



## KEYNOTE FROM MICROSOFT



**ALAN CRAWFORD,**  
UK Education Modern  
Workplace Specialist,  
Microsoft



# Microsoft Education Skills & Certifications

Alan Crawford  
UK Education Modern Work Specialist





## Our mission

**Empower every person and every organization on the planet to **achieve more****

Support inclusive  
economic growth

Protect  
fundamental rights

Create a  
sustainable future

Earn trust in  
technology





## Unprecedented Rise in Digital Education

The COVID-19 pandemic swiftly transformed traditional classrooms, propelling digital education to the forefront of learning:



Transition to remote learning



Explosion in e-learning platforms



Global adoption of digital classrooms

# Expanding Skills for Digital Literacy

## Traditional Literacy



Textbooks



Workbooks



Written Tests



Recitation

## Digital Literacy



Cloud Computing



Courseware



Multimedia Slides



Game-Based Learning



Educational Audio & Video



Digital Production



Interacting on Digital  
Devices



Combining Virtual &  
Physical Worlds

## Beyond the Surface: The Multifaceted Digital Divide



**Physical Access to Technology:** The availability of digital tools and high-speed internet.

**Digital Literacy:** Ability to use digital tools effectively

**Digital Safety & Ethics:** Understanding of safe online practices and ethical behavior

**Socio-Economic Barriers:** Issues related to socio-economic status, cultural beliefs and societal norms

**Content Creation Vs Consumption:** The difference between merely using technology and creating or contributing using it

**Academic Digital Proficiency:** Skills to use technology for educational purposes



Early exposure to technology doesn't guarantee academic digital proficiency



# Empowering every student on the planet to achieve more through skills



Spark curiosity with STEM, computer science and give purpose to learning



Develop productivity skills and grow knowledge and competence in emerging technology concepts



Improve employability with technical skilling, hands-on experiences, certification and path to jobs

Tools to support every stage of the learning journey





# The only thing that is constant is change

*Heraclitus*



Continued talent shortage in tech fields and tight labour market



Growing importance of skills and competency hiring



Industry certifications rising in parallel with Degrees



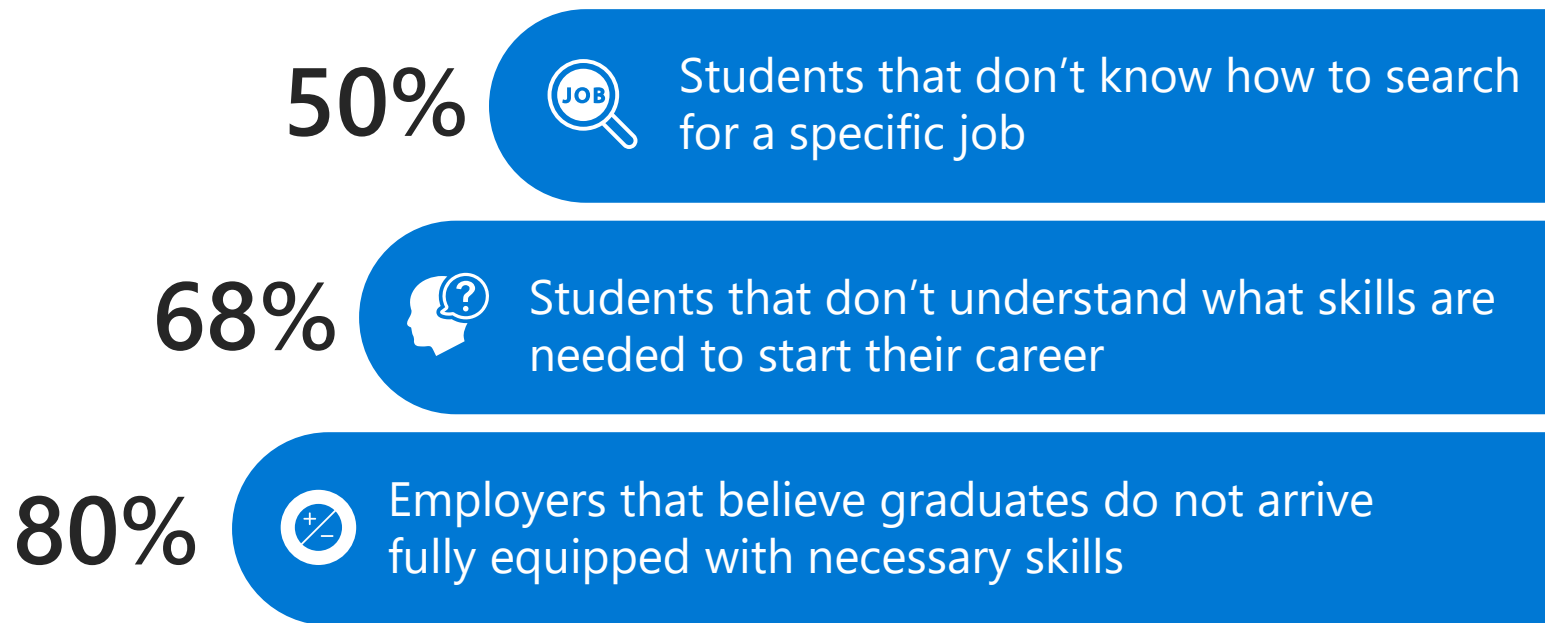
Employers using more creative hiring mechanisms



