ABOUT THE TECH COUNCIL OF DELAWARE
Organizational Focus

**MISSION**
To build an inclusive tech talent pipeline in Delaware by bringing together employers, educational institutions, workforce providers, and community organizations to develop our future workforce.

**VISION**
Delaware is a national leader in tech business and talent development, which improves the lives of Delaware’s residents and supports a thriving tech sector in Delaware.
ABOUT THE TECH COUNCIL OF DELAWARE
Core Goals

- Build and expand an inclusive tech talent pipeline in Delaware
- Create a strong tech ecosystem in Delaware
- Strengthen Delaware’s position and perception as a Tech Hub
ABOUT THE AMERICAN DREAM ACADEMY

THE AMERICAN DREAM ACADEMY

Broadening access to the American Dream for 200,000 young Americans by 2023 through a 6-month free online program of job and employability skills.
ABOUT THE AMERICAN DREAM ACADEMY, continued

The American Dream Academy scholarship program is one of the most ambitious efforts to date using online learning to further employment opportunities for young Americans from disadvantaged communities. Focusing on high school graduates, underserved communities and the underemployed aged 18-24, the six-month program will:

- Provide 200,000 free, online, professional certifications by 2023
- Provide learner support including mentoring and advice through cohort communities
- Couple these technical skills with ‘durable’ skills to increase employability and income potential
- Pathway learner to employment opportunity or desired additional education

HOW IT WORKS:
The American Dream Academy learner experience consists of:

TECHNICAL AND BUSINESS SKILLS
To meet the need created by emerging job opportunities increasingly requiring digital skills, the program will include relevant technical skills courses offered by Google, Salesforce, IBM and others.

WORKPLACE SKILLS
In addition to engaging with real life and workplace challenges, the Workplace skills component of the program will increase employability through developing skills and mindsets that create long term career growth.

PROGRAM SUPPORT
A cohort teaching model with dedicated coaches; virtual community group membership; online assistance and advice on employment opportunities, job applications; and a community of alumnae that sustains itself beyond course completion.
ABOUT THE AMERICAN DREAM ACADEMY, continued

PARTNERSHIPS

We are partnering with companies, civic organizations, mayors' offices and nonprofits who share our belief in the rights of any hardworking person, whatever their background and education, to achieve their own ambitions, supported by the education and training that makes this possible.

We are working with Partners to provide meaningful support at all stages of our learners' journey. This includes working with us to distribute these free programs to those who need them; helping with the curriculum and support services, helping with job placements and internships and working with us to make The American Dream Academy sustainable for future generations through financial support.
The Tech Council of Delaware received a grant from Bank of America to launch the American Dream Academy to train 100 young adult residents between September 2023 – March 2024.

The grant will allow the Tech Council of Delaware to manage a Learner Support Initiative that complements the American Dream Academy by providing learners with support and encouragement, so they complete the course on time and within the six-month period.

The Learner Support Initiative is a state-wide strategy that increases training and employment opportunities for young adult residents in Kent, New Castle, and Sussex counties. This strategy enables the Tech Council of Delaware to promote the American Dream Academy scholarship program to a broader group of workers, thereby making Delaware’s overall tech talent pipeline more diverse while simultaneously including young Delawareans into our state’s tech ecosystem in a meaningful way.
AMERICAN DREAM ACADEMY TECH TRAINING COURSES

Cybersecurity Analyst
IBM

Data Analytics
Google

Digital Marketing & e-Commerce
Google

IT Support
Google

Project Management
Google

UX Design
Google

IT Automation with Python
Google

Front-End Developer
Meta

Back-End Developer
Meta

Social Media Marketing
Facebook/Meta

Sales Operations
Salesforce

Sales Development Representative
Salesforce

Cloud Solutions Architect
Amazon

Bookkeeping
Intuit
### AMERICAN DREAM ACADEMY COURSE

**Cybersecurity Analyst Professional Certificate**

<table>
<thead>
<tr>
<th>Course Name</th>
<th>Cybersecurity Analyst Professional Certificate (<a href="#">click here to read online</a>)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Organization</strong></td>
<td>IBM</td>
</tr>
<tr>
<td><strong>Level</strong></td>
<td>Beginner</td>
</tr>
<tr>
<td><strong>Average Time to Complete</strong></td>
<td>34.7 hours</td>
</tr>
<tr>
<td><strong>Learner Rating from 1 – 5</strong></td>
<td>4.6</td>
</tr>
</tbody>
</table>

**What Will Be Learned**

Develop knowledge of cybersecurity analyst tools including data protection; endpoint protection; SIEM; and systems and network fundamentals. Gain skills for incident responses and forensics with real-world cybersecurity and case studies. Learn about key compliance and threat intelligence topics important in today's cybersecurity landscape. Get hands-on experience to develop skills via industry specific and open source security tools.

