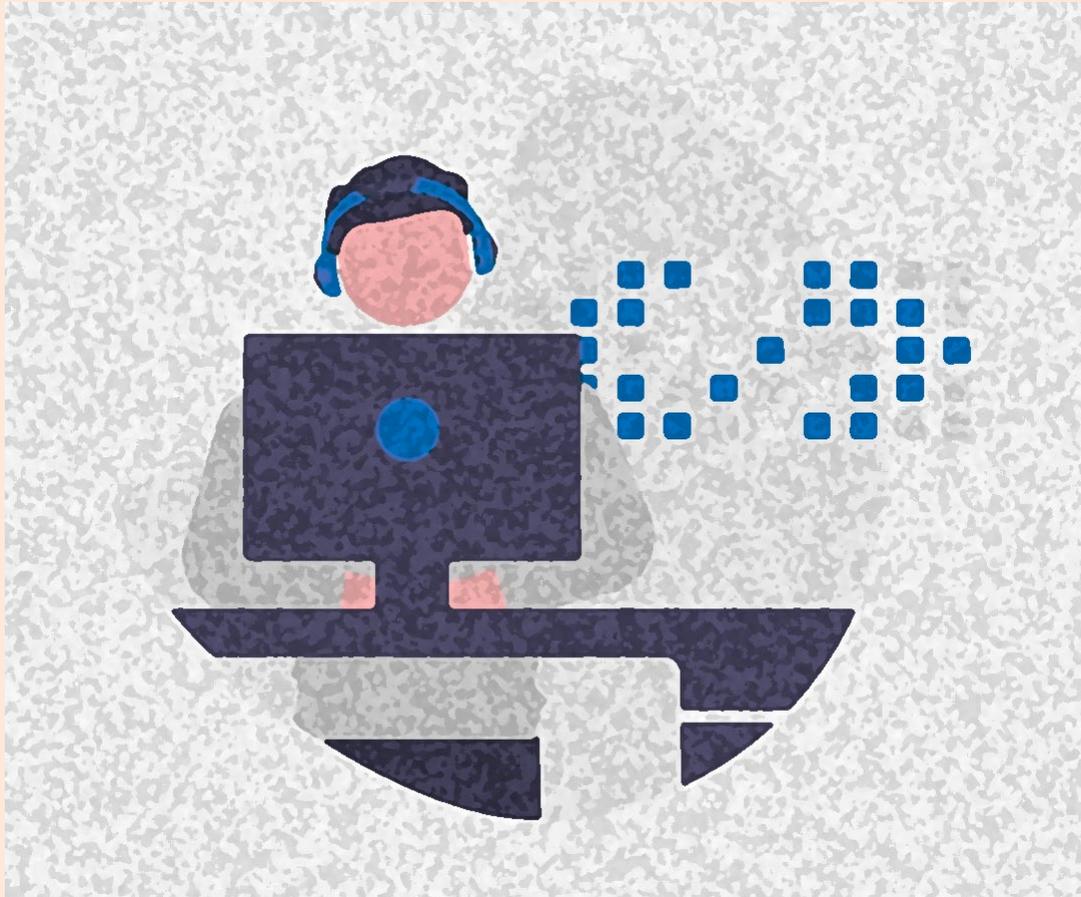


How to Maximize Online Career Pathways Training Resources



A guide for starting or climbing your career ladder
*There are hundreds of free or affordable professionally taught
online self-paced classes to get the skills you need to launch
or advance your career*

Prepared for
Workforce Development Program
Jewish Community Council of Greater Coney Island (JCCGCI)

by
David Rubel
www.davidrubelconsultant.com

Summary

One area where the COVID-19 Pandemic will have lasting impact is with how adults train and master new career skills and certification. The old way of offering in person instruction in the classroom setting now has a compelling online alternative: free or affordable self-paced or live zoom classes. There are significant advantages that a zoom platform training class has over the in person model. These advantages include cost (free or affordable), easier to arrange for a qualified instructor, no more commuting or trying to squeeze the class into your work/family schedule. Another big improvement online classes offer is the flexibility to learn at your own pace. If you are having difficulty understanding a lesson, you can just simply push a button and listen again. There is no such comparable way to learn inside the classroom as the teacher moves from one topic to the next. These online training advantages are now being acted upon with new low cost offerings from both the private ([Google](#), Microsoft, Amazon, , CISCO, Khan Academy) and public education sector (CUNY, SUNY).

