

Google Career Certificates

# A Collaborative Approach to Workforce Development

Celebrating one million graduates globally



Gabriel M.  
Google UX Design Certificate Graduate

# Unlocking Opportunity, Together

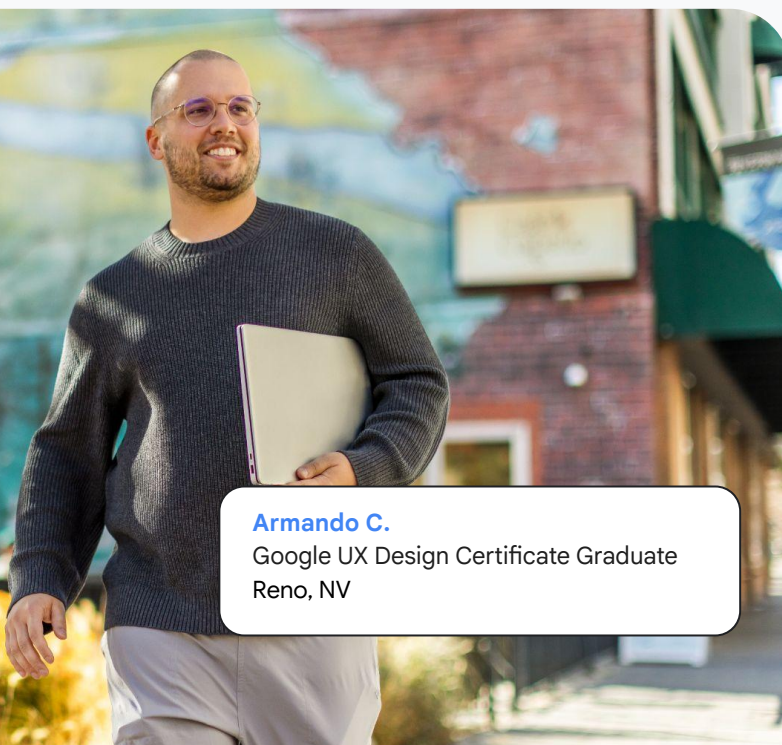
At Grow with Google, we set out to address an urgent societal challenge: expanding access to great jobs and fostering economic security for more people. In the United States, over 70% of jobs paying over \$35,000 per year require a college degree, yet less than 40% of the population holds one.<sup>1</sup> This gap leaves 70 million Americans without clear pathways to fulfilling opportunities. Credentialed or not, many workers simply don't have the skills needed for today's jobs.

To help bridge this gap, we launched the Google Career Certificates in 2018, driven by our commitment to empower people and strengthen businesses. The program was designed to provide accessible, affordable training pathways for high-growth fields, equipping learners with in-demand skills regardless of their prior experience or educational background.

Working in close partnership with employers, nonprofits, workforce development boards, government bodies, and educational institutions, we've tackled this challenge at scale, helping over one million certificate graduates globally: 350,000 across the United States.<sup>2</sup>

Looking ahead, we remain focused on ensuring our Google Career Certificates provide pathways to the jobs of today and tomorrow. Building on Google's leadership in AI and our years of experience in career training programs, we have integrated essential AI skills across our certificates. We are dedicated to helping everyone acquire the knowledge and skills necessary to secure well-paying, family-sustaining jobs in this evolving world. Together with our partners, we are proud to contribute to a stronger, more competitive America.

**This report tells a powerful story of collaboration, the proven effectiveness of skills-based training, and most importantly, the incredible ambition and success of our learners.**



**Armando C.**

Google UX Design Certificate Graduate  
Reno, NV



I have great benefits, make in the six figures, work flexibly, and have a path forward. I bought a house and can support my family. I really am grateful to Google because this truly has changed my life.

**Armando C.**



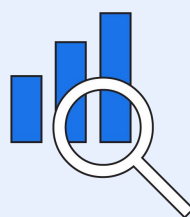
<sup>1</sup> Rise with the STARs: Building a Stronger Labor Market for STARs, Communities, and Employers. Published by Opportunity@Work, January 2022.  
<sup>2</sup> Google internal data, December 2024.