**Skills**

- information security analyst
- IT security analyst
- security analyst
- junior cybersecurity analyst
- information security (INFOSEC)
- IBM New Collar
- Malware
- Cybersecurity
- Cyber Attacks
- database vulnerabilities
DELAWARE OUTLOOK
Cybersecurity Analyst

Current Delaware Employment
834
very large

5-Year Growth Rate (2022–2027)
12.5%
much faster than average

Annual Openings
87
moderate

Average Entry-Level Annual Wages
$71,500

Applicable Job Titles
1. Security Specialist
2. Information Security Analyst
3. Cybersecurity Analyst
# AMERICAN DREAM ACADEMY COURSE
## Data Analytics

<table>
<thead>
<tr>
<th>Course Name</th>
<th>Data Analytics Professional Certificate (click here to read online)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organization</td>
<td>Google</td>
</tr>
<tr>
<td>Level</td>
<td>Beginner</td>
</tr>
<tr>
<td>Average Time to Complete</td>
<td>78.1</td>
</tr>
<tr>
<td>Learner Rating from 1 – 5</td>
<td>4.8</td>
</tr>
<tr>
<td>What Will Be Learned</td>
<td>Gain an immersive understanding of the practices and processes used by a junior or associate data analyst in their day-to-day job. Understand how to clean and organize data for analysis, and complete analysis and calculations using spreadsheets, SQL and R programming. Learn key analytical skills (data cleaning, analysis, and visualization) and tools (spreadsheets, SQL, R programming Tableau). Learn how to visualize and present data findings in dashboards, presentations and commonly used visualization platforms.</td>
</tr>
<tr>
<td>Skills</td>
<td>Data cleaning, problem solving, critical thinking, data ethics, and data visualization; spreadsheet, data cleansing, data analysis, data visualization (DataViz), SQL, Questioning, Decision-Making, Problem Solving, Metadata, Data Collection, Data Ethics, Sample Size Determination</td>
</tr>
</tbody>
</table>
DELAWARE OUTLOOK
Data Analytics

Current Delaware Employment
1,313
very large

5-Year Growth Rate (2022–2027)
5.7%
much faster than average

Annual Openings
110
high

Average Entry-Level Annual Wages
$63,400

Applicable Job Titles
1. Data Analyst
2. Database Administrator
3. Data Scientist
4. Business Intelligence Analyst
# Digital Marketing & e-Commerce Certificate

<table>
<thead>
<tr>
<th>Course Name</th>
<th>Digital Marketing &amp; e-Commerce Certificate (click here to read online)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organization</td>
<td>Google</td>
</tr>
<tr>
<td>Level</td>
<td>Beginner</td>
</tr>
<tr>
<td>Average Time to Complete</td>
<td>60 hours</td>
</tr>
<tr>
<td>Learner Rating from 1 – 5</td>
<td>4.8</td>
</tr>
<tr>
<td>What Will Be Learned</td>
<td>Develop digital marketing and e-commerce strategies, attract and engage customers through digital marketing channels like search, social media, and email, measure marketing analytics and sharing insights, build e-commerce stores, analyze e-commerce performance, and grow customer loyalty.</td>
</tr>
<tr>
<td>Skills</td>
<td>Marketing, E-commerce, display advertising, email marketing, Search Engine Optimization (SEO), customer loyalty, marketing analytics, customer outreach, website structure, customer awareness, google, search engine marketing</td>
</tr>
</tbody>
</table>
DELAWARE OUTLOOK
Digital Marketing & e-Commerce

Current Delaware Employment
3,673
text
very large

5-Year Growth Rate (2022–2027)
6.4%
text
much faster than average

Annual Openings
414
text
very high

Average Entry-Level Annual Wages
$60,000

Applicable Job Titles
1. Digital Marketing Specialist
2. E-Commerce & Digital Marketing Manager
3. Marketing Manager
# AMERICAN DREAM ACADEMY COURSE
## IT Support