Educators need support to keep up with pace of technological change



Growth in public-private, education-industry partnerships



Students are **struggling** to keep up and employers are feeling the pinch

Our customers find it **challenging** to keep up with **changing demand**

Fast pace of digital change



Knowing what employers are looking for



Finding the right teacher talent



Budget restrictions





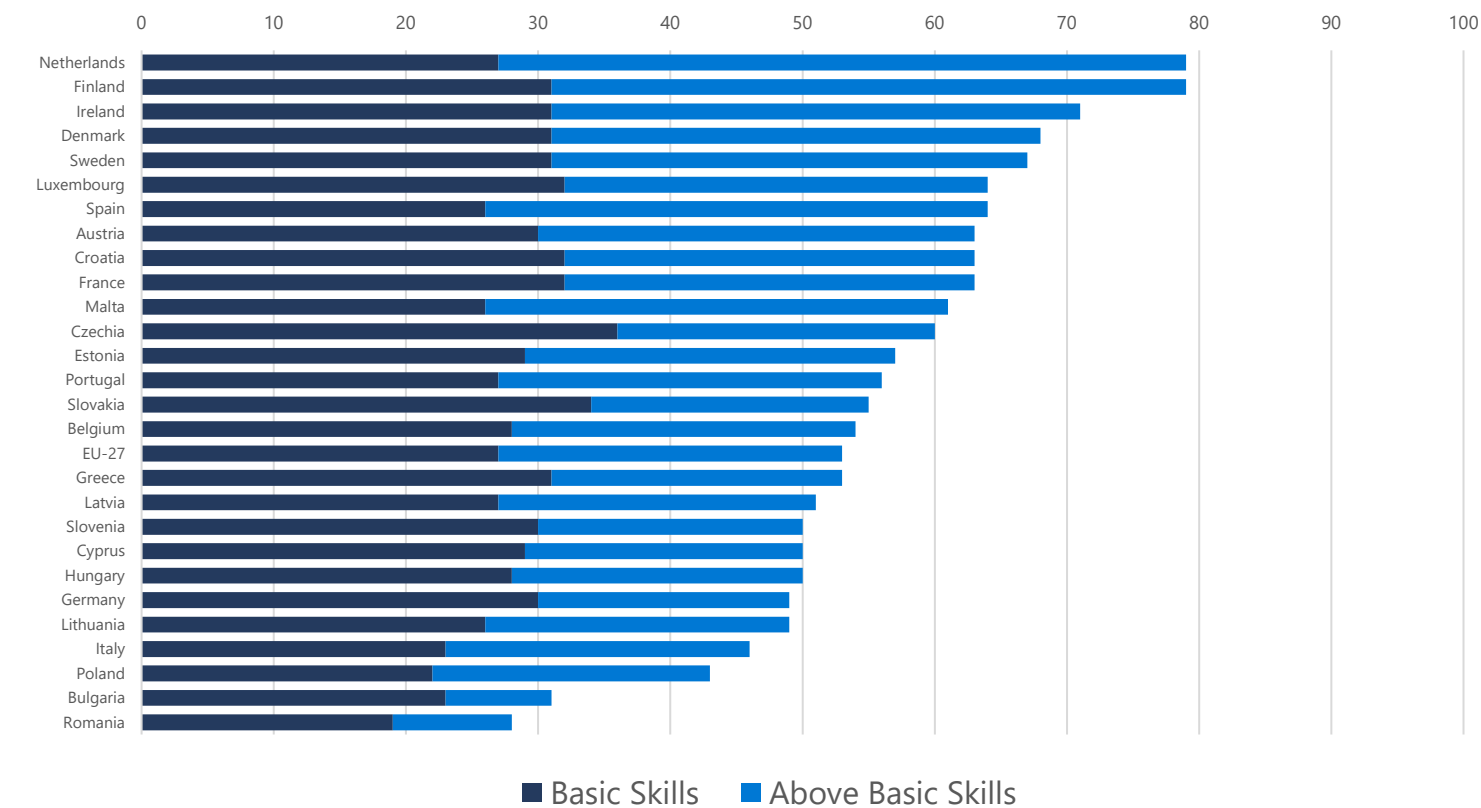
Companies are starting to care **more about skills** than degrees...



