

Drupal Career Program Collaboration Opportunities

DrupalEasy seeks to collaborate with education and training institutions to present comprehensive, high-quality programs focused on web developer training using Drupal, an open source content management system used as the platform for more than one million websites worldwide. The growing adoption of Drupal, including an increasing percentage of the world's largest web sites, like **Whitehouse.gov**, **examiner.com**, **Weather.com** and almost three quarters of the top 100 U.S. universities, is further deepening the huge talent deficit within the Drupal community. The value of formalized training is on the rise while credible options remain meager.

DrupalEasy developed and owns the premier, most comprehensive, tried and true long-form Drupal *career*-training curriculum in the world. The career curriculum has been delivered with great success multiple times as an in-person classroom based course; as a live, instructor-led online class; and as a customized program for corporate Drupal Talent development. DrupalEasy is eager to scale up our proven, highly regarded Drupal Career Training programs, and is actively seeking colleges, coding schools, and other training organizations whose marketing and distribution powerhouses can extend the benefits of formalized, high-quality Drupal career training programs worldwide.

DrupalEasy has deep and broad Drupal curricula augmented with rich materials that address different learning styles and that can accommodate multiple training configurations:

1. **Long-form Drupal web-developer career training programs**

More than 80 hours of curriculum and 40 hours of instructor-guided lab co-working can be customized and configured to meet scheduling, academic calendars, and student knowledge-level needs.

1.1 **Certificate Programs for colleges, universities, coding schools**

1.2 **Elective web development course for university/college degree programs**

1.3 **Turnkey or customized workforce programs**

2. Workshops and multi-day courses

2.1 Professional development and lifelong learning seminars

2.2 Beginner workshops and seminars

2.3 Intermediate workshops

2.4 Advanced workshops

3. Turnkey Custom Drupal training for end-user organizations

Custom training can be developed for organizations serving small to enterprise level clients or directly for organizations considering or committed to migrating to Drupal.

Services can include:

3.1 Discovery/needs assessment

3.2 Custom course configuration/training plan

3.3 Onsite, online, or combination delivery of existing or custom curriculum

This brief focuses on the long-form **Drupal web-developer career-training programs for higher education**. Please contact us if you would like more information on *high school programs, workshops or custom training services*.

Long-form Drupal web-developer career training programs

The Drupal career program long-form course can be configured to accommodate academic scheduling and student needs/knowledge-levels as needed. The class is appropriate as:

- A stand-alone **certificate program** delivered through colleges, universities or code-schools
- A course as part of **undergraduate or graduate degree** program
- Turnkey or **customized course** as part of corporate training services

Presentation Options

The 132-hour career program can be presented over periods ranging from 6 – 15 weeks; historically presented as single 12-week certificate/professional development program. The course can be presented as a stand-up, classroom offering; as a 100% virtual instructor-led program; or a combination offering. DrupalEasy faculty is available worldwide and can present multiple sessions annually.

Content

DrupalEasy Academy's career preparatory and continuing education programs go deep and broad into the technology, community engagement and practical exercise that provide students with rock-solid foundations upon which to build successful web developer careers focused on Drupal. The *Drupal Career Starter* and *Drupal Career Online* programs have been licensed by the Commission for Independent Education, Florida Department of Education for several years.

Content for the in-person and online programs include:

- 80+ hours of instructor-led curriculum for classroom training sessions.
- 45+ hours of collaborative, instructor guided lab sessions with a mix of assigned tasks, homework, review, and uninterrupted access to the instructor.
- A short *Taste of Drupal* workshop several weeks prior to the registration deadline to introduce students to Drupal, and the course, and aide in student selection/acceptance.
- More than 200 pages of handout and reference documents in PDF format.
- 22 hours of screencasts covering the main topics of each lesson.
- Online self-assessment quizzes for each lesson.
- An emphasis on using the tools, methods, and best practices of the Drupal community (including Internet Relay Chat and Git).
- A community volunteer mentor assigned to each student.
- Development of class learning communities linked to course alumni through IRC.
- A dedicated class web site with access to all course materials, quizzes and updates.
- Introduction to potential Drupal Community intern hosts.
- Certificates of completion.