<table>
<thead>
<tr>
<th>Course Name</th>
<th>IT Support Professional Certificate (click here to read online)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organization</td>
<td>Google</td>
</tr>
<tr>
<td>Level</td>
<td>Beginner</td>
</tr>
<tr>
<td>Average Time to Complete</td>
<td>88.3</td>
</tr>
<tr>
<td>Learner Rating from 1 – 5</td>
<td>4.8</td>
</tr>
<tr>
<td><strong>What Will Be Learned</strong></td>
<td>Gain skills required to succeed in an entry-level IT job. Learn how to provide end-to-end customer support, ranging from identifying problems to troubleshooting and debugging. Learn how to perform day-to-day IT support tasks including computer assembly, wireless networking, installing programs, and customer service. Learn to use systems including Linux, Domain Name Systems, Command-Line interface, and Binary code.</td>
</tr>
<tr>
<td><strong>Skills</strong></td>
<td>Network protocols, cloud computing, Windows operating system, Linux command line, systems administration, and encryption algorithms and techniques.</td>
</tr>
</tbody>
</table>
DELAWARE OUTLOOK
IT Support

Current Delaware Employment
2,117
very large

5-Year Growth Rate (2022–2027)
1.5%
as fast as average

Annual Openings
178
high

Average Entry-Level Annual Wages
$40,600

Applicable Job Titles
1. IT Support Specialist
2. Help Desk Analyst
3. Desktop Support Specialist
## AMERICAN DREAM ACADEMY COURSE
### Project Management

<table>
<thead>
<tr>
<th><strong>Course Name</strong></th>
<th><strong>Project Management Professional Certificate</strong> (click here to read online)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Organization</strong></td>
<td>Google</td>
</tr>
<tr>
<td><strong>Level</strong></td>
<td>Beginner</td>
</tr>
<tr>
<td><strong>Average Time to Complete</strong></td>
<td>80.6</td>
</tr>
<tr>
<td><strong>Learner Rating from 1 – 5</strong></td>
<td>4.8</td>
</tr>
</tbody>
</table>

### What Will Be Learned

Gain an immersive understanding of the practices and skills needed to succeed in an entry-level project management role. Learn the foundations of Agile project management, with a focus on implementing Scrum events, building Scrum artifacts, and understanding Scrum roles. Learn how to create effective project documentation and artifacts throughout the various phases of a project. Practice strategic communication, problem solving, and stakeholder management through real-world scenarios.

### Skills

Creating risk management plans; Understanding process improvement techniques; Managing escalations, team dynamics, and stakeholders; Creating budgets and navigating procurement; Utilizing project management software, tools, and templates; Agile project management, with an emphasis on Scrum.
## DELAWARE OUTLOOK
### Project Management

<table>
<thead>
<tr>
<th>Current Delaware Employment</th>
<th>1,892</th>
<th>very large</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual Openings</td>
<td>165</td>
<td>high</td>
</tr>
<tr>
<td>5-Year Growth Rate (2022–2027)</td>
<td>2.6%</td>
<td>as fast as average</td>
</tr>
<tr>
<td>Average Entry-Level Annual Wages</td>
<td>$62,400</td>
<td></td>
</tr>
</tbody>
</table>

### Applicable Job Titles
1. IT Project Manager
2. Project Manager
3. Scrum Master
<table>
<thead>
<tr>
<th>Course Name</th>
<th>UX Design Professional Certificate (click here to read online)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organization</td>
<td>Google</td>
</tr>
<tr>
<td>Level</td>
<td>Beginner</td>
</tr>
<tr>
<td>Average Time to Complete</td>
<td>103</td>
</tr>
<tr>
<td>Learner Rating from 1 – 5</td>
<td>4.8</td>
</tr>
<tr>
<td>What Will Be Learned</td>
<td>Follow the design process: empathize with users, design pain points, ideate solutions, create wireframes and prototypes, test and iterate designs; Apply foundational UX concepts like user-centered design, accessibility, and equity-focused design; Understand the basics of UX research like planning research studies, conducting interviews and usability studies, and synthesizing research results; Create a professional UX portfolio that includes 3 end-to-end projects: a mobile app, a responsive website and a cross-platform experience.</td>
</tr>
<tr>
<td>Skills</td>
<td>UX experience, UX research, wireframe and prototype development, usability testing, creating mockups, Figma, Adobe XD, UX design jobs.</td>
</tr>
</tbody>
</table>
DELAWARE OUTLOOK
UX Design