According to LinkedIn data, 45% of companies are now explicitly using skills-related metrics to find candidates, 12% more than a year ago.

# Digital skills... still some way to go

Overall digital skills in Europe



five areas:  
Information and data literacy skills  
Communication and collaboration skills  
Problem solving skills  
Safety skills  
Digital content creation skills



<https://aka.ms/DegreePlusDigitalWhitepaper>



## Top Five Skills Companies Need

Linked in

#	2018	2020	2023
1	Cloud Computing	Blockchain	Statistical Analysis
2	Statistical Analysis	Cloud Computing	Sales
3	Middleware & Integration	Analytical Reasoning	Data Mining
4	Web Architecture	Artificial Intelligence	Cloud Computing
5	UX Design	UX Design	Artificial Intelligence

In demand  
skills **change**  
**fast**

The most profound technologies are those that disappear. They weave themselves into the fabric of everyday life until they are indistinguishable from it



Mark Weiser | CTO Xerox, 1988



Image created using Dall-e text to image. Prompt: *Natural-looking ostrich with its head buried in the sand in front of a sign symbolizing the looming presence of AI.*



In the coming years, **85 million jobs** may be displaced by a shift in the division of labor between humans and machines, while **97 million new roles** may emerge that are more adapted to the new division of labour between humans, machines and algorithms



