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## STUDENTS SET FOR SUCCESS WITH SALESFORCE DEVELOPER TRAINING THANKS TO MASON FRANK INTERNATIONAL

During the course of the year, UTC Reading have been working closely with leading global software business, Salesforce, to support the next generation of Salesforce Trailblazers, developing the skills needed in industry and mentoring UTC Reading students on their journey to becoming Salesforce developers.


This has been developed as part of the UTC Pipeline Programme, which launched at UTC Reading in September 2018 and delivers KS5 students four Pipeline days per academic year with their employer partner of choice.

During these sessions, students that have chosen Salesforce create an event in which they invite Salesforce representatives to work with them on challenges and gain advice and guidance. The aim is to get as many students as possible fully qualified and experienced by the time they complete their studies at UTC Reading.

Mason Frank International - the global leader in Salesforce recruitment have been involved in the students' Pipeline days.




WE'VE CONSISTENTLY FOUND THAT EXPERIENCE AND PLATFORM SPECIALISM IS FAR MORE VALUABLE THAN A UNIVERSITY DEGREE IN THE SALESFORCE ECOSYSTEM - STUDENTS WERE HAPPY TO HEAR THEY HAVE OPTIONS IN THIS REGARD, AND THAT THEY COULD EMBARK ON THEIR CAREER WITHOUT GOING TO UNIVERSITY IF THEY WERE REALLY WILLING TO PUT THE WORK IN."

"IT WAS VALUABLE FOR THE STUDENTS TO SEE HOW SALESFORCE IS A BUSINESS TRANSFORMATION TECHNOLOGY AND REQUIRES ROLES SUCH AS MINE [IN SALESFORCE IMPLEMENTATION] TO ROLL OUT ACROSS A LARGE BUSINESS. 


James Pickering,  
Business Systems Analyst at Mason Frank International



THE EVENT WAS A FANTASTIC WAY TO GIVE STUDENTS AN INSIGHT INTO SALESFORCE TECHNOLOGY, THE JOB MARKET, AND HOW MUCH THE SALESFORCE ECOSYSTEM IS BOOMING. GIVEN THAT A LOT OF THESE STUDENTS WERE ALREADY DEEP INTO TRAILHEAD AND SHOWING SOME IMPRESSIVE PROGRESS IN LEARNING THE TECHNOLOGY, IT WOULD BE GREAT TO KEEP AN EYE ON THESE YOUNG TECHIES TO SEE WHERE THEIR CAREERS TAKE THEM — WE MIGHT EVEN BE ABLE TO WORK TOGETHER IN THE FUTURE! 

Kathryn Tsang,  
Learning and Development Consultant at Mason  
Frank International




THE SESSION HELPED MAKE SALESFORCE MORE REAL TO THE STUDENTS. THEY UNDERSTAND THE THEORY PART BY WORKING THROUGH TRAILHEAD, THEY KNOW WHAT SALESFORCE LOOKS LIKE AND WHAT IT DOES, BUT IT CAN BE DIFFICULT TO GET A FEEL FOR A TECHNOLOGY WITHOUT UNDERSTANDING IT IN THE CONTEXT OF A BUSINESS. THEY HAVE THAT INSIGHT NOW, AND THE PROSPECT OF A CAREER IN SALESFORCE IS MORE REALISTIC AS A RESULT. 

Andrew Rogers,  
Manager at Mason Frank International





THE SALESFORCE PIPELINE WAS GOOD FUN AND IT HAS BEEN NICE TO CONCENTRATE ON ONE THING FOR FOUR WHOLE DAYS. I'VE GAINED A LOT OF KNOWLEDGE AND INFORMATION ABOUT SALESFORCE AS A COMPANY AND HOW IT WORKS AND CAN BE USED. I WOULD BE INTERESTED IN WORKING WITH SALESFORCE IN THE FUTURE. 

Blake Roberts,  
UTC Reading student on the Salesforce Pipeline

The session also invited in Mark Seaman, who completed a work experience project with Erika Ujvari and her company Evora.io at Thames Water. Mark worked with Erika to design a Salesforce system to help a blind employee at Thames Water, Frankie. They redid the dashboard and worked with screen reader software in order to adapt the system to Frankie's needs. Mark explained to the Salesforce Pipeline cohort what he did and what the system is for. Frankie also came into the session with his guide dog, which led to much excitement, and talked about how he now uses the system that Mark and Erika developed for him. Mark spent two weeks, one during the spring term and one at the end of the summer term last year working on this project.

We would like to thank Jay Dear and Erika Ujvari for their invaluable contribution and commitment to the development of UTC students using the Salesforce platform during the UTC Pipeline Programme sessions. Thank you to Mason Frank International for their assistance with the UTC Pipeline Programme sessions this year. We look forward to continued collaboration and opportunities for our students at UTC Reading.

