



Transforming Education for a Connected World

Cisco's Commitment to Global Education in the 21st Century





Why are we passionate about education?

Education has a profound impact on the way people live and the choices available to them during their lifetimes. While the process of educating our youth is complex and often enormously challenging, the rewards it brings to learners, educators, administrators, and society as a whole can't be overstated.

Cisco recognizes that a holistic approach to education has the potential to significantly enhance the welfare of individuals, their families, and their communities. Through our education programs, we've seen this happen firsthand—in U.S. Gulf coast regions destroyed by hurricanes, in Middle East regions ravaged by war, and in parts of Africa devastated by conflict and disease. When education is restored and improved, the quality of life also improves.

Cisco is committed to applying what we have learned from our programs in these regions in crisis to help reform and renew education throughout the world.

Our resolve is to raise not only the academic potential of each learner but the human condition of all.

The human network can drive education transformation.

At Cisco, we believe that the same technologies that created the Internet and the information revolution have the power to transform education for the 21st century and lay the foundation for a better future for countless young people.

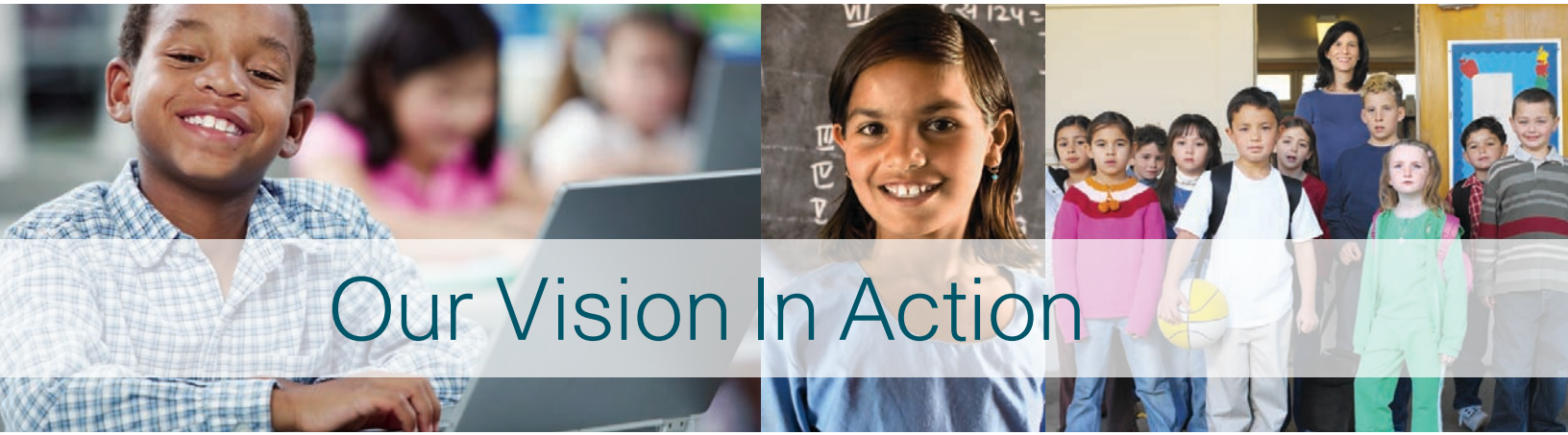
We are committed to helping educators develop the skills that students need to flourish in today's economy and society, such as collaboration, creativity, and critical thinking. When these abilities are supported by integrating technology in the classroom, education transformation becomes a reality, and is more affordable and less intimidating than ever before.

Our education commitment focuses on transforming students, teachers, and systems to engage learners who live in a connected world. Because of connectivity, 21st century students learn faster and they learn differently. Their education must allow them to complete engaging projects and collaborate with their peers rather than passively acquiring information.

Technology can enable global transformation.

Technology can help improve and reduce variability in student outcomes, while equipping students with the skills that the marketplace demands and employers value.

Globally, Cisco is dedicated to transforming education in the developing world and within emerging economies. With technology, we can build basic educational capacity faster, enhance the quality of education, and give many more children the chance to learn, improve their lives, and strengthen their communities.



Our Vision In Action

Teachers are multipliers. Teach one teacher. Help that teacher educate several students. The students pass it on to their parents. The parents educate their communities. This is the power of one teacher.

Education 3.0

Transforming school systems for the 21st century

Cisco is helping education systems prepare students for the fast-moving demands of this century with a new vision of education transformation that empowers learners to thrive in the global economy—Education 3.0, the next generation of education thinking.

To support system leaders in this effort, our white paper, *Equipping Every Learner for the 21st Century*, outlines the future demands on education systems and the processes needed to support them. Our Education 3.0 Roadmap details the critical components of 21st century education and explains how existing systems can begin their journey of transformation. And our collaborative web site for education leaders, www.GETideas.org, provides a platform for dialogue on the latest education thinking.

