

USC Learn-a-Thon: Cyber Challenge Defending the Digital World

#cyberchallengeusc

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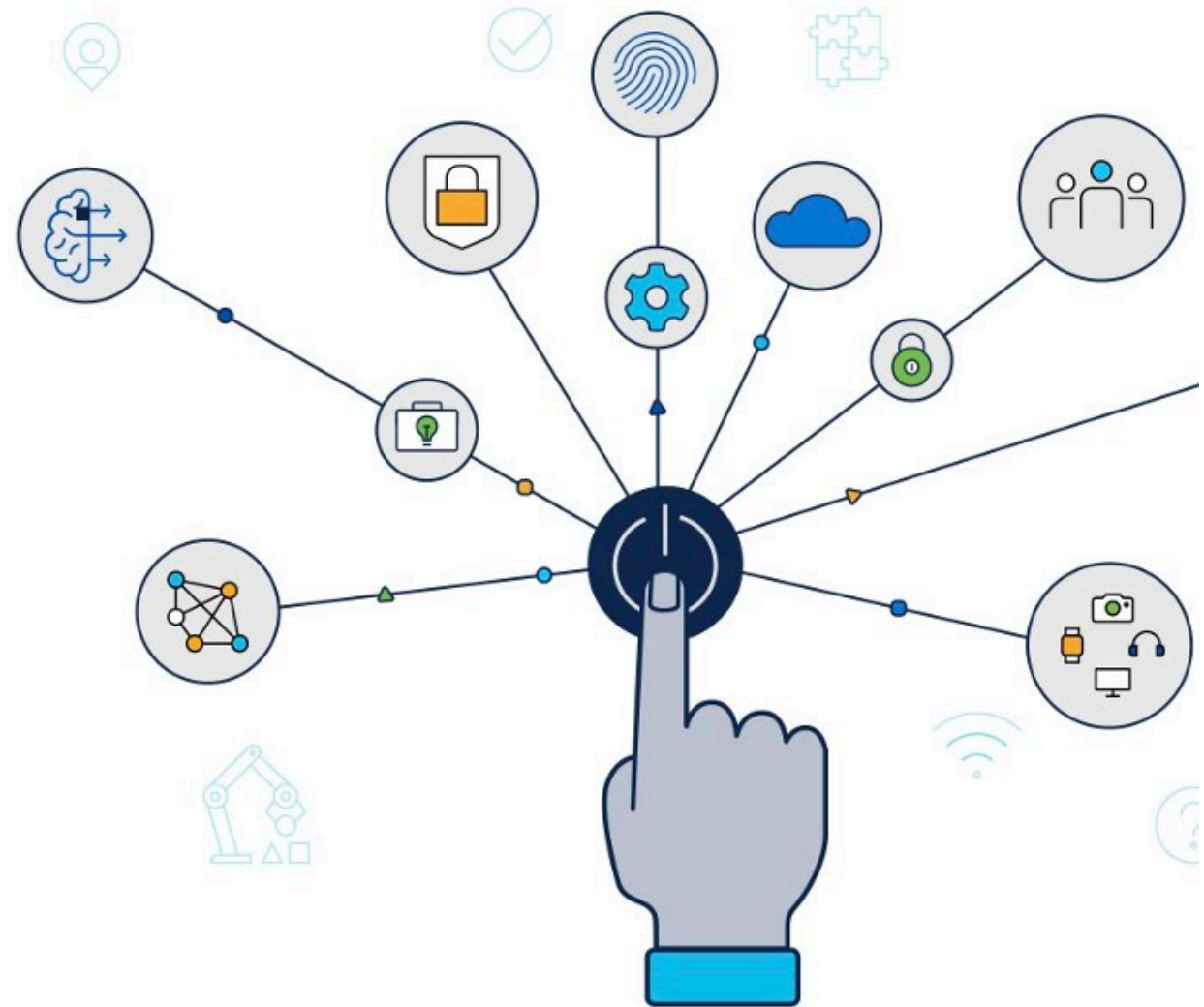
September 2024

<https://www.netacadlearnathon.com/projects/uscanada-2024/>



Agenda

- Cyber Focus
- Timeline & Approach
- Outcomes
- Opening a Course Demo
- Experis Supporting Students
- Q&A
- Recording will be posted



In alignment with Cisco's commitment to the Whitehouse our goal is to increase student enrollment in classrooms by offering on-trend courses and career opportunities in cybersecurity.

