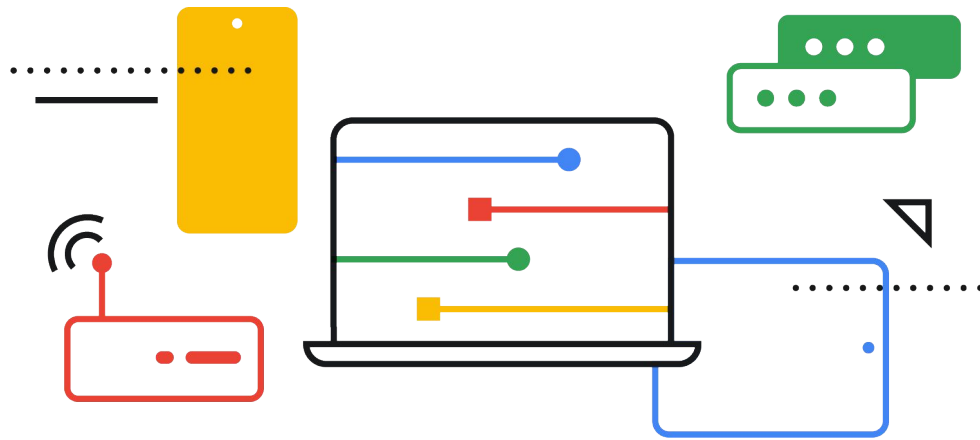


Google Career Certificates



Together we can help prepare university students
for in-demand jobs

Grow with **Google**

Develop talent for in-demand jobs

GOOGLE CAREER CERTIFICATES

The Google Career Certificate program, developed by Google, provides four-year university students with practice-based training in data analytics, IT support, project management, and user experience (UX) design. These certificates can complement college degrees with additional skills, helping to increase graduates' entry-level earning potential and job opportunities. Through college credit, the certificates also create accessible pathways to degrees that can attract diverse learners to your school.

Though learners don't need a degree to earn a certificate, the program can be a great additional resource for college graduates.

For example, according to Emsi Burning Glass, history majors who acquire data analysis skills can increase their entry-level salaries by 36%, unlocking entry-level jobs paying \$55,000 versus \$40,000 for history majors overall.¹ In addition to specific technical job skills, the certificates teach the kind of soft skills employers look for in candidates, including critical thinking, problem solving, and effective communication. And the certificates were developed by Google employees who work in the fields of data analytics, IT, project management, and UX design.

¹ Burning Glass: Last full year, Jan. 1, 2020 - Dec. 31, 2020

² Burning Glass Labor Insights, 2020

OPPORTUNITIES FOR FOUR-YEAR INSTITUTIONS

Now more than ever, we need to help Americans get the skills they need for in-demand, high-growth careers. The Google Career Certificates help bridge the gap between education and employment through job-ready training, access to our employer consortium, and career readiness resources. We are excited to work with four-year institutions to create affordable pathways to good jobs for students.

1.3M+

in-demand jobs open in the fields of data analytics, IT support, project management, and user experience (UX) design²

36%

entry-level salary increase for history majors who acquire data analysis skills (\$55,000 versus \$40,000 for history majors overall)

About the Google Career Certificates

Google Career Certificates, available in the fields of data analytics, IT support, project management, and user experience (UX) design, get learners job ready in about three to six months or one semester.

- **Designed by Google:** The certificates are taught and developed by Google employees who have decades of experience in these fields. We also consulted employers and industry partners — people that hold these roles or hire for these roles — to ensure the content is rigorous and can help prepare learners for jobs.
- **Practice-based:** Hands-on labs and interactive assessments with the latest industry products and tools prepare learners for a job at any company.
- **Focused on underrepresented learners:** Diversity, equity, inclusion, and accessibility are at the forefront of our certificates. For example, our instructors and on-screen talent are representative of a variety of backgrounds, ages and experiences, and we tested courses for compatibility with assistive technology, ensured accuracy in captions, and added alternative text to images. We're also proud that 53% of our graduates come from underrepresented groups (e.g., Black, Latino, female, or veteran).¹
- **A pathway to jobs:** Learners can connect with top employers who agree to consider hiring graduates of the Google Career Certificates. We also provide certificate graduates with résumé and job interview resources. Eighty-two percent of graduates report a career impact within six months, such as a raise, new job, or promotion.¹

¹ Coursera Learner Data, All time

College graduate success story



“I was able to get my first full-time job in a field that I am very interested in, and it came with good pay and benefits. I wouldn't have been pushed to learn skills such as SQL without this program.”

