



**Ricci Blackwell**

Director, Sales Operations and Customer Success

# Introduction to eDynamic Learning





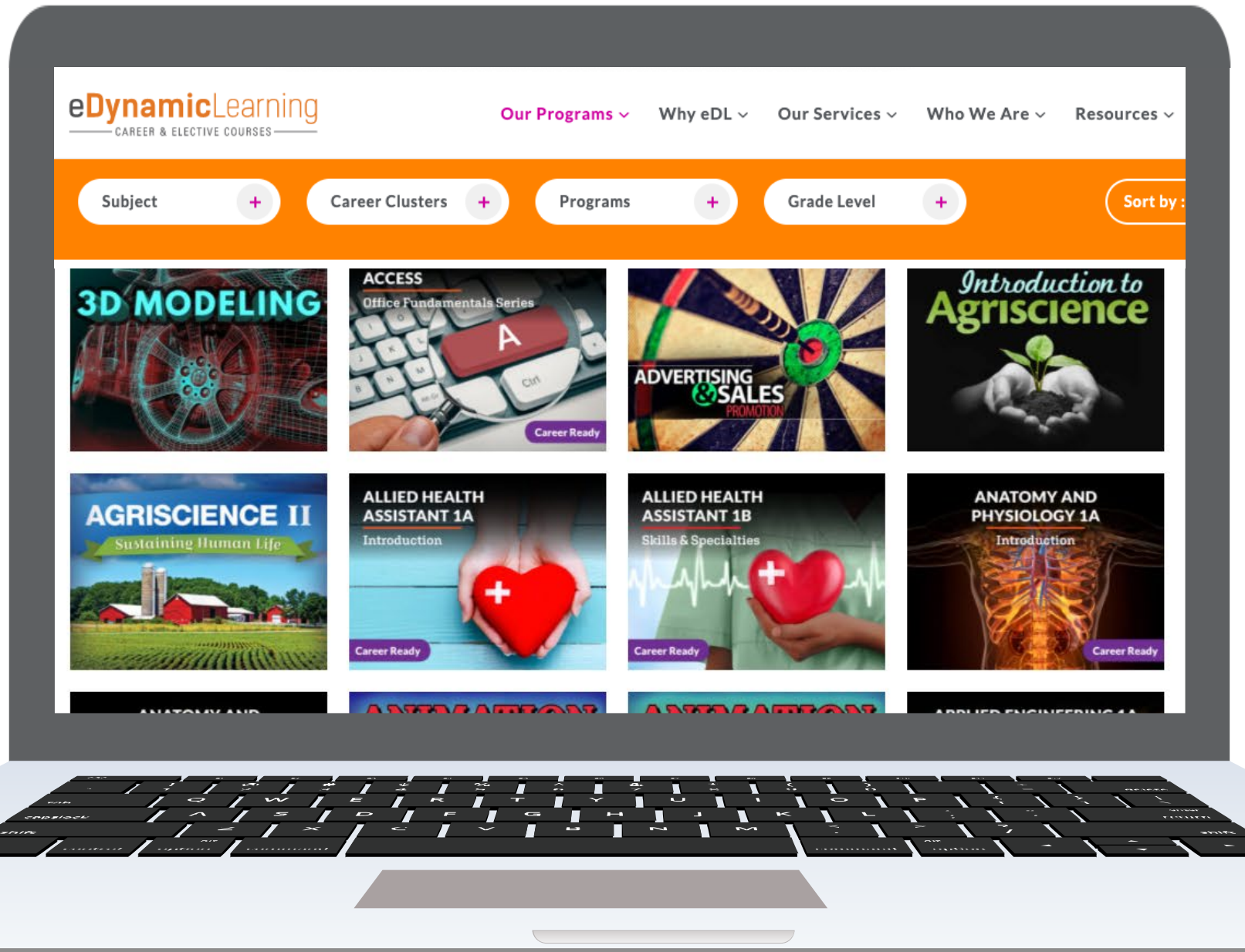
# The eDynamic Learning Difference

How we can support you with comprehensive college and career readiness program

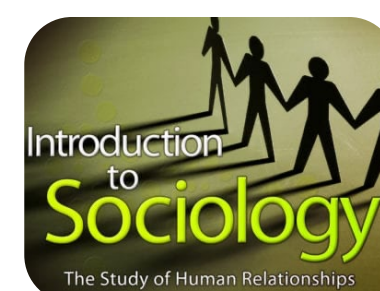
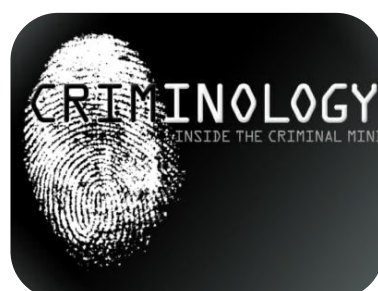
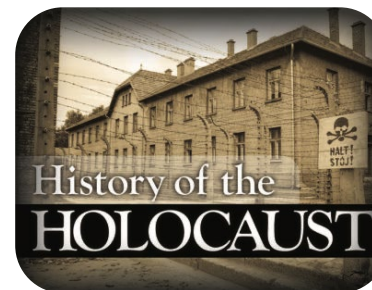
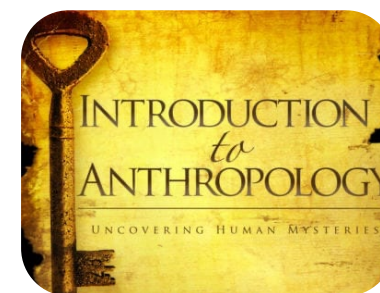
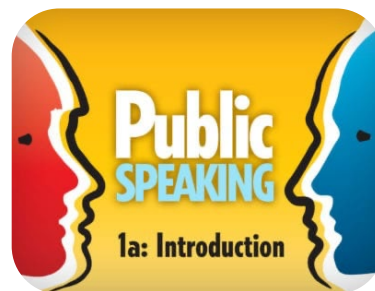
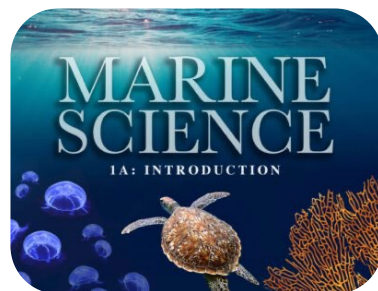
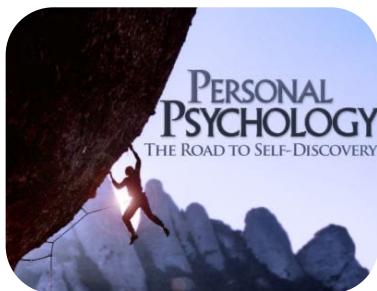
- 1 Largest collection of award-winning high school elective curriculum