We are launching a year-long Learn-a-thon for the Junior Cybersecurity Technician Career Path in correlation with October Cybersecurity Month.



Cyber Challenge: Defending the Digital World

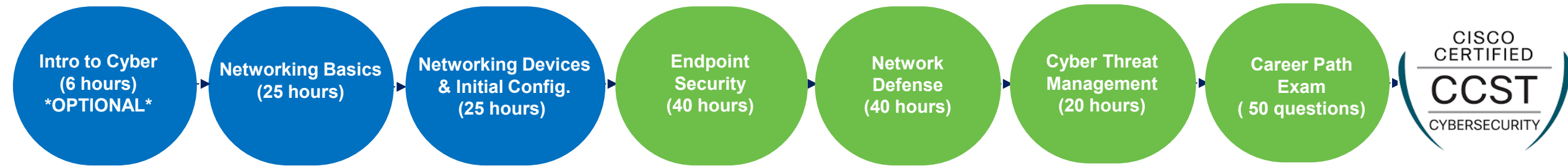
This initiative will focus on **introductory and entry-level courses**, culminating in a career path exam that prepares participants for industry certification. **Institutions with the highest number of overall learners** will have the chance to win vouchers, allowing their participants to take the industry certification exam at no cost.

Participants who **inform Cisco** of their successful acquisition of the CCST Cybersecurity Certification will receive an **exclusive invitation** to a prestigious career fair. This event will provide a unique platform for them to showcase their expertise, skills, and potential to employers in the industry.

Join us in this transformative journey to **shape the future** of cybersecurity and empower the next generation of professionals.

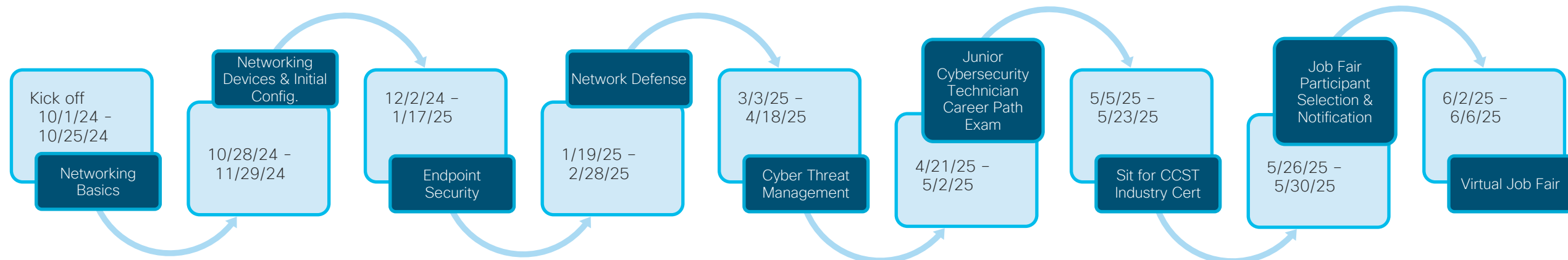


Cyber Challenge Course Pathway & Timeline

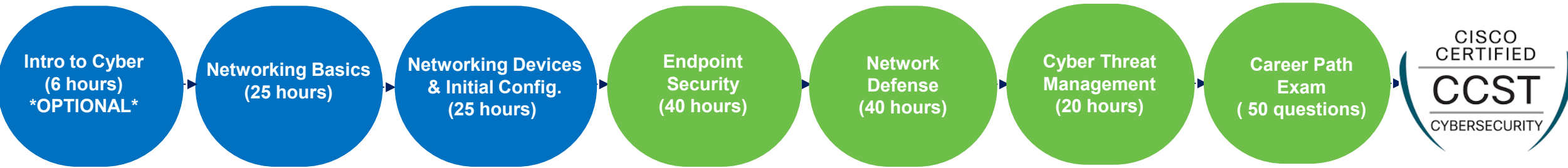


Courses can be open from October 1, 2024, to May 23, 2025.

We have outlined a **potential schedule** below to encourage completion by students, however this is **not REQUIRED** as long as course open and close on or within the Learn-a-thon days.



Easy Button Approach for Instructors



We have developed an **option for instructors who do not wish to handle their own courses** that enables their students to still take part in the Cyber Challenge. This convenient solution is straightforward - just use our pre-created course enrollment links and distribute them to your students.

