



Program Overview

Apple Authorized Training Center for Education

Updated March 2009

Contents

Program Overview	3
Apple Certified Trainer Requirements.....	5
Course Requirements.....	6
Program Costs.....	6
Facility Requirements.....	6
Completing an Application	7
Current Apple Courses	8
Frequently Asked Questions	8
For More Information.....	10

Program Overview

The Apple Authorized Training Center for Education (AATCE) program provides unique benefits to schools that use Apple professional software solutions in their own academic curriculum. Academic institutions incorporate Apple Certified Pro Training into their existing accredited curriculum and administer certification to their enrolled students. This program is flexible in its design, providing Apple Pro Training series textbooks to augment the existing curriculum. AATCEs deliver Apple's proprietary courses to their own students and faculty through Apple Certified Trainers who meet Apple's quality standards. AATCEs are dedicated to quality leader-led training.

Apple classes are scalable to fit all needs of an educational institution within a normal semester-length class. Apple Authorized Training Center for Education classes are the perfect addition to your current new media program. An AATCE receives the benefit of an established, proven curriculum, and course outlines for each Apple Pro application they choose to offer: Aperture, Color, DVD Studio Pro, Final Cut Express, Final Cut Pro, Logic Express, Logic Pro, Motion, Shake, and Soundtrack Pro. As an AATCE, you also have the opportunity to offer your students the additional benefit of receiving Apple Pro Certification status in their chosen application. This additional certification will help to jump-start your students' futures and distinguish them as professional-level users of Apple pro applications.

Participation in the program allows you to offer high-quality training on the same professional software used every day in current television shows, films, and recording studios.

Differences Between AATCEs and AATCs

AATCEs offer only courses and certification exams to students enrolled in their own programs. Apple refers to this as "academic delivery." While Apple cannot prevent AATCEs from offering classes to the general public, AATCEs cannot imply that these classes are Apple Authorized, and they cannot offer certification exams to the general public.

Apple Authorized Training Centers (AATCs), on the other hand, offer certified classes and exams to the general public in what is called "commercial delivery." Unlike academic delivery courses, which are semester length, commercial courses must adhere to the course descriptions and durations that appear on training.apple.com. AATCEs have more flexibility to customize courses to fit their existing programs.

Some educational facilities may be eligible to offer both academic delivery as an AATCE and commercial delivery as an AATC. For example, a university could include Final Cut Pro training in their existing curriculum and then offer commercial classes as part of their continuing education programs. AATCs may also offer onsite training.

Acceptance into the AATCE program does not guarantee acceptance into the AATC program. For example, high schools are not eligible to join the AATC program. Market saturation, trainer experience, and facilities are all considered when applying to be an AATC. Several markets are already considered saturated for AATCs. In these cases, new applications will not be considered. Also, while AATCEs may offer any classes that fit within

their programs, AATCs must receive pre-approval from Apple for each class that they want to offer. For example, a market might be considered saturated for Final Cut Pro, but still offer an opportunity for Aperture commercial delivery.

AATCs may pay an optional annual marketing fee, and are eligible for a searchable listing on the AATC Locator on training.apple.com. They can also participate in promotional programs. AATCEs do not pay an annual marketing fee and are not eligible for a listing. However, AATCEs get a free listing at www.apple.com/education.

Program Benefits

The following are some of the Apple Authorized Training Center for Education Program benefits:

- Program participants have email access to Apple's AATC program team.
- Participants attend monthly webcasts, and have the opportunity to participate in co-marketing efforts, occasional training business meetings, and other training events.
- Certification exams provide revenue-generating opportunities.
- The AATCE program logo is provided to all participants to identify the training center as an official Apple training site. Participants may use the AATCE program mark in advertising, on business cards, on the training center's website, and in other communication, as long as the AATCE complies with Apple Corporate Identity Guidelines.
- Peachpit provides complete curriculum—instructor notes and presentation material, class exercises, and comprehensive student guides—all the materials instructors need to present Apple training courses. AATCEs are set up as Peachpit resellers so that they can order courseware at a generous discount.
- Training centers have an exclusive home page on Apple Sales Web (ASW). This homepage includes product imagery, keynote presentations, demo movies, and other marketing materials (accessible only to Authorized AATCEs).

Program Acceptance Criteria

AATCEs are carefully selected to meet Apple's highest standards in all areas, including facility, instructors, course delivery, and infrastructure. The goal of the program is to offer students the highest-quality training experience; from the beginner to the most seasoned professional. When considering an application, Apple looks for all AATCE program candidates to meet some portion of the following criteria:

- A minimum of one year's experience delivering instructor-led courses in computer or digital media technologies (for example, Adobe, Avid, Cisco, Macromedia, Microsoft, Sun, and so on).
- Willingness to invest in marketing activities for new and existing customers.

