Journey Through the Cloud

PRE-APPRENTICESHIP PROGRAM

AN INNOVATIVE WORKFORCE EDUCATION AND TRAINING INITIATIVE

FOR AGED 16–24

Presented By:

THE BECOMING PROJECT, INC.

501c3 Nonprofit Organization

BECOMING (YOU)TH CLOUD INNOVATORS PROGRAM

Mission Statement:

Our mission is to create alternative pathways to post-secondary success by empowering, equipping, inspiring, and educating youth and young adults ages 16-24. Our program goes beyond conventional approaches, offering diverse perspectives and abundant opportunities that unveil the high-demand, cutting-edge world of Cloud Technology, AI, and the vast landscape of STEM-related industries.

Vision Statement:

Our vision is to shatter barriers hindering students from unlocking the door to post-secondary success and a thriving future. We aspire to be architects of opportunity, dismantling obstacles and creating pathways that lead every student towards a prosperous and fulfilling journey beyond academia. In envisioning a world where barriers crumble, we strive to empower each student to embrace their full potential, ensuring that no dream is out of reach and every future is bright. SIMPLY BECOMING BETTER!

JOURNEY THROUGH THE CLOUD

Our **Becoming (YOU)th Program** is proud to introduce our youth and young adult **pre-apprenticeship work-based learning initiative**, known as "**Journey Through The Cloud (JTTC).**" **JTTC** is more than just a curriculum; it's a collaborative community designed to build bridges between education and corporate partners. Our goal is to create alternative pathways to post-secondary success for youth and young adults ages 16-24. Through hands-on experiential learning, gamification, and healthy competition, we guide young minds through the Software Development Life Cycle and Salesforce technology education and training. By bridging the gap in technology and exposing our youth to opportunities to learn and grow, we are breaking down traditional barriers of entry into STEM-related fields; increasing the likelihood of these bright minds in pursuing careers in STEM as well as developing a future workforce for the growing demand for technology professionals. We aspire to create a more accessible and inviting STEM landscape for all as we inspire the next generation of tech leaders SIMPLY BECOMING BETTER.

Journey Through the Cloud

Program Overview:

"Journey Through the Cloud" is an innovative, work-based learning initiative designed to empower youth and young adults ages 16-24 with practical skills in Salesforce and Software Development Life Cycle (SDLC). Our program is unique in its hands-on approach, providing program participants with the opportunity to tackle real-world projects, fostering creativity, collaboration, and technical proficiency.

Program Objectives:

1. Skills Development:
- Equip program participants with practical skills in Salesforce and SDLC, preparing them for future careers in the technology sector.

2. Diversity and Inclusion:
- Foster diversity in the tech industry by engaging participants from diverse backgrounds and ensuring equal access to educational opportunities.

3. Community Impact:
- Strengthen our local community by preparing program participants for the digital workforce and establishing connections between schools, mentors, communities, and local businesses.

Benefits to the Community:

Workforce Readiness:
- Address the growing demand for skilled professionals in the technology sector, contributing to a more prepared and competitive local workforce.

Community Collaboration:
- Facilitate collaboration between schools, businesses, communities, and mentors, creating a supportive ecosystem that enhances educational outcomes.

Technology Hub:
- Position our community as a hub for technology education, attracting attention and investment from the broader tech industry.

Impact on Participants:

Hands-On Learning:
- Provide participants with practical, hands-on experience by working on real-world Salesforce projects, translating theoretical knowledge into practical skills.

Mentorship Opportunities:
- Connect participants with industry professionals who serve as mentors, guiding them through challenges and providing valuable insights into the tech sector.

Career Pathways:
- Open doors to potential career pathways in technology by instilling a passion for innovation and problem-solving.

PROGRAM: PART ONE

Journey Through the Cloud

Learning Program Curriculum:
Part One-Journey Through the Cloud

Learning Objectives:

1. Introduction to SDLC (Software Development Life Cycle):
- Understanding the phases of SDLC (Planning, Analysis, Design, Implementation, Testing, Deployment, Maintenance).
- Exploring the importance of each phase in software development.

2. Basic Salesforce Skills:
- Navigating the Salesforce platform.
- Creating and customizing objects, fields, and records.
- Building simple workflows and automations.

3. Collaborative Project-Based Learning:
- Forming teams to simulate a real-world project environment.
- Applying SDLC principles and Salesforce skills to design and implement a solution to a given problem.

4. Presentation and Communication Skills:
- Developing effective communication skills.
- Creating presentations to showcase project work.