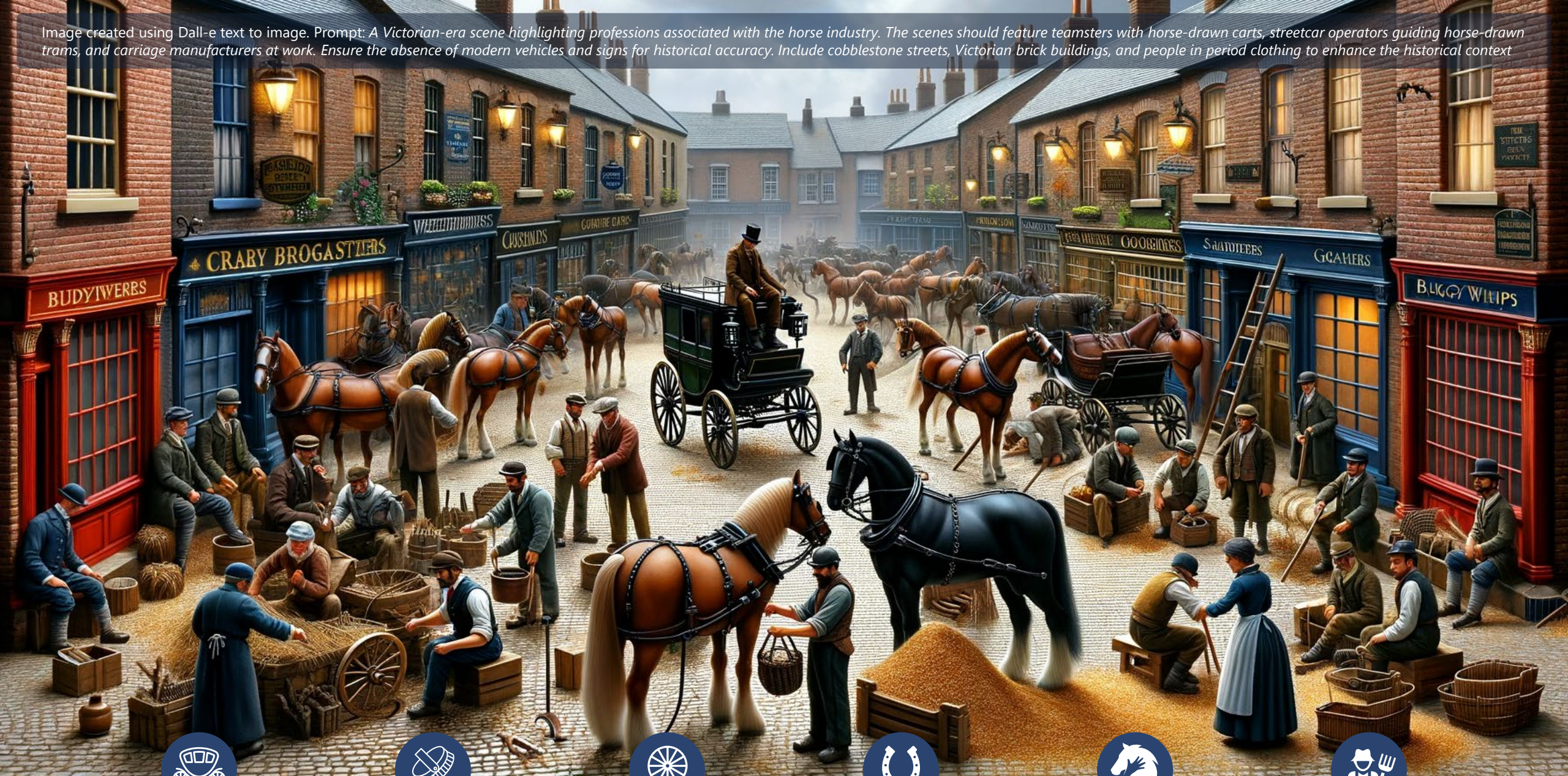




Image created using Dall-e text to image. Prompt: An image that juxtapositions a London street in two time periods. On the left should be set in the 19th century, before the invention of the automobile. The vehicles should represent public transport of the time. On the right should be set in 1950's or 60s with traditional red bus and London taxi. A tube station entrance should be visible on the right image.



Image created using Dall-e text to image. Prompt: A Victorian-era scene highlighting professions associated with the horse industry. The scenes should feature teamsters with horse-drawn carts, streetcar operators guiding horse-drawn trams, and carriage manufacturers at work. Ensure the absence of modern vehicles and signs for historical accuracy. Include cobblestone streets, Victorian brick buildings, and people in period clothing to enhance the historical context



Carriage  
Manufacturers



Groomers & Stable  
Keepers



Wheelwrights &  
Sadlers



Farriers &  
Blacksmiths



Breeders &  
Veterinarians



Feed Merchants &  
Grain Farmers



Image created using Dall-e text to image. Prompt: Scene depicting the early 20th century UK automotive industry. It includes workers in car factories, auto mechanics in repair shops, vintage gas stations. The image also shows road construction, early traffic management, and a glimpse of automotive design work.



Factory Workers & Engineers

Mechanics & Technicians

Petrol Stations & Taxi Drivers

Car Dealers & Insurance Agents

Driving Instructors & Roadside Assistance

Road Construction & Traffic Police





Image created using Dall-e text to image. Prompt: A futuristic scene of London. The setting includes self-driving buses and cars on the streets, and people interacting with AI devices. The architecture reflects a blend of London's historical landmarks with futuristic elements, like advanced digital displays and solar panels on buildings. The environment is bustling with activity, emphasizing the seamless integration of advanced technology into everyday life, with a focus on ground-level advancements..