— **Antonio Diaz,**
Brandeis University and
Google Data Analytics Certificate graduate

Connect students with employers

Your students will have access to the Career Certificate Employer Consortium, which comprises 150+ employers across the United States that are looking to hire qualified talent and have committed to consider hiring graduates of the Google Career Certificates.

Participating employers engage with students through interview days and an interactive job board, exclusive to certificate graduates.

Companies that have hired Career Certificate graduates include Cognizant, Infosys, Kforce, Ricoh USA, TEKsystems, and of course Google.



Deloitte.

 **MOLECULA**

Infosys
Navigate your next



Walmart

Google



accenture

T Mobile



SiriusXM

hulu

verizon

Employer testimonials

Kforce

“At Kforce, our mission is to unite professionals to achieve success through lasting personal relationships. Our participation in the Google Career Certificates Employer Consortium provides an exciting new channel to a wealth of qualified professionals eager to find fulfilling opportunities at our 4,000-plus client network!”

—Andrew Thomas, Chief Marketing Officer, Kforce

Google

“The best part of the IT Support Certificate is the breadth of areas it covers. It exposes students to the most important fundamentals in the IT space, which has allowed us to find certificate holders who can be multifaceted in the support they are able to provide.”

—Amir Khalil, Staffing Lead, Google

Central Community College

“When we were reviewing Daniel, what shone on his résumé was his Google credentials he brought with him. It really did stand out against the majority of our other candidates.”

—Director of IT Client Services, Central Community College, Nebraska

Bring the certificates to your school

JOIN US

To help learners prepare for careers in high-growth fields, you can:

- **Grant credit for prior learning to expand access to your degree programs:** The Google Career Certificates offer a recommendation from ACE® of up to 12 college credits for IT Support and Data Analytics, 10 college credits for UX Design, and 9 college credits for Project Management. You can join schools like Northeastern University, the University of North Texas, and Western Governors University who already offer college credit to certificate graduates.
- **Boost your curriculum with Google Career Certificates to improve student employability:** You can offer the Google Career Certificates to your students as a standalone for-credit offering; in the classroom with faculty, like Purdue Global University and Boise State University; or as an asynchronous learning experience through Coursera for Campus, like the University of Florida and Louisiana Tech University College of Education.
- **Develop a complementary course to broaden access to job opportunities:** Join schools like the University of Illinois Urbana-Champaign's Gies College of Business in developing a course to help students increase their hiring potential through industry-specific concentrations or specializations using the Google Career Certificates as the basis of the class content.

To get started, visit grow.google/university. You'll be prompted to fill out an interest form and someone will get in touch.

What schools are saying



"This partnership will help working adults who want to build on the practical skills they've learned through Google's curriculum and earn a degree from the University of Virginia. Our bachelor's program primes graduates for long-term career success through communication, critical thinking, and ethical leadership."
— **Alex Hernandez, Dean of University of Virginia's School of Continuing and Professional Studies**



"Gies College of Business and Google share a common mission to make life-changing education flexible, affordable, and powerful. This partnership will enable learners to develop real, tangible knowledge and durable, transferable skills so they can achieve their personal and professional goals." — **Brooke Elliott, Associate Dean and EY Distinguished Professor in Accounting, Gies College of Business, University of Illinois at Urbana-Champaign**



"The Google IT Support Certificate provides a low-risk, low-cost way for people to gain the skills they need to get a well-paying entry-level job in the IT support field, where there are tens of thousands of unfilled jobs nationwide. By recognizing the Google certificate for credit toward our Bachelor of Science in information technology degree, we help people get the degree they need to move beyond that entry-level job and advance their IT career into more senior, higher-paying positions." — **Kemi Jona, Associate Dean for Digital Innovation and Enterprise Learning, Northeastern's College of Professional Studies**

Job-ready skills in **data analytics**

ABOUT THE PROGRAM

The **Google Data Analytics Certificate** is designed to prepare learners for roles in data analytics.

Students can earn a recommendation of 12 ACE® college credits, the equivalent of 4 college courses at the bachelor's degree level.

SYLLABUS

Upon completion of the **Google Data Analytics Certificate**, program graduates will:

- Have working knowledge of essential data analysis platforms (Excel, SQL, Tableau, R) and when to use them in the data life cycle.
- Understand how to translate a business question into a data analysis exercise, including transforming, visualizing, and modeling data.
- Know how to distill findings into actionable takeaways.
- Have completed a capstone project, to be shared on their résumé.



