Microsoft Imagine Academy

Program Guide

Introduction

Microsoft Imagine Academy Program (**Imagine Academy Program** or **IA**) membership provides comprehensive resources and exclusive discounts for its members to enable innovative education. This Imagine Academy Program Guide (**Program Guide**) provides an outline of key Imagine Academy benefits and the requirements to deploy the Imagine Academy benefits. The Program Guide, and additional Imagine Academy information and resources are available on the Imagine Academy member site.

Eligibility

Imagine Academy Program membership is open to all entities who meet the Qualified Educational User requirements defined here for the country where it is organized.

Program Overview

The Imagine Academy Program offers Imagine Academy members (**Institution**) with quality education training resources on Microsoft technologies to help Institutions' educators, faculty and staff (**Educators**) and its enrolled students and members (**Students**) obtain the skills needed to reach their academic and career potential. The program enables Institutions:

- offer quality technology curricula to help its Students acquire skills on current Microsoft technologies
- provide rich online learning resources to its Students and Educators
- ensure its Students graduate with the Microsoft technology expertise required to be successful in today's job market
- prepare its Students and Educators to earn Microsoft Certification credentials
- provide professional development opportunities for its Educators

Program Benefits Overview

Most Imagine Academy benefits are accessible online through services, applications and websites provided by Imagine Academy. The benefits available under the program are only for use by Institution's Educators solely for their personal use and to teach Students how to use or support Microsoft technologies and only during the term of Institution's Imagine Academy membership.

Access to content is controlled by a membership ID, or Self-Paced Online Learning Courseware enrollment codes created as part of your Imagine Academy Program membership.

CURRICULUM

Designed to save Educators and Students time through a comprehensive curriculum including:

- Digital Microsoft Official Academic Course (**MOAC**) for Microsoft Office and digital Microsoft Technology Associate (**MTA**). MOAC content delivers a complete learning and teaching framework developed specifically for use in an academic setting. Imagine Academy members can purchase print MOAC at a discount
- Microsoft Self-Paced Online Learning Courseware portfolio offers rich, interactive online learning courses on core Microsoft technologies
- Lesson plans and MTA exam review kits embedded with project-based learning on key technologies
- Microsoft Digital Literacy for essential computer skills training
- Access to expanded curriculum resources (additional fees may apply) such as Microsoft Official Course (**MOC**) titles

All training that Institution offers as part of the Imagine Academy Program will primarily use the curriculum available via the Imagine Academy Program, including: Lesson Plans, MTA Exam Review Kits, MOAC, Microsoft Online Learning, and MOC, as applicable. Institution is permitted to supplement the training with other suitable materials.

SELF-PACED ONLINE LEARNING COURSEWARE

Unlimited access to a selection of self-paced online learning courseware on Microsoft technologies chosen for their alignment to courses typically taught at Institutions. Students and Educators can use self-paced online learning courseware to enhance their technical skills development, professional development, or to augment learning in the classroom. The self-paced online learning courseware portfolio includes:

- Productivity courses
- IT Infrastructure courses
- Computer Science courses

MICROSOFT OFFICIAL ACADEMIC COURSE

Imagine Academy Program includes access to MOAC training materials on Microsoft Office and MTA. The MOAC series includes an integrated program of Student e-books, lab manuals, and instructor resources designed for classes taught over a period of 6 to 16 weeks. MOAC course materials cover Microsoft Certification exam objectives through lessons based on real-world scenarios, hands-on practice exercises. MOAC provides Educators with academic content to plan, prepare, and conduct hands-on classes, including course setup ideas, lecture outlines, teaching tips, PowerPoint presentations, and instructor guides. Access to MOAC through the Imagine Academy member site. Imagine Academy Program members are also able to purchase print MOAC textbooks at an academic discount. Visit the Imagine Academy member site to find additional information on the current list of MOAC titles available via the Imagine Academy Program and to access course materials.