5. Competitive Element Preparation:
- Practicing problem-solving under time constraints.
- Simulating the format of the upcoming "Journey Through the Cloud" competition.

Program Structure:

Part One of our program not only equips participants with valuable SDLC and Salesforce skills but also fosters teamwork, creativity, and effective communication.

- **Frequency**: Bi-weekly after-school or evening sessions
- **Duration:** 1.5 - 2 hours per session
- F**aculty Involvement:** Onsite program sponsor provides guidance, support, and facilitates collaboration.
- I**ndustry Mentor:** Provides industry expertise, instruction, support and competition preparation.
- **Program Delivery:** Virtual/Hybrid

Timeline: October - May

October - December: SDLC Fundamentals
- Weeks 1-4: Introduction to SDLC
- Weeks 5-8: In-depth exploration of SDLC phases
- Weeks 9-12: Team formation and project kickoff

January- March: Basic Salesforce Skills Integration
- Weeks 1-4: Introduction to Salesforce
- Weeks 5-8: Hands-on exercises on Salesforce platform
- Weeks 9-12: Integrating Salesforce into ongoing projects

April - May: Project Development and Presentation Skills
- Weeks 1-4: Guided project development
- Weeks 5-6: Finalizing projects and practicing presentations

Summer Competition: Journey Through the Cloud (June - July)

June: Summer Boot Camp
- 1-Week Immersive Virtual or Onsite Camp
- Preparations for Competition
- Fine-tuning projects
- Conducting mock competitions within teams

July: "Journey Through the Cloud" Competition
- Teams present their projects in a structured competition format, showcasing their SDLC understanding and Salesforce skills.
- Judges assess both the project deliverables and the team's ability to articulate their process.

PROGRAM: PART TWO

Journey Through the Cloud

Learning Program Curriculum:
Part Two- Journey Through the Cloud

Learning Objectives:

1. **Advanced SDLC Mastery:**
   - Understanding advanced concepts in each phase of the SDLC.
   - Applying industry best practices and methodologies in software development.

2. **Intermediate to Advanced Salesforce Skills:**
   - Advanced customization of Salesforce objects, fields, and records.
   - Implementing complex workflows, automations, and triggers.
   - Introduction to Apex programming language.

3. **Professional Role Simulation:**
   - Assigning students roles (project manager, business analyst, solution architect, technical architect, and developer) to simulate real-world project dynamics.
   - Rotating roles to provide a comprehensive understanding of each aspect of a project.

4. **Collaborative Project Development:**
   - Forming teams to work on a challenging Salesforce project.
   - Emphasizing collaboration and effective role-based communication.

5. **Comprehensive Documentation:**
   - Creating a detailed requirements document.
   - Documenting solution architecture and technical architecture.

Program Structure:

Part Two of our program not only imparts advanced SDLC and Salesforce skills but also hones students' ability to function in diverse roles, enhancing their professional readiness. The competition format reflects real-world scenarios, providing a challenging yet rewarding experience for participants.

- **Frequency:** Bi-weekly after-school or evening sessions
- **Duration:** 2 - 2.5 hours per session
- **Faculty Involvement**: Onsite program sponsor provides guidance, support, and facilitates collaboration.
- **Certified Industry Mentor:** Provides industry expertise, instruction, support and competition preparation.
- **Program Delivery:** Virtual or Hybrid

Timeline: October - May

October - December: Advanced SDLC Concepts
- Weeks 1-4: Advanced SDLC principles and methodologies
- Weeks 5-8: Role assignments and project kickoff
- Weeks 9-12: Initial project planning and scoping

January - March: Advanced Salesforce Automation
- Weeks 1-4: Advanced Salesforce customization and automation
- Weeks 5-8: Introduction to Process Automation
- Weeks 9-12: Integrating Salesforce into ongoing projects

April - May: Role Rotation and Final Project Development
- Weeks 1-4: Rotating roles within teams
- Weeks 5-6: Finalizing projects, documentation, and preparations for competition

Summer Competition: Journey Through the Cloud (June - July)

June: Summer Boot Camp
- 2-Week Immersive Virtual or Onsite Camp
- Preparations for Competition
- Fine-tuning projects
- Conducting mock competitions within teams