Challenge Statement

Today's economy requires most workers to learn new skills to stay employed and climb a career ladder. Adults are becoming lifelong learners. Entry level positions also require proficiency in basic industry specific skills. One of the most widely used paths to gain entry or climb a career ladder are with the numerous certification/credential programs. A career pathways model means that an adult will have to learn new skills and the training opportunities should be affordable and readily available. A lot of training takes place on the

Resources and Strategies

- Career introductions
- Career track skills mastery



Part I: links to over 100 hundred free (or affordable) career introduction and full certification training programs. pages 4 to 14

Part II: How workforce development organizations can add free self-paced online training to their program offerings. pages 15 to 19

Background

With funding from the New York City Human Resources Administration (NYC-HRA), since 2019, the Jewish Community Council of Greater Coney Island (JCCGCI) has been operating a workforce development program known as JOBMAP.

How to Use the Guide

Choosing a Career Path

To get the best assistance out of the guide, people will need to know what kind of career paths interest them most. Ask them to think critically about this. Have they always wanted to be a business owner and an entrepreneur? Perhaps Amazon's seller classes or Khan Academy's start a business guides are the right approach. Or maybe they want to arm themselves with more technical skills so that they have valuable skills that they can bring to the market—Software development might be a better fit. Have they always wanted to pursue a creative career? Maybe looking into design careers is a step in the right direction.

Ultimately, this will take a certain level of self-awareness and a desire to do some self-assessment, but it can also be supplemented by some kind of skills/employment test to help guide which direction might be right for them. Here are a few examples:

- <https://www.indeed.com/career-advice/finding-a-job/cant-decide-on-a-career>
- <https://www.youthemployment.org.uk/how-to-choose-a-career/>
- <https://www.themuse.com/advice/9-questions-thatll-help-you-find-your-dream-career>

Self-paced vs Structured Courses

What kind of learner am I? A self-starter or structured learner. Self-starters and people who prefer to do things on their own time would benefit the most from self-paced classes as well as individuals who have their own full or part time schedules already that prevents them from being able to participate in full-time coursework or in-person classes. Structured courses are great for people who benefit from the accountability and hands-on learning approach of an in-person class.

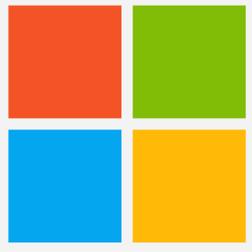


For workforce development professionals: a full explanation of how the Training Guide should become an essential part of your program offerings can be found on pages 15 to 19.

Free or Affordable Online Career Training Certification Programs

In this guide, you will find over 100 different free or affordable online and self-paced training programs (see pages 6 to 13). To learn more about their offerings, navigate to each individual section.

	<p>Grow with Google/Cousera Certification Programs/American Dream Academy</p> <p>UX Design, Data Analytics, Project Management, IT Professional Support, Sales Operations, Cybersecurity Analyst (IBM), Digital Social Media Marketing,</p> <p>Self-Paced or scheduled classes Cost: NOW FREE! (see page 6)</p>
	<p>LinkedIn Sponsored Training</p> <p>Software Development, Sales, Customer Service, Graphic Design, Data Analytics, Data Science, Project Management, Microsoft Excel</p> <p>Cost: \$240/year (see page 7)</p>
	<p>CUNY Upskilling Free Online Career Skills Training Program</p> <p>IT, Software Development, Entrepreneurship, Health Care Administration, Data Analytics, Career Resources, Professional Skills</p> <p>Cost: Free (see page 8)</p>
	<p>SUNY Educational Opportunity Centers (EOC)</p> <p>Academic Certifications, Allied Health Certifications, Business & Industry Certifications, Small Business Certifications, Self-Paced Learning Programs</p> <p>Cost: Free (see page 9)</p>



Microsoft Accelerate and Azure

Microsoft Azure Developer Certification, Microsoft Power Platform App Maker, Security Engineer, SQL Server Certification

Cost: **Free**

(see page 10)



Khan Academy

Navigating your Career, Health and Medical Careers, Work in Tech, Advertise, Starting a Business, Educate, Hospitality

Cost: **Free**

(see pages 11 and 12)

Amazon Sellers Classes

Amazon Seller University & Resources

Cost: **Free**

(see page 13)



CISCO SKILLS ACADEMY is free.

(see page 14)



Grow with Google/Cousera

Certifications Cost: FREE!!



