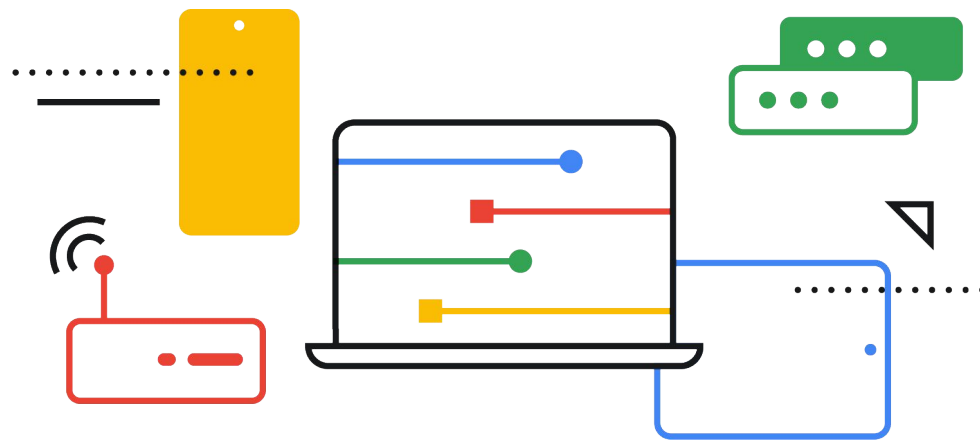


Google Career Certificates



Help your students learn job-ready skills to start or advance their careers in high-demand fields for free

Grow with **Google**

Developing talent for in-demand jobs

GOOGLE CAREER CERTIFICATES

We know that job-ready skills can improve earning potential and complement degrees.¹ And 41% of recent college grads are working in jobs that typically do not require a college degree.² To help bridge that gap, we've built trainings to help students get a head start on their careers, create pathways to high-quality jobs, improve earning potential, and complement degrees.

Google Career Certificates provide job seekers with access to more than 1.5 million in-demand jobs³ through rapid reskilling without the need for a college degree or prior experience in the fields of data analytics, digital marketing & e-commerce, IT support, project management, or user experience (UX) design. These certificates are taught and developed by Google employees working in these fields; they are hands-on, practical, and rigorous. The certificates can be completed in under six months part-time.

Since launching in 2018, tens of thousands of people have graduated from the program, and 82% say the program helped them advance their job search or career within three to six months.⁴

1.5M+

in-demand jobs
through rapid
reskilling without the
need for a college
degree or prior
experience

\$21,000

average salary
difference in a
psychology major who
has a certificate
compared to one who
doesn't

OPPORTUNITIES FOR EDUCATION 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** bridge the gap between education and employment through job-ready training, access to our employer consortium, and career readiness resources. We are working directly with career and technical high schools, community colleges, and four-year institutions to create affordable pathways to good jobs for students.

¹ Burning Glass Labor Insights, 2020

² Inside Higher Ed, 2020

³ National Skills Coalition, 2020

⁴ Coursera Learner Outcome Survey, All Time

Reach skilled, diverse learners

We're proud that our program graduates a high percentage of people from nontraditional backgrounds, providing a strong, diverse talent pipeline for employers in the United States. Of our Google Career Certificates graduates in the U.S.¹:

55%

of Google Career Certificate graduates identify as Asian, Black or Latino*

38%

of certificate graduates are from the lowest income tertile*

75%

report an improvement in their career trajectory within 6 months of certificate completion*

Google.org has provided nearly \$60 million in funding for nonprofit organizations to provide additional support (e.g., access to internet or devices) to underserved students completing these certificates.

Google has also funded 100,000 scholarships for need-based learners to complete any of these certificates for free.

¹ Coursera Learner Outcome Survey, All Time
*based on program graduate survey responses, United States 2021

Certificate success stories



"As a result of this program, [I received] the opportunity to teach the certificate through continuing education."

Ebony Mitchell, Google IT Support Certificate graduate and instructor, owner of Oreni Technology Solutions



"This certificate program has helped me realize what I wanted to do as a career and helped to push me to learn new skills and work harder to achieve them. 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."

Antonio Diaz, Google Data Analytics Certificate graduate and Ookla analyst



"Anytime someone asks me for advice on breaking into IT, the first thing that comes to mind is this program. It helped transform my life, and I know that it can do the same for others."

Alex Corral, Google IT Support Certificate graduate and TekSystems employee

Bring the certificates to your school

OFFER GOOGLE CAREER CERTIFICATES

By offering free [Google Career Certificates](#), your students can learn the skills they need to enter in-demand high-growth career fields that pay well. As a participating school you'll receive:

- **Access** to the Google Career Certificates at your school
- **The “Get Started Guide” and course mappings** to help you integrate the certificates into your offerings
- **Wraparound services** for instructors and students ranging from integration through lessons and quizzes
- **Soft skills training opportunities** for participants, including résumé support, mock interviews, and job search tips
- **Access to job support** for learners, including Big Interview, CareerCircle’s recruiters and our very own employer consortium with 150+ employers committed to considering certificate grads for their open roles
- **Credly badges upon completion** for grads to share on LinkedIn to capture the attention of employers
- **Press opportunities** for executive-level Google announcements relating to our certificates

COLLEGE CREDIT ACCEPTANCE

Google Career Certificates have secured credit recommendations of up to 12 credits from the American Council on Education’s (ACE) ACE CREDIT®.