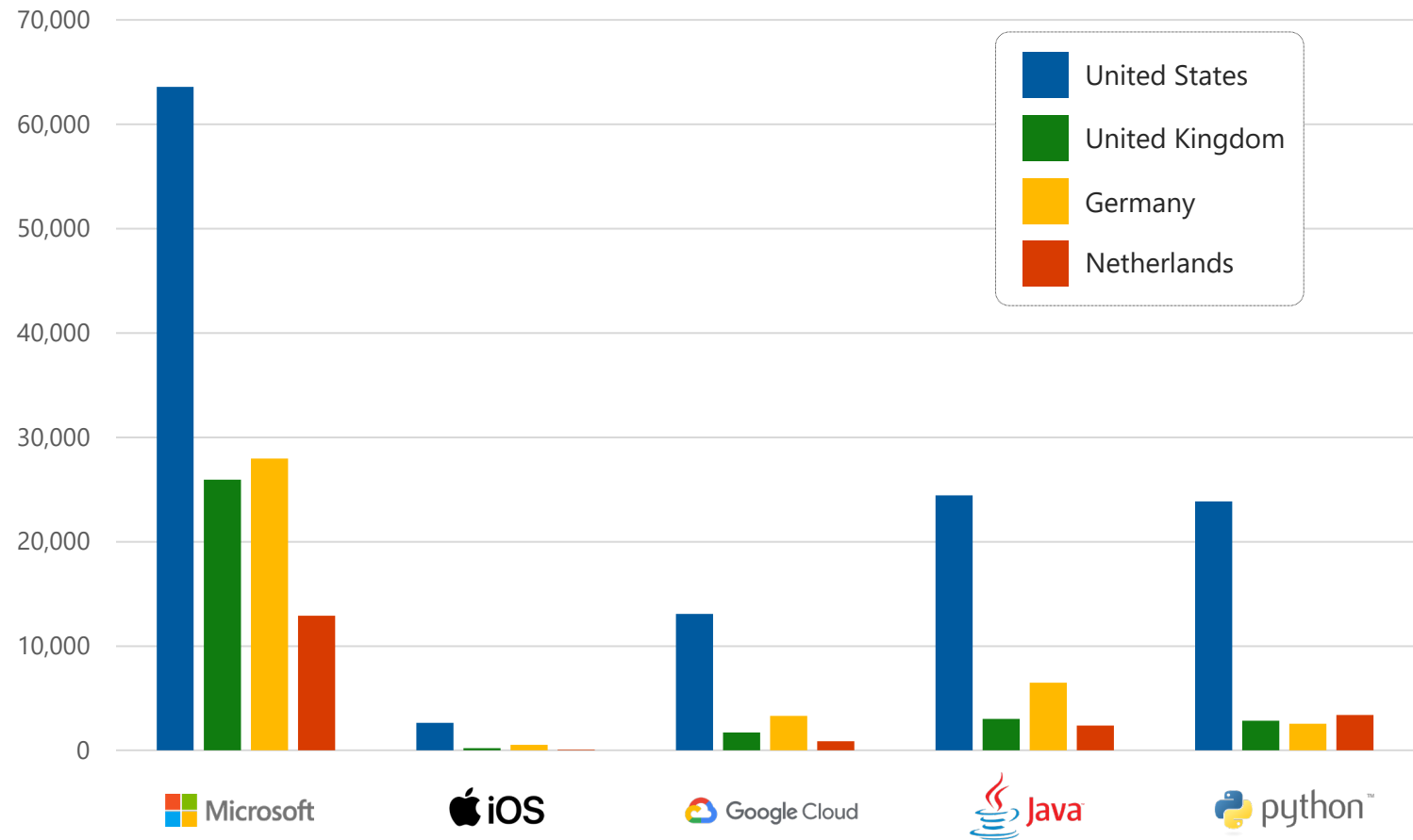






# Microsoft Tech Skills are in Demand

## Job Openings by Technology Skill | Indeed.com September 2023



*Microsoft includes Azure, Microsoft 365, Dynamics 365*



# Certifications: Preparing students for the future workforce

Certifications that help students keep pace with today's business and technical roles and requirements.



# Microsoft Learn

## Flagship Learning Platform



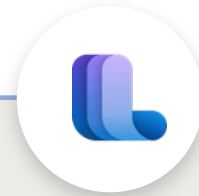
### Comprehensive learning paths

Help students of all ages learn about technologies and prepare for role-based certification



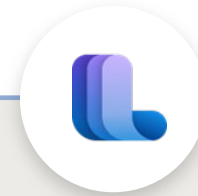
### Free & engaging content

No-cost, step-by-step, bite-sized tutorials and engaging modules



### Hands-on technical experience

Technical learning paths with interactive labs, sample code, and free test drive products



### Seamless learning journey

Catering to learners from secondary schools through higher education, ensuring a comprehensive grasp on subjects



# Microsoft Learn: Learning Pathways and Certifications



## Career Trajectories

Business Owner Business User Administrator Marketing Coordinator Finance Specialist Office Manager	Web Developer Software Engineer App Maker	AI Engineer Data Scientist Data Analyst Data Engineer Database Administrator App Maker Business Analyst	Security Engineer Network Engineer Risk Practitioner	Administrator Functional Consultant Dynamics Consultant Business Applications Support	Network Engineer Cloud Engineer Teams Administrator

# Microsoft Learn

## Empowering institutions, educators, and students globally



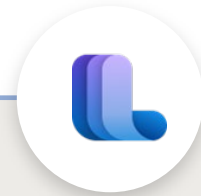
### Global Reach

Available in **149** countries,  
in **6** languages.