21st Century Schools Initiative

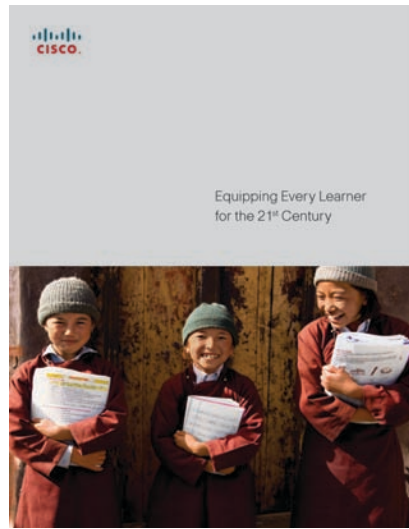
Building a world-class education system

The devastation wreaked by hurricanes in the Gulf Coast in 2005 presented the opportunity not only to reconstruct, but also to dramatically improve education in the region. To address this goal, Cisco provided funding support for a multiphase, three-year plan, and 20 Cisco Fellows relocated to the region to provide hands-on expertise and ensure long-term sustainability.

The Cisco® 21st Century Schools Initiative (21S) brought together a coalition of partners to build a 21st century holistic education system, with information and communication technology tools and training integrated into the redesign of targeted schools. As a result, the region has decreased the cost of these activities, enhanced academic standards, and created a foundation for local economic opportunities.

The achievements of this groundbreaking program represent a blueprint for change. By 2009:

- More than 3,500 teachers have participated in professional development on leading education practices and the effective use of technology.
- Districts now have a fully converged voice, video and data technology infrastructure that allows students to create and share content.
- Schools are using new technology tools that foster collaboration, critical thinking, and project-based learning.
- More than 60,000 students have benefited from the 21S engaging and effective learning environment.



Cisco Networking Academy

Educating the architects of the networked economy

Since we believe that the Internet has the power to transform the way people work, live, play, and learn, we established the Cisco Networking Academy® initiative to provide global access to ICT education. On a broader scale, Networking Academy aims to encourage long-term, sustainable economic growth in communities around the world.

Networking Academy harnesses the two great equalizers in today's world—education and the Internet—to teach ICT skills to students from virtually every socioeconomic background and region. Since its launch in 1997, Networking Academy has partnered with schools, governments, businesses, and community organizations to open doors of opportunity for future ICT professionals. Through comprehensive e-learning curricula, Networking Academy helps students learn the fundamentals of networking technology. The program includes web-based content, online assessment, student performance tracking, hands-on labs, and instructor training to support a valuable, standardized learning experience.

Networking Academy is now operating in more than 165 countries, and more than 2.7 million students have benefited from the curricula. Since Networking Academy courses are delivered over the Internet, students receive the same high-quality instruction, regardless of their location, economic resources, gender, or ethnicity. Each year, more than 800,000 students receive ICT skills education at academies located in high schools, technical schools, colleges, universities, and community-based organizations.

The personal stories of thousands of Networking Academy graduates indicate that the program offers a beneficial, life-changing experience.

Global Education Initiative: Jordan, Egypt, and Rajasthan

Enabling education reform through technology

The leaders of the Kingdom of Jordan are determined to advance education as a catalyst for social and economic development. Cisco shares that vision—and in partnership with the World Economic Forum (WEF) and other stakeholders, we helped launch the Jordan Education Initiative (JEI) in 2003.

JEI was established as a public-private partnership. Its main goals were to enhance the quality of education through the effective use of ICT, build the capacity of the local technology industry, and create a sustainable model of education reform for replication in other countries. JEI is now fully administered by the government of Jordan and is creating education and employment opportunities for young men and women.

Based on the achievements of JEI, the Global Education Initiative (GEI) was established. GEI programs in Egypt (EEI) and Rajasthan (REI) are underway to improve education systems in these regions through the effective use of ICT and e-learning technologies.

Cisco is committed to applying lessons learned from these initiatives to help facilitate education reform, train teachers, prepare all students to join the digital workforce, and develop the capacity of local information technology industries—wherever the need exists.



Mary de Wysocki

Cisco Fellow
Louisiana & Mississippi

After eight years helping Cisco's business customers innovate through technology, I wanted to see if I could have an impact on individual lives by applying the same breakthrough concepts to education. So in 2007, I moved to New Orleans to work on the 21S program that was helping schools recover and reform after Hurricane Katrina.

The biggest challenge in this area is to believe that poor children can succeed. Through my experience, I am convinced that the Internet can open a window to the world for these students and instill a belief that they can be more than their surroundings. I've seen that the right technology integrated into curriculum is engaging students as never before and equipping them not only to compete in today's economy but to thrive in it.

I'm excited about the speed and momentum with which the evolution into a 21st century school district can happen.





Bill Souders

Cisco Fellow Africa

In Spring of 2005, I was offered the chance to relocate to Africa and direct the NEPAD e-Schools Demonstration Project. I called my wife from work to see how she felt about it, and by the time I got home that evening she was virtually packed and the kids were ready to go! They were fifteen and thirteen, and our years in Africa have changed their perspective forever.

There is an estimated shortage of nearly four million teachers in Africa. Each year more teachers die of AIDS than are trained to teach. That's why our success in this project is so critical. We have brought thousands of students into the global community by bridging the digital divide through technology. Youngsters who've been struggling just to survive are motivated to go to school—attendance rates have jumped to 90 percent.