We offer a digital flyer with shortened URL's and a print flyer that includes scannable QR codes for enrollment options.

By utilizing these resources, **students have the opportunity to win a voucher** for their CCST Cybersecurity Certification. Please note that this option does not include any prizes for institutions or instructors.

Instructor Prizes

Top 5 Winners

Mid 5 Winners

Low 5 Winners

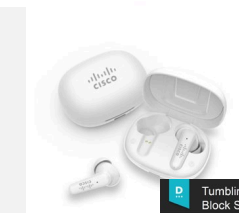
Easy Button



Whitby Insulated Backpack

- Made of 600D polyester.
- 2-in-1 design combines a cooler with a computer backpack.
- Dedicated laptop sleeve fits most computers up to 15".
- PEVA-lined cooler compartment for drinks and snacks.
- Front slash pocket for extra storage.

50 units @ \$51.47 each.




Wireless TWS earbuds. 6 hours of continuous audio playback. Charging case adds 17 more hours of run time. 25 hours of total run time.

- Noise isolating with replaceable earbud tips for maximum comfort. Specially tuned anterior air vents. Advanced Hi-Fi audio decoder & 8mm moving coil unit.
- Multi-function touchpad. Answer incoming calls with built in microphone. Play/Pause. Skip audio. Volume control up or down. Activate voice assistant (Siri/Google).
- Recharge buds in charging case. Recharge case using the included USB C cable.

Tumbling Tower Wood Block Stacking Game

- The Tumbling Tower Wood Block Stacking Game is a classic and exciting tabletop game.
- Takes turns testing your steadiness of hand and challenge greatly by pulling out block by block until the tower comes crashing down.
- This is a game for all ages.
- The game includes a wooden case with a customizable logo.

Quantity	Unit Price	Total Price
40	\$33.37	\$1,334.80



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No instructor prizes are needed for this category. As will be managed by Cisco. However, we are not penalizing students for instructors who do not want to open a course, they still can receive a voucher.

-----Each category will have 25 vouchers available for students-----

Experis Partnership

Alyssa Clopton
Vice President, Client Solutions



Cisco & Experis Partnership

Networking Cisco Academy

For 25-years, Cisco has transformed the lives of learners, educators, and communities through the power of technology, education, and career opportunities to create an inclusive future for all.

180 COUNTRIES

12K ACADEMIES

**2.3M STUDENTS
IN FY20**



We believe that meaningful sustainable work has the power to change the world

+45 COUNTRIES

1,600 CLIENTS SERVED

50k PLACED ANNUALLY

“Connect talent with skilling, jobs, and career pathways to support technology transformation and unleash the potential of talent aligned to business strategy.”



Experis Clients



Arming learners with the necessary skills to kick-start their IT Careers!

Resume Preparation

- Structuring Resumes for Maximum Impact
- Highlighting Key Skills and Accomplishments
- Tailoring your Resume for Different Job Applications



Interview Skills

- Standing Out from the Crowd
- Common interview questions and how to answer them
- Closing the Interview



Welcome Cisco Learners!

When you have the powerful combination of in-demand IT skills, amplified by essential soft skills, it gives you an edge to shape the future. Let Experis be your partner in assisting you in that pivotal career leap by matching your unique talents with the world's top companies to help ignite your potential and fast-track your career.

Take your career to the next level with Experis!



Experis, a global leader in IT professional resourcing and project services, gives IT Professionals the flexibility and freedom to find work that fits their lifestyle. Experis enables you to pursue and access in-demand tech careers, by providing personalized guidance and support to achieve your long-term goals. With a dedicated career partner and an abundance of resources at your fingertips, you have the tools you need to succeed.

Experis will find you the opportunity tailored to the way you want to work. From permanent to temporary – onsite, hybrid or remote – we match candidates with the perfect fit.

Start your career journey now!

SEARCH JOBS →

Welcome to our MITEY Portal created for our Cisco NetAcad Learners!