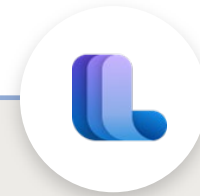
### Empowering Institutions

Supported **1,250+**  
institutions since launch in  
2021 to offer best-in-class  
technical curriculum



### Elevating Educators

Giving **9,800+** educators  
training, technology, and  
tools to prepare students



### Certifying Students

Training and certifying  
**250,000+** students with  
industry recognized skills

# Best practice technical **skills** priority driving **future** talent pipeline



State of Andhra Pradesh  
Higher Education System –  
Combining education with  
industry learning

University of Calgary –  
Partnering with policy-  
makers and experts to build  
a skilled workforce

Rotterdam Business School –  
Using Microsoft Learn to  
teach Data Analytics,  
Machine Learning, & AI

EDHEC Business School,  
France – Hackathon in  
partnership with Microsoft

University of Nottingham –  
Student Certifications with  
Microsoft

An ecosystem where people can learn how, where, and what they want for the new skills economy.



Microsoft Viva



Azure for Students



Microsoft Certifications



Microsoft Learn



CS Curriculum



Certified Educators



# Microsoft Learn for Educators

Supporting students who are broadly educated and specifically skilled



Microsoft Learn for Educators provides higher education institutions and faculty with a suite of comprehensive tools and resources to enable **innovative, experiential technical skills education** that augments students' existing degree paths with **industry-recognized certifications**



## Course Delivery

Access training and tools that prepare faculty to deliver cutting-edge technical instruction and hands-on labs.



## Technical Skills

Build students' technical skills and curriculum, educational materials, tools, and free certifications provided by Microsoft.



## Student Impact

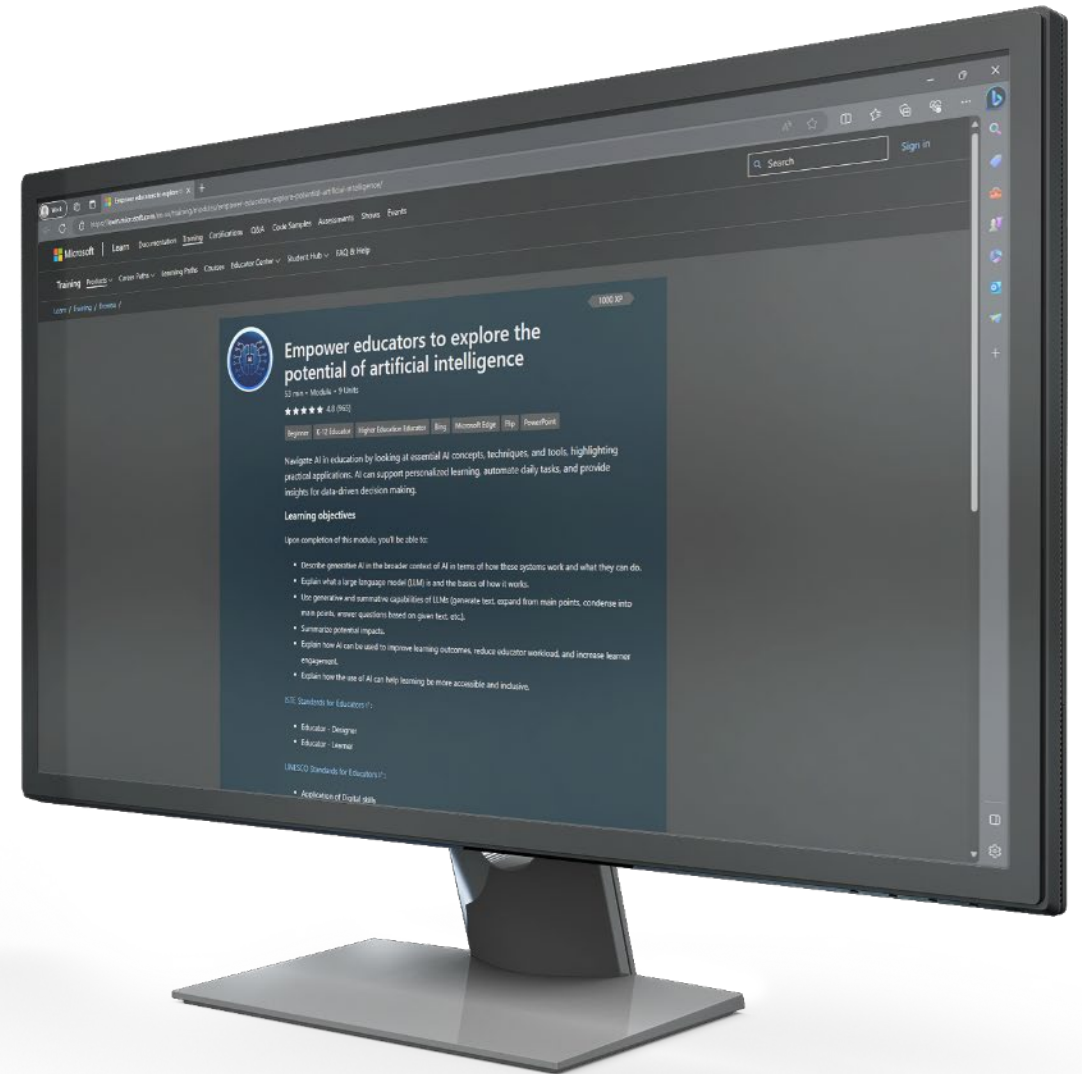
Join a global community of educators working to prepare students for future careers.