Configurations

1. Certificate Programs for colleges, universities, coding schools
2. Elective web development course for college degree programs
3. Turnkey or customized corporate workforce training service

1. Drupal Web Developer Certificate Program

DrupalEasy has been offering the stand-up and online versions of the Drupal Career Starter Program since 2011 as a certificate program. Developed originally to retrain Kennedy Space Center-based aerospace industry IT workers displaced by the termination of the Shuttle program, early success came from annual presentation of the course on the small, DrupalEasy Academy Campus in Cocoa, Florida for four years. The course eventually earned licensure from the Florida Commission for Independent Education, along with the online version, which went live in 2014. The full curriculum, condensed into a 6-week program, also serves as the technical content for AcquiaU, the Drupal on-boarding program for potential hires at Boston-based Acquia, one of the largest Drupal-based companies in the world.

The certificate program is generally 84 hours of instruction and 40 hours of lab co-working, presented over three times per week for 12 weeks. The course can be presented over a shorter time-span with more sessions, or shorter sessions for up to 15 weeks. The current curriculum framework includes:

Introduction to Drupal	Views	Panels & Context
Basic Concepts	Fundamentals of PHP, HTML, CSS	Git, Basic Site Maintenance
User Administration	Custom Modules & Using Drupal.org	Deploying Sites
Content Administration	Theming	Distributions & Wrap Up

Finance & Roles

DrupalEasy Academy presents the Drupal Career Online program independently, and the Drupal Career Starter Program exclusively in partnership with other institutions. Each have a class cap of 25. DrupalEasy is eager to work with colleges, code schools and other training organizations that can scale-up marketing and distribution of the program as an in-person or live, online format. As a small, nimble organization, DrupalEasy has the ability to collaborate through several arrangements:

1. Subcontractor (Cost-fixed)

Providing:	Curriculum	Mentor/intern host outreach
	Instructor(s)	Marketing/promotional materials

2. Partner (Percentage of tuition)

Providing:	Curriculum	Mentor/intern host outreach
	Instructor(s)	Marketing/promotional materials

3. Curriculum Licensor (Cost-fixed)

Providing:	Curriculum	Instructor briefing(s)
	Instructor introductions	Consulting as needed

Depending on the working relationship, financial arrangement may include a flat per session fee, per-student fee (with requisite minimums), or an income-sharing arrangement. Income splits according to percentages of tuition would reflect the partner's efforts in marketing, recruiting and administration, and DrupalEasy's contribution of the curriculum and labor costs.

2. Drupal Web Development Course(s) as part of a degree program

Offered as a Drupal Web Development course(s) for college/university computer science-based programs of study; this course can be presented in-person or live online. Instructor-led class sessions can be presented one to several times per week for the appropriate number of weeks, depending on schedule requirements and the presentation of the course.

Drupal Web Development elective

With a total of 132 hours of instruction and instructor led labs, the Drupal Web Development Course can be modified quite easily to adapt to college semester programs, for example:

Drupal Web Development 1: 45 contact hours; 3 credits (15 weeks, 2X/week 1.5 hour class)

Drupal Web Development 1 Lab: 45 contact hours; 1 credit (15 weeks, 1X/week 3 hour lab)

Drupal Web Development 2 45 contact hours; 3 credits (15 weeks, 2X/week 1.5 hour class)

Drupal Web Development 2 Lab 45 contact hours; 1 credit (15 weeks, 1X/week 3 hour lab)

Presentation Options

- Instructor-led **onsite** classroom presentation
- Instructor-led, **live-online** virtual presentation
- **Hybrid** onsite/online instructor led presentation

Finance and Roles

DrupalEasy is pleased to work with colleges, coding schools and other training organizations on developing collaborative and financial arrangement based on the risk, investment and income potential of these efforts. We suggest working together to develop price points and working arrangements for the course options that will meet income requirements, shares risk appropriately, and that meet the market norms.