Now it's critical to ensure that African leaders and educators are prepared to expand and sustain the programs we've put in place.



New Partnership for Africa's Development (NEPAD)

Supporting Africa's renewal with hands-on education support

With Africa in crisis due to escalating poverty levels and disease, years of war and ethnic conflict, political instability, underdevelopment, and the depletion of natural and intellectual resources, leaders from the private and public sectors in Africa and around the world established NEPAD in 2001 to help address the challenges facing Africa and provide a visionary and strategic framework for the continent's renewal.

One of NEPAD's key priority action areas is improving education. Under the NEPAD e-Schools Demonstration Project, Cisco and four other companies introduced students in Africa's secondary schools to computers, self-directed learning applications, the Internet, and other transformative technologies.

Additionally, a dedicated Cisco Fellow relocated to Africa to lead a consortium of partners that trained teachers and administrators so that each participating school could make full use of these new capabilities and create a self-sustaining model.

By 2008, Cisco's NEPAD participation benefited 58 schools and approximately 30,000 students in Algeria, Ghana, Mauritius, Rwanda, Senegal, and South Africa.

Teachers Without Borders

Connecting, Creating, and Collaborating on a Global Scale

At 59 million, teachers are the largest single group of trained professionals in the world, yet there is an estimated need for more than 30 million new teachers to achieve the goals of the United Nations' "Education for All" initiative by 2015. These statistics are even more daunting in light of the number of children who do not go to school—104 million, with 50 percent living in countries affected by conflict.

Cisco recognizes these challenges—and realizing that one teacher has the power to help improve the lives of an entire community; we have invested \$1.5 million to support the work of Teachers Without Borders (TWB). TWB's unique blend and approach has earned the respect of ministries of education, heads of state, and – most of all – classroom teachers.

This international nonprofit organization with members in 119 countries is dedicated to improving the quality and dignity of the teaching profession. Cisco has helped TWB increase access to their Certificate of Teaching Mastery, an online program that reflects the contributions and expertise of teachers from 28 countries. We have also helped TWB convene conferences in subject-matter mastery and teaching methods, often attended by teachers from regions in conflict, and helped TWB establish local Community Teaching and Learning Centers.

Cisco supported the development of an innovative TWB Toolset, which gives teachers access to a robust, global social network that provides the ability to form groups, collaborate on projects, share best practices, create courses, translate materials, and share content across borders. TWB's next release will include additional tools such as multilingual subtitling for student and teacher films.

Cisco's support has yielded impressive returns. TWB provided the platform and support for the Mediterranean Youth Technology Club (MYTecC), which allows students and teachers to participate in a social network and virtual curriculum in eight countries.

Investing in the Future

Leveraging the power of ICT to improve learning outcomes

Cisco collaborates with several education-focused NGOs to develop innovative solutions for improved learning opportunities, especially for the underserved. Cisco and the Cisco Foundation have provided more than \$30M in cash investments over the past 10 years to help increase the capacity of education partners such as the following:

MIND Research Institute developed a K-5 software program that uses spatial temporal reasoning games to teach foundational math concepts and a program that uses piano keyboard instruction and games to help students develop math skills and musical abilities. Cisco's investment of cash and product helped MIND transition this program to an online delivery system. With Cisco's help, MIND Research Institute is now reaching 75,000 students in more than 400 schools, with an annual growth rate of 30 percent.

U.S. National Center for Learning Disabilities provides tools and service to help parents and educators recognize special needs early on, and respond quickly and appropriately. Cisco supported the expansion of NCLD's Get Ready to Read! program to help children acquire the literacy skills needed to enter kindergarten. In 2007, NCLD partnered with Cisco and seven U.S. education associations to develop the Response To Intervention (RTI) Action Network, which promotes the effective implementation of its RTI model. More than 176,000 people have visited the RTI Action Network website since April 2008.

City Year recently launched a five-year plan to develop a Whole School, Whole Child service model to promote student success by providing academic support, a positive school environment, and enriching after-school programs. The initiative is supported by a multi-year investment from the Cisco Foundation. City Year has helped improve learning environments for 56,000 children, in 88 schools across the United States and delivered targeted interventions to 7200 students through its Whole School, Whole Child program.



Valerie Vorres

Cisco Fellow California

One of my main goals is to enhance the sustainability of Teachers Without Borders. With this vital organization, we have alleviated suffering during natural and national emergencies. Following China's devastating earthquake, we immediately offered support and materials. One TWB member wanted to quickly share earthquake science and safety courses with teachers and students in the region. I sent a message to Cisco employees and in 20 minutes had volunteers to translate the courses into Mandarin. This was a splendid demonstration of the network's power and the caring of Cisco employees.

We've now created an education model called ASAP: Assessment, Support, Awareness, and Participation. We'll be training local teachers how to minimize dangers to their communities.

I'd do this again in a heartbeat. I believe that education is the key to ending world poverty and the divisions between people.



www.transformgloaleducation.org




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