- **July: "Journey Through the Cloud" Competition**
  - Teams receive a Salesforce project with specific requirements.
  - Teams are scored on individual and team performance in various roles, communication, documentation quality, solution architecture, technical architecture, and system configuration.
  - Top 3 teams with the highest scores receive trophies and cash prizes for their outstanding performance.
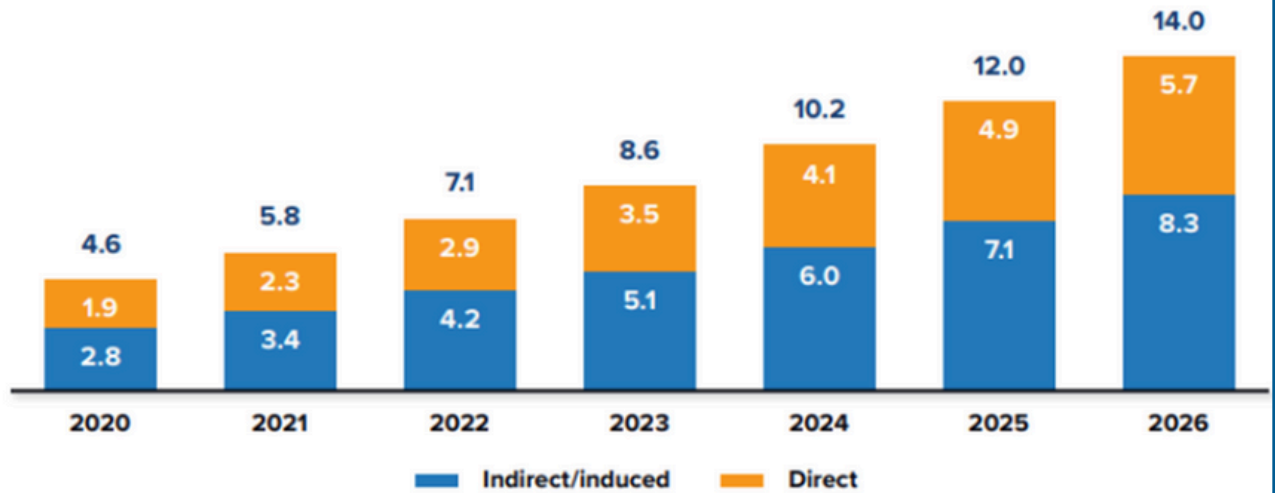
Journey Through the Cloud

A study conducted by IDC predicts 9 Million New Salesforce Jobs by 2026 and $1.6 Trillion of New Revenues for Customers
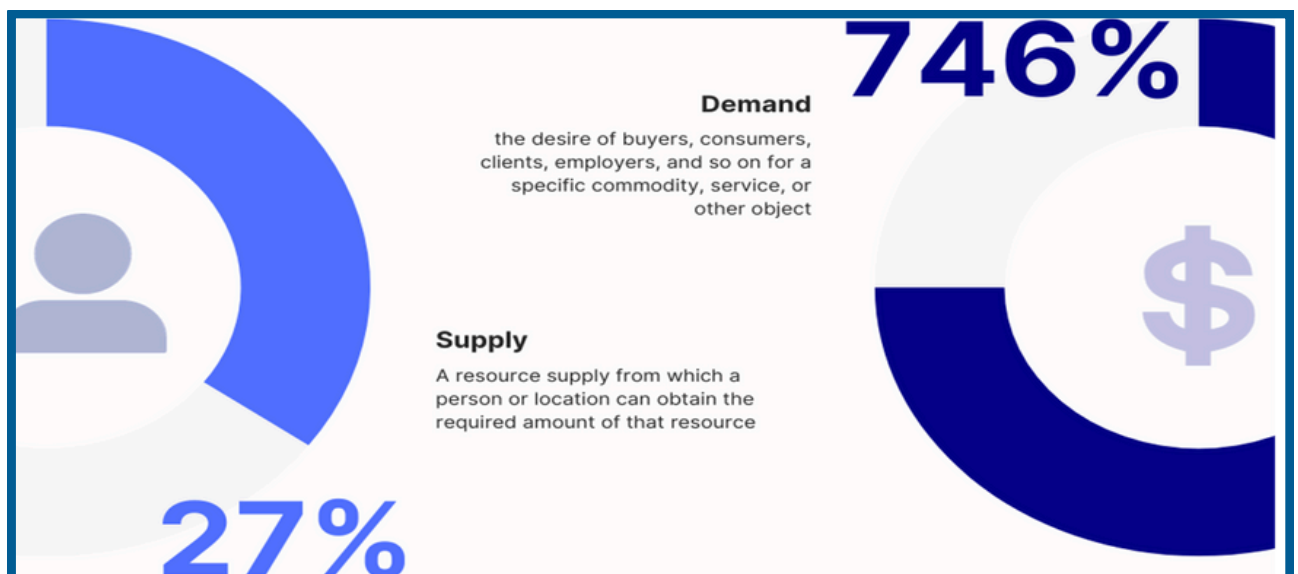