<https://aka.ms/MSLE>


# Microsoft Learn for Educators

Navigate AI in education by looking at essential AI concepts, techniques, and tools, highlighting practical applications. AI can support personalized learning, automate daily tasks, and provide insights for data-driven decision making.


**New Course!**




# Improve Efficiency in EDU | Learning Paths & Certifications




Role 1





Role 2





Role 3


 Network Engineer


 Cloud Engineer


 IT Support Specialist


 Teams Administrator


 Cloud Desktop Specialist


 Cloud Architect


 Azure Security Engineer


 Network Engineer


 Security Operations Analyst


 Risk Practitioner


 Cyber Specialist


 Information Security Analyst


 Administrator

 Cloud Administrator

 Teams Administrator

 Cloud (Azure) Specialist

 Desktop Specialist

 Systems Administrator

Skills for Education Staff

Azure Administration

Windows 365

Windows Auto-Pilot

Teams Management

Desktop Management

Intune

Windows Server

Managing Azure AD

Azure Sentinel

Manage and Secure AD Identities

Defender for Cloud

Securing Multi-Cloud and Hybrid Environments

Manage Azure AD

Threat Modelling and Protection

Microsoft Defender

Azure Administration

Windows Auto-Pilot

Teams Management

Windows Server

Intune

Desktop Management for Class & Hybrid Learning

Windows 365

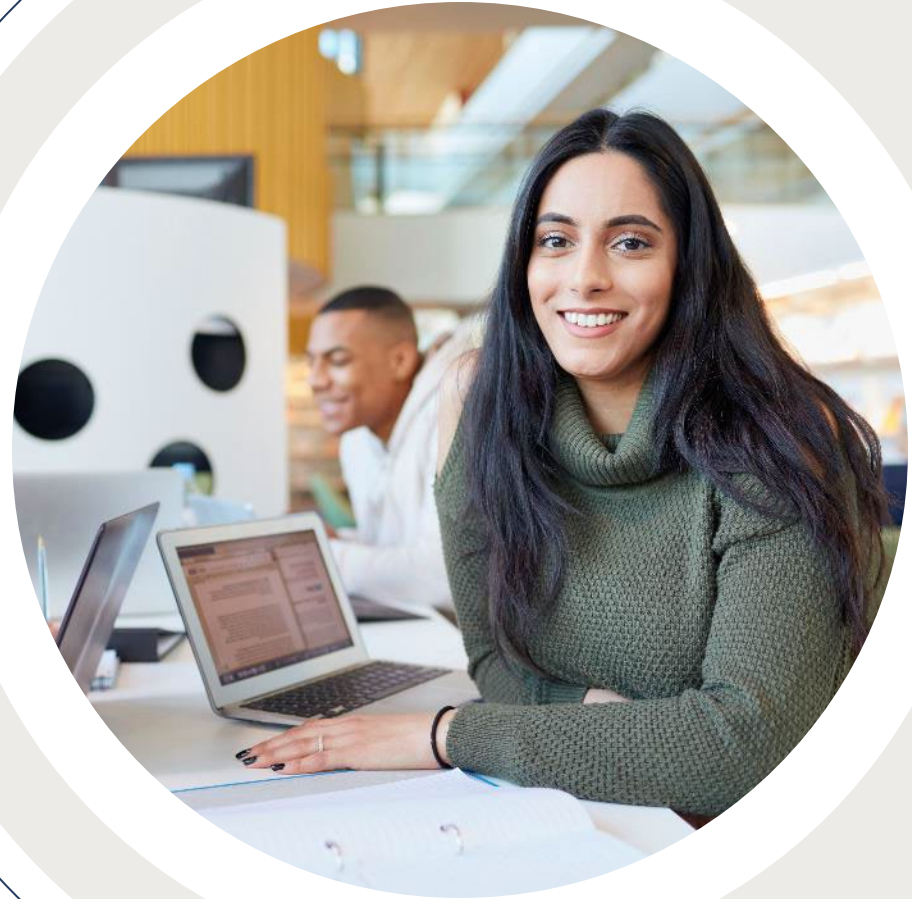
Teams Configuration

Managing Azure AD



# Microsoft Learn Career Connected

Connects employers to people,  
tools, and resources that make  
hiring talent with the right skills  
faster and easier



<https://learn.microsoft.com/en-us/training/career-paths/career-connected>



# Unlock multiple paths to identify talent

## Talent gap consultation

Work with a dedicated Microsoft Partner Talent manager to determine your needs and create a strategic plan to meet them

## Private LinkedIn community

Connect directly with qualified candidates through the Microsoft Learn Career Connected Talent Community LinkedIn group. Share open positions, meet talent, and grow your network through Talent Community events.

## Talent development partners

View profiles to identify the best recruiting, skilling, and placement partner(s) to fit your unique talent requirements.