LESSON PLANS

Lesson plans are modular and accessible in small teachable units. Microsoft Office lesson plans provide an instructor-led classroom experience to prepare Students to take a Microsoft Office Specialist (**MOS**) certification exam and include Student materials, instructor preparation, presenter materials, and hands-on practice materials. Lesson plans provide an overview of the lesson objective, topics, quiz material, student projects, and references to other content and can be used as-is or customized.

MOC

Institutions may purchase and use MOC provided it complies with the MOC delivery requirements below:

- Institution will use only qualified, accredited Educators who are proficient in the technology that is the subject of the MOC title to teach all training sessions using MOC. The qualified instructor is not required to be a Microsoft Certified Trainer ("**MCT**"), although using an MCT is highly recommended.
- Institution may only deliver a maximum of 15 hours of MOC training per week for each training session using MOC.
- In addition, Institution is required to:
  - o Provide each Student with access to a computer that meets or exceeds the hardware level specified in the applicable MOC title set-up guide.
  - o Purchase one (1) licensed copy of the MOC title used in the training class for each Student attending the MOC training class and provide each Student with their own licensed copy of MOC. All MOC is licensed on a one (1) user per one (1) copy basis.
  - o Purchase licensed copies of MOC title only from the third-party suppliers designated by Microsoft under the program.

Institution assumes all responsibility for its distribution of MOC titles to its Students and Educators.

MICROSOFT DIGITAL LITERACY CURRICULUM

Microsoft Digital Literacy basic, standard, and advanced curriculum provides online training on essential computing skills for Students new to computing. The curriculum includes:

- Online training content and assessment so that Students can focus on the topics they need
- Local language learning in Portuguese (Brazil), Spanish (Latin America), Portuguese (Brazil), Danish, Polish, Japanese, Local language learning in English, Thai, Spanish (Latin America), Portuguese (Brazil), Danish, Polish, Japanese, European Portuguese, French, German, Italian, Hungarian, Turkish, Russian, and Arabic
- Digital Literacy Test for Students who want to demonstrate their mastery of all Digital Literacy courses

MICROSOFT TECHNOLOGY ASSOCIATE EXAM REVIEW KITS

Microsoft Technology Associate Exam Review Kits consist of learning experiences and instructor materials to help Students acquire and apply concepts which can be tested by taking corresponding MTA Certification exams. Kits contain lessons designed to supplement and reinforce existing MTA curriculum, and the Student study guide component identifies topics covered in the MTA exams.

SELF-PACED ONLINE LEARNING COURSEWARE MANAGEMENT TOOL

The self-paced online learning courseware management tool provides Educators with access to all self-paced online learning courseware. Using this tool, Educators can:

- create access codes to assign self-paced online learning courseware to Students
- manage and track Students' access to self-paced online learning courseware via usage reporting
- Course completion certificates are available within the Imagine Academy Member Site

VOUCHERS

Each Imagine Academy subscription provides the following resources to help Educators prepare to pass Microsoft certification exams and earn Microsoft certification credentials:

- The following vouchers, each of which can be redeemed to take one Microsoft certification exam:
  - 10 MOS vouchers
  - 10 MTA vouchers
  - 10 Microsoft Certified Educator (**MCE**) vouchers
- Professional development guides are available through the Imagine Academy member site
- Microsoft Certified Educator certification study guides and exam preparation helps Educators demonstrate its competency integrating technology into teaching and learning
- Access to curriculum for professional development including the Microsoft Educator Network: Teaching with Technology online professional development course

MICROSOFT CERTIFICATION EXAMS

Microsoft Imagine Academy Program members receive academic discount pricing for their Students and Educators to take Microsoft Certification exams. Microsoft offers a range of certifications that cover the spectrum of professions within the IT industry.

Microsoft Certification is one of the most respected credentials in the IT industry, stressing both technical knowledge and real-world experience using Microsoft technologies. By becoming certified in Microsoft technologies, your Educators stays current with the IT industry and the technology they teach. Students who earn a Microsoft Certification enhance their credentials when entering college or into the IT workforce.