FIGURE 4

How Salesforce Drives Job Growth

(# of worldwide jobs generated from the use of Salesforce Cloud (M))

Legend: Indirect/induced, Direct

Year	Total	Direct	Indirect/induced
2020	4.6	1.9	2.8
2021	5.8	2.3	3.4
2022	7.1	2.9	4.2
2023	8.6	3.5	5.1
2024	10.2	4.1	6.0
2025	12.0	4.9	7.1
2026	14.0	5.7	8.3

Note: Total shown may not match the sum of components shown because of rounding
Source: IDC, 2021

The demand for Salesforce Administrator roles grew by 746% in 2021

746%

Demand

the desire of buyers, consumers, clients, employers, and so on for a specific commodity, service, or other object

Supply

A resource supply from which a person or location can obtain the required amount of that resource

27%

The supply only grew by 27% in 2021.

SALARY OUTLOOK

Exceptional income potential

When it comes to choosing a job path, most people prioritize earning potential. We understand that there are many other variables to consider when making such a significant decision, but **Salesforce salaries** are so remarkable that they had to come first. A Salesforce Administrator, the most basic Salesforce position, pays an **average of $117,071.** Even the most basic Salesforce Professional may expect to make double the national average, with the current annual median income in the United States being around **$60,000.**

The following is a quick rundown of average Salesforce salaries:

- **$118,000 for a Salesforce Administrator.**
- **$131,500 for a Salesforce Business Analyst.**
- **$141,000 for a Salesforce Consultant.**
- **$153,500 for a Salesforce Developer.**
- **$138,250 for a Salesforce Project Manager.**
- **$163,500 for a Salesforce Technical Architect.**

A study conducted by IDC predicts 9 Million New Salesforce Jobs by 2026 and $1.6 Trillion of New Revenues for Customers

How Salesforce Fuels the Economy
(worldwide business revenues generated from the use of Salesforce Cloud ($B))

Net Gain from 2020 = $1.56T

Year	Revenue
2020	$247
2021	$308
2022	$383
2023	$460
2024	$542
2025	$630
2026	$724
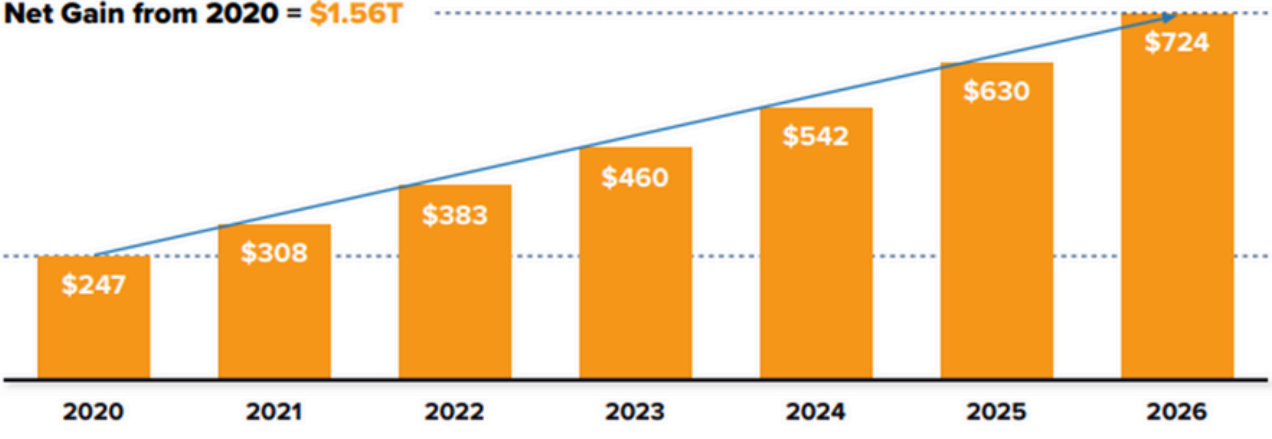
INDUSTRY SHIFT AWAY FOR
REQUIRING COLLEGE DEGREES

- Employers in various industries are shifting away from requiring college degrees, focusing more on skills-based hiring due to the tight labor market.

- The trend aims to address degree inflation, where jobs not requiring college-level skills traditionally demanded a degree.