## Widen your funnel

Use your logo and website link to promote your organization through Microsoft Career Connected.

Receive Microsoft marketing assets for co-branding that attracts talent, fills roles, and meets your business goals.

Make better job matches with features and benefits designed to facilitate introductions

# Generation Australia fills the talent gap

1K

Nonprofit Generation Australia provides Microsoft courses that lead to paid internships and full-time employment for people who are unemployed or need additional skills.

With Microsoft's partnership, Generation Australia trained 1,000 learners in its first three years.



*It feels like we've found this amazing channel of people, and I don't want to tell anyone else because it's great for us*

— Deirdre McIntosh  
Senior Director, Workforce Planning and Execution, Avanade

ImagineCup



## Imagine Cup Junior



The Microsoft Imagine Cup Junior (ICJ) is a **global AI Tech for Good student competition for students ages 13-18 built on the success of Microsoft's Imagine Cup**. Educators utilize lessons to teach their students about AI technologies, students form teams, and apply these lessons to dream up a solution to solve the world's biggest challenges. Students compete with peers from around the world in the annual competition. Students learn:



Basics of artificial intelligence (AI)



How to use the API to build an ethical AI solution to solve a societal or global challenge



What generative AI is and how it is different than traditional or rule-based AI.



Real-world examples of traditional or rule-based AI, based on their characteristics and functions



Supplement: Minecraft Education ethical AI lesson with AI activities



Supplement: utilize Azure for Students access to collaborate and build a prototype



## Key dates for Imagine Cup Junior 2024

Launch	Hackathons	Submissions Due	Winners Announced
10 <sup>th</sup> January	<div>28<sup>th</sup> March</div> <div>10am – 12pm SGT</div> <div>4<sup>th</sup> April</div> <div>10am – 12pm PT</div> <div>18<sup>th</sup> April</div> <div>8am – 10am UTC</div>	8 <sup>th</sup> May	13 <sup>th</sup> June

Thank you





# Q&A