You can join schools including Purdue Global University, the State University of New York, and Northeastern University in accepting transfer credits from those who complete the IT Support Certificate.



The education ecosystem

We're committed to doing our part to help all Americans acquire the skills they need to succeed in today's workforce, not only by hiring Career Certificate graduates into Google but also by building out a pipeline that reaches students from high school through community college and four-year institutions.

The Google Career Certificates provide a direct pathway to higher education and/or employment, help reduce student debt, and increase learning potential.

INSTITUTIONS THAT MIGHT BE A GOOD FIT INCLUDE:

- Community colleges with existing pathways or courses in data analytics, digital marketing & e-commerce, IT support, project management, or user experience (UX) design
- CTE high schools with high-quality vocational programming

EXPECTATIONS OF PARTICIPATING INSTITUTIONS INCLUDE:

- Wraparound support to help students in their pursuit of continuing education and/or entering the workforce
- Ability to incorporate certificates into the curriculum or school programming
- Instructors with experience teaching certificate content
- Evidence of students' interest in data analytics, digital marketing & e-commerce, IT support, project management, or user experience (UX) design
- Commitment from school leadership
- Existing employer relationships/partnerships

What schools are saying

CTE High School

"This curricula has been great to implement as part of a hybrid model. Incorporating physical projects on the in-person days and discussion prompts of real-world scenarios on the virtual days alongside the curriculum given has really sparked students' interest to achieve the IT Support Certificate."

—Katie Cunningham, Teacher, Blackstone Valley Regional Vocational Technical High School

Community College

"The Google IT Support Certificate helps my learners navigate computers and from that base, they can go anywhere. The quizzes are good and the videos and references are both helpful and enable any student to take advantage of the rich content."

—Eduardo Peralta, Network Administrator, Community College of Aurora

Four-Year Institution

"We're excited to be partnering with Google to expand educational access to learners around the world. 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

Connect students with employers

Your students will have access to the Career Certificate Employer Consortium, comprised of 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, Kforce, Ricoh USA, TEKsystems, and of course Google. Employer consortium members like Molecula and Infosys have also made commitments to hire Google Career Certificate graduates in the hundreds and in some cases the thousands, and we look forward to helping them build a robust talent pipeline.



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

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 to 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 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 lifecycle.
- 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 a capstone project completed, 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 digital marketing & e-commerce

ABOUT THE PROGRAM

The **Google Digital Marketing & E-commerce Certificate** is designed to prepare learners for roles in digital marketing & e-commerce.

SYLLABUS

Upon completion of the **Google Digital Marketing & E-commerce Certificate**, program graduates will:

- Be able to apply their digital marketing and e-commerce skills to help businesses grow their online presence and sales.
- Get hands-on practice using popular digital marketing and e-commerce tools, such as Canva, Constant Contact, Hootsuite, HubSpot, MailChimp, Shopify, Twitter, Google Ads, and Google Analytics.
- Construct artifacts that can be gathered into a portfolio to show to potential employers.



Engaging
customers



Content
marketing



Email
marketing



Marketing
analytics



Selling
online



Creating a
portfolio



OUR DIGITAL MARKETING & E-COMMERCE CERTIFICATE PREPARES LEARNERS FOR IN-DEMAND JOBS SUCH AS:

- Marketing coordinator
- Marketing assistant / associate / specialist
- Search engine optimization specialist / analyst
- Paid search specialist
- Media coordinator
- Media planner
- Email marketing specialist
- E-commerce associate
- E-commerce analyst

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 9 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 3+ projects.
- Dive into working in Figma and Adobe XD - two of the most in-demand tools by 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

Case Study: From IT Support Certificate Graduates to Google Employees

Our journey to create the Google IT Support Certificate was inspired by a challenge: Finding qualified candidates from diverse backgrounds to fill our own IT support team.

Here are some of the IT Support Certificate graduates who now work at Google:



Xavier Heydt

IT Resident, Google

Xavier was taking Linux and Python courses at a community college when he heard about the IT Support Certificate and enrolled in the program. Within two weeks of completing the program, a Google recruiter reached out and with his new knowledge, Xavier was ready for the technical interviews and got a job in internal IT support at Google's Ann Arbor office.



Chelsea Rucker

Data Center Technician, Google

After experiencing homelessness with her two children, Chelsea Rucker took a job at her local Goodwill, where she learned about the IT Support Certificate. After completing the program, Chelsea landed a job at Google and credits the program with giving her the foundational knowledge she needed to succeed.



Aldi Suryoutomo

IT Resident, Google

Aldi was first introduced to computers at age seven when his father brought home a PC with a Pentium 1 microprocessor in it. After completing the IT Support Certificate, Aldi was offered a job at Google and went from being a student technician to working in an IT support role. He says that everything he learned from the IT Support Certificate program led him to his job at Google.

Ready to bring the certificates to your school?

LET'S GO!

We're thrilled that you want to bring the Google Career Certificates to your school. We can't wait to get the process started.

Visit grow.google/certificates-edu. You'll be prompted to fill out an [interest form](#).

Contact careercertsupport@google.com with any questions.