- AATCEs must commit to delivering a minimum of one Apple Certification Curriculum course per academic year, per location.
- AATCEs must commit to administering a minimum of five Apple Certification exams per academic year, per location.
- Commitment to provide facility, equipment, and instructors required by the program.
- Employ or contract with an Apple Certified Trainer (ACT) for delivery of Apple courses (see Apple Certified Trainer Program Overview at training.apple.com/act.)
- Maintain one copy of the relevant Apple software per student and instructor system based on the Apple courses the training center is authorized to host and deliver.
- Meet minimum hardware requirements for courses delivered, as noted in the Classroom Requirements Document for each course (available to Approved AATCEs only).
- Maintain a classroom that meets the standards required of the program (see Facility Requirements Document at training.apple.com/aatc.)
- Provide one set of appropriate Student Course Materials to each student taught unless otherwise directed for a given course.
- Maintain a website providing a schedule of the current Apple courses that the training center is authorized to deliver.
- Establish and publish customer satisfaction policies that document the training center's guidelines for issues such as cancellation policies and tuition refunds.
- Submit to Apple audits to help ensure quality delivery of Apple courses and exams.
- Provide Apple with online class evaluation forms for each Apple course delivered.
- If requested, submit a business plan outlining how the training center will meet program requirements.
- Submit monthly reports on the number of classes held. AATCEs that run classes on a quarter or semester basis may submit reports every six months.
- The potential AATCE must not be located in a market that Apple considers to be saturated.

Apple Certified Trainer Requirements

An Apple Certified Trainer (ACT) is an Apple technology expert who communicates technical information in a clear, concise, and engaging manner. To ensure ACTs have the instructional skills and technical competency to deliver successful training, Apple requires all trainers to successfully complete the ACT program. This requirement guarantees that ACTs will have a sufficiently broad and current base of technical expertise and skills to present high-quality training on Apple products. For detailed

information about the ACT program, please refer to the Apple Certified Trainer Program Overview at training.apple.com/act.

An AATCE must engage the services of an ACT to deliver Apple Certified training, and can do so by:

- Hiring an existing ACT as an employee
- Engaging an existing ACT on a contract basis
- Sponsoring an existing employee to complete the ACT program

Course Requirements

Each course has a minimum course setup requirement that must be followed. A complete listing of classroom requirements documents is available to Approved AATCEs on ASW.

Each AATCE is permitted to deliver only the Apple Training Classes that their Certified Trainer is eligible to teach, based on their completion of the certification program associated with the Apple Certified Trainer Program.

Program Costs

Costs and fees associated with the AATCE program are:

- Costs associated with the ACT program, as appropriate. The cost of each train-the-trainer (T3) course varies. In addition, candidates must attend an end-user class and purchase their own courseware. Re-certification costs vary, depending on the extent of the changes.
- Costs to maintain required equipment, including hardware and software.
- Costs to purchase courseware and associated certification exam vouchers.

Facility Requirements

All Apple training courses must be offered within your company-owned or -leased training facility. AATCEs may also offer onsite training. The training facility must meet the following minimum requirements:

Classroom

- A workspace must be provided for the instructor and for each student in the class. The instructor's workspace should be located at the front of the classroom, and have access to the Internet. Each student workspace must be able to accommodate two computers and workstation-style seating.
- Sufficient power amperage to supply total current requirements for all computers, monitors, and peripheral devices used in the class.
- A projection screen, as specified in the "Projection System" section below, must be provided at the front of the classroom and at a reasonable distance from the students.

- A wall-mounted or freestanding whiteboard (with dry-erase markers and erasers) should be located at the front of the classroom.
- Lighting and temperature controls should be adjustable.

Projection System

The projection equipment must be on a sturdy table or stand, or ceiling-mounted. Access to a spare bulb or backup projector is recommended. Minimum requirements for the projection system are as follows:

- Resolution of 1024 x 768 pixels at 75 Hz
- Projection rating of at least 2000 lumens
- Projection screen at least 6 feet x 6 feet
- Switchbox (VGA or DVI as appropriate for your equipment):
 - Switchbox capable of allowing projection from either Instructor System 1 or Instructor System 2
 - Appropriate cables to connect the switchbox to the projection system
 - Cabling to simultaneously connect two computers to the switchbox

NOTE: Some classes such as Color have additional projection requirements. Authorized AATCs can refer to the Classroom Requirements Document on ASW for a specific class.