Current Delaware Employment
252

5-Year Growth Rate (2022–2027)
2.8%
as fast as average

Annual Openings
23

Average Entry-Level Annual Wages
$39,600

Applicable Job Titles
1. UI Designer
2. UI/UX Designer
3. Web & Mobile UX Designer
## AMERICAN DREAM ACADEMY COURSE

### IT Automation with Python

<table>
<thead>
<tr>
<th>Course Name</th>
<th>IT Automation with Python Professional Certificate (<a href="#">click here to read online</a>)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Organization</strong></td>
<td>Google</td>
</tr>
<tr>
<td><strong>Level</strong></td>
<td>Beginner</td>
</tr>
<tr>
<td><strong>Average Time to Complete</strong></td>
<td>60</td>
</tr>
<tr>
<td><strong>Learner Rating from 1 – 5</strong></td>
<td>4.7</td>
</tr>
</tbody>
</table>

### What Will Be Learned

Automate tasks by writing Python scripts; manage IT resources at scale, both for physical and virtual machines in the cloud; use Git and GitHub for version control; analyze real-world IT problems and implement the appropriate strategies to solve those problems.

### Skills

Using version control; troubleshooting and debugging; python programming; configuration management; automation; basic python data structures; fundamental programming concepts; basic python syntax; object-oriented programming (OOP); Setting up your Development Environment; Regular Expression (REGEX).
DELAWARE OUTLOOK
IT Automation with Python

Current Delaware Employment
1,036
very large

5-Year Growth Rate (2022–2027)
0.9%
slower than average

Annual Openings
72
moderate

Average Entry-Level Annual Wages
$54,600

Applicable Job Titles
1. Network Administrator
2. Network Manager
3. Systems Administrator
## AMERICAN DREAM ACADEMY COURSE
### Front End Developer

<table>
<thead>
<tr>
<th>Course Name</th>
<th>Front End Developer Professional Certificate (click here to read online)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organization</td>
<td>Meta</td>
</tr>
<tr>
<td>Level</td>
<td>Beginner</td>
</tr>
<tr>
<td>Average Time to Complete</td>
<td>42</td>
</tr>
<tr>
<td>Learner Rating from 1 – 5</td>
<td>4.7</td>
</tr>
</tbody>
</table>

### What Will Be Learned
- Code and build interactive web pages using HTML5, CSS and JavaScript, apply in-demand design skills to create professional layouts using industry-standard tools such as Bootstrap, React, and Figma, use Github repositories for version control, maintain a content management system (CMS) and how to edit images using Figma, and how to prepare for technical interviews for front-end developer roles.

### Skills
- Cascading Style Sheets (CSS), HTML, UI/UX Design, React, JavaScript, web development tools, user interface, front-end development, HTML and CSS, responsive web design.
DELAWARE OUTLOOK
Front End Developer

Current Delaware Employment
227

5-Year Growth Rate (2022–2027)
3.0%
as fast as average

Annual Openings
18

Average Entry-Level Annual Wages
$53,800

Applicable Job Titles
1. UI Developer
2. Web Developer
3. .NET/Angular/React Developer
## AMERICAN DREAM ACADEMY COURSE
### Back End Developer

<table>
<thead>
<tr>
<th>Course Name</th>
<th>Back End Developer Professional Certificate (<a href="#">click here to read online</a>)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organization</td>
<td>Meta</td>
</tr>
<tr>
<td>Level</td>
<td>Beginner</td>
</tr>
<tr>
<td>Average Time to Complete</td>
<td>48</td>
</tr>
<tr>
<td>Learner Rating from 1 – 5</td>
<td>4.7</td>
</tr>
<tr>
<td><strong>What Will Be Learned</strong></td>
<td>Code with Python Syntax, apply in-demand programming skills and how to use code to solve problems, version control using Linux commands and Git repositories, how to craft sophisticated SQL queries, Django web framework and how the front-end consumes data from the REST APIs, how to prepare for technical interview for back-end developer roles.</td>
</tr>
<tr>
<td>Skills</td>
<td>Cloud Hosting, Application Programming Interfaces (API), Python Programming, data structure, computer programming, Django (Web Framework), Linux, web development, Bash (Unix Shell), Github, version control, MySQL.</td>
</tr>
</tbody>
</table>
DELAWARE OUTLOOK
Back End Developer