- 2 CTE Curriculum with 60 Pathways aligned to 100+ Industry Certifications
- 3 Middle school elective and career exploration curriculum to help students align their interests and skills to a rewarding career

# Largest Publisher of College & Career Readiness Solutions

- ✓ Grades 5-12
- ✓ Online Digital Courseware
- ✓ Comprehensive & Supplemental
- ✓ Aligned to state and industry certifications
- ✓ Refreshed for Currency



# Largest Collection of Unique Electives



College

Career



# Helping Students Discover What the Job Requires



**Work  
Experience**



**Certifications**



**License**

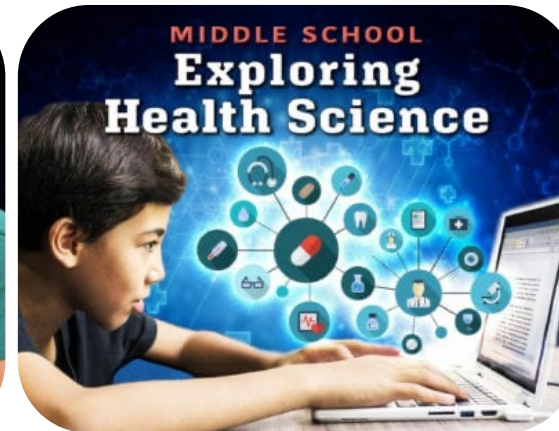
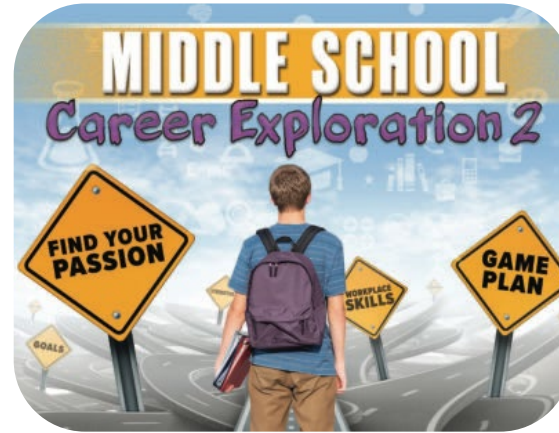


