

# TechMAP Employer Partner Toolkit

**Supporting the next  
generation of tech talent!**



**Fall 2024**



# TechMAP Program Overview

**Thank you for supporting the TechMAP Program!**

**We are Montgomery College's tech career accelerator program.**

TechMAP exists to support current and aspiring IT professionals in the D.M.V. area to obtain high-quality IT roles. By providing certification prep pathways in the areas of Cybersecurity, Cloud Technology, and Data Analytics our programs equip tech professionals to with the skills, tools, hands-on knowledge, and industry-recognized IT certifications needed to excel in their careers.



## Quick facts

- TechMAP is funded by the U.S. Department of Labor and backed by Montgomery College's Information Technology Institute, which has offered career-focused, hands-on trainings for over 25 years
- Montgomery College is an AWS Academy member institution and a CompTIA Authorized Academy
- Montgomery College is a top 10 community college in the U.S. ([WalletHub](#), 2024)
- TechMAP kicked off the inaugural student cohort in the Summer of 2023
- TechMAP has provided career advancement services to 500+ students in the D.M.V. area as of June 2024
- TechMAP students boast a 91% program completion rate and 92% certification attainment rate

# Career Pathways

The pathways offered in TechMAP's Certification Prep Program were selected because they are in high demand and offer strong earning potential.

## Cybersecurity



### Unfilled Cybersecurity Positions\*

Nationally: 470,000

DMV: 74,000

MD: 23,000

\*[CyberSeek](#)

## Cloud Technologies



### Unfilled Cloud Technology Positions\*

Nationally: 177,000

DMV: 28,000

MD: 8,000

\*[CompTIA](#)

## Data Analytics



### Unfilled Data Analytics Positions\*

Nationally: 134,000

DMV: 18,000

MD: 5,000

\*[Datamation](#)



# TechMAP Cybersecurity Pathway

This program covers key networking and cybersecurity concepts, including network topologies, protocols (TCP/IP, UDP, ICMP), IP addressing, VLAN management, and cybersecurity risk mitigation. Participants gain hands-on experience with network monitoring tools and learn to protect networks from threats, equipping them with essential skills for the field.

## A+ Essentials: Intro to IT

This course offers comprehensive instruction to prepare students for the CompTIA A+ certification. The course focuses on developing practical skills needed to install, manage, and troubleshoot hardware and software in complex IT environments. Key topics include hardware, networking, operating systems, and security.

## Network Practitioner

This course covers key topics from the CompTIA Network+ certification, including networking fundamentals, network architecture, security, and operations. The course prepares students for the CompTIA Network+ certification by providing comprehensive instruction on the essential aspects of networking.

## Cybersecurity Practitioner

This course focuses on the key domains covered in the CompTIA Security+ certification. It offers instruction on cybersecurity fundamentals, network security, and cryptography, while also preparing students for the CompTIA Security+ certification exam.

## Cybersecurity Practical Applications

This hands-on course is designed to equip aspiring cybersecurity professionals with the essential skills and knowledge needed to succeed as Security Operations Center (SOC) Analysts. The training covers key areas such as security incident response, log analysis, threat hunting, and the use of advanced security tools and technologies.



# TechMAP Cybersecurity Pathway

## Certifications

TechMAP prepares students with robust academic support and vouchers to earn industry-recognized IT certifications.



## Hands-On Learning Experiences

Capture the Flag  
Incident Response Report

## Partnerships





# Cloud Technologies Pathway

This program offers a comprehensive introduction to cloud computing and programming, starting with core AWS concepts like Cloud Computing, Global Infrastructure, and key services including EC2, S3, and IAM. It also covers Python fundamentals, equipping students to write scripts and develop serverless applications using AWS. The courses prepare students for the AWS Certified Solutions Architect Associate exam and provides hands-on experience with Infrastructure as Code, AWS Serverless Architecture, and tools like GitHub and Terraform.

## AWS Fundamentals

This course initiates the AWS journey with a self-paced module, introducing core concepts and services, including Cloud Computing, AWS Global Infrastructure, EC2, S3, RDS, VPC, IAM basics, the AWS Management Console, CLI, and Billing and Cost Management.

## Python - Introduction

Participants learn the popular programming language Python in this course. Students uncover Python's syntax, data types, conditional statements, loops, and functions, enabling them to write programs and understand script and API patterns.

## AWS Solutions Architect Associate

This course provides foundational instruction in Amazon Web Services (AWS), covering key topics like Compute Services, Storage, Networking, Security, Databases, Monitoring, Logging, and Cloud Architecture, while also preparing students for the AWS Certified Solutions Architect Associate exam.