Network

- One Gigabit Ethernet switch with at least two ports more than twice the maximum number of students is required.
- Each student computer should be connected to the same Ethernet classroom network.

Completing an Application

The following steps are required to begin the AATCE application process:

- **Review the AATCE program requirements before applying.** Where appropriate, AATCE candidates should review all relevant web pages and determine which courses they plan to offer. Apple recommends reviewing the course descriptions at training.apple.com/training before filling out an application.
- **Complete a program application.** You can fill out an application online at appletraining.techitweb.com/aatc.
- **Complete a conference call.** If your application is accepted, you will be contacted and asked to complete a conference call with Apple to discuss program details.
- **Meet all facility requirements.** In some cases, Apple may schedule a visit to your facility or request photographs to confirm that you meet the requirements outlined in the [Facility Requirements Document](#).

- **Sign and return your contract.** If approved, you will have 31 days to review, sign, and submit a contract.
- **Establish the appropriate contact information.** After your contract is fully processed, you will be sent information on how to set your organization up as a Peachpit reseller and Prometric for ordering exam codes.

Current Apple Courses

Apple Training offers a variety of training courses for Mac OS X, Mac OS X Server, Xsan, iLife and iWork product suites, and Apple's professional applications (Aperture, Color, DVD Studio Pro, Final Cut Pro, Final Cut Server, Logic Pro, Motion, Shake, and Soundtrack Pro). Be sure to check training.apple.com for the most complete, up-to-date listing of our courses and schedules.

Frequently Asked Questions

Q. How can my school become an Apple Authorized Training Center for Education?

A. First, familiarize yourself with the program requirements. Next, complete an application. Please allow 30–60 days for processing. Apple will notify all applicants of their standing. Should your training center be accepted, you will receive a contract that you will sign and return to Apple.

Q. What is the difference between an Apple Authorized Training Center (AATC) and an Apple Authorized Training Center for Education (AATCE)?

A. The Apple Authorized Training Center for Education Program is designed to provide unique benefits to schools that utilize Apple professional software solutions in their own academic curriculum. AATCEs offer courses and certification exams only to students enrolled in their own programs. They cannot offer classes or exams to the general public. AATCs, on the other hand, offer classes to the general public. Some educational facilities may be eligible to offer both academic delivery as an AATCE and commercial delivery as an AATC. However, acceptance into the AATCE program does not guarantee acceptance into the AATC program. For example, High Schools are not eligible to join the AATC program. AATCs are eligible for a listing on the AATC Locator. AATCEs are listed on Apple's Education website.

Q. What is the geographic coverage for the AATCE program?

A. The AATCE program is available worldwide.

Q. How long will it take to process my application?

A. Once your application is submitted, please allow 30–60 days for processing. Apple will contact you regarding the next steps.

Q. I don't have a certified trainer on my staff. How can I find an ACT to deliver my training?

A. Apple provides a variety of communication forums to ACTs and AATCEs to help them get connected.

Q. I have a teacher on my staff. How do I get my teacher certified as an ACT?

A. Your teacher would be required to complete the ACT program to be certified to deliver Apple training at your facility. For full details regarding the ACT program, please visit the Apple Training website at training.apple.com/act.

Q. What do I need to do to prepare my classroom?

A. For specific details, please review the [Facility Requirements Document](#). Each class also has a Classroom Requirements Document with details on the hardware and software requirements to teach that specific class.

Q. How long does it take before I can hold my first class?

A. The AATCE application process has many dependencies, but provided all requirements are met, expect to be able to hold your first class within approximately 60 days.

Q. What classes are available through Apple Authorized Training Centers for Education?

A. All courses are available, with the caveat that each training center has a trainer or a contract trainer who is certified to deliver the corresponding course. Unlike AATCs, you do not need to obtain pre-approval from Apple for each course that you hope to teach.

Q. What courses will I be authorized to hold through my training center?

A. Your training center will be authorized to hold any course that your trainer or contract trainer is certified to deliver.

Q. How do students enroll in my training class?

A. Students will register just as they do for all your programs either through your website or by contacting you via telephone.

Q. Where can students find course descriptions and other pertinent training information?

A. Students can find training information on Apple's Training website at training.apple.com. Additionally, you may post this information on your website.

Q. How do I purchase materials for my class?

A. Course materials are purchased directly from Peachpit. Full details are available to Authorized AATCEs.

Q. What do I need to do once I've delivered a class?

A. On the last day of class, training centers are required to have students complete an evaluation. They are also required to provide each student with a certificate of course completion.

For More Information

Please visit training.apple.com for information about all Apple Training courses and certification programs.