

Digital Media Skills Certificate Employer Justification

If your employer is looking for justification as to why you should attend our Digital Media Skills Certificate course, this document is intended to help you communicate to them what you will learn at the workshop and how it will contribute to your job function.

1. **Communicate your desire to attend the workshop and how it may benefit your position or even the company.** For example, you could offer to give a presentation of what you learned at the workshop upon your return, so that others may gain some insight into the digital media topics you've covered. By sharing the information you've learned with other employees, your employer will maximize return on investment.
2. **Demonstrate the value of workshop attendance.** For example, if you are currently outsourcing media projects (photo/video, data visualization, social media, podcasting), lay out some numbers that show how the cost of the workshop will be returned by empowering yourself to perform tasks that were previously an added cost.
3. **Explain to your employer the exact skills that you'll be learning.** In this case, highlights of the course include:
 - a. Developing strategies for multimedia production and delivery on mobile devices.
 - b. Learning to produce engaging original content for social media.
 - c. Hands-on experience with equipment to create videos, photos, and podcasts.
 - d. Grasping the fundamentals of coding (HTML & CSS) to be able to make edits to your website.
 - e. Practice with visualization tools Datawrapper, Tableau Public, and more to create maps, graphs, and all kinds of charts.
 - f. A capstone project to demonstrate all the skills you've acquired.

Below you'll find a template for a letter that you can customize to fit your needs.

Dear **[name of your supervisor]**,

I am requesting support to attend Berkeley Advanced Media Institute's Digital Media Skills Certificate course that will take place at UC Berkeley from March 1 – April 28, 2016.

I believe that in addition to benefitting me both personally and professionally, attending this workshop will greatly benefit **[name of your company/organization]** because the trainings provided will enable me to become a more productive worker and a more valuable asset to **[name of your company/organization]**.

Berkeley Advanced Media Institute is housed in UC Berkeley's Graduate School of Journalism and provides digital media workshops and custom training programs for career professionals around the world. They offer courses in digital media content production, multimedia storytelling, social media, and, of course, data visualization. Their instructors are UC Berkeley award-winning faculty and leading industry practitioners who are experts in creating and developing compelling, innovative digital stories across multiple digital platforms.

At the Digital Media Skills course, I will be learning social media, photo and video production, podcasting, basic coding, and data visualization through hands-on practice. I'll also be creating a capstone project to demonstrate what I learned throughout the course. I will emerge from this workshop with the skills needed to create and deploy original, quality content that will engage our customers.

[Elaborate on how this ties into your job function.]

I would love to have the opportunity to take part in this workshop, so I hope that you will approve my attendance. The caliber of Berkeley Advanced Media Institute's workshops gives great value for the money: the registration fee is \$3495 plus the cost of renting equipment.

I believe the value I will bring to **[name of company/organization]** as a result of this training will be a positive step in the overall success of our company, and I hope you will agree with me and allow me to attend.

Sincerely,