

# About alison.com

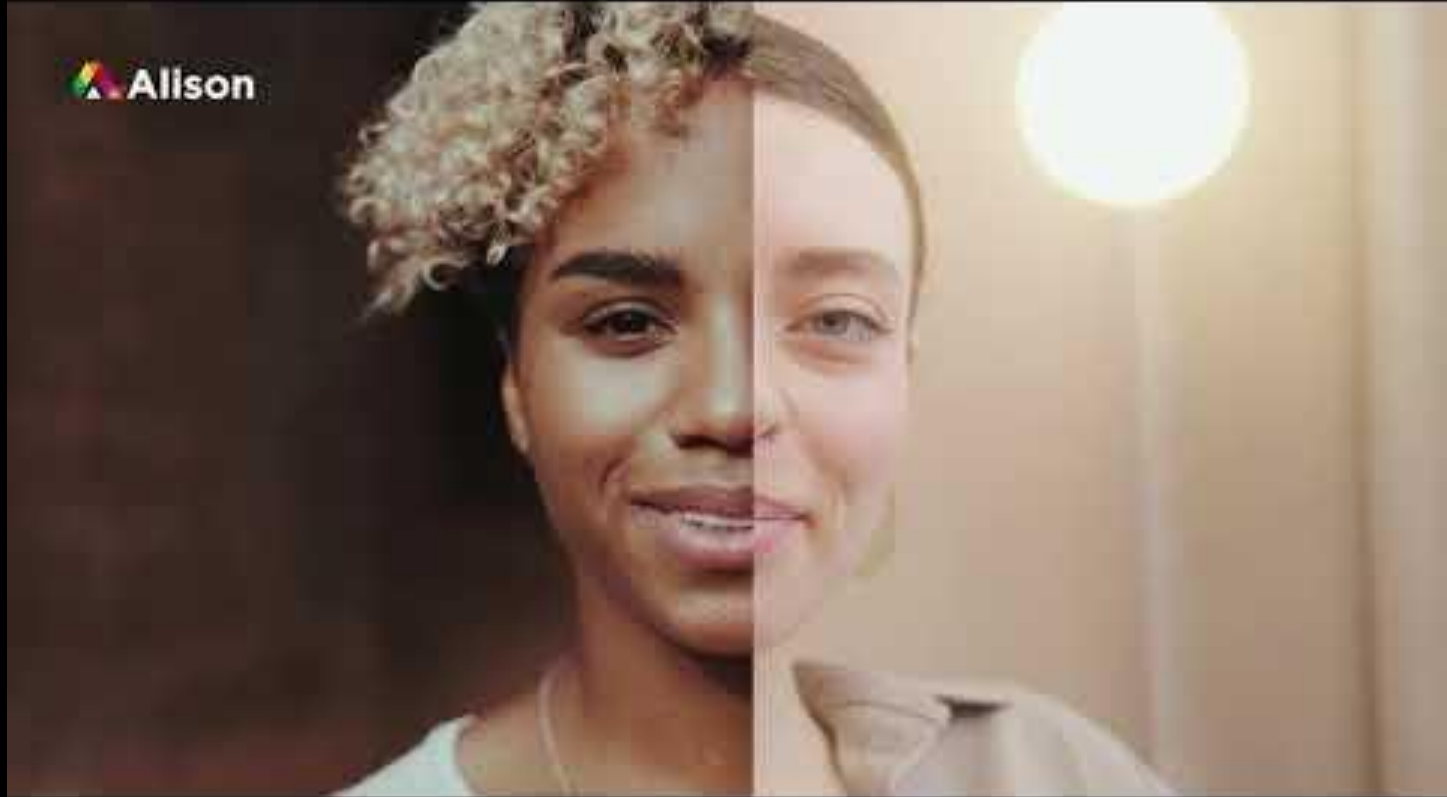
04/10/2021



# AGENDA

- About Alison Video
- Alison - Values
- Course Types
- Finding the Right Course
- Offerings
- More than learning, its Empowerment
- Future-Proofing Careers
- Dedicated State Portal & Free Reporting

Allson



<https://youtu.be/zHO1AOoCSco>

## ABOUT:

Alison is a free online learning and self-empowerment workskills training platform.

