Planning for Your Professional GIS Development: Esri Technical Certification

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Regional Training Consultant
Session Overview

- Benefits of Training
- Budgeting/Purchasing
- Training Delivery Methods
- Training Plans
- Esri Technical Certification
Why is training important?

• Develop staff to maintain GIS service levels
• ArcGIS 10 is a powerful system
• Training is an investment, not an expense
What can training do for you?

• Complete the Enterprise GIS Solution
• Develop staff to maintain the GIS System
• Increase the return on your investment
• Increase awareness and understanding of Esri technology
• Full Software Utilization
Benefits of Esri Training

- Taught on the most up-to-date software version
- CompTIA CTT+ Certified Instructors
- Minimum of Desktop Associate Certification
- Variety of delivery methods
- Low instructor to student ratio
Budgeting/Purchasing training

- Individual seats – traditional or virtual
- On Site Training
- Virtual Campus – Annual User License
- Esri Enterprise Advantage Program (EEAP)
- Esri Developer Network (EDN)
- Add-on a block of instructor-led classes
  - Small Government or Utility ELA
  - Enterprise License Agreement (ELA)
  - Training Pass
How to sell training to management

- Cost Benefit Analysis
- Workforce is your biggest asset
  - Protect that investment with ongoing training
  - Tie into existing HR Staff Development workflows
- Develop a training plan
  - Identify areas of knowledge
  - Identify gaps of knowledge
  - Identify common training needs
  - Cost savings - bulk purchasing
Show me the savings…

- Save time and money on projects
  - When organizations spent 8% of project budget on training, they met objectives 85% of the time
  - Increase investment to 10% and the objective completion rate goes up to 100%

Source: IDC, “Average IT Project Success: How Successful Do You Want to Be?” January 2009, IDC# 216169, Volume 1
Training Delivery methods

- Instructor-led
  - Classroom training
  - In-person or online (virtual)

- E-learning
  - Self-paced (virtual campus, web training courses)
Coaching

- Demos of functionality using a copy of your data
  - On the fly with student collaboration
- Q & A on class topics
- Application to workflows and environment
- Additional in depth topic discussion
- Must accompany a client site class
Training Plans
Training Plans

- Complement your GIS plan
- Organized by workflow or job role
- Often tailored
  - Specific projects
  - By department
  - Entire organization
Types of Training Plans

• Personalized Plan
• Project-Based Planning
• Department/Organizational Development Planning
Where do you start?

Identify

<table>
<thead>
<tr>
<th>People</th>
<th>Roles</th>
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<tr>
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<td>GIS DBA/Manager</td>
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Workflows
- GIS Data Management
- GIS Editing
- Enterprise GIS Mgmt

Wants
- MultiUser Geodatabase
- Web App Development v10

Needs
- Intro to ArcGIS Server
- What’s New in v10
- Data Analysis
- Versioning
- SDE Edits
Designated Training Consultant works with you to devise a training plan

GIS Application Programmers (1–2 people)

The GIS application programmer develops custom applications to meet specific user needs and is responsible for developing and enforcing application development procedures and standards.

Recommended Training

1. Getting Started with GIS (E)
2. ArcGIS Desktop II: Tools and Functionality (3 days)
3. What’s New in ArcGIS Desktop 10 (2 days) — Experience with GIS in place of 1 & 2 above
4. Introduction to Geoprocessing Scripts Using Python (2 days)
5. Developing Applications with ArcGIS Server Using the Microsoft .NET Framework (3 days)
6. Introduction to ArcGIS Server (2 days)

Optional Training

1. ArcGIS Desktop III: GIS Workflows and Analysis (2 days)
2. Building Geodatabases (3 days)
3. System Architecture Design Strategies (3 days)
### City of SERUG Training Plan

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<thead>
<tr>
<th>IS Manager</th>
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<th>GIS Analyst 3</th>
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<th># Days for each class</th>
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<td>70</td>
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</tbody>
</table>

- **# Staff**
- **# Days for each class**
- **Total Estimate of Training Days**

- **Course Titles**
  - Getting Started with GIS - Virtual campus - Web based training
  - ArcGIS Desktop II: Tools and Functionality
  - System Architecture Design Strategies
  - ArcGIS Server: Designing and Developing ArcGIS Server Applications
  - Developing Applications with ArcGIS Server Using .NET
  - ArcGIS Server Web Administration Using Net
  - Baking Web Applications Using ArcGIS API for Flex
  - Geoprocessing and ArcGIS Server Publishing
  - Introduction to the Multiuser Geodatabase
  - Introduction to Editing in the Multiuser Geodatabase
  - Developing Web Applications in a Multiuser Geodatabase
  - Creating Effective Web Applications
  - What’s New in ArcGIS Desktop 10
  - GIS DBA & Manager

- **Cost:** $8 per person per day

- **Training Schedule**
- **Total # of Classes:** 31
- **Total # of Days:** 70
- **Total # of Classes Per Person:** 31
Implementation Plan

- Departments Collaborate to offer onsite training
  - Clearly identify training opportunities and needs
  - Ability to track attendance
  - Customized Implementation template
  - Used for Planning & Budgeting
  - Identify opportunities for training savings
What's new in training 2011?
New training website

Training

Find Training

Esri Training Catalog

Search online
Request a printed catalog
Download [INFO - 233 KB]

Training News

Esri Charts a New Direction in Training
Students will notice a greater emphasis on interactive learning and less focus on lecturing.