THE AMERICAN
DREAM ACADEMY

Google Career Training Classes	Brief Description
UX Designers	UX designers make technology easier and more enjoyable for people to use. They design products and tools so that they are more useful and accessible for users. This fully online program provides the skills you need for an entry-level job in UX design, with no prior experience required.
Data Analytics	Data analysts prepare, process, and analyze data to help inform business decisions. They create visualizations to share their findings with stakeholders and provide recommendations driven by data. In this program, you'll be introduced to the world of data analytics through hands-on curriculum developed by Google. You'll develop in-demand data analytics skills using spreadsheets, SQL, Tableau, R, and more. This will help equip you with the skills you need to apply for entry-level data analyst roles.
Project Management	Whether at a small company or a large enterprise organization, project managers are responsible for planning, organizing and running projects so they can be delivered on time and on budget. The Google Project Management Certificate not only focuses on project management artifacts and skill sets, but essential business acumen skills like stakeholder management, influencing, critical thinking in problem solving, and effective communication. These job-ready skills are offered in the certificate program through interactive content (discussion prompts, quizzes, and hands-on activities) in under six months, with 5-10 hours of study a week.
IT Professional Support Certification	Computers break, systems fail, phones die—when that happens, we need experts to fix them. IT support is all about troubleshooting and problem solving when the tech fails, and providing great customer service along the way. This includes setting up computers for users within an organization, overseeing computer systems, and debugging whenever a problem arises. A job in IT can mean in-person or remote help desk work in a range of organizations across many different industries. Each IT training program has a certification exam demonstrating proficiency in skills learned.
Sales operations (in salesforce)	The Salesforce economy will create more than \$1 trillion in new revenue and 4.2 million jobs between 2019 and 2024. Developed in partnership with Trailhead — Salesforce's official learning platform — this certificate aims to teach you the foundational skills in Salesforce that will prepare you for a variety of entry-level sales roles, including the sales operations specialist position. This certificate is designed for beginners.
Sales development representative (in salesforce)	As the tech industry continuously introduces innovative services and products, tech sales roles have become more crucial than ever. Sales Development Representatives aren't just important to the business — they're essential. Sales development representative: a sales development representatives make contacts with potential customers and assess their needs. They connect and listen to people and the problem solve.
Digital Social Media Marketing	Whether you've been tinkering with social media platforms for your business already or are completely new to the field of digital marketing, you've come to the right place. This six-course program, developed by digital marketing experts at Aptly together with Meta marketers, includes an industry-relevant curriculum designed to prepare you for an entry-level role in social media marketing. You'll develop skills in creating and managing advertising campaigns in social media and learn to evaluate the results of your marketing efforts.
Cybersecurity Analyst (IBM)	This 8-course Professional Certificate will give you the technical skills to become job-ready for a Cybersecurity Analyst role. Instructional content and labs will introduce you to concepts including network security, endpoint protection, incident response, threat intelligence, penetration testing, and vulnerability assessment.

The free certification programs are sponsored by the American Dream Academy. For more information, including how register for the free classes, click on the [American Dream Academy website](#).

LinkedIn Training Programs

Cost: \$240/year subscription (no limit on amount of classes taken)

LinkedIn Learning/ Career Track Paths	Brief Description
Software developer	Get an introduction to the programming skills needed for a career as a software developer. This learning path provides a broad perspective on core technologies for web development, software development, and databases. It introduces common tools and the bigger picture of how development careers work. Learn foundations of programming for software development. Practice with popular technologies like HTML and CSS. Explore core languages like Python, JavaScript, and Java. Become a software developer by learning skills from LinkedIn Learning and Microsoft Learn, then get a Microsoft Certification to validate your skills.
Sales Representative	Learn core concepts and skills necessary in today's selling environment—from negotiation and closing strategies to selling with authenticity. Recognize that selling is a partnership. Develop your sales skills, people skills, and ability to create emotional engagement and earn the trust of others. Learn how you can be a trusted partner in the sales process. Identify negotiation and closing strategies that suit you. Develop and hone your interpersonal, or "soft," skills.
Customer Service Specialist	Become a customer service specialist by learning skills from LinkedIn Learning. Learn to listen to customer needs and build rapport with those you're helping. Top in-demand skills: Customer satisfaction & experience, data entry, CRM, admin analysis
Become a Graphic Designer	Graphic designers create visual concepts that inspire, inform, and transform. Use industry-leading tools to build innovative design projects and discover the skills needed to become an in-demand visual thinker and communicator. Build a solid foundation in the elements of design: typography, color, and layout. Explore the design process to visualize compelling ideas. Practice with hands on exercises in InDesign, Illustrator, and Photoshop.
Becoming a data analyst	Learn the latest quantitative and qualitative data analysis skills for effective business decision-making and explore the necessary tools, such as Microsoft Excel, Tableau, SQL, Python, R, and more.
Python software coder	Master Python for Data Science: Quickly learn the general programming principles and methods for Python, and then begin applying that knowledge to using Python in data science-related development. Learn the basics of Python as an object-oriented programming language. Apply Python coding skills to analytics uses. Explore the Python scientific stack of tools.
Project Managers	Project managers are catalysts for change. Learn how to manage projects from beginning to end using proven project management techniques. After completing this learning path, you'll have the skills and knowledge to manage simple projects as well as complex, enterprise-wide initiatives.
Mastering Excel skills	Employers around the world cite Microsoft Excel as one of the most sought-after skills for any new hire. This learning path helps you become an Excel power user—covering everything from functions and formatting to PivotTables and dashboards. Master the powerful features and functions in Excel. Learn how to use Excel's robust built-in formulas. Become certified as a Microsoft Office Specialist (MOS) or MOS Expert.