# Skills for Today & Tomorrow

The U.S. job market is rapidly evolving, driven by the increasing importance of AI. This creates new opportunities and pathways for rewarding careers, while underscoring the need for accessible training solutions.

- **92%** of employers are more likely to hire a candidate with a GenAI micro-credential than one without one.<sup>1</sup>
- **77%** of employers plan to reskill and upskill their workforce to work more effectively alongside AI.<sup>2</sup>



Search interest for “upskilling” and “reskilling” have been on the rise and reached all-time highs in the US this year.<sup>3</sup>

<sup>1</sup> Coursera Micro-Credentials Report 2025

<sup>2</sup> World Economic Forum, Future of Jobs (2025)

<sup>3</sup> Google Search Trends data (April 2020 - 2025, United States)

**Emily D.**

Google Data Analytics Certificate Graduate  
Dowlingtown, PA

## Relevant & AI-Ready

To prepare learners for the evolving workplace, **our Google Career Certificates include essential AI skills**. We also launched **a suite of AI courses**, including Google AI and Prompting Essentials. In under 6 hours, these courses teach people foundational AI skills, AI best practices including how to get the most out of AI with effective prompts, and how to use AI responsibly.

## Build essential skills with AI training

Flexible, online training programs designed to help you supercharge your work or business with AI.



I don't think a day goes by without incorporating what I learned. I love being able to prompt [AI] to write a simple introduction or suggest improvements to awkward sentences. It also helps with organizing information and brainstorming ideas.

**Caroline G.**

Google AI Essentials Graduate  
Palm Springs, CA



## Results from Google AI Essentials

AI Essentials was the most popular course on Coursera in 2024<sup>1</sup>

# 86%

of global graduates say the AI skills taught in this course will improve their productivity and or efficiency at your job<sup>2</sup>

# 91%

of global graduates feel more confident about using the AI skills taught in this course to accomplish workplace tasks<sup>2</sup>

# 81%

of global graduates say the AI skills taught in this course will improve their job performance<sup>2</sup>

Google

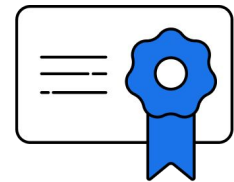
# Accessible, Rigorous, and Flexible Skills Training

Google Career Certificates give learners the skills they need to enter in-demand fields. For continued career growth, they can then advance their expertise with specialized certificates like Advanced Data Analytics and Business Intelligence.

Cybersecurity | Data Analytics | Digital Marketing & E-commerce  
IT Support | Project Management | User Experience (UX) Design

## Industry-Validated Skills Training and Credentials

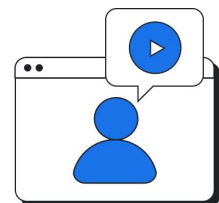
- ✓ Developed by Google experts with extensive experience in these fields and vetted by top employers to ensure the certificates meet real-world requirements.
- ✓ Recommended for up to 15 college credits by ACE, providing proven pathways for continued education.



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## Designed for Maximum Accessibility

- ✓ Offered in 10 languages, no prior college degree required.
- ✓ Learn 100% online, on-demand, and at your own pace.
- ✓ Complete in 3-6 months, empowering working adults.





I appreciate the fact that these certificates were created. They help create opportunities for people who may not have access to resources through traditional means.

**Trin H.**

**Digital Marketing & E-commerce Certificate**

Analyst, Competitive Intelligence -  
Strategic Media Resources at Zenith (Publicis),  
Brooklyn, NY



Trin's journey towards a fulfilling career path started with college, but personal reasons led him to leave school. He spent six years as a barista, actively seeking a career path that aligned with his passions. Though he explored options like web development and life coaching, nothing truly resonated. His search for the right path eventually led him to the Google Digital Marketing & E-commerce Career Certificate. He liked the idea of a skills-focused course that came with valuable job seeker resources and the Grow with Google employer consortium.

After completing the certificate, he added it to his LinkedIn profile. He also used the certificate program's job resources to connect with Publicis Media Group, which helped lead to a media planner role at one of their agencies. Trin is now embracing a new chapter filled with professional growth, improved financial well-being, and exciting opportunities.



# Open Doors to Opportunity

Google Career Certificates help provide accessible pathways, reaching learners everywhere.