## AWS Practical Applications and DevOps Tools

This course begins with Infrastructure as Code, then advances to AWS Serverless Architecture and Best Practices using services like Lambda, API Gateway, and DynamoDB; also exploring GitHub and Terraform for version control. Ending in the design, development, and deployment of a serverless application on AWS with a portfolio-ready project.

## AWS Solutions Architect Associate Exam Prep

Participants prepare to confidently pass the AWS Solutions Architect Associate certification exam with our intensive course, covering AWS architecture, services, security, performance optimization, and cost management; culminating in the official exam.



# TechMAP Cloud Technologies Pathway

## Certifications

TechMAP prepares students with robust academic support and vouchers to earn industry-recognized IT certifications.



## Hands-On Learning Experiences

Cloud Web Application Builder

## Partnerships





# TechMAP Data Analytics Pathway

This comprehensive program, aligned with the CompTIA Data+ certification, equips students with the essential skills to analyze, interpret, and communicate data insights while ensuring data quality through advanced techniques in mining, manipulation, visualization, and complex dataset analysis. Students gain practical experience in Python for data-driven decision-making, working with databases, data visualization, storytelling, and AI tools. The program also includes hands-on training in real-world data analysis, including the creation of a professional Power BI dashboard and the development of data-driven narratives. Additionally, the advanced exam prep course consolidates and refines key skills, preparing students for the CompTIA Data+ certification exam.

## Data Foundations

Aligned with the CompTIA Data+ certification, this course equips students with the skills to analyze, interpret, and communicate data insights, while ensuring data quality through techniques in mining, manipulation, visualization, and complex dataset analysis.

## Python for Data Analytics

This course equips students with the ability for strategic data-driven decision-making by teaching Python for data mining, manipulation, visualization, and reporting, while applying foundational and advanced statistical techniques to analyze complex datasets.

## Data Practitioner I & II

These courses focus on key areas such as databases and SQL, Power BI for data visualization, Python programming, data storytelling, statistics, data ethics, and AI tools, offering a comprehensive understanding of how to manage, analyze, and interpret data.

## Data+ Exam Prep

This advanced exam prep course consolidates and refines key data analytics skills from previous courses, focusing on advanced techniques and exam preparation for the CompTIA Data+ certification.

## Data Practical Applications

This course offers hands-on training, focusing on developing practical skills for real-world data analysis, including creating a professional Power BI dashboard, working with real datasets to uncover insights, and crafting data-driven narratives to communicate findings.



# TechMAP Data Analytics Pathway

## Certifications

TechMAP prepares students with robust academic support and vouchers to earn industry-recognized IT certifications.



## Hands-On Learning Experiences

Power BI Dashboard

## Partnerships





# TechMAP Career Navigation

Career navigation is a key component of the TechMAP program, where career navigators provide personalized, ongoing support through weekly office hours and 1-on-1 appointments, assisting students with employment preparation throughout and after the program.



## Setting Professional Career Goals

Guidance on defining and planning your career objectives to align with your long-term aspirations.



## Creating a Professional Portfolio

Help in developing a portfolio that showcases your projects, skills, and accomplishments.



## Writing a Resume

Support in crafting a compelling resume that effectively highlights your skills and experiences.



## Passing an Interview

Preparation strategies and practice to help you confidently navigate job interviews.



## Creating a LinkedIn Profile

Assistance in building a strong LinkedIn presence to network and showcase your professional brand.



## Applying to Internships or Full-Time Roles

Advice on finding and applying to relevant opportunities that match your career goals.



# TechMAP Ways to Get Involved

There are myriad ways to collaborate with TechMAP. No matter how you choose to get involved, as a business partner and employer you benefit from ***gaining firsthand access to our diverse talent pool, engaging in philanthropy by giving back to the next generation, and supporting underrepresented populations by filling in employment gaps.***

**Internships and co-ops:** Offer internships or co-op positions to our students and benefit from their fresh perspectives and innovative ideas.

