Preparing the IT workforce for the unknown future
Who we are?
Yve Marcial

Pedagogue, with an emphasis on Corporate Education, Specialist in Distance Education, with an MBA in Project Management and Business Management.

Head of Academic Area of Superior School of Networks, Training Service Unit of Brazilian NREN, RNP.

Lifelong Learning enthusiast, through the Educational Consulting service, where designs corporate education projects aimed at leveraging the results of organizations with sustainability in the long term.
Leandro Guimarães

Graduated in Computer Networks, with more than twenty-five years in the Information Technology area, focusing on projects and planning. With an MBA in Project Management and another in Information Security, certified as PMP by PMI, Cobit Foundation by ISACA and certifications ITIL and Cloud Computer Foundation by EXIN. Deputy director at Superior School of Networks, RNP’s training service unit. Responsible for the strategic management of the ESR, observing the training and development opportunities and demands of RNP’s client institutions.
Origin and Essence
We are the Brazilian National research and education network. In 1992, we helped bring the internet to Brazil and we continue promoting the innovative use of Information and Communication Technologies, driving science and education for all.
782 Gb/s aggregate capacity
149 Gb/s international capacity
Connecting 800 institutions with 1,500 campuses

180,000 researchers

Collaborative Networks

140 telehealth units operating
87 health specialties

300 hospitals
600 sessions in 2021

more than 2,700 users
50 Special Interest Groups

3,881 post-graduation programs

4 millions of teachers and students

One of the largest eduroam network in the world with more than 3,000 hotspots
Superior School of networks
Superior School of Networks

Our purpose

“Develop highly qualified professionals, recognized by the market and disseminate ICT knowledge generated by (and for) the educational and research community”
Superior School of Networks

Launch in 2005

ESR branch offices

Manaus
Belém
João Pessoa
Salvador
Belo Horizonte
Rio de Janeiro
Porto Alegre
Cuiabá
Brasília

Aproximadely 60 courses

more than 36K students

http://esr.rnp.br/
ESR Portfolio

Approximately 60 courses

System development

Security

Cloud Computing

Identity Management

IT Governance

Innovation and agile

Project and network administration

System administration
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<th>Problems identified in the ESR strategy:</th>
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<td>• Difficulty of scale</td>
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<td>• High costs to develop and maintain updated the portfolio</td>
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<td>• Little coverage in the national territory (travel cost)</td>
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<td>• Low availability to enrol a full-week courses</td>
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<td>• Hardness to find professionals to work on the portfolio</td>
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Design Thinking Process

1. **Empathize**
   - Learn About Your Audience

2. **Define**
   - Construct Point of View Based on User Needs

3. **Ideate**
   - Brainstorm and Come up with Creative Solutions

4. **Prototype**
   - Build Representation of Your Ideas

5. **Test**
   - Test Your Ideas
Pillars of the new strategy

- Partnerships
- Distance Learning
- Educational consultancy
Distance Learning
Online classes with in-class experience
DISTANCE LEARNING DEVELOPMENT

DEEP DIVING
Through interviews with ESR customers, learning processes pains and possible causes of low use of distance education in government were raised.

DESIGN THINKING
Customers, RNP support areas, ESR, and external consultants carried out a co-creation process.

DEVELOPMENT
As prototyped in the design thinking phase, ESR developed an intuitive platform, leveraged by ESR's distance learning methodology.

PILOT
Several pilot groups were held with RNP's client institutions, collecting feedback and adjusting the platform or methodology to ensure that what was thought of by the ESR was being carried out.

GO LIVE!
The ESR e-learning was launched in 2019 during the 2019 RNP Forum.
The educational consultancy helps the leadership in elaborating an action plan aligned with the needs of the institution.
Traditional model problems

One day Alice came to a fork in the road and saw a Cheshire cat in a tree.

"Which road do I take?" she asked.

His response was a question:

"Where do you want to go?"

"I don't know," Alice answered.

"Then," said the cat,

"it doesn't matter."

- Lewis Carroll, Alice in Wonderland
Educational Consultancy is a service that guides managers to the improvement of their teams:

- It decreases time spent in planning and accomplishment of plans of professional development.
- It optimizes resources invested in training.
- It measures and guarantees more expressive results, always connected to the strategy of the company.
EDUCATIONAL CONSULTANCY SPRINTS

Sprint 1
Mapping the organization

Sprint 2
Identification of the abilities and levels of independence through the framework SFIA

Sprint 3
Measurement of the level of the collaborator’s adherence and independence face to framework SFIA

Sprint 4
Setting of the educational actions

Sprint 5
Implementation of the training plan

Sprint 6
Measurement of results
Our Differentials

• The union with a global partner added to ESR´s tools and resources are the ideal solution for managers who don´t possess a specific and formal structure of professional development in their IT areas;

• Our partner, SFIA, is a non-profit global organization that feeds a method of abilities and skills for a digital world;

• Besides improving the performance of your teams, the use of this framework makes possible comparing your company or organization to players all over the world.
2020 FORECAST

• 15% DISTANCE LEARNING CLASSES
• 85% IN-CLASS CLASSES
• TOTAL OF 2,500 STUDENTS

• 3 EDUCATIONAL CONSULTING CLIENTS

• ANNUAL BILLING OF €600K
Approximately 60 courses have been adapted to be used online
Distance learning with face-to-face classroom experience

ESR's Distance Learning methodology is based on online meetings with course tutors. This meeting brings the student the experience of being in a classroom, exchanging information with other students and with tutors.

In 2020, ESR was forced to bring forward the Strategic Plan by 2.5 years, executing 100% of the classes published on the ESR calendar remotely.

2020's Results
144 classes executed
3,283 students trained

2021's Results
171 classes executed
3,601 students trained
Distance learning

3.601
Partnerships

Cloud labs

- American security and privacy institute
- Unique partner in Brazil
Educational Consultancy

Hiring funnel

1 Delivered

6 On going

3 Qualification

1 Negotiation

Interested confirmed 41
It's always fun to do the impossible. Because that's where there is less competition.

Walt Disney
Thank you!