CUNY Upskilling: Self-Paced Online Career Skills Training Program- ALL FREE

Career Track Training Classes	Brief Description
IT and Software Development	Programming and other cyber skills are some of the most sought after in the job market. This track offers trainings to help you build up your software development and IT skills, while helping you gain knowledge about high growth tech fields like cybersecurity and the internet of things.
Launch or Grow your business	<p>Gain expertise in key business skills such as learning how to be a Salesforce Admin to Digital Marketing. For the prospective entrepreneurs out there, we have trainings that will help write your business plan and identify the key next steps to turn your business dream into a business reality.</p> <ul style="list-style-type: none"> ● Entrepreneurship ● Prepare For Your Business Plan ● Write a Business Plan ● Estimate Financing for your Business Plan ● Build Your Online Business ● Create Your Business Profile on Google ● Fundamentals of Online Marketing ● Modular IT and Business Courses ● Become a Sales Representative ● Become a Project Manager ● Become a Customer Service Specialist ● Become a Digital Marketing Specialist ● Become a Financial Analyst ● Become a Graphic Designer ● Project Management (Spring)/(Summer) ● Getting Started with Salesforce ● Becoming a Salesforce Admin ● Project Management ● Quickbooks
Health Care Administration	Interested in transitioning in the Healthcare industry, or are already on your way to a career in healthcare? Enroll in trainings in the track and learn how hospitals use tools like Salesforce to manage patient data and services or even get a better understanding of COVID-19.
Data Analytics	Enhance your job performance and work more effectively by learning the ins and outs of big data. Learn how tools like Google Analytics help companies track business goals. Or go deeper with trainings on Excel and SQL and learn how to use these tools to drive powerful analyses and insights about customers, operations, etc. Build your confidence and credibility to apply this versatile skill set to countless jobs.
Career Resources	Set yourself up for success with trainings and exercises built to prepare CUNY students for job interviews. Explore career paths and identify the skills you need to succeed.
Professional Skills	Set yourself up for success by developing your professional skills with this track. Learn or enhance important workplace skills such as business communication, how to plan and lead meetings, global and diversity awareness, and career readiness. These skills will help you make smart career choices, find the right job for you, and succeed in any workplace.

SUNY Online Certification Programs - ALL FREE

ACADEMIC CERTIFICATION

- High School Equivalency
- College Preparation
- English As a Second Language
- Pre-vocational Studies

ALLIED HEALTH CERTIFICATION

- Professional Medical Coder & Biller
- Pharmacy Technician
- Emergency Medical Technician
- Electronic Health Records
- Physical Therapy Aide

BUSINESS & INDUSTRY CERTIFICATION

- Emergency Telecommunications
- Advanced Manufacturing
- Office Administration Professional
- Child Development Associate
- Customer Service
- Teacher Assistant
- Security Guard
- OSHA 30 & 40
- Civil Service Preparation

SMALL BUSINESS CERTIFICATION

- Entreskills
- Business Advisement, Webinar Business Trainings

Self-Paced Learning Programs

- High School Equivalency
- Virtual Entrepreneurship
- Child Development Associate
- College Preparation
- Civil Service Exam Preparation
- Customer Service Professional
- Emergency Telecommunications
- Pre-vocational Studies
- Teacher Assistant



How It Works

The free [SUNY Online Training Center](#) includes programs offered by the University Center for Academic and Work force Development (UCAWD), Advanced Technology Training and Information Networking (ATTAIN) labs, and Educational Opportunity Centers (EOCs). These online programs, coupled with success coaches, will help more New Yorkers succeed in earning a higher education. Additionally, small business owners can start or grow their enterprises with EntreSkills, the free online entrepreneurial education course developed by the New York Small Business Development Center. [FAQ](#)



No Tuition means you finish debt-free to move on to your next goal.