Finding patterns



Coding



Visualizing



Analyzing



Planning



Sharing



OUR DATA ANALYTICS CERTIFICATE PREPARES LEARNERS FOR IN-DEMAND JOBS SUCH AS:

- Junior Data Analyst
- Associate Data Analyst
- Junior Data Scientist
- Finance Analyst
- Operations Analyst
- Data Technician
- Business Performance Analyst
- Marketing Analyst
- Health Care Analyst
- Data Specialist
- Human Resources Analyst
- SQL Server Database Administrator

Job-ready skills in IT support

ABOUT THE PROGRAM

The **Google IT Support Certificate** is designed to prepare learners for roles in IT support.

Certificate graduates who also pass the CompTIA A+ certification exams will earn a dual credential from CompTIA and Google. Students can earn a recommendation of 12 ACE® college credits, the equivalent of 4 college courses at the bachelor's degree level.

SYLLABUS

Upon completion of the **Google IT Support Certificate**, program graduates will:

- Understand the core concepts of all IT Support jobs, including troubleshooting, customer service, networking, system administration, operating systems, and security.
- Know how to assemble a computer, write effective support documentation, route paths and subnets, manage device software, and more.
- Dive into working with Linux, Cloud Computing, and Command-Line Interfaces.



Troubleshooting



Customer support



Networking



System administration



Operating systems



Security



OUR IT SUPPORT CERTIFICATE PREPARES LEARNERS FOR IN-DEMAND JOBS SUCH AS:

- Technical Support Specialist
- Data Center Technician
- IT Help Desk
- IT Technician
- IT Support Specialist
- Computer Support Specialist
- IT Helpdesk Technician
- Computer Support
- Technical Support Specialist, Level 1
- IT Assistant
- IT Manager
- IT Administrator
- Network Administrator

Job-ready skills in project management

ABOUT THE PROGRAM

The **Google Project Management Certificate** is designed to prepare learners for roles in project management.

Those who complete the Google Project Management Certificate will qualify for over 100 hours of project management education that apply directly to requirements for globally-recognized Project Management Institute (PMI) credentials, like the CAPM® certification, at a discounted price. Learners are eligible to receive an exclusive discount and take the Professional Scrum Master I (PSM) certification from Scrum.org.

Students can earn a recommendation of nine ACE® college credits, the equivalent of three college courses at the bachelor's degree level.

SYLLABUS

Upon completion of the **Google Project Management Certificate**, program graduates will:

- Know how to manage and run Agile and traditional projects from initiation to completion.
- Possess a toolbox of templates and artifacts to manage an array of scenarios and essential elements (e.g., schedules, budgets, product requirements).
- Understand organizational structure, business process and acumen, and communication and leadership styles.



Team management



Scheduling



Negotiating



Budget management



Customer service



Presenting



OUR PROJECT MANAGEMENT CERTIFICATE PREPARES LEARNERS FOR IN-DEMAND JOBS SUCH AS:

- Project Manager
- Program Manager
- Operations Project Manager
- Technical Program Manager
- Assistant Project Manager
- Project Coordinator
- Operations Manager
- Supply Chain Project Manager
- Project Management Analyst
- Administrative Manager
- Process Manager
- Supply Chain Project Manager,
- Compliance Manager

Job-ready skills in **user experience (UX) design**

ABOUT THE PROGRAM

The **Google User Experience Design Certificate** is designed to prepare learners for roles in user experience (UX) design.

Students can earn a recommendation of 10 ACE® college credits, the equivalent of three to four college courses at the bachelor's degree level.

SYLLABUS

Upon completion of the **Google User Experience Design Certificate**, program graduates will:

- Have a portfolio including three plus projects.
- Dive into working in Figma and Adobe XD– two of the most in-demand tools for employers.
- Know core concepts key to all UX design jobs (e.g., usability studies, design sprints, accessibility).
- Grasp the basics of UX research and how it informs design.



User research



Wireframing



Prototyping



Design testing



Usability studies



Responsive design



OUR UX DESIGN CERTIFICATE PREPARES LEARNERS FOR IN-DEMAND JOBS SUCH AS:

- User Experience (UX) Designer
- User Interface (UI) Designer
- Web Designer
- E-commerce Web Designer
- User Experience (UX) Researcher
- Product Designer
- Industrial Designer
- Graphic Designer

Ready to expand opportunities for your students?

If you're interested in partnering with the Google Career Certificates program, please fill out an [interest form](#) to get started.

Visit grow.google/university to learn more.