Moving to ArcGIS 10.3
We have dozens of training options to fit your budget, learning style, and GIS responsibilities.

What’s New in Editing at ArcGIS Desktop 10
In one day, get the hands-on practice you need to complete your GIS editing tasks faster and easier—all from the convenience of your own desktop.

Esri Technical Certification Program
Find out about certifications and testing. Exam registration opens January 17, 2011.
New Search Feature

Training Catalog

Search Esri Training Catalog
Search or browse the wide variety of training options offered by Esri. If you can’t find what you are looking for, please contact us for assistance.

Search by

Popular Searches
- Free Training
- Instructor-Led Courses
- Web Courses
- Training Seminars
- Cursos en Español

Questions?
Send an email or call
800-447-9778, ext. 5757.
Almost all instructor led classes are available at 10
  – Client-site classes can still be scheduled at 9.3

New instructor led classes:
  – Programming ArcGIS Desktop using Add-Ins
  – What’s New in ArcGIS Desktop (Virtual)
  – What’s New in Desktop Editing (Virtual)
  – Managing Imagery Using ArcGIS
  – Building Web Apps Flex API
  – Building Web Apps Silverlight API
  – Building Web Apps JavaScript API
  – Working with 3D GIS

Virtual Campus (v10) classes will roll out through 2011
Esri Technical Certification
Why Esri Technical Certification?

The purpose of the Esri Technical Certification Program is to create a standardized level of expertise for the use of Esri products and technology.

This is achieved by allowing individuals to validate their knowledge, skills and abilities against a proven and measurable level of competency.
Foundation for Technical Certification

- Esri Technical Certification
- GIS Education
- ArcGIS Focused Training
- Practical Application & Experience
Benefits for Individuals

- Benchmark skills
- Professional differentiation
- Higher earning potential
- Personal development
Benefits for Organizations

- Benchmark skills
- Improved team performance
- Candidate skills assessment
- Staff development
- Market differentiation
- Competitive advantage
- Ensure leading edge skills
- Maximize investment in Esri products
- Improved customer support
- Quicker problem resolution
Quick Facts

IDC Study*:

- 65% of managers believe that certification is important to team performance
- 66% of managers believe that certification improves the level of service and support offered to IT end users/customers

Quick Facts

**IDC Study**:  
- Team performance increases every time a new team member is certified.  
- With a sufficient percentage of team members certified, IT operational performance can increase up to an average of 11%  

*“Impact of Training: Functional Excellence Leads to Operational Productivity,” IDC, Doc# 215762, Dec. 2008*
Quick Facts Cont’d

- Unscheduled downtime is about 20% lower at organizations with more certified IT staff. *
- Overall, professionals who had earned an IT or project management certification during the last five years earned an average of $5,242 more than their counterparts. **


Esri Technical Certification

- Exam Registration Opened January 17, 2011
- Two Levels: Associate & Professional
- Three Esri Technical Certification Tracks
  1. ArcGIS Desktop
  2. Developer
  3. Enterprise
Overview of Certification Tracks

**Desktop**
- ArcGIS Desktop
  - Associate | Professional

**Developer**
- ArcGIS Desktop Developer
  - Associate | Professional
- Web Application Developer
  - Associate | Professional
- Mobile Developer
  - Associate | Professional

**Enterprise**
- Enterprise Geodatabase Management
  - Associate | Professional
- Enterprise System Design
  - Associate | Professional
- Enterprise Administration
  - Associate
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Esri Technical Certification

- Built for Esri version 10
- Exam-based measure of skill
- 95 multiple choice questions
- 2 to 2 ½ hours in length
- $225 per exam
- Pearson Vue Testing Center
Preparing for Esri Technical Certification

- Review the Candidate Qualifications and Skills Measured
- Align your skills with the listed skills and qualifications
- Review the training resources and identify classes to prepare.
- Visit the ArcGIS Resource Center
- Esri product web pages for: demos, PowerPoint slides, blogs, and online content.
Skills Review

- Esri Technical Certification: Skills Review for ArcGIS Desktop Associate
- Esri Technical Certification: Skills Review for ArcGIS Desktop Professional

- Get plenty of rest the day before the exam and relax!
Resources

• Esri Technical Certification website
  - www.esri.com/certification

• Pearson VUE website
  - www.pearsonvue.com/esri

• Questions
  - certification@esri.com

• Downloadable brochure

• Voucher store
Questions?
Contact Information

• We are always available to answer your training questions.

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  qistraining@esri.com
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