## IMPACT:

20 million learners with over 3.5 million graduates from its 3,000+ free courses in 195 countries



## VALUES:

We are driven by our values:

- Empowerment
- Knowledge
- Inclusivity
- Innovation



## VALUE | Inclusivity

We are committed to equality and will play our part in removing all barriers as far as possible to make education accessible for everyone.



## VALUE | Knowledge

The power of an open online learning platform creates free access and democratizes education through sharing.



## VALUE | Empowerment

Our freely available education and skills training has the power to change people's lives for the better.

UN Declaration of Human Rights:

Article 26 of 1946

“Everyone has the right to education.  
Education shall be free.”





## **VALUE | Innovation**

Our DNA is entrepreneurial and we understand and embrace the pioneering spirit that motivates other entrepreneurs.



## Alison offers:

- Free online courses
- Free Certification
- Paid Certificates

(Bulk Discount Co-Branding Options  
for Workforce Boards)

- Career guidance
- Workplace  
Personality  
Assessment
- Self-publishing
- LMS & Analytics

(Individuals or Organizations)



## FREE COURSES:

Alison offers 2 types of courses:-

## CERTIFICATES

Typically 2 - 3 hours study time; niche skills

## DIPLOMAS

Typically 8 - 10 hours study time; master multiple concepts

### Online Zoom Course - Beginner to Advanced



Learn how to use Zoom for remote meetings in this free online course

 Publisher: SimonSezIT

Zoom is a cloud-based app that enables you to conduct virtual meetings with people anywhere in the world. In this free online Zoom tutorial, you will be introduced to the basics of Zoom and how it is used for chatting and screen recording. Start with mastering the Zoom video conference calling system before moving on to more advanced Zoom functions for Mac and PC.

[Start Course Now](#)



 **Duration**  
1.5-3 Hours

 **Students**  
7,064

 **Accreditation**  
CPD



Log in and share to get 10% off this Certification [Read More](#) 

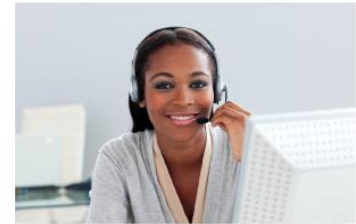
### Diploma in Customer Service ★★★★★

Learn more about delivering excellence in customer service in the hospitality and retail industries.

 Publisher: Openstax CNX

Learn more about delivering excellence in customer service in the hospitality and retail industries.

[Start Course Now](#)



 **Duration**  
6-10 Hours

 **Students**  
259,481

 **Accreditation**  
CPD



Log in and share to get 10% off this Certification [Read More](#) 

# 10 Best Soft Skills to get you hired

**FREE**  
COURSES

## Competitive Advantage

- **EMPOWERMENT** platform
- Basic workplace skills training
- Free access to certifiable learning content (paid Certificates & Diplomas)
- Article [link](#)



## TIPS ON HOW TO FUTURE-PROOF YOUR CAREER

### TIP #1

In an increasingly digital world, we still want the human connection, even more so than before. As the rising number of mental health issues shows us, we need to feel more valued and cared for beyond the immediate emojis.

**Giving great customer service, like just showing kindness and consideration in your email tone, is now expected even if you are in a non-customer-facing role.**

**Resource links to be shared with your communities:**

[The 6 Workplace Skills You Need for Remote Working](#)  
[Transferable Skills for Tomorrow Today's Workplace](#)

## TIPS ON HOW TO FUTURE-PROOF YOUR CAREER

### TIP #2

**Being digital savvy** means you can navigate video calls confidently, schedule emails and recognise that, despite the need for speed, communicating whether you have delivered or not is equally important.