**2-Year  
Degree**

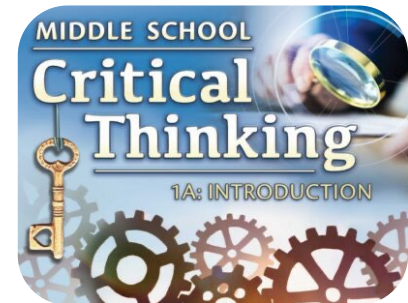
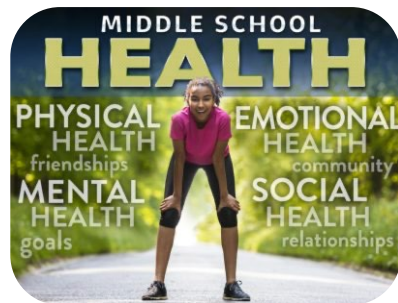
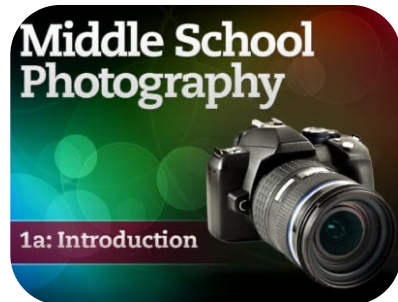
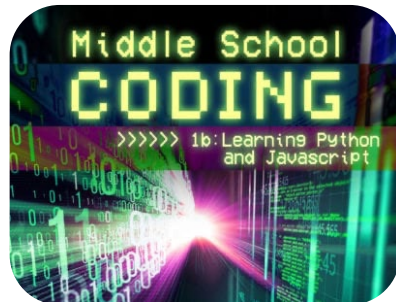
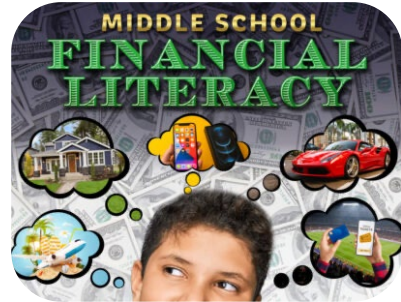


**4-Year  
Degree**

# Career Exploration Starting in Middle School



# Extensive Catalog of Middle School Courses



# A Career Track for Every Student



4  
Agriculture, Food & Natural Resources



6  
Arts, AV/Technology & Communications



7  
Business Management & Administration



3  
Education & Training



1  
Finance



3  
Government & Public Administration



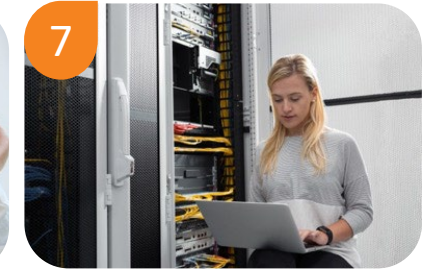
10  
Health Sciences



5  
Hospitality & Tourism



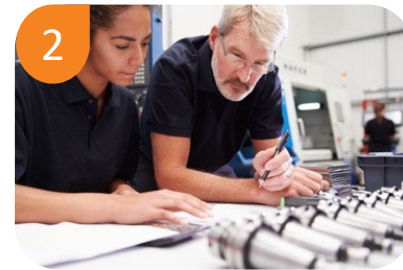
5  
Human Services



7  
Information Technology



4  
Law, Public Safety, Corrections & Security



2  
Manufacturing



3  
Marketing



1  
Science, Technology, Engineering & Math



Career Ready Program™ eDynamic Learning  
CAREER & ELECTIVE COURSES

Most High Demand Clusters

\*Numbers in corner signify how many career tracks are offered in each cluster.

