	29,127	21,285	14,329	54,780	39,812	26,757	12,654
Students Runrate	11.056	7.898	5.439	3.746	11.897	7.898	5.439	3.746	12.789	8.490	5.847	4.027	13.748	9.127	6.285	4.329	14.780	9.812	6.757	4.654
New Students (CDA Impact)	-	-	-	-	-	3,000	2,000	1,000	10,000	8,000	8,000	6,000	25,000	20,000	15,000	10,000	40,000	30,000	20,000	8,000
FY TOTAL				31,166				47,363				91,954				166,490				222,202
Courses (Class Participants)	11,856	8,817	6,229	4,264	18,880	13,598	9,239	5,646	31,789	23,690	21,047	15,427	61,248	47,127	34,785	23,329	90,780	66,812	44,757	19,854
Courses Runrate	11.856	8.817	6.229	4.264	13.526	7.898	5.439	3.746	12.789	8.490	5.847	4.027	13.748	9.127	6.285	4.329	14.780	9.812	6.757	4.654
New Courses (CDA Impact)	-	-	-	-	5,354	5,700	3,800	1,900	19,000	15,200	15,200	11,400	47,500	38,000	28,500	19,000	76,000	57,000	38,000	15,200
Instructors (accumulated)	781	781	781	781	781	801	861	921	1,071	1,221	1,371	1,521	1,761	2,001	2,241	2,481	2,781	3,081	3,381	3,681
Instructors Runrate	781	781	781	781	781	781	801	861	921	1,071	1,221	1,371	1,521	1,761	2,001	2,241	2,481	2,781	3,081	3,381
New Instructors (CDA Impact)	-	-	-	-	-	20	60	60	150	150	150	150	240	240	240	240	300	300	300	300
Qualified Instructors					20	10	10	25	25	25	25	25	40	40	40	40	50	50	50	50
"Entry" Instructors							50	50	125	125	125	125	200	200	200	200	250	250	250	250
Academies (accumulated)	397	397	397	397	397	401	435	489	544	600	666	732	830	928	1,027	1,127	1,259	1,391	1,505	1,620
Academies Runrate	397	397	397	397	397	401	405	439	494	550	606	672	740	838	937	1,037	1,139	1,271	1,405	1,520
New Academies (CDA Impact)							30	50	50	50	60	60	90	90	90	90	120	120	100	100
Courses/Student	1,07	1,12	1,15	1,14	1,59	1,25	1,24	1,19	1,39	1,44	1,52	2	2	2	2	2	2	2	2	2
Courses/Instructor				40	49	54	53	51	56	58	60	60	69	72	71	67	70	70	67	60
Student/Instructor				36	37	40	39	38	43	42	42	42	45	46	44	42	43	42	40	36
Students/Academy				71	73	80	78	71	84	86	87	86	95	99	97	92	95	94	90	83

Start point FY 16:

- 780 instructors at ~397 NetAcads train 1,25 courses with 51 students

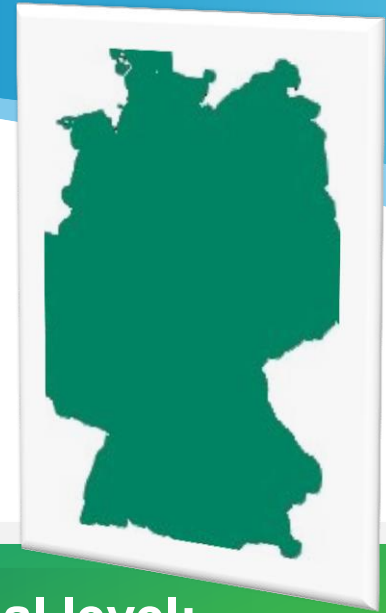
End point FY 19: 222,202 students means in average over time:

- 3,600 instructors at ~1,600 NetAcads had 2 courses with 60 students

Federal and National – working on different levels for one goal

State level strategy:

- Secondary schools
- Vocational Schools (initial training in Dual System)



Strategy on National level:

- Universities
- Military (Bundeswehr)
- further education for all people in working age: employed, unemployed, employable people, refugees

Target: Digital readiness is the education level for employability ...

Institution Building on National Level

Nation **BUILDING**



Investment in NetAcad institution building on national level to support the NetAcads

- Acquisition
- Onboarding
- Instructor enablement
- Sustainable structures

With resources we build national institutions

- Virtual acquisition team
- Onboarding support (bringing them home)
- ASC infrastructure
- Network of instructor trainers with a nation wide range (ITCs)
- Multi-platform strategy with industry partners and further education partners
- Stakeholder relations with labor administration and social partners

Investment areas for growth -1

- **Localization:** Massive and rapid localization of the entry level course offers on NetSpace
- **New material:** Sector specific learning material for logistics, production and automation, health sector – development with partners (e.g. FESTO, Bosch etc. -> Smart Grid Essentials model)
- **Curriculum development:** Investment in sector specific learning material (IoE derivatives) - **Modernization** of the official IT training tracks
- **Skills test** for profiling ,Digital Readiness Meter (DReaM)‘ (low threshold access, awareness raising, motivation) -> massive number of beneficiaries