3. Turnkey or customized corporate training/transitioning

DrupalEasy is happy to serve as a subcontractor to training providers, educational institutions and workforce investment board partners who require in-depth Drupal web development curriculum to respond to requests by expanding or relocating organizations that require a deeper Drupal talent base than is currently available in the regions they serve.

Course Content

The volume of DrupalEasy's career curriculum allows for development of a targeted, turnkey training programs to meet the specific needs of corporate clients migrating their online presence to Drupal, or developing Drupal-based platforms. DrupalEasy will determine the breadth and depth of the custom curriculum based on the needs of the client through a discovery phase. We will also assemble the required curriculum and materials, and can provide the instructor. Custom programs can be delivered in-person, live online, or through a hybrid approach.

Finance and Roles

DrupalEasy is pleased to work directly with companies that require Drupal training, for workforce boards or through colleges, coding schools and other training organizations as a subcontractor in the area of organizational training.

Background Information

For the community, broadening the availability of formal Drupal Training is key to closing the talent gap. For the IT savvy, a thoughtful curriculum with stackable skills development provides easier access to the tremendous opportunities for those seeking to adjust their IT skills and others seeking new careers in IT and web development. In-depth information about Drupal and resources for those seeking Drupal careers are available at DrupalEasy's Career Center: <http://drupaleasy.com/academy>

Web Developer Careers: The US Department of Labor Occupational Outlook Handbook predicts that web developer positions will grow 20% between 2012 and 2022, a growth rate higher than general IT careers, and almost double all other occupations. It also estimates the average salary for web developers at more than \$62,000 per year. Glassdoor.com estimates the median annual salary for Drupal web developers at \$80,000/year, while Indeed.com puts it at \$82,000. The Drupal hiring space is extremely deficient of Drupal talent, especially at the junior and senior level. Thousands of traditional and virtual jobs and contracting positions are posted annually at jobs.drupal.org, indeed.com, monster.com, and actively recruited by companies, government agencies and other organizations throughout the world.

Drupal is an open source content management system that powers more than one million web sites worldwide, including some of the world's highest-trafficked sites like the New York Stock Exchange, Examiner.com and 71 of the top 100 universities in the world. It is consistently in the top three content management systems determined by market share, and use of Drupal over other CMS options is growing as organizations need the extendibility and vast capabilities of Drupal. It is a highly cost-effective, scalable, platform that lends itself well to simple blogs, mid-level sites and enormous enterprise sites that include huge amounts of data and user interaction. Drupal is extremely cost effective, which is why many federal agencies, including the White House and Department of Energy; and state governments including all state of Georgia web sites now run on Drupal. Additionally, a surge of enterprise adoptions is creating even more demand for Drupal talent.

DrupalEasy is a small, certified woman-owned business headquartered in Cocoa, Florida that provides superior Drupal training and high-level project development consulting. The company owns an extensive catalog of Drupal Instructor-led training curricula focused on teaching excellence in web development and feeding the Drupal talent pipeline with passionate professionals. DrupalEasy is the first organization to offer a state-licensed long-form, comprehensive Drupal web development career-training program.

Career training is a priority for DrupalEasy because of the tremendous need for more Drupal talent and the corresponding opportunities for those who are seeking to begin or change careers. Drupal can provide high wages and autonomy through virtual jobs and contracting, as well as traditional employment. The growing adoption of Drupal worldwide ensures an enduring demand for Drupal talent.

DrupalEasy also provides web site development consulting for medium to large sites for clients worldwide. Key areas of expertise include project management, site migration, module development, site planning and site development. Clients include tech companies, libraries, associations, manufacturers, online service providers, retail and media outlets.

Additional Information

DrupalEasy is pleased to provide in-depth information on our long-form training curriculum, demonstrate our program and discuss collaborative opportunities with education and training organizations seeking to offer in-depth Drupal web developer programs either in person or online. Please call or email to set up a time to review our programs and discuss potential partnership options.

Gwendolyn Anello
DrupalEasy Academy
434 Dellanoy Avenue
Cocoa, FL 32952

Gwendolyn@anelloconsulting.com
Voice: 321-537-4144
Fax: 321-452-7312