Adobe® Certified Associate
Training Spreads Digital Skills Across Yorkshire and Humber Region

THE TRAINING FOUNDRY

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Sheffield Hallam University

LOCATION:
Career and Technical Education

SUCCESS METRICS:
Implementing Adobe Certified Associate Certification training resulted in:
- Achievement of industry-recognized credential for educators and students
- Improved training of IT educators
- Exponential growth of digital communications skills across United Kingdom

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CERTIPORT®

Premier training center prepares teachers and students to meet UK's drive to enhance IT knowledge and prepare for technological advances

CHALLENGE
The Training Foundry, one of the premier centers for IT training in the Yorkshire and Humber region, offers a variety of Microsoft and Adobe training programs and certifications to improve the IT skills of the population.

With more than fifty percent of today's jobs requiring technology use, the demand for digital media skills is on the rise. The government of the United Kingdom, recognizing the vital need to up-skill the population, is actively encouraging educational institutions of all levels to supply training that will provide individuals with the essential skills to remain competitive in the global workplace.

SOLUTION
To successfully deliver the needed digital communication skills, The Training Foundry chose the Adobe Certified Associate (ACA) certification, the official credential delivered by Certiport. Using the Adobe certification as a measure of success, their aim was to dramatically enhance the digital media skills of the population while providing individuals with a valuable industry-recognized standard of achievement.

"Certification [is] something that is easy to measure," said Dave Rotherham, head of The Training Foundry. "Anyone can deliver different quality level training but if you tack certification on the end, that's an "A" measurement for success."

By using Certiport's internationally renowned certification product, The Training Foundry took a train-the-trainer approach to meet government initiatives to increase digital proficiency across the region.

"Our job was to train the local school teachers and college lecturers, and then it was their job to go on and train the students. Our specific goal was to deliver [training to] 200 school teachers across the region who would then go on to teach students. It is our hope that they [will] embed these credentials into the curriculum and do it again year [after] year," said Rotherham.

Teachers seeking the Adobe credential came from a variety of educational backgrounds including secondary schools, technical colleges and universities. Using traditional instructor-led training, courses involved two full days of instruction with the option of taking the ACA certification test at no additional cost at the end of the course. Keeping class sizes to six students or less, The Training Foundry ensured that the newly certified teachers received training of the highest quality.

RESULTS:

By putting the Adobe Certified Associate program at the heart of its vision for improved digital skills, The Training Foundry certified more than 300 teachers and students in Adobe Flash®, Dreamweaver® and Photoshop®. These individuals achieved an overall passing rate of 83%, nearly 27% above the average passing rate for the exams.

In addition to the successful training of so many educators, many of those who received training moved forward to teach the Adobe software to their students, exponentially improving digital media skills among individuals preparing to enter the workforce. Many educators have also found ways to embed Adobe certification into their course curriculum, providing training and offering the ACA exam as optional or required, depending on their specific courses and degree programs.

Rotherham College of Arts and Technology (RCAT) now requires that students certify in Dreamweaver®, Photoshop® and Flash® as a part of their foundational degree in graphic design.

"It makes it more official when they leave," said Richard Lyon, art and design software teacher at RCAT. "They've got that on their CV and everyone knows who Adobe is. It's something that employers understand—they don't have to take on this graphic designer fresh out of college or university and teach them all the basic skills on the software. They're aware of that and that's attractive to them."

Students outside of technology-specific fields also benefit from gaining digital media skills and credentials. For unemployed individuals and career changers, receiving software training is often necessary to compete in the global workforce.

"The purpose of these courses is to improve employability opportunities," said Diana Mesa Torres, community development tutor at Thomas Rotherham College. "[Certification] is a great asset on a CV, as it's a well-known qualification within the industry."

With more and more educators finding ways to implement the Adobe Certified Associate credential to meet the needs of their students, this certification is reaching more people than ever before. Training continues to spread across the country effectively preparing individuals with a real-world credential and the digital media skills to stand out in an increasingly digital world.

"[Obtaining certification] is mainly about demonstrating to the rest of the world that you know what you're talking about."

  – Dave Rotherham
    Head of the Training Foundry

ABOUT CERTIPORT

Certiport prepares individuals with current and relevant digital skills and credentials for the competitive global workforce. These solutions are delivered by more than 12,000 Certiport Centers worldwide and include Certiport Internet and Computing Core Certification (IC3®), the official Microsoft® Office certification programs and the Adobe® Certified Associate certification program. For more information, visit www.certiport.com.