Resource link to be shared with your communities:  
[Alison's Working from Home Toolkit](#)

## TIPS ON HOW TO FUTURE-PROOF YOUR CAREER

### TIP #3

Having a **growth mindset** means you know that you don't have all the answers, but you are prepared to invest in ongoing learning. With the right attitude you will be able to work with others who know more than you.

Resource link to be shared:to be shared with your communities:

[Develop an Intentional Learning Mindset](#)

Thinking of a  
new career &  
not sure of  
your next  
steps, our  
**CAREER**  
**GUIDE** might  
just be the  
compass for  
you









Alison's New App is now available on IOS and Android! [Download Now](#)

**Alison** Search for courses Course Categories Course Types Career Guide

### Transportation, Distribution, and Logistics

Transportation, distribution and logistics is a huge industry that covers a variety of careers to suit the interests of skilled and qualified people. With the ever-increasing growth of online marketplaces comes many opportunities for employment in this thriving industry. Employees need core skills in time management, planning and troubleshooting. With jobs in technical support, stock and warehouse management, and physical labour, this field is always in demand.

Sort by

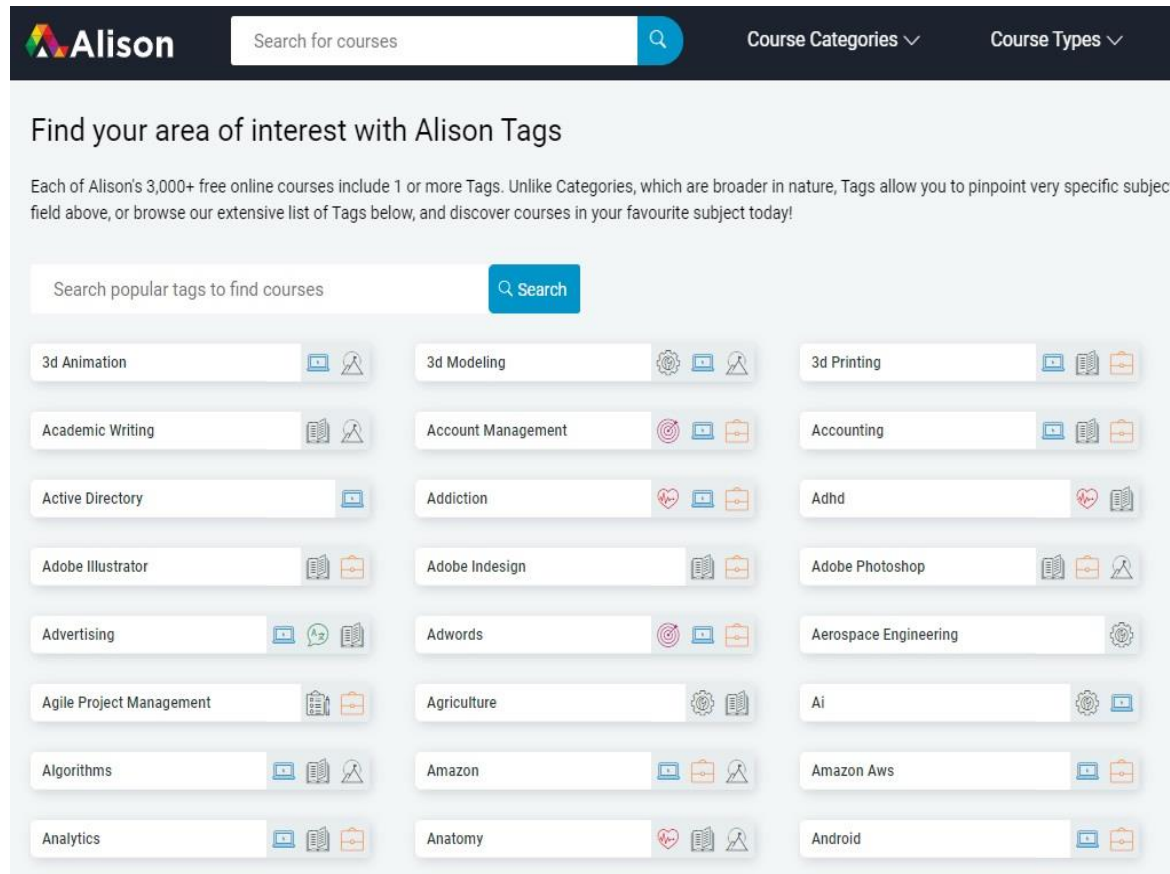
 Air Traffic Controller →	 Aircraft Cargo Handling Supervisor →	 Airline Pilot →	 Ambulance Driver and Attendant →
 Cargo and Freight Agent →	 Chauffeur →	 Commercial Pilot →	 Flight Attendant →

