

Tennessee's Motlow State Community College helps students build sought-after skills through Google Career Certificates

The opportunity:

Motlow State Community College (MSCC), an institution with 6,500 students across five campuses in Tennessee, is dedicated to student success. Continuously seeking ways to enhance student outcomes, MSCC was excited to collaborate with Google and the [American Association of Community Colleges](#) to bring Google Career Certificates to small-town community colleges.

The approach:

Motlow State started offering [Google Career Certificates](#) to equip students with in-demand skills and credentials that complement their degrees and enhance their employability. To raise awareness, MSCC featured the program on their website, conducted targeted email campaigns, and showcased the program to employers at job fairs and workforce agencies. Students who complete specific Google Career Certificates are eligible to earn prior learning credit toward aligned degree programs at MSCC, or earn elective credit.

The results:

Motlow State's workforce division has already helped hundreds earn a Google Career Certificate with graduates of the program seeing positive career outcomes such as landing a new job or receiving a promotion.¹ Some employers at Motlow-hosted job fairs have even guaranteed interviews to students who have completed a Google Career Certificate. Furthermore, based on previous success with the program, MSCC has recently started offering [Google AI Essentials](#) to help students develop foundational AI skills.



The biggest need for our student population is acquiring skills that translate directly into jobs. The Google Career Certificates demonstrate to employers that students have the dedication to complete these foundational courses and have acquired a strong skill base. Some employers who have hosted job fairs at Motlow even guarantee interviews to students who have completed a Google Career Certificate.

-Walter McCord, Director of Special Industry Programs at Motlow State



Learner Spotlight: Mariam Tanas

Mariam Tanas completed her Google IT Professional Support Certificate while a student at Motlow State. She credits the certificate with helping her get hired as a cybersecurity research engineer assistant and intern at the University of Alabama in Huntsville.

"I can definitely say that the course has really solidified my understanding of the basics. It's made a big difference in how I handle tasks—I no longer doubt myself when I'm asked something. I feel confident in my answers."

[Learn how](#) to bring Google Career Certificates to your institution.