Microsoft Accelerate NYC and Microsoft Azure- *ALL FREE*

Career Track Training Classes	Brief Description
Microsoft Azure Developer Certification	Designing, building, testing, and maintaining cloud applications and services on Microsoft Azure. Responsibilities for this role include participating in all phases of cloud development from requirements, definition, and design; to development, deployment, and maintenance; to performance tuning and monitoring.
Microsoft Power Platform App Maker	Build app solutions to simplify, automate, and transform tasks and processes
Security Engineer	Design and implement digital security controls and threat protection in cloud networks and hybrid environments.
SQL Server	17 videos (30 hours) to begin mastering SQL server

Microsoft technology area	Sample courses	Related certifications
Microsoft Azure	Azure Fundamentals Create serverless applications Secure your cloud applications in Azure	Microsoft Certified: Azure Fundamentals Microsoft Certified: Azure Developer Associate
Microsoft 365	Microsoft 365 Fundamentals Extend Microsoft 365 – Fundamentals	Microsoft 365 Certified: Fundamentals Microsoft 365 Certified: Developer Associate
Microsoft Power Platform	Microsoft Power Platform Fundamentals Automate a business process using Power Automate Get started using Common Data Service	Microsoft Certified: Power Platform Fundamentals Microsoft Certified: Power Platform App Maker Associate
Security	Microsoft 365 Fundamentals Threat Modeling Security Fundamentals Protect Identity and Access with Microsoft 365	Microsoft 365 Certified: Fundamentals Microsoft Certified: Azure Security Engineer Associate

[Khan Academy Career Exploration and Launch- ALL FREE](#)

Navigate your Career

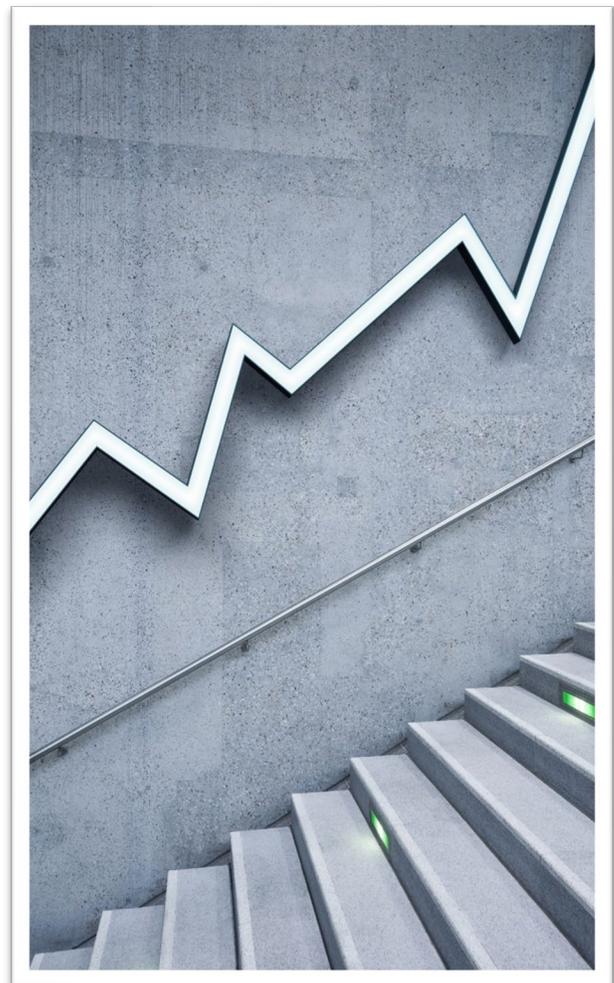
- [Networking](#)
- [Salary negotiation](#)
- [Benefits and retirement](#)
- [Deciding where to live and work](#)
- [Career Advice for entrepreneurs](#)

Health and Medical Careers

- [Clinical nurse specialist](#)
- [EMT](#)
- [Epidemic intelligence service officer](#)
- [Health care community liaison](#)
- [Licensed clinical social worker](#)
- [Medical resident](#)
- [Physical therapist](#)
- [Population health director](#)
- [Registered nurse](#)
- [Veterinarian](#)

Work in Tech

- [Customer success manager](#)
- [Director of products](#)
- [Freelance product design consultant](#)
- [Information security and forensics analyst](#)
- [Senior product manager](#)
- [Senior software engineer](#)
- [Site reliability engineer](#)
- [Startup co-founder and CEO](#)
- [User experience researcher](#)



Advertise and Sell

- [Commercial real estate advisor](#)
- [Marketing client manager](#)

Start a Business or Go Freelance

- [Construction business owner](#)
- [Food entrepreneur](#)
- [Food truck manager and chef](#)
- [Freelance audio engineer](#)
- [Freelance journalist and podcaster](#)
- [Freelance product design consultant](#)
- [Hairstylist and salon owner](#)
- [Nonprofit founder](#)
- [Purpose and change coach](#)
- [Startup co-founder and CEO](#)