Add this link below to your website and share as widely as possible with your local communities.

**Website link: [www.alison.com/careers](http://www.alison.com/careers)**



Looking for  
something  
specific visit our  
**TAGS /  
TOPICS**  
LISTING, you  
might find  
some  
unexpected  
finds



**Alison** Search for courses Course Categories Course Types

### Find your area of interest with Alison Tags

Each of Alison's 3,000+ free online courses include 1 or more Tags. Unlike Categories, which are broader in nature, Tags allow you to pinpoint very specific subject field above, or browse our extensive list of Tags below, and discover courses in your favourite subject today!

Search popular tags to find courses Search

3d Animation	3d Modeling	3d Printing
Academic Writing	Account Management	Accounting
Active Directory	Addiction	Adhd
Adobe Illustrator	Adobe Indesign	Adobe Photoshop
Advertising	Adwords	Aerospace Engineering
Agile Project Management	Agriculture	Ai
Algorithms	Amazon	Amazon Aws
Analytics	Anatomy	Android

**Add this link below to your website and share as widely as possible with your local communities.**

**Website link: [www.alison.com/tags](http://www.alison.com/tags)**

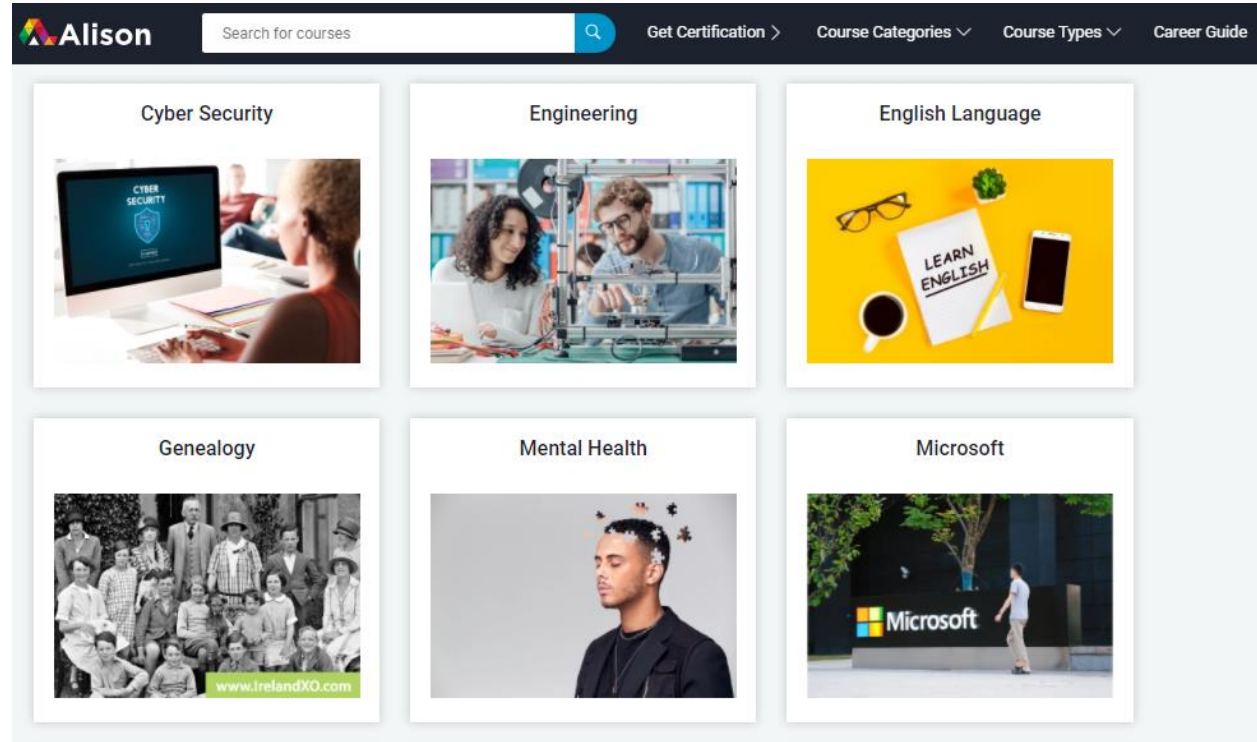
We have nine  
**COURSE**  
**CATEGORIES**  
and 100 sub  
categories to  
choose from, so  
we got you  
covered