Current Delaware Employment
6,496
very large

5-Year Growth Rate (2022–2027)
8.5%
much faster than average

Annual Openings
569
very high

Average Entry-Level Annual Wages
$78,700

Applicable Job Titles
1. Full Stack Developer
2. Software Engineer
3. Java/AWS Developer
AMERICAN DREAM ACADEMY COURSE  
Social Media Marketing

<table>
<thead>
<tr>
<th>Course Name</th>
<th>Social Media Marketing Professional Certificate (click here to read online)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organization</td>
<td>Facebook</td>
</tr>
<tr>
<td>Level</td>
<td>Beginner</td>
</tr>
<tr>
<td>Average Time to Complete</td>
<td>56</td>
</tr>
<tr>
<td>Learner Rating from 1 – 5</td>
<td>4.9</td>
</tr>
<tr>
<td>What Will Be Learned</td>
<td>Create and analyze an effective advertising campaign for your target audience. Create, edit, and troubleshoot ads in Facebook Ads Manager. Create a creative brief that includes the assets for your paid ad. Establish and manage a social media presence.</td>
</tr>
<tr>
<td>Skills</td>
<td>Performance advertising, digital marketing, brand management, social media marketing, content marketing, marketing, social media marketing strategy, content development and management.</td>
</tr>
</tbody>
</table>
### DELAWARE OUTLOOK
#### Social Media Marketing

<table>
<thead>
<tr>
<th><strong>Current Delaware Employment</strong></th>
<th><strong>5-Year Growth Rate (2022–2027)</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>2,468</td>
<td>8.1% <strong>much faster than average</strong></td>
</tr>
<tr>
<td><strong>very large</strong></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Annual Openings</strong></th>
<th><strong>Average Entry-Level Annual Wages</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>299</td>
<td>$44,000</td>
</tr>
<tr>
<td><strong>high</strong></td>
<td></td>
</tr>
</tbody>
</table>

**Applicable Job Titles**
1. Marketing Associate
2. Digital Marketing Specialist
3. Social Media Manager
## AMERICAN DREAM ACADEMY COURSE
### Sales Operations

<table>
<thead>
<tr>
<th>Course Name</th>
<th>Sales Operations Professional Certificate (<a href="#">click here to read online</a>)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organization</td>
<td>Salesforce</td>
</tr>
<tr>
<td>Level</td>
<td>Beginner</td>
</tr>
<tr>
<td>Average Time to Complete</td>
<td>28.8</td>
</tr>
<tr>
<td>Learner Rating from 1 – 5</td>
<td>4.7</td>
</tr>
</tbody>
</table>

### What Will Be Learned

Build reports, charts, and dashboards in Salesforce to communicate relevant information about sales performance to stakeholders and executives. Explain how CRM works in the context of sales, marketing, and customer service in modern businesses. Use Salesforce Sales Cloud Lightning to manage accounts, opportunities, products, quotes, and contracts. Articulate use cases for how Salesforce can provide value to sales teams.

### Skills

DELAWARE OUTLOOK
Sales Operations

Current Delaware Employment
1,217
very large

Annual Openings
106
moderate

5-Year Growth Rate (2022–2027)
1.9%
as fast as average

Average Entry-Level Annual Wages
$80,500

Applicable Job Titles
1. Business Developer Manager
2. Sales Manager
3. Director of Sales and Marketing
**AMERICAN DREAM ACADEMY COURSE**

**Sales Development Representative**

<table>
<thead>
<tr>
<th>Course Name</th>
<th>Sales Development Representative Professional Certificate</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Organization</strong></td>
<td>Salesforce</td>
</tr>
<tr>
<td><strong>Level</strong></td>
<td>Beginner</td>
</tr>
<tr>
<td><strong>Average Time to Complete</strong></td>
<td>55.6</td>
</tr>
<tr>
<td><strong>Learner Rating from 1 – 5</strong></td>
<td>4.5</td>
</tr>
</tbody>
</table>

**What Will Be Learned**

Articulate the purpose of the Sales Development Representative role and develop strategies for your personal and professional success. Apply the success-proven principles of the SV Academy Conversational Selling methodology. Prepare a professional portfolio and develop your personal brand to reflect your performance in the interview process. Problem-solve using the best-in-class tech tools of the SDR workflow.