Educate

- [Education resource specialist \(special education teacher\)](#)
- [Instructional designer](#)
- [Outdoor education professional](#)
- [School social worker and BUILD teacher](#)
- [Teacher leader](#)

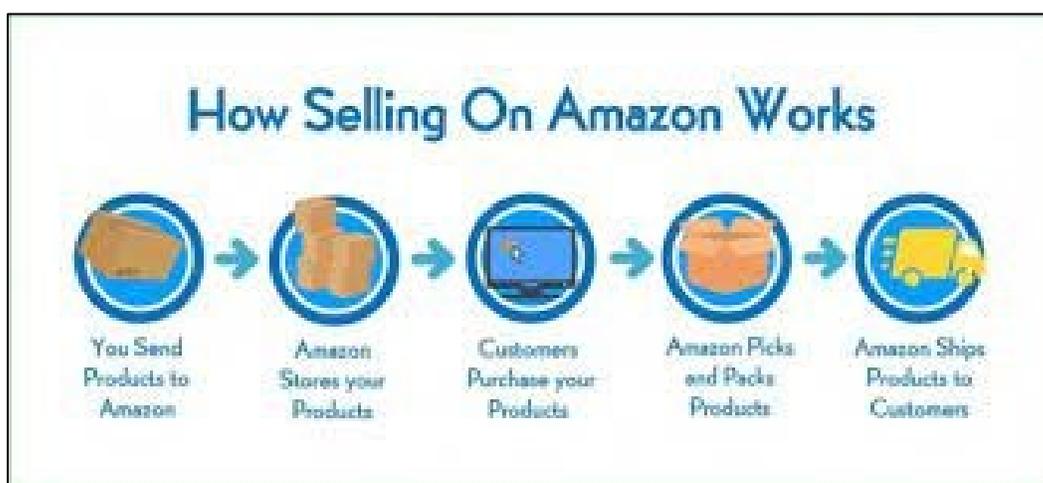
Explore Hospitality

- [Assistant hotel manager](#)
- [Chef de cuisine](#)



Amazon Sellers Classes and Advice-*ALL FREE*

Career Track Training Classes	Brief Description
Getting Started	Start by reading a free Amazon eight page guide to launching an online business. This eBook contains high-level information that will help you start your journey selling on Amazon. If you want to dive in deeper on any subject, visit sell.amazon.com for more information about all the topics covered here.
Amazon Seller University	Amazon Seller University is a series of free training videos created to help you learn how to sell on Amazon. Create product listings faster. Master the key tools and applications. Understand product rules and restrictions. Learn how to take advantage of FBA, advertising, promotions, and more. Classes are offered for beginners and up and running businesses. click here to start .
Frequently Asked Questions	Get answers to the frequently asked questions about using Amazon for ecommerce.
Amazon Seller Forums	Get the advice you are looking for and learn about the experiences and of other e-business owners.





CISCO SKILLS ACADEMY is free.

Enroll today.

Career Track Training Classes	Brief Description
https://skillsforall.com/catalog	CISCO is offering 24 separate skills training programs ranging from a few hours to 160 hours of intensive certification based training.
Introduction to cybersecurity	This introductory course takes you inside the world of cybersecurity. You will learn cybersecurity basics to protect your personal digital life and gain insights into the biggest security challenges companies, governments, and educational institutions face today. Cybersecurity professionals who can protect and defend an organization's network are in high demand.
Cybersecurity Intensive Training 160 hours	160 hours of intensive free online training. This Cybersecurity pathway prepares you for an entry-level cybersecurity position, such as a Cybersecurity Technician, Junior Cybersecurity Analyst, or Tier 1 Help Desk Support role. You will learn vital skills like threat intelligence, network security, and risk management to protect yourself and organizations from cyber attacks. If you enjoy solving puzzles, are passionate about technology, and like working in teams, the field of cybersecurity may be a great fit for you!
Networking Skills for beginners	Start learning the basics of computer networking and discover how networks operate. The internet is built on computer networks. So no matter what kind of tech career you are interested in, it is essential to know some networking basics! Whether you are preparing for a career in networking, refreshing your knowledge for an industry-recognized certification, or are just curious about what networking is all about, this is the place for you. 25 hours.
Networking Devices and Initial Configuration	If you know the basics of networking, then get ready to strengthen your foundation. A strong networking background is key if you are interested in exciting fields such as Cybersecurity and Network Development (DevNet) or want to continue towards a networking certification like Cisco Certified Network Associate (CCNA). 25 hours.
Python Level 1	In this course, you will learn in-demand skills such as how to design, develop, and improve computer programs, methods for analyzing problems using programming, programming best practices, and more. The course also prepares you for the PCEP – Certified Entry-Level Python Programmer certification (Exam PCEP-30-0x). 30 hours.
Python Essentials Level 2	This course is the second in the two-course Python Essentials series and is designed for learners already familiar with the basics of Python. Dive into advanced Python concepts, learn Object-Oriented Programming (OOP), and develop your own programming portfolio. This course prepares you for the PCAP – Certified Associate in Python Programming certification (Exam PCAP-31-0x). 40 hours.
A Day in the Life of a Cybersecurity Professional	Hear from cybersecurity professionals on what a usual day in the cybersecurity career might look like.
Free Labs	All training classes are coordinated to include free lab hours with real world exercises to help ensure that you master the program skills. Practice at your own pace with your own schedule.
The bridge between talent and employment	From job preparation to matching, explore the many resources available as part of your participation with Cisco Networking Academy. After you've completed your career path, register for the Talent Bridge Matching Engine. Using data we'll connect your qualifications to the needs of our employer partners.