Add this link below to your website and share as widely as possible with your local communities.

Website link: <https://alison.com/courses/categories>

We have recently launched HUBS, our one-stop destination for a range of courses in a specific interest or topic



Add this link below to your website and share as widely as possible with your local communities.

Website link: [www.alison.com/hubs](http://www.alison.com/hubs)

Did you know  
your  
**WORKPLACE  
PERSONALITY**  
changes every 3  
years? Take our  
**FREE  
ASSESSMENT**  
and get valuable  
insights.

# Understand who you truly are.

Designed by expert psychologists, Alison's free workplace personality assessment enables you to realise your career dreams by providing you with an extremely accurate report of who you are and why you do things the way you do.

Start Your Free Workplace Personality Assessment →



Add this link below to your website and share as widely as possible with your local communities.

Website link: <https://alison.com/psychometric-test/personality>

# Alison App launched on both Android & iOS



**Alison**  
Empower yourself

**Get the Alison App.**  
Join 700 000 learners on the world's fastest-growing, high-quality education App.

**Get the Alison App.**

GET IT ON Google Play

Download on the App Store

★★★★★

#EmpowerYourself



**Alison**  
Empower yourself

**Get the Alison App.**  
Join 700 000 learners on the world's fastest-growing, high-quality education App.

**Get the Alison App.**

GET IT ON Google Play

Download on the App Store

★★★★★

#EmpowerYourself


Download and install the Alison App link below on your resident devices at your community and vocational centres.

<https://alison.com/mobile/online-learning-app>

# Course Landing Page - Short Description

← → ↻ 🔒 alison.com/course/diploma-in-firefighting-and-shipboard-safety


Alison's New App is now available on iOS and Android! [Download Now](#)

 Search for courses [Get Certification](#) [Course Categories](#) [Course Types](#) [Career Guide](#)

Home > Engineering & Construction > Health And Safety > Diploma in Firefighting and Shipboard Safety


## Diploma in Firefighting and Shipboard Safety ★★★★★

This free online course will teach you about the principles of shipboard safety and fighting fires on ships.

 Publisher: ADU

This free online course discusses different aspects of shipboard safety relevant to crew members, managers, owners and other stakeholders in the maritime industry. It also broadly analyzes crucial elements of successful firefighting techniques on board different watercraft. A combined understanding of the aspects and elements discussed in this course is crucial to the success of safe sea transportation. Begin your learning journey today!