- In 2023, ZipRecruiter reported a decrease in job listings requiring a bachelor's degree to 14.5%, down from 18% in 2022.

- 45% of surveyed employers have eliminated degree requirements for certain roles, with 72% prioritizing skills and experience over diplomas.

- Small businesses, particularly, are embracing skills-based hiring at a higher rate (47%) compared to larger enterprises (35%).

- Health care industries, facing significant labor shortages, are among those relaxing degree requirements, recognizing the importance of skills in certain roles.

Our Journey Through the Cloud program, which prepares students for professional certification, aligns with this trend, offering a practical alternative to traditional college by focusing on skills needed in the workforce.

Journey Through the Cloud

Journey Through the Cloud Program Cost

(Per Student Cost Breakdown)

I. Learning and Prep Sessions (October- May):
Educational Materials: $500 per student
Virtual Platform Subscription: $300 per student
Mentorship Stipends: $1,500 per student
Refreshments: $400 per student
Printing and Stationery: $250 per student
Administrative Support: $700 per student

II. Summer Camps:
Summer Camp 6-8 (One Week): $640 per student
Summer Camp 9-12 (Two Weeks): $950 per student

III. Summer Competition:
Venue Rental: $80 per student
Event Materials: $25 per student
Trophies and Certificates: $35 per student
Competition Prizes: $50 per student
Operational Support: $100 per student

IV. Supplies for 20 Participating Schools:
Laptops/Computers: $500 per student
Project Management Tools Subscription: $50 per student
Platform Subscriptions: $20 per student
Workshop Materials: $100 per student
Administrative Support: $50 per student

Journey Through the Cloud
Program Cost

V. Team T-Shirts and Printing:
Team T-Shirts: $30 per student
Printing Costs: $50 per student
Operational Support: $20 per student

VI. Gifts for Mentors and Program Sponsors:
Mentor Gifts: $20 per student
Program Sponsor Gifts: $25 per student

VII. Marketing and Branding Budget:
Marketing Materials: $30 per student
Digital Marketing: $70 per student
Branding: $50 per student

VIII. Miscellaneous Expenses:
Insurance: $15 per student
Contingency Fund: $50 per student
Administrative Overhead: $80 per student

Total Per Student Fee: $3,800*
*

Journey Through the Cloud

To enroll in the program, follow these steps:

By following these steps, schools can seamlessly sign up for the Journey Through the Cloud program, ensuring a smooth and enriching experience for both faculty and students.

1. Program Registration:
- Visit the official program website or contact the program coordinator for registration details.
- Complete the registration form, providing necessary information about the school/organization, point of contact, and preferred participation details.

2. Communication with Program Coordinators:
- Engage in direct communication with program coordinators to address any specific questions or concerns.
- Clarify logistical details, including the number of participating students, preferred schedule, and any special requirements.

3. Faculty Sponsorship:
- Identify a faculty member willing to serve as the onsite program sponsor. This individual will play a crucial role in facilitating the after-school sessions and supporting students throughout the program.

4. Resource Allocation:
- Ensure the availability of necessary resources, such as computer labs or devices, to facilitate hands-on Salesforce practice and project development.

5. Payment and Funding:

- Review the program fees and payment structure. Explore available funding options, grants, or sponsorships to support the school's participation.

6. Student Recruitment:

- Promote the program among students to encourage participation.
- Share information about the learning objectives, potential benefits, and the exciting "Journey Through the Cloud" competition.

7. Documentation and Agreement:

- Complete any required documentation, including agreements or consent forms, ensuring that both the school administration and participating students are aligned with program expectations.

8. Technical Requirements:

- Confirm that participating students have access to the required technology, such as computers or laptops with internet connectivity, to engage effectively in the program.

9. Kickoff Meeting:

- Schedule a kickoff meeting with program coordinators, the onsite program sponsor, and interested students to set expectations, introduce the program structure, and answer any remaining questions.

10. Program Launch:

- Once registered, schools can commence the program as per the provided schedule, immersing students in the dynamic world of SDLC and Salesforce.

Program Application Submission Instructions

Application Submission:
- The completed application form should be submitted by a specified deadline.
- Schools may be required to submit additional supporting documents, such as a letter of commitment from the school administration or testimonials from teachers and students expressing interest.

Review and Acceptance:
- The program organizers will review the applications based on the selection criteria.
- Selected schools will be notified of their acceptance into the program.

Orientation Session:
- Accepted schools will attend an orientation session to provide detailed information about the program, expectations, and the upcoming learning sessions.

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