**Job postings:** Post your job openings on our [career portal](#) to reach a wide audience of qualified candidates.

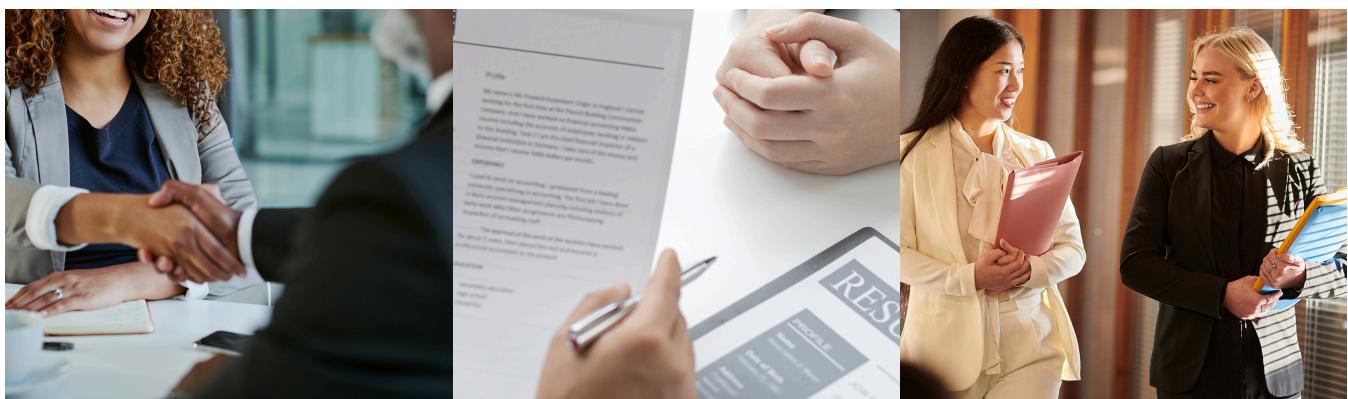
**Career fairs and events:** Join our career fairs and networking events to meet and interact with the next generation of IT talent.

**Mentorship:** Help shape the career path of future IT leaders. Your professional guidance, career advice, and industry knowledge helps to create a strong pipeline of skilled professionals.

**Job shadowing days:** Offer a 1-on-1 or small group job shadow day to provide students with real-world exposure to the life of an IT professional.

**Speaking engagements:** Share your wisdom with our students either in-class or virtually.

**Have an idea not listed? Reach out to [techmap@montgomerycollege.edu](mailto:techmap@montgomerycollege.edu)**





# TechMAP Marketing Tools

## Spread the Word About TechMAP!

We love when our partners share TechMAP news and updates. Your support helps us reach more students and connect with employers who can offer invaluable opportunities. To make it easy for you to showcase our program and amplify our message, we've put together this marketing toolkit.

### TechMAP LinkedIn Profile

<https://www.linkedin.com/in/techmap-program/>

### Sample Text for Social Media Posts

🌟 Exciting news! We're proud to support the TechMAP Program and help shape the future of tech talent. Join us in celebrating this amazing initiative! #MontgomeryCollege #TechTalent

🚀 Ready to discover the next generation of tech innovators? Check out TechMAP and see how our partnership is making a difference. #MontgomeryCollege #TechCommunity

🎓 Proud to be a part of the TechMAP Program! Together, we're connecting talented students with incredible opportunities. Learn more about how you can get involved: [www.montgomerycollege.edu/techmap](http://www.montgomerycollege.edu/techmap). #CareerDevelopment #MontgomeryCollege #ITI

💻🌟 We're thrilled to be a partner of the TechMAP Program! Helping students break into the tech industry has never been more rewarding. Learn more about this incredible initiative! [www.montgomerycollege.edu/techmap](http://www.montgomerycollege.edu/techmap) #TechTalent #Partnership #MontgomeryCollege

📝🔗 Connecting the dots between education and opportunity with TechMAP. Discover how we're contributing to the future of tech. Check out the link in bio! #FutureofTech #Innovation #MontgomeryCollege



# TechMAP Marketing Tools cont'd.

## Draft Copy for Employer Newsletters

**Here's draft copy for your newsletters to share with colleagues. Feel free to adjust the content and tone to better fit your branding!**

**Subject:** Join Us in Supporting the TechMAP Program!

**Body:**

Dear [Recipient],

We're excited to share that [Your Company/Organization] is a proud partner of the TechMAP Program! TechMAP is a Montgomery College, Information Technology Institute-backed program dedicated to bridging the gap between tech education and industry opportunities, and we're thrilled to be part of this impactful initiative.

TechMAP connects students with career and professional development opportunities in the tech industry, fostering a new generation of skilled professionals. Our partnership is helping to drive this mission forward, and we invite you to join us in supporting this incredible program.

Volunteer your time with TechMAP by

- Sharing your expertise for an in-class or virtual speaking engagement
- Offering your career advice as a mentor
- Reviewing student resumes and providing feedback
- Hosting an individual or department intern/apprenticeship

Please reach out to [Your Internal Contact Person] to indicate your interest in volunteering with this program.

Learn more about TechMAP by visiting their website: [www.montgomerycollege.edu/techmap](http://www.montgomerycollege.edu/techmap)

Thank you for your continued support in [Your Company/Organization]'s efforts to support the future of tech!

Best regards,

[Your Name]

[Your Position]

[Your Company/Organization]



# TechMAP Contact Information

Thank you for being a valuable partner in supporting TechMAP.

Your efforts help make a significant impact on the future of tech talent. If you have any questions or need additional resources, don't hesitate to reach out. We also welcome your thoughts and ideas!

## Program Contacts

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