**Skills**

Sales development, interviewing, sales, time management, cold calling, teamwork, personal advertisement, audience, personal branding, resume writing, cold emailing, objection handling.
DELAWARE OUTLOOK
Sales Development Representative

Current Delaware Employment
4,302
very large

5-Year Growth Rate
(2022–2027)
2.4%
as fast as average

Annual Openings
484
very high

Average Entry-Level Annual Wages
$39,700

Applicable Job Titles
1. Account Manager
2. Business Development Representative
# AMERICAN DREAM ACADEMY COURSE

## Cloud Solutions Architect

<table>
<thead>
<tr>
<th><strong>Course Name</strong></th>
<th><strong>Cloud Solutions Architect Professional Certificate</strong> (click here to read online)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organization</td>
<td>Amazon</td>
</tr>
<tr>
<td>Level</td>
<td>Beginner</td>
</tr>
<tr>
<td>Average Time to Complete</td>
<td>25</td>
</tr>
<tr>
<td>Learner Rating from 1 – 5</td>
<td>4.8</td>
</tr>
</tbody>
</table>

### What Will Be Learned

Make informed decisions about when and how to apply key AWS Services for computing, storage, database, networking, monitoring, and security; Create and operate a data lake in a secure and scalable way, ingest and organize data into the data lake, and optimize performance and costs; Design architectural solutions, whether designing for cost, performance, and/or operational excellence, to address common business challenges; Prepare for the certification exam, identify your strengths and gaps for each domain area, and build strategies for identifying incorrect responses.

### Skills

- AWS Certification Preparation
- Cloud architecture
- Architecting on AWS
- Data lakes
- AWS management console
- AWS identity and access management
- Networking on AWS
- Cloud computing
- AWS security
- Software architecture
DELAWARE OUTLOOK
Cloud Solutions Architect

Current Delaware Employment
602

5-Year Growth Rate (2022–2027)
0.8%
slower than average

Annual Openings
39

Average Entry-Level Annual Wages
$84,300

Applicable Job Titles
1. Application Architect
2. Cloud Network Architect
3. Network Architect
## AMERICAN DREAM ACADEMY COURSE

### Bookkeeping

<table>
<thead>
<tr>
<th>Course Name</th>
<th>Bookkeeping Professional Certificate (click here to read online)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organization</td>
<td>Intuit</td>
</tr>
<tr>
<td>Level</td>
<td>Beginner</td>
</tr>
<tr>
<td>Average Time to Complete</td>
<td>20</td>
</tr>
<tr>
<td>Learner Rating from 1 – 5</td>
<td>4.5</td>
</tr>
</tbody>
</table>

**What Will Be Learned**

Build a foundation of basic bookkeeping concepts and accounting measurement; learn how to work through the various phases of the accounting cycle to produce key financial statements; practice interpreting and analyzing financial statement to make key business decisions.

**Skills**

Double-entry bookkeeping system; bookkeeping; bank reconciliations; accounting concepts and measurement; basis of accounting; accounting software; accounting cycle; creating financial statements; accounts receivable and cash receipts; inventory costing methods; PP&E accounting; asset accounting.
DELAWARE OUTLOOK
Bookkeeping

Current Delaware Employment
6,203
very large

5-Year Growth Rate (2022–2027)
-2.4%
declining

Annual Openings
110
moderate

Average Entry-Level Annual Wages
$34,200

Applicable Job Titles
1. Accounting Assistant
2. Accounting Specialist
3. Bookkeeper
Current Employment & Growth Estimates in Delaware

TARGET AUDIENCE FOR THE LEARNER SUPPORT INITIATIVE

The Council will enroll 100 young adult residents that meet the following eligibility criteria:

- be at least 18 years of age and no older than 24 years of age
- possess a high school diploma or GED
- have a valid government-issued identification
- live in an underserved community
- earn less than $40K annually
- believe they would benefit from additional support and coaching to stay on track
- seek to launch a career in tech or attain employment that requires strong digital proficiency skills

**Important Note:** racial and ethnic minorities (specifically Black & Hispanic residents) and women are strongly encouraged to apply as these groups are underrepresented in Delaware’s tech workforce.
The Tech Council of Delaware will provide the following supports to learners:

- Assistance with navigating the American Dream Academy’s Learner Journey
- Weekly Group Coaching Session via Zoom; sign up via Calendly link
- Follow-ups and general check-ins via phone calls, text messages, and e-mail
- Referrals for supportive services, employment readiness, and re-entry assistance
- Access to financial coaching from United Way Stand By Me Coaches
- Information about the Affordable Connectivity Program and internet service provider discounts
- Referrals and/or recommendations to tech workforce programs with member organizations
- Career leads and job postings, as available and appropriate
- Information on Aspiring and Current Tech Professional memberships with the Tech Council of Delaware
WHAT LEARNERS WILL NEED TO TAKE THE ONLINE COURSE