# Career Ready Program™

Focuses on **Career Clusters** that are high-skill, high-wage and highest in demand



Information  
Technology + STEM



Health Science



Business Management &  
Administration + Marketing

# Career Ready Profession Snapshot

Employable right after high school



## Information Technology

Average Salary: \$80K - \$96K

- **Programmer**
- **Software Developer**

Average Salary: \$62K - \$100K

- **Cybersecurity Specialist**
- **Network Architect**

Average Salary: \$43K - \$59K

- **Office Manager**

Average Salary: \$65K - \$90K

- **Website Developer**
- **Game Designer & Developer**

Average Salary: \$80K

- **Robotics Engineer**



## Health Sciences

Average Salary: \$25K - \$44K

- **Medical Assistant**
- **Dental Assistant**
- **Emergency Medical Responder**
- **Athletic Trainer**

Average Salary: \$55K - \$120K

- **Cardiovascular Tech**
- **Medical Lab Tech**
- **Radiology Tech**

Average Salary: \$40K - \$50K

- **Biotechnician Assistant**



## Business Management and Administration

Average Salary: \$37K - \$42K

- **Administrative Assistant**
- **Medical Administrative Specialist**
- **Legal Administrative Specialist**

Average Salary: \$61K

- **Manager**
- **Entrepreneur**

Average Salary: \$100K - \$131K

- **Advertising Manager**
- **Marketing Manager**
- **Sales Professional**



# The Career Ready Program is Unique


- 

Our courses are **designed at the outset** to meet state and industry certification exam standards
- 

Through a **sequenced track** of courses, students prepare to take **certification exams**
- 

Career Ready courses prepare students for the following **~nearly 100 certification exams**





CAREER & ELECTIVE COURSES

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## THE EDYNAMIC LEARNING CAREER READY PROGRAM CERTIFICATIONS SUMMARY

The eDynamic Learning Career Ready Program offers high school students sequenced learning tracks aligned to national standards put students on a path to obtain **industry certifications** and to secure employment in high-paying, high-demand jobs.

### Information Technology + Engineering - 34 Certifications

**Mid-Pathway Certifications**

- IC3 Computing Fundamentals
- IC3 Living Online
- IC3 Key Applications
- CompTIA IT Fundamentals (ITF+)

**Industry Certifications**

- CCNA CyberOps
- MO-100: Microsoft Word (Word and Word 2019)
- MOS Exam 77-731: Outlook: Core
- CIW Site Development Associate
- MO-200: Microsoft Excel (Excel and Excel 2019)
- Microsoft Office Specialist 2016
- CIW Web Design Specialist
- MO-300: Microsoft PowerPoint (PowerPoint and PowerPoint 2019)
- MTA Networking Fundamentals
- CISCO Certified Network Associate
- MO-400: Microsoft Outlook (Outlook and Outlook 2019)
- MTA Security
- CompTIA A+
- MO-500: Microsoft Access Expert (Access and Access 2019)
- NOCTI Computer Networking Fundamentals
- CompTIA Network +
- MOS Exam 77-725: Word 2016: Core
- NOCTI Computer Programmer
- CompTIA IT Fundamentals (ITF+)
- MOS Exam 77-727: Excel 2016: Core
- NOCTI Interactive Media (Pathway Assessment)
- CompTIA Security+
- MOS Exam 77-729: PowerPoint 2016: Core
- NOCTI Network Systems
- ICT Gaming Essentials
- MOS Exam 77-730: Access 2016
- NOCTI Visual Communications and Interactive Media Design (Job Ready)
- ICT Programming and Logic
- MOS Exam 77-730: Access 2016
- NOCTI Media Design (Job Ready)
- ICT Web Design Essentials
- REC Foundation Certification

### Health Science – 26 Certifications

**Mid-Pathway Certifications**

- NHSA (National Health Science Assessments)
- NCHSE National Health Science Standards
- NCHSE Human Structure, Functions, Disease (B)
- NCHSE: Foundations of Healthcare Professions
- NCHSE Human Structure, Functions, Disease (A)