**Andrew V.**  
UX Design Certificate Graduate  
New York, NY

Unlocks access to

**1.6 million**

open jobs across  
certificate field in the US<sup>1</sup>

Leads to jobs in fields with  
a median US salary of

**\$97,000<sup>1</sup>**

## About our graduates

**1 in 4**

program graduates are  
primary caregivers.<sup>2</sup>

**55%**

of program graduates worked  
full-time while taking the certificate.<sup>2</sup>

**1 in 10**

program graduates identify as  
service members, military spouses,  
or veterans.<sup>2</sup>

**40%**

of program graduates report being  
unemployed or underemployed when  
they began the certificate program.<sup>2</sup>

<sup>1</sup> Lightcast™ US Job Postings (2024: Jan. 1, 2024 - Dec. 31, 2024).

<sup>2</sup> Based on program graduate survey, United States 2024.



I love it. This is the job I want to keep doing forever. I get up in the morning excited to work! I'm just really grateful for the program and the doors it's opened for me. It's been a game-changer.

**Chris B.**

**Google Cybersecurity Certificate**

Intrusion Analyst Apprentice at ISGCyber,  
Wendell, NC



After 20 years in the Marine Corps, Christopher worked in the fitness industry before becoming a stay-at-home dad. He then decided to re-enter the workforce with a career in cybersecurity. With support from Syracuse University's Institute for Veterans and Military Families (IVMF) — an initiative made possible by funding from Google.Org — he completed the Google Cybersecurity Certificate in three months.

He used his new knowledge to also earn CompTIA Security+ certification. Soon, he was meeting with ISG Cyber about an apprenticeship opportunity. He says, *"Everything I answered in that interview came from the Google course and the Security+ materials."* This helped him successfully land the role as an Intrusion Analyst Apprentice.



# Transforming Careers at Scale

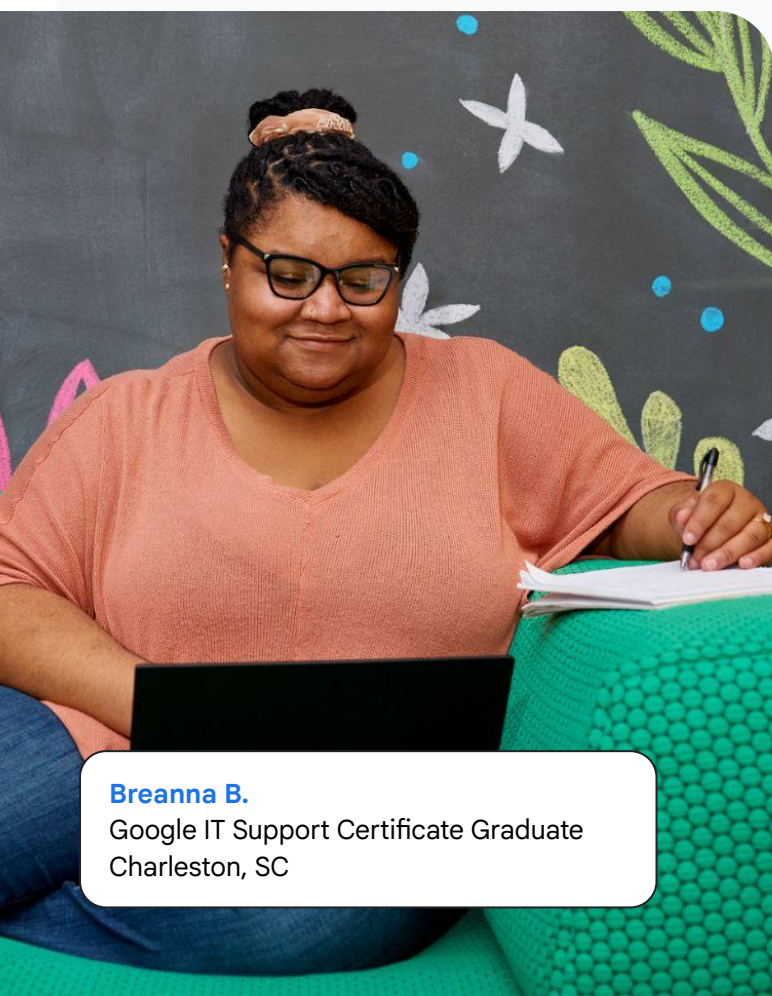
The Google Career Certificate program helps graduates unlock new career possibilities and advance their careers.