[Start Course Now](#)



[Duration](#)  
15-20 Hours

[Students](#)  
405

[Accreditation](#)  
CPD

[f](#) [t](#) [in](#) Share to get 10% off this Certification

0% Reached

[Read More](#) [v](#)

<https://alison.com/course/diploma-in-firefighting-and-shipboard-safety>

# Course Landing Page - Long Description

[Get Certification >](#)[Course Categories v](#)[Course Types v](#)[Career Guide](#)[Description](#)[Modules](#)[Outcome](#)[Certification](#)[View course modules >](#)

It is estimated that more than 50% of packed goods and bulk cargoes transported by sea today can be regarded as dangerous, hazardous or harmful to the Earth's environment. The cargoes concerned include products that are transported in bulk, such as solid or liquid chemicals, and other types of materials. Gases and products for and from the oil-refining industry and their wastes also belong to this harmful category. According to records, between 10% and 15% of cargoes transported in packed form, including shipborne barges on barge-carrying ships, are considered harmful transport goods. Freight containers, bulk packaging, portable tanks, tank-containers, intermediate bulk containers, unit loads and other cargo transport units fall under this criterion as well. This course seeks to explore the standardized concepts of shipboard safety involved in transporting these harmful materials across the sea. Furthermore, the course explains the workings of different shipboard equipment in managing the successful stowage of such hazardous materials on board different watercraft. Also, the course identifies the hazardous areas of shipboard work and various safe work practices to be adhered to while working on board ships.

Ships are known to be dangerous and regularly feature in the local newspapers for spilling oil, running aground or creating a collision. But this is the bigger picture. Behind this are people who are working 24/7 to successfully take these monsters across the oceans with million-dollar cargoes on board. Combating storms, piracy and being alone as a tiny spec in the vast ocean are the main dangers crew members face. Fewer than 30 people are on board such dangerous watercraft. This includes people of different cultural groups who speak different languages and come with varying skills and levels of education. This is the reason why more than 80% or more of all accidents happen – due to human error. The "human element" is a popular discussion point among shippers, mariners and other maritime stakeholders trying to explain why we behave in a particular manner during hazardous situations on board ships. Furthermore, this has motivated the need to be prepared for fires and other emergencies, while always trying to follow correct work procedures that may prevent such occurrences.

This course from Alison is designed to discuss different aspects of shipboard safety relevant to stakeholders in the maritime industry. It broadly analyzes crucial elements of successful firefighting techniques on board different watercraft before, during and after voyages. A combined understanding of the aspects and elements discussed in this course is crucial for the success of maritime safety for all. Workers in specialized companies dealing in shipping businesses will learn discipline and proper organization for ship safety. Therefore, students, mariners, maritime enthusiasts and anyone interested in learning about shipboard safety cannot afford to miss this course. Passengers and other interested individuals who care about preserving lives and property in transit have real-life case studies to learn from in this course. Those who work for agencies that are responsible for overseeing legislation and conventions related to maritime transport would also benefit from taking this course. Register for this course today to improve your understanding of firefighting and shipboard safety.

[Start Course Now](#)

<https://alison.com/course/diploma-in-firefighting-and-shipboard-safety>



# Course Landing Page - Modules



Search for courses



[Get Certification >](#)

[Course Categories >](#)

[Course Types >](#)

[Career Guide](#)

Description

Modules

Outcome

Certification

[View course modules >](#)

## General Safety

- [General Safety - Learning Outcomes](#)
- [Introduction to General Safety](#)
- [Hazardous Area in Ships and Safe Working Practice](#)
- [Emergency Procedures - Entering Enclosed or Confined Spaces](#)
- [Lifting Heavy Loads and Handling Tools](#)
- [Working on the Deck and Bad Weather](#)
- [Working with Electrical Equipment](#)
- [Ship Specific Hazards and Water Transportation](#)
- [General Safety - Lesson Summary](#)