**Industry Certifications**

- AAMA Certified Medical Assistant
- National Registry for Emergency Technicians
- NOCTI Dental Assisting (Job Ready Assessment)
- ACSM Certified Group Exercise Trainer
- NCCT National Certified Medical Assistant
- NOCTI Diagnostic Services Pathway Assessment
- ACSM Certified Personal Trainer
- NCET ECG
- NOCTI Health Assisting (Job Ready Assessment)
- AMCA Nursing Assistant Certification
- NCHSE Dental I
- NOCTI Medical Assisting (Job Ready Assessment)
- American Society for Clinical Pathology Medical Lab Assistant
- NCHSE Dental II
- NOCTI Nursing Assistant (Job Ready Assessment)
- Biotechnician Assistant Credentialing Exam (BACE)
- NHA Certified Clinical Medical Assistant
- NOCTI Therapeutic Services (Pathway Assessment)
- NASM (National Academy of Sports Medicine)
- NHA Certified EKG Technician (CET)
- NOCTI Biotechnology

### Business Management & Administration + Marketing - 19 Certifications

**Industry Certifications**

- Accredited Legal Professional (NALS)
- Certified Administrative Professional (CAP)
- NOCTI Administrative Services (Pathway Assessment)
- AMA Sales Management
- Certified Medical Administrative Assistant (CMAA)
- NOCTI Business Information Processing (Job Ready Assessment)
- ASK Concepts of Entrepreneurship/Management
- CME Certified Manager Exam
- NOCTI General Management (Pathway Assessment)
- ASK Fundamental Business Concepts
- Entrepreneurship & Small Business (ESB)
- NOCTI General Management (Pathway Assessment)
- ASK Fundamentals of Ethics
- National Certification Medical Office Assistant (NCMOA)
- Professional Administrative Certification of Excellence (PACE)
- ASK Fundamentals of Finance
- NHA Medical Administrative Assistant
- ASK Fundamental Marketing Concepts
- NOCTI Administrative Assisting (Job Ready Assessment)
- Brainbench Legal Secretarial Skills

### Other Pathway Certifications - 6 Certifications

**Education & Training**

- Infant/Toddler Center-Based (CDA)
- Home Visitor (CDA)
- Preschool (CDA)
- Family Childcare (CDA)

**Hospitality & Tourism**

- Culinary Arts Certification (Family & Consumer Sciences)
- Nutrition, Food, & Wellness (Family & Consumer Sciences)

# Prep for Industry-Recognized Certifications

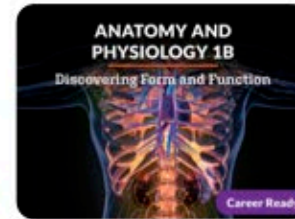
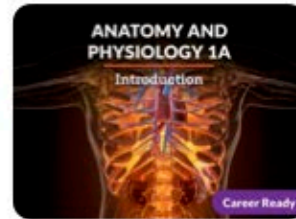
Accessible & Achievable Milestones for Students

## Information Technology Cluster



# Sequenced Course Tracks

## Emergency Medical Responder



CTE Industry Certifications: NHTSA, National Registry for Emergency Technicians, NOCTI Therapeutic Services (Pathway Assessment)

## Medical Office



CTE Industry Certifications: NOCTI Administrative Services (Pathway Assessment), NOCTI Business Information Processing (Job Ready Assessment), Certified Medical Administrative Assistant (CMAA, NHA Medical Administrative Specialist)

## Game & Animation Designer



CTE Industry Certifications: IC3 Computing Fundamentals, IC3 Living Online, IC3 Key Applications, CompTIA IT Fundamentals (ITF+), CompTIA IT Fundamentals (ITF+), ICT Gaming Essentials, NOCTI Visual Communications and Interactive Media Design (Job Ready)