MICROSOFT CERTIFIED TRAINER PROGRAM

Microsoft Certified Trainers are the premier instructional specialists in Microsoft software, technologies, and services. The MCT program provides tools, resources, and other benefits to help its members thrive as professional technical trainers. Membership in the MCT program can help Educators build, maintain, and prove their expertise on Microsoft software and technologies, as well as help them prepare to teach and support blended learning solutions.

As a Microsoft Imagine Academy Program member, your Institution is not required to use Educators with an MCT credential to teach your training classes using content available via the Imagine Academy program; however, it is encouraged. Each Imagine Academy subscription receives 50% off memberships to the Microsoft Certified Trainer (MCT) program for your qualified Educators.

TESTING CENTERS

Institutions that meet the requirements can become an exam delivery provider testing center and deliver Microsoft Certification exams on campus which improves exam accessibility for its Educators and Students.

Certiport testing centers deliver MOS, MTA, and MCE exams. Pearson VUE testing centers deliver Microsoft Certified Professional exams.

The benefits of becoming a testing center include:

- Accessible and convenient exam delivery service for Students and Educators
- Existing classroom lab equipment can be utilized as a testing facility or can be set up as a dedicated testing center

Note: Certiport and Pearson VUE (**EDPs**) are third-party vendors. Imagine Academy Program members are solely responsible for evaluating, and determining whether becoming an EDP test center is appropriate for their Institution. Imagine Academy Program members may be required to enter into an agreement with an EDP to become one of their testing centers. Microsoft does not control, endorse, or sponsor the EDPs and Microsoft makes no warranties, express or implied, as to the EDPs or their offerings. Microsoft is not liable or responsible for any of the EDPs' products, services, or any dealings you may have with the EDPs.

MARKETING BENEFITS

Becoming an Imagine Academy Program member can help Institution be recognized as a provider of top-quality education on cutting-edge Microsoft technologies by industry professionals, prospective students, and other stakeholders in the academic

ecosystem. These marketing opportunities are intended to help you distinguish your Institution as an Imagine Academy Program member by providing market-ready resources such as:

- The Microsoft Imagine Academy Program Member logo for use in Institution's advertising and marketing materials to demonstrate Microsoft Imagine Academy Program value to prospective students and potential employers of your graduates. In order to use the Microsoft Imagine Academy Program Member logo, you must accept and abide by the Imagine Academy logo agreement.
- A wide array of marketing materials available for download from the Imagine Academy member website including various brochures, posters, flyers, and email templates.
- A Communications Guide included on the Imagine Academy member website that provides public relations templates and strategies to promote and distinguish your institution within your community through the Imagine Academy Program
- Microsoft Imagine Academy Webinar Series to get up-to-date information on Imagine Academy benefits, best practices in the classroom, student employability and teaching technology in the classroom.
- Microsoft Imagine Academy social channels (blog, Twitter and Facebook) that provide information about Microsoft Imagine Academy and other education programs, events and latest resources.
- Microsoft Imagine Academy Program Digital Branding Kit which includes localized downloadable posters to display in your halls and classrooms.
- A newsletter with the latest Imagine Academy Program updates and helpful instructor and Student resources.

As long as an Institution is an active Imagine Academy member in good standing, Institution may reference the fact that it is a participant in the Microsoft Imagine Academy Program in plain text format on its website and other printed materials provided such use complies with the General Microsoft Trademark Guidelines.

PROGRAM REQUIREMENTS

Microsoft is committed to building and supporting the highest quality IT skills programs. Institutions participating in the Imagine Academy Program are expected to represent the high standards of Microsoft and ensure that their offerings are aligned with the Imagine Academy Program's objectives. In support of this, Microsoft Imagine Academy Program members must meet the requirements below.

USE OF IMAGINE ACADEMY BENEFITS

Imagine Academy benefits, including any content obtained via Imagine Academy, are for use only by Institution's Educators or its Students and only during the term of Institution's Imagine Academy subscription. Institution may not distribute, sell, transfer, sublicense, or assign any Imagine Academy benefit.