Part II: Program Rationale: Why Workforce Development Organizations Should Add Free Self-Paced Online Training to Their Program Offerings

Imagine you are working in tech and trying to switch jobs for higher pay and greater responsibilities. How do you swing the cost of mastering a new programming language or other skills? Training typically costs thousands of dollars. There's also commuting time and sticking to a schedule. Millions of people struggle with a successful career launch or they get stuck in their careers because they lack the skills necessary to climb the next rung of their career ladder. An emerging solution is the growing abundance of free self paced training programs. Our guide-- [How to Maximize FREE Online Career Pathways Training Resources](#) puts in one place the amazing range of free and/or affordable career direction and [certification based training](#) opportunities. *All you need is a computer, the internet and a dream.*



There are hundreds of [Free online classes](#) for entry level skills or advanced career ladder moves. The free classes have the same high quality professional teachers as for pay classes. They are a major resource to support the “on and off ramps of the career pathways model”. These new certification training classes are being sponsored by top companies including Google, Microsoft, Amazon plus many more free training programs offered by community colleges. How? Why? During the COVID-19 pandemic, when all in person classes were shut down and the teaching transitioned to online zoom meeting platforms, people learned that online training had huge untapped potential for helping people enter the workforce or climb a career ladder. Simply put, people can learn online outside the traditional in person classroom model. A classroom is no longer limited by the number of chairs/desks that can fit inside one space. This is the COVID-19 story waiting to be told.

Our free guide, [How to Maximize FREE Online Career Pathways Training Resources](#) designed to help the adult learner in mind. The main challenges for mastering job skills are addressed here for both career seekers and career ladder climbers.

- 1. Career introductions strengthen the path of career direction:** One of the most important life decisions is choosing a career path. Everyone starting out on a career

path needs help with career direction. Some can rely on their family, high school career/vocational education programs or college. Millions of young adults, including many from low to moderate income homes, aren't sure what their career path is and want help making the right decision. How does anyone commit to a career path without a solid understanding of what's involved? People need to be able to dip their toe in the water when they aren't ready to commit to costly, mentally demanding and time consuming career track certification based training. What they don't need is to drop out half way through a training program, with a loan due and have another failure to carry around - *especially when this is avoidable*. Right now, few community colleges or for-profit vocational schools offer career introductions for their training programs.

2. **What is a career introduction:** A free online career skills certification program will allow anyone to immerse themselves in the material to see if they an aptitude for it before making a commitment. Then they can answer the most fundamental question: can I see myself studying and mastering this body of technical knowledge for the next few months or year. There are excellent career introduction videos given by industry professionals covering aptitude, salary, skills training, what it takes to get ahead and what the career ladder climb looks like in five, ten and twenty years. Free online workshops and training classes can give a career seeker a taste without having to purchase the whole meal



3. **Meeting the needs of different approaches to learning:** How does one like to learn? How can different learning styles be accommodated so everyone will have an opportunity to master an in-demand career skill? Some people are highly self-motivated, don't have much free time or extra money to pay for classes. Another group enjoys the structure and peer support of a classroom. Each of these learning styles will greatly benefit from the free online self-paced training opportunities. See "4" below.
4. **Free online self-paced training can complement *for pay* classes (in person or live):** for pay vs. free online classes- *it's not an either/or*. Live classes, in person or online, are a complement to self-paced. There are some big advantages to self-paced; a system where you can log to continue with the class anytime you want 24 hours/365 days a year. Free online training can also be a great resource for people enrolling in for pay classes including the hi-tech coding bootcamp programs. People that enroll in the expensive and intensive tech training programs will benefit if the same skills set

classroom instruction is available online for free. Also, what happens when you are in a live class but fell asleep, day dreamed or just don't understand today's lesson? If the instructional content is available for free online, all you have to do is just press rewind and hear the material all over again until you get it. Also, what happens when someone finishes the Google or Microsoft skills training program but fails the certification exam. With the free classes, you can go online, find the class and review the material that caused you to fail. A successful local or statewide workforce development system needs both.