1M+

graduates globally, **350K** in the U.S.<sup>1</sup>

70%+

of U.S. graduates report a **positive career outcome** (new job, promotion, or raise)<sup>2</sup>



**Breanna B.**

Google IT Support Certificate Graduate  
Charleston, SC

**Data Analytics**

**Cybersecurity**

**Project Management**

Were the top 3 certificates  
on Coursera in 2024:<sup>3</sup>

<sup>1</sup> Google internal data, December 2024.

<sup>2</sup> Based on program graduate survey, United States 2024.

<sup>3</sup> Coursera data. For all 2024 enrollments on the Coursera platform.



Getting this certificate opened doors that would not have otherwise been an option for me, especially in a competitive job market.

**Rebecca W.**

**Google Project Management Certificate**

Manager I Risk - Lending Risk Office  
at Navy Federal Credit Union  
Dumfries, VA



Like many, Rebecca stepped away from her banking career of 15 years to raise her family. When she was ready to return to the workforce, she wanted practical skills for a fresh start and a new career direction. She decided to complete the Google Project Management Career Certificate, gaining job-ready skills and later earning her Certified Associate in Project Management and Certified ScrumMaster certifications.

This move made a real difference, helping her stand out from over 200 applicants to land a great project coordinator role. Rebecca has been promoted 3 times over the last 2 years, and is now a Project Manager, impressing her team with skills she proudly tells them she learned through the Google Career Certificate program.

# Built on Collaboration

## Partnering with industry and education

Since the beginning, the Google Career Certificates program was built hand-in-hand with a robust network of employers, educational institutions, and workforce partners.

The Google Career Certificates program has partnered with:

# 150+

**national employers**

Connects graduates with 150+ national employers in our consortium (like Ford, Verizon, Wells Fargo, Google) actively considering graduates for open roles.



**verizon**



**Google**

# 2000

**businesses**

Leveraged by over 2000 businesses (including Albertsons, Siemens, Southwest Airlines, T-Mobile) for upskilling and reskilling their own workforce.<sup>1</sup>



**SIEMENS**

**Southwest**

**T Mobile**

# 800+

**educational institutions**

Trusted by 800+ educational institutions across all 50 US states (universities, community colleges, high schools) integrating certificates into their offerings.<sup>1</sup>



**The University of Texas System**



**ASU**



**HOWARD UNIVERSITY**

Supported by leading  
**nonprofits**

Supported by leading nonprofits (Merit America, COOP Careers, Per Scholas, Blue Star Families) delivering training and wraparound support.



**PER SCHOLAS**



**Blue Star Families**

**Google**



# SIEMENS

Siemens AG upskills thousands of employees with the help of the Google Career Certificates and Google AI and Prompting Essentials.



**Scarlet C.**

Data Analytics Certificate Graduate  
Colorado Springs, CO



It's been encouraging to see many of our people taking advantage of the Google Career Certificates program. It shows how eager our teams are to learn and grow, and it's directly building the skills we need to navigate the future.

**Jenny Lin**

Global Head of Learning & Growth



# T-Mobile

T-Mobile partners with the Grow with Google Employer Consortium to host job fairs and hire program graduates.



Google Career Certificates provide us access to a unique talent pipeline where there are candidates from every background—military veterans, parents reentering the workforce, community college students, recent college graduates—and they all have the key skills we're looking for. We have seen first-hand the strength of this talent pool, and are working to actively engage our recruiting focuses within it.

**Lacey Craig**

Senior Program Manager, Recruiting



Google



## The University of Texas System

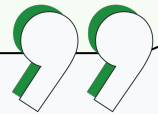
The University of Texas System uses Google Career Certificates to help more than 10,000 learners become workforce ready through its Texas Credentials for the Future Initiative.



Pairing a bachelor's degree with a Google certificate leads to graduates who are broadly educated and specifically skilled—a winning combination, for students and employers. By providing students the ability to pursue a Google Career Certificate concurrently with their degree, the University of Texas System is positioning our graduates for success in the job market.