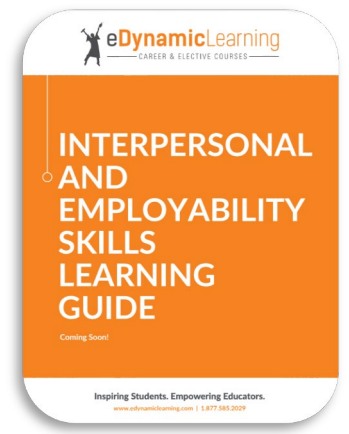
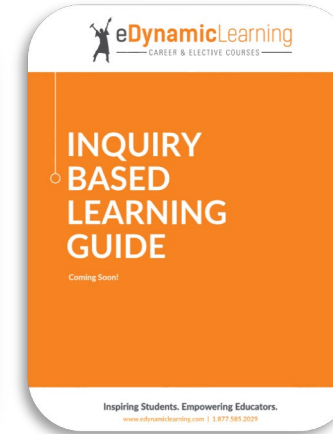
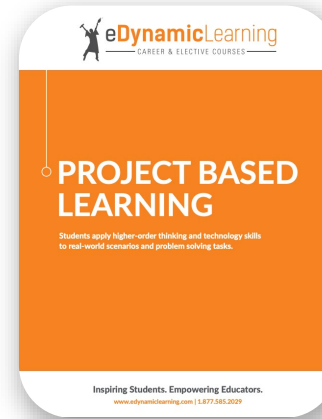
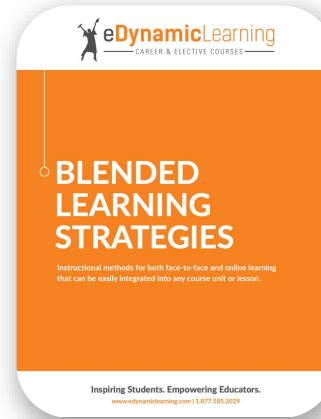
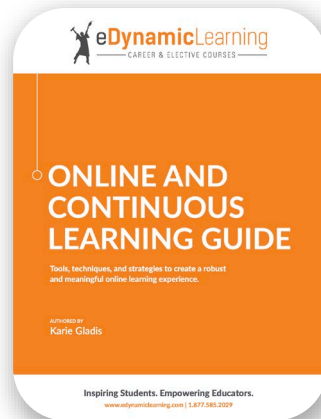
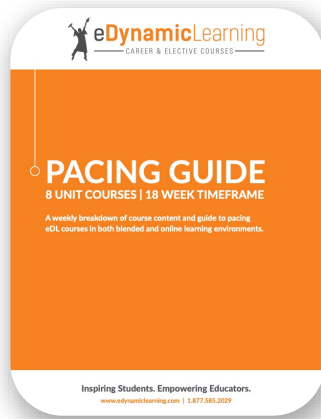
# Workplace & Internship Readiness Course

The **employability & soft skills** all students need regardless of path after high school.

- ✓ Semester-long Course
- ✓ Appropriate for Grades 9-12
- ✓ Preparation for Internships, Apprenticeships or Service Hours
- ✓ Employability & Soft Skills
- ✓ Available as a Single Course or Included in the CTE Catalog



# Rich Teacher Resources



## Also provided:

- ✓ Answer Keys
- ✓ Syllabus
- ✓ Scoring Rubrics
- ✓ Required Materials
- ✓ Course Vocabulary
- ✓ Course Bibliography

# Flexible Implementation Models



In Class



Blended/  
Hybrid



Fully Online

Career Exploration 1

CTE 2

STEAM Programs 3

Enriching Electives 4



5 Coding Camp

6 Summer School

7 Supplemental & Differentiation

8 Afterschool Programs

According to Statista  
**731,000** companies  
in the US have  
employees who use  
Microsoft Office in  
their job



# According to a Study By The New York Federal Reserve Bank

Only **27%** of  
people use their  
degrees

**25.5%** claim  
they could not  
find a job  
related to it

**38.6%** of the  
members of this  
generation say  
they are not  
using their  
degrees

# Meeting economic needs.



It is estimated that **30%** of the **55 million** job openings created in 2020 **did not** require a 4-year university degree.

# High School Career Exploration & Workplace Readiness



**SPECIAL PROMO**

**\$1,000**

All Access Pricing for both courses!

Buy one and get the other free! Unlimited Teachers and Student Enrollments for the School Year!

\*One School Building

Buy now and have the option to use the courseware for summer school too! Lock in this special pricing for up to 3 years.