Learners will need the following things to complete the online course:

- Access to a computer or laptop with at least 1 GB of memory/RAM
  - a tablet or mobile device can be used but is not recommended
- Current browsers: Google Chrome (recommended), Microsoft Edge, Firefox, or Safari
- Reliable internet or Wi-Fi access
- Dedicated and quiet space to complete the online training course
- A solid plan to dedicate required hours of training per week

The Affordable Connectivity Program is administered by USAC with oversight from the Federal Communications Commission (FCC).
The American Dream Academy & Learner Support Initiative:

- DOES NOT Facilitate Employment or the Hiring Process
- DOES NOT Guarantee Employment
- DOES NOT Lead to a Six-Figure Salary
- IS NOT Responsible for Learner Success
HIGH-LEVEL PROCESS & TIMELINE

ATTEND AN INFORMATION SESSION
July 10 – 28
Residents attend an in-person information session and determine preferred course to complete based on career interests and industry factors.

COMPLETE ONLINE APPLICATION
July 10 – August 11
Interested residents, from the Target Audience, should Create an Account & Submit an Application no later than 5:00pm on August 11th.

ATTEND ORIENTATION SESSION
August 25
Accepted applicants attend a virtual orientation session and enroll in the American Dream Academy no later than August 31st.

COMPLETE SELECTED COURSE
September 11 – March 15
Learners complete their selected American Dream Academy technology course and receive dedicated support to earn the industry-recognized credential.

ATTEND GRADUATION
March 22, 2024
Commencement Ceremony
American Dream Academy & Learner Support Initiative Announced
APPLICATION PERIOD OPENS

INFORMATION SESSIONS TAKE PLACE
APPLICATION
PERIOD CLOSES

LEARNERS ARE
ONBOARDED
March 2024

- **15th**: ADA Training Program Concludes
- **22nd**: Graduation Ceremony
IN-PERSON INFORMATION SESSIONS & HOW TO APPLY

Kent County
July 14 @ 12:00pm
Milford Public Library
111 S. E Front Street
Milford, DE 19963

Sussex County
July 21 @ 1:00pm
Georgetown Public Library
123 W. Pine Street
Georgetown, DE 19947

New Castle County
July 27 @ 1:00pm
Wilmington Public Library
10 E. 10th Street
Wilmington, DE 19801

To register for an in-person Information Session and apply, visit the Tech Council of Delaware website, Workforce tab, American Dream Academy.

APPLICATION PERIOD
July 10 – August 11, 2023
NEXT STEPS

Following this Information Session, interested residents should do the following:

1. Determine whether you meet the Eligibility Criteria for participation.

2. Review the American Dream Academy courses and determine which one you prefer to complete.

3. Discuss the six-month training opportunity with your support system: family and friends.

4. Create a weekly plan to ensure you can commit to the required hours of online training per week, including time for Weekly Group Coaching via Zoom, between 9/11/2023 – 3/15/2024.

5. Visit the Tech Council of Delaware website, Workforce tab – American Dream Academy webpage, to register for an in-person Information Session (where you can ask questions) and locate the application link between July 10 – August 11, 2023.

6. If you are eligible and interested, submit an application as soon as possible but no later than August 11th.
HOW TO APPLY

There is a three-step process you should follow:

**Step 1:** use the application link to **Create a New Account** (name, home address, email, & mobile number).

**Step 2:** upon account creation, you will receive an email to **Confirm Your Email** and **Activate Your Account**.

**Step 3:** next, you will be instructed to click the **Memberships** page to begin the application process. Make sure to **Check Out** of the online cart to complete your application.

**Note:** after application submission, the Tech Council of Delaware will contact you by e-mail, no later than August 18th, about your status as a **Learner** in the **American Dream Academy & Learner Support Initiative**. The first 100 eligible residents that apply will be accepted as a Learner in the 2023 cohort.

A Visual Representation for How to Apply is shown on next slide.
Click the image below to view a Visual Representation for How to Apply
If you are not willing to learn, no one can help you. If you are determined to learn no one can stop you.
CONCLUSION

Thank You

For more information, e-mail:
info@techcouncilofdelaware.org