## Observing Safe Working Practices

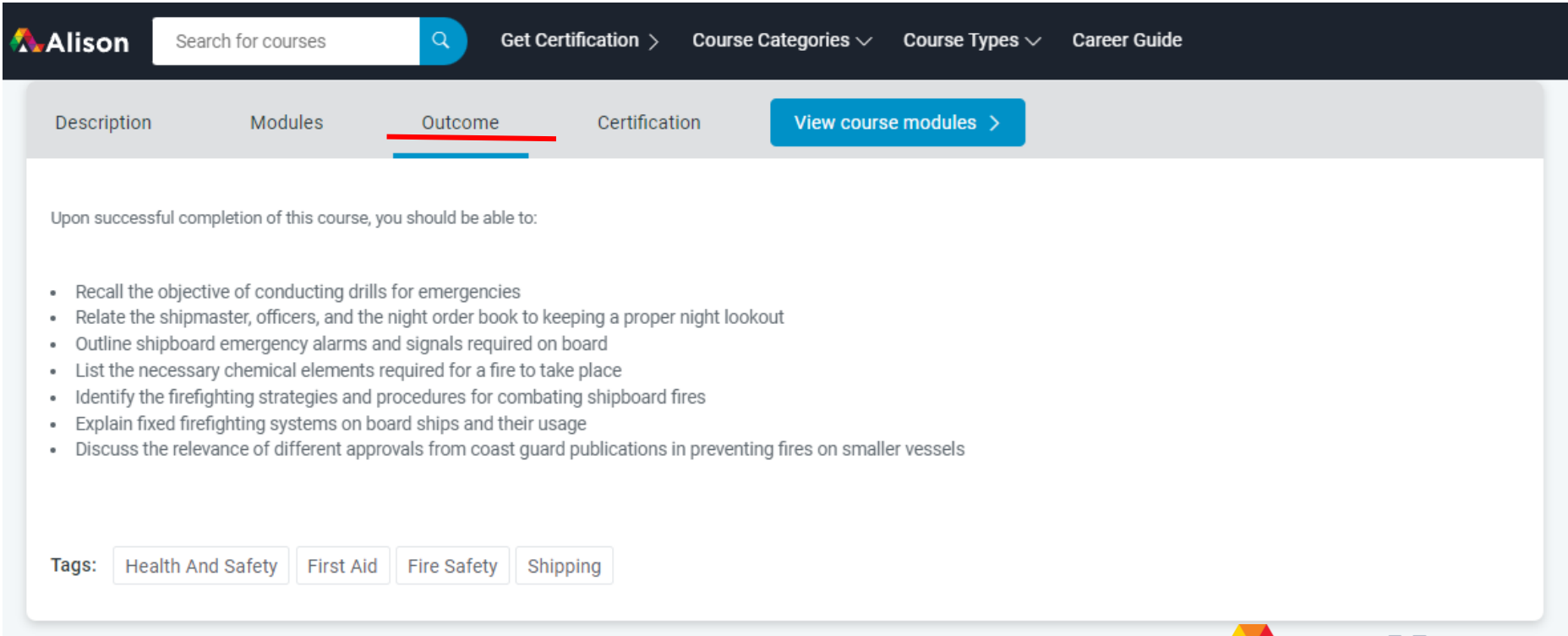
- [Observing Safe Working Practices - Learning Outcomes](#)
- [Introduction to Safe Working Practices](#)
- [Controlling Shipboard Hazards](#)
- [Electrical Hazards](#)
- [Chemicals](#)
- [Areas of Entrapment - Tanks and Confined Spaces](#)
- [Pre-Job Safety Planning](#)
- [Occupational Safety and Health Hazards](#)
- [Observing Safe Working Practices - Lesson Summary](#)

<https://alison.com/course/diploma-in-firefighting-and-shipboard-safety>





# Course Landing Page - Outcomes



The screenshot shows the top navigation bar of the Alison website. It includes the Alison logo, a search bar with the text "Search for courses", and navigation links for "Get Certification", "Course Categories", "Course Types", and "Career Guide". Below the navigation bar, there are tabs for "Description", "Modules", "Outcome", and "Certification". The "Outcome" tab is selected and underlined in red. A blue button labeled "View course modules" is positioned to the right of the tabs. The main content area displays the text "Upon successful completion of this course, you should be able to:" followed by a bulleted list of six outcomes. At the bottom of the content area, there are four tags: "Health And Safety", "First Aid", "Fire Safety", and "Shipping".