Some Imagine Academy benefits have additional terms, conditions, and licenses that are applicable to, accompany or associated with that Imagine Academy benefit. All use of Imagine Academy benefits must comply with those additional terms, conditions and licenses this Program Guide and the agreement under which you purchased your Imagine Academy subscription. You may not use the Imagine Academy benefit if you do not comply with those additional terms.

PRIVATE TRAINING

Institution is not permitted to provide third-party organizations with training using content or software made available through the Imagine Academy Program. For example, Institution may not use Imagine Academy benefits to provide training to employees, contractors, customers or constituents of third-party companies and agencies or to individuals who are not currently enrolled in Institution's training classes.

PARTICIPATION IN OTHER MICROSOFT PROGRAMS

Institution cannot be enrolled concurrently in the Microsoft Partner Network Learning Competency program and the Microsoft Imagine Academy Program. Institution must select the single program that best suits their core business needs.

PROGRAM RENEWAL

In order to remain as an active Imagine Academy member, and continue to utilize the Imagine Academy Program benefits, Institution must complete renewal of its Imagine Academy Program subscription prior to its Imagine Academy Program subscription expiration date.

EXPIRATION OR TERMINATION OF IMAGINE ACADEMY SUBSCRIPTION

Upon expiration or termination of Institution's Imagine Academy subscription, all benefits and all rights granted under the Imagine Academy Program are immediately terminated. Institution must immediately cease all activity related to the Imagine Academy Program, including:

- Uninstall all copies of any software obtained under the Program from all its computers,
- Stop identifying Institution as a participant in the Program, cease all use of the Imagine Academy Program logo, and remove the Imagine Academy logo from all of Institution's websites and marketing materials, and
- Discontinue all uses of any Imagine Academy benefit, including:
  - all access to online learning
  - all access to, and use and distribution of any content made available via Imagine Academy
  - all access to the Imagine Academy member site
  - all access to the Imagine Academy administration site
  - all access to the self-paced online learning courseware website
  - delete all software, content and logos made available via Imagine Academy
  - distribution of any Imagine Academy marketing materials

In addition, within ten (10) days after expiration or termination of this Agreement, Institution will securely delete and destroy all software licensed under the Imagine Academy , and all software, logos and content (and copies thereof) received under the Program that is in its possession or under its control.

MISCELLANOUS

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BENEFITS PROVIDED BY THIRD-PARTIES

Some Imagine Academy benefits may be provided by a third party. Microsoft is not responsible for any Imagine Academy benefits provided by a third party and Microsoft does not sponsor or endorse the third-party vendors or its services or products. You are responsible for your dealings with any third party including the delivery of and payment for goods and services.

NOTICE

This Program Guide provides an overview of the benefits and requirements of the Microsoft Imagine Academy Program. The latest version of the Program Guide and Imagine Academy information can be found on the Imagine Academy website. Microsoft reserves the right to change Imagine Academy at any time without prior notice, including the right to change Imagine Academy requirements, Imagine Academy benefits or the Program Guide. Institution will check the Program Website for all changes. Microsoft will give 30 days' notice of any substantive Program change and 60 days' notice if Microsoft intends to discontinue the Program. Microsoft will post changes on the Imagine Academy member website. Institution will check the Program Website for changes. Changes are effective on the date posted. Institution agrees to comply with the most current requirements and guidelines.

CONTACT US / ASK QUESTIONS

- If you have questions on how to use the Imagine Academy tools or cannot find what you need to successfully use the Imagine Academy benefits, please contact a Regional Service Center.

Note: when calling Imagine Academy Customer Support, we will need to validate your identity. You will be asked to answer three of the following questions regarding your school:

- Imagine Academy member ID number
- Imagine Academy School Name
- School Address
- School Phone Number

- Program Administrator's Name
- Program Administrator's email address

Updated October 2015

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