**Archie Holmes,**

Executive Vice Chancellor for Academic Affairs at The University of Texas System



Miami Dade College reaches thousands of students and faculty by embedding Google AI and Prompting Essentials into its curriculum and raising awareness of AI resources and best practices among faculty nationwide through its National Applied AI Consortium.



The strategic collaboration between Miami Dade College (MDC) and Grow with Google has increased our opportunities to train and employ talent locally, preparing students with the most in-demand skills in the technology field. The Google certificates offered at MDC are helping our students take their careers to the next level.

**Antonio Delgado,**

VP of Innovation and Technology Partnerships, Miami Dade College





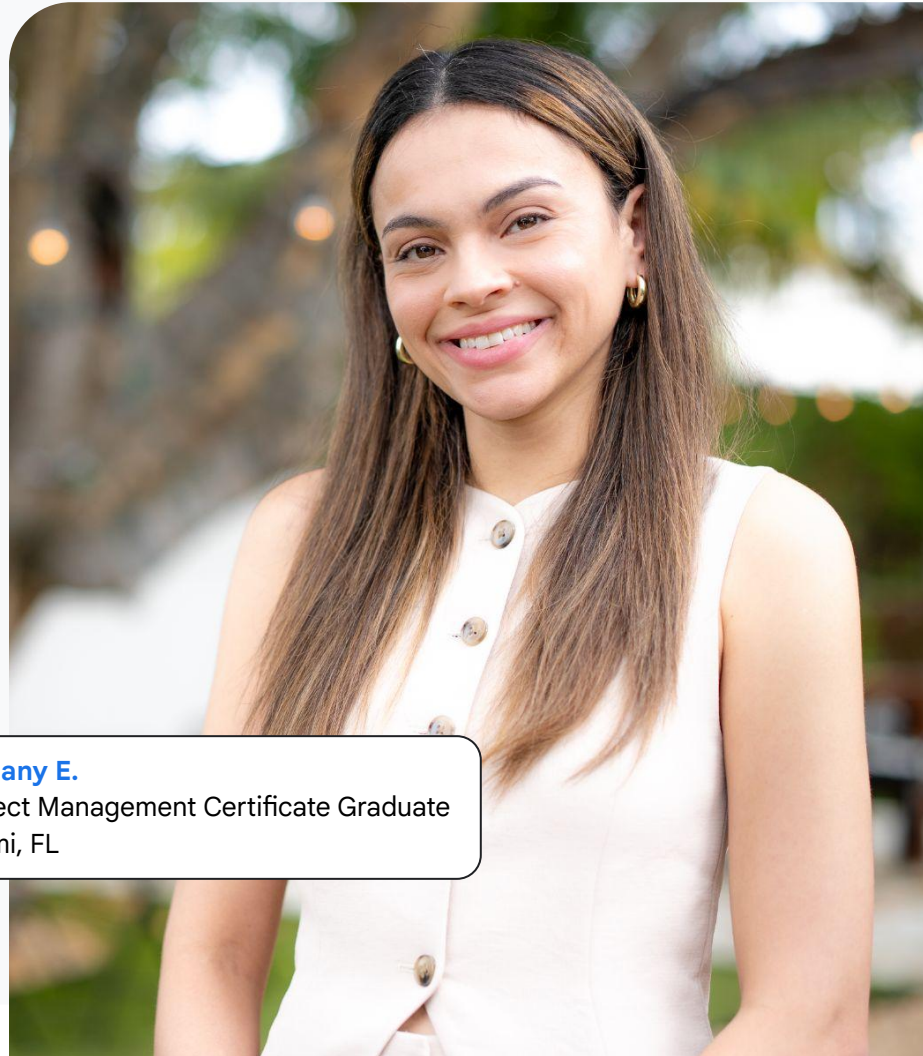
85% of Google Career Certificate graduates in Oklahoma report securing gainful employment through the state's efforts.\*

Google is collaborating with the State of Oklahoma to offer Google Career Certificate scholarships to state employees and residents. The certificates are embedded into existing workforce development efforts, including working with nonprofits to provide comprehensive wraparound support to learners. Based on this success, the state expanded its offerings, making Google AI Essentials and Generative AI for Educators accessible to Oklahomans in collaboration with various state agencies.