5. **Learn from the best for free:** Here are some of the most important questions anyone can ask themselves: I don't know where to begin, what is my gift, what kind of job fits me best, if I choose this career, where will I be in five or ten years and *what does it take to get there*. Before anyone starts pursuing a career training certification, they should have enough information to make a well informed, solid decision. How great would it be if you could learn from people with 10 or 20 years of professional work experience in the career you are seriously considering. Here are examples of short presentations in over 20 different career tracks from the [JOBMAP](#) program. Imagine if you could watch Warren Buffet distil into [nine minutes](#) his most important life lessons. Multiply the Warren Buffet example by hundreds of other top people in their field. There is so much wisdom out there and it can be absorbed with the click of a keyboard. This information is freely available to anyone no matter where they live, family background, race, ethnicity or if they were the high school valedictorian or dropped out.



6. **Not just high tech, almost all industry sectors and employable skills:** While high tech with its attractive salaries and demand dominates the for pay certification trainings, there are numerous other free online job skills training programs available right now including professional sales, entrepreneurship, graphic design, Amazon sales business, entry level office skills, customer service, construction, medical billing-records management and child care. The Department of Labor ONET website profiles hundreds of jobs and careers.
7. **Training is a requirement for getting a job AND keeping a job.** The Career Pathways model with the on and off ramps greatly benefits from a system of free self-paced online training programs. In today's rapidly changing economy, the importance of acquiring additional skills (and stackable credentials) has never been greater. That means most workers must acquire post entry level hiring to stay current and useful. Climbing a career ladder today means adding new skills, standing out to your employer and staying current with job demands. If a local or statewide Workforce System is

going to be in compliance with the career pathways section of the Federal Workforce Opportunity and Innovation (WIOA) law, it should encourage the partnering organizations to pursue both paths.

8. A hybrid teaching model may be the best of both worlds: imagine a teaching model that incorporated the best of both systems. Instead of the traditional pay for classroom, in person or zoom, the classroom teacher became learning coach. Instead of a classroom, learning cohorts would be organized of around 20 students. The students will enroll in the free online self-paced professionally taught classes. But instead of having to motivate themselves, they would have the peer group structure to keep them focused and stick to it ness. The coach would convene several checking in group sessions to allow students to discuss the material, where they are excelling and where they are not. The hybrid model will work best for students that thrive with group structure. Teachers will still be needed, just in a less demanding and less costly function.

9. Here's a little to no cost way of helping millions of students enter community college better prepared to succeed: As a mobility path, the following statistics clearly show that our community college system needs help... *a lot of help*. "Among first-time college students who enrolled in a community college in fall 2015 either part-time or full-time, [42% earned a credential](#) from a two- or four-year institution within six years. That figure excludes dual enrollment students. About 66% of full-time students earned a credential within six years and 19% of part-time students. Around 38% of students with mixed full- and part-time enrollment completed a credential. The credential could be a certificate, an associate degree, or a bachelor's degree. The [six-year completion rate](#) for Asian students who started at a community college in the fall of 2015 was 51%. For Black students it was 30%, for Hispanic students it was 37%, and for White students it was 50%".¹



10. Let's not forget our rural and other neglected communities: Here is one way our economy can be fairer to people struggling to get ahead. Add one more challenge, you live in a rural community where the closest training class is 50 miles away or more. A second, third or fourth chance to restart their career path.

¹ <https://ccrc.tc.columbia.edu/community-college-faqs.html>

- 11. Yes, some controls and regulation will be needed:** To fulfill the promise, the certification exam system should be strengthened so that all exams are appropriately proctored. Only a professionally run certification exam proctoring system will carry weight with employers. Companies that offer professionally proctored certification exams operate in many cities.
- 12. What's next?** The Milken Center for Advancing the American Dream foundation has led the way with the [American Dream](#) program. The American Dream is making [high demand training programs](#) free for anyone to use including: project management, IT support, data analytics, salesforce and cyber security analyst. Now it's time for philanthropy, corporate sponsors or government to cover the cost of creating free online training in *all career skills* certifications. For just a few million dollars (perhaps less), MILLIONS of Americans can have access to the training classes for getting their first job or climbing their career ladder. The corporations with the most in demand and expensive certification programs can take the lead here and make their training programs free. CISCO, Microsoft, Oracle will do far more to actually help people, than with any of their multi-million \$ philanthropic endeavors, by simply making their certification based training programs posted online and free to use.