After creating a profile, learners can:

- ✓ Receive Job Recommendations
- ✓ Save Jobs
- ✓ View Current Applications
- ✓ Access Career Resources

<http://www.mitey.info>

Tech Careers Job Fair

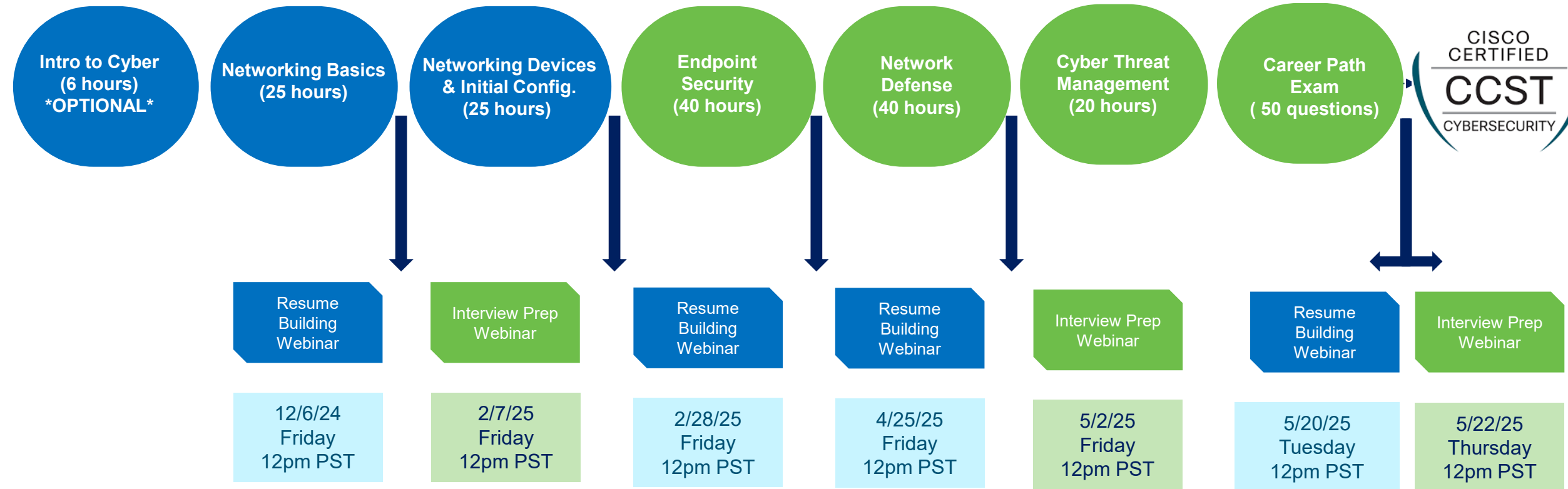


Calling ALL Cisco Networking Academy Graduates!

Join us and kick-start your IT career!



Candidate Prep Webinars & Timeline



These sessions will have registration links posted on the Learn-a-thon Website; you can guide learners here at any time.

<https://www.netacadlearnathon.com/projects/uscanada-2024/>

Opening a Course Demo



How to Sign Up- for Instructors:

1. As a Cisco Academy to participate in the Cyber Challenge Learn-a-thon, you should create the courses in the Junior Cybersecurity Technician Pathway using the **required naming convention:**
“#cyberchallengeusc_example” **or** “example_#cyberchallengeusc”
2. Review the Terms and Conditions and **register your courses [here](http://cs.co/cyberchallengereg)**.
<http://cs.co/cyberchallengereg>
3. Promote the Cyber Challenge Learn-a-thon and encourage as many students to participate and complete the pathway from October 1, 2024 to May 23, 2025. Use the #cyberchallengeusc to promote.

Pro Tip: *Instructors can create their classes today and invite students; just make sure the start and end dates are matching the above schedule.*

Important Links for Instructors

Learn-A-Thon Website

- cs.co/CyberChallengeUSC
- cs.co/cyberchallengeusc

<https://www.netacadlearnathon.com/projects/uscanada-2024/>

Terms & Conditions

- cs.co/TCCyberChallengeUSC
- cs.co/tccyberchallengeusc

https://www.netacadlearnathon.com/dev/wp-content/uploads/2024/09/TC-Contest_CyberChallenge_USC_2024_FINAL_with-I2CS-1.pdf

Learn-A-Thon Forum

- cs.co/cyberchallengeforum

<https://learningnetwork.cisco.com/s/question/0D56e0000E3MeO6CQK/cyber-challenge-defending-a-digital-world-earn-your-ccst-certification?t=1726497297072>

Q&A



Cyber Challenge: Defending the Digital World



Contact usfeedback@external.cisco.com with any questions