\*Based on program graduate survey by the Oklahoma Office of Management and Enterprise Services (OMES), 2024.



Merit America helps tens of thousands of learners achieve new skills and career advancement through Google Career Certificates across fields like IT Support, Data Analytics, and Cybersecurity. After completion, 75% of Merit America alumni report a positive career outcome.\*



**Brittany E.**

Project Management Certificate Graduate  
Miami, FL

\*Merit America. (n.d.). Google Career Certificates Fund. Retrieved from <https://meritamerica.org/about/google-career-certificates-fund/>.





Together with our incredible partners, the Google Career Certificates program is fulfilling our commitment to helping people unlock new career possibilities. But we know our work isn't done. AI is changing the way the world lives and works, and we believe it can create new jobs and strengthen economies. That's why we want to help tens of millions of people learn how to use AI and gain the skills they need for the jobs of today and tomorrow. To succeed, we must continue to collaborate with partners across industries to make sure we have the right training opportunities in place. With their support, we look forward to bringing AI education to communities around the world.

You can learn more about Google Career Certificates  
or enroll today at [grow.google/certificates](https://grow.google/certificates)

# Appendix

## References

- **1M graduates globally, 350k in the U.S.** - Google internal data, December 2024.
- **40% of program graduates report being unemployed or underemployed when they began the certificate program.** - Based on program graduate survey, United States 2024.
- **55% of program graduates worked full-time while taking the certificate.** - Based on program graduate survey, United States 2024.
- **GCC unlocks access to 1.6M open jobs across certificate fields in the US.** - Citation: Lightcast™ US Job Postings (2024: Jan. 1, 2024 - Dec. 31, 2024).
- **Leads to roles in fields with a median US salary often exceeding 97k.** - Citation: Lightcast™ US Job Postings (2024: Jan. 1, 2024 - Dec. 31, 2024).
- **Over 70% of US graduates report a positive career outcome (new job, promotion, or raise).** - Based on program graduate survey, United States 2024.
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- **1 in 4 program graduates are primary caregivers** - Based on program graduate survey, United States 2024.
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- **Merit America helps tens of thousands of learners achieve new skills and career advancement through Google Career Certificates across fields like IT Support, Data Analytics, and Cybersecurity. After completion, 75% of Merit America alumni report a positive career outcome.** - Merit America. (n.d.). Google Career Certificates Fund. Retrieved from <https://meritamerica.org/about/google-career-certificates-fund/>.

# Our Methodology

## Our Approach

The Google Career Certificates program's impact data is derived from two core data sources: Certificate program participant surveys and labor market analysis.

### I. Learner Survey Data

- **Data Collection:** We gather insights from certificate program enrollees through surveys at key points:
  - **Entry Survey:** Administered in-platform to learners upon commencement of a certificate program. Primarily used for learner-based claims.
  - **Completion Survey:** Presented in-platform and via email to learners upon completion of a certificate program.
- **Scope:** Data reflects responses from certificate program participants in the United States.
- **Time Period:** January 1, 2024 - December 31, 2024.
- **Survey Integrity:**
  - All claims are derived from anonymized, aggregated and de-duplicated data to ensure accurate data representation.
  - Responses to questions about "at program start" circumstances are based on the earliest survey submission for each learner.
  - "Prefer not to answer" responses are excluded from calculations to maintain data integrity.

### II. Labor Market Data

- **Source:** Labor market insights are drawn from Lightcast, a leading provider of job market analytics.
- **Scope:** The geographic scope of Lightcast data includes the United States.
- **Analysis:** Our approach to labor market analysis varies depending on the certificate type:
  - **Occupation-Based:** For entry-level certificates, subject matter experts identify relevant Lightcast Occupations, and metrics are calculated by aggregating data across these occupations.
  - **Skill-Based:** For Career Essentials courses, the Google data team selects a set of Lightcast Skills that best align with skills and topics covered in the course
  - **Data Integrity and Transparency:** We're committed to ensuring the data presented is accurate, reliable, and transparent. This methodology is consistently reviewed and refined to reflect the latest best practices in data analysis.