Investment areas for growth -2

- **Growing** the number of beneficiaries. Focus on technical training tracks with a high IoE potential: Logistics, industrial production and automation, smart grid
- **Pull in** new target groups (other professions), new Academies, new instructors
- **Qualifications:** Frequent and de-centralized instructor training for core and non-core courses
- Further development of the partner structure (ASCs and ITCs)
- **Alignment** with official education regulations and restriction, f.e. European e-Competence Framework,
- **Collaboration:** Multi platform strategy with partners (Academy Cube model) and extend to other academy platforms (Festo Didactic, EMC, Corning)

Structure of Work

P
L
A
Y
B
O
O
K

Government Relationships and overall project management

NetAcad traditional

NetAcad for refugees

Education for employees

Marketing and PR

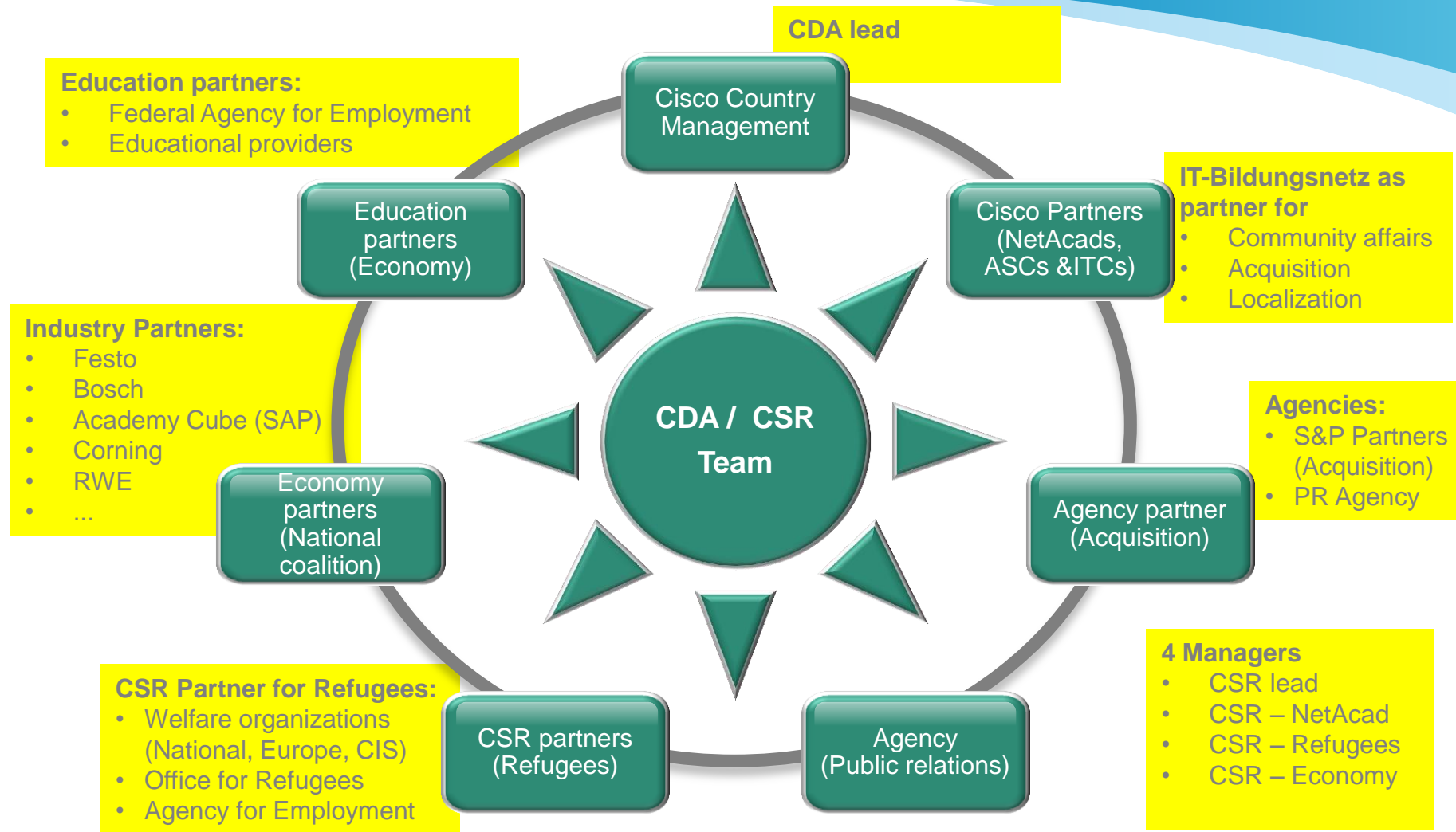
Content development and translation

Instructor training and enablement

Acquisition and onboarding

Contractors and partners

CDA alignment - Components in Partner structure



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Termine

- 28. April 2016: Girls Day, Cisco Büro, Berlin
- 06.-08. Mai 2016: Hackathon für InstruktorInnen, openBerlin, Berlin
- Mitte Mai 2016: Veröffentlichung deutsche Curricula „Get Connected“ & „Internet of Everything“
- 25. Mai 2016: Thementag „Flüchtlinge in der beruflichen Bildung“, Refugio, Berlin
- Juni/Juli 2016: Regionale ASC Treffen, Thema „CDA“
- 16./17. Sept. 2016: Cisco Networking Academy Day an der Hochschule Bielefeld
- Mitte November: Hackathon in Saarbrücken

Thank you.



impact^x