Alison Search for courses Get Certification > Course Categories > Course Types > Career Guide

Description Modules Outcome Certification View course modules >

Upon successful completion of this course, you should be able to:

- Recall the objective of conducting drills for emergencies
- Relate the shipmaster, officers, and the night order book to keeping a proper night lookout
- Outline shipboard emergency alarms and signals required on board
- List the necessary chemical elements required for a fire to take place
- Identify the firefighting strategies and procedures for combating shipboard fires
- Explain fixed firefighting systems on board ships and their usage
- Discuss the relevance of different approvals from coast guard publications in preventing fires on smaller vessels

Tags: Health And Safety First Aid Fire Safety Shipping

<https://alison.com/course/diploma-in-firefighting-and-shipboard-safety>

# Course Landing Page - Certification

[Get Certification >](#)[Course Categories ▾](#)[Course Types ▾](#)[Career Guide](#)[Description](#)[Modules](#)[Outcome](#)[Certification](#)[View course modules >](#)

All Alison courses are free to enrol, study and complete. To successfully complete this Diploma course and become an Alison Graduate, you need to achieve 80% or higher in each course assessment. Once you have completed this Diploma course, you have the option to acquire an official Diploma, which is a great way to share your achievement with the world. Your Alison Diploma is:

Ideal for sharing with potential employers - include it in your CV, professional social media profiles and job applications

An indication of your commitment to continuously learn, upskill and achieve high results

An incentive for you to continue empowering yourself through lifelong learning

Alison offers 3 types of Diplomas for completed Diploma courses:

**Digital Diploma** - a downloadable Diploma in PDF format, immediately available to you when you complete your purchase

**Diploma** - a physical version of your officially branded and security-marked Diploma, posted to you with FREE shipping

**Framed Diploma** - a physical version of your officially branded and security-marked Diploma in a stylish frame, posted to you with FREE shipping

All Diplomas are available to purchase through the [Alison Shop](#). For more information on purchasing Alison Diplomas, please visit our [FAQs](#). If you decide not to purchase your Alison Diploma, you can still demonstrate your achievement by sharing your Learner Record or Learner Achievement Verification, both of which are accessible from your [Dashboard](#). For more details on our Diploma pricing, please visit our [Pricing Page](#).

Tags: [Health And Safety](#) [First Aid](#) [Fire Safety](#) [Shipping](#)



<https://alison.com/course/diploma-in-firefighting-and-shipboard-safety>

# How Does Alison Work?

**1**

## Register your free Alison account

Register your Alison account using your email address or social media account. This is completely free of charge and gives you unlimited access to the Alison Courses and other great features and resources to assist you on your career journey.

## Complete your profile

Once you've registered your account, upload a picture, update your profile and make it public. Your Alison profile lets you boast about your skills, experience, and Alison Certification to anyone you need to share it with - including prospective employers!

**2****3**

## Find the right course

Alison has thousands of courses available, all absolutely free to complete, and new courses are added weekly.



- ✓ Check out the study areas page to help you understand the type of learning you want to pursue.
- ✓ Browse our course categories to see where your interests lie.
- ✓ Choose from hundreds of careers options from our Career Guide and identify the courses you need to succeed.

4



## Get enrolled

Once you have found the course you want to study, all you have to do is click on the Start Now button to enrol and get learning. All Alison courses are self-paced, so you can study whenever you want, wherever you want. Manage your time, track your learning and see your knowledge grow with our practical Learner Dashboard.

## Become a Graduate

You can take or re-take an assessment anytime you want, but we require scores of 80% or more to pass. Once you have passed all the assessments on your course, you are officially an Alison graduate!



5

6



## Acquire your Certification

Once you have completed your course, you can download your Learner Record as proof of your achievement. If you want something more official, you can purchase your Digital or Printed Certificate or Diploma. Your Alison Certification can be included with your CV/Resume to share with potential employers, or just to share your achievement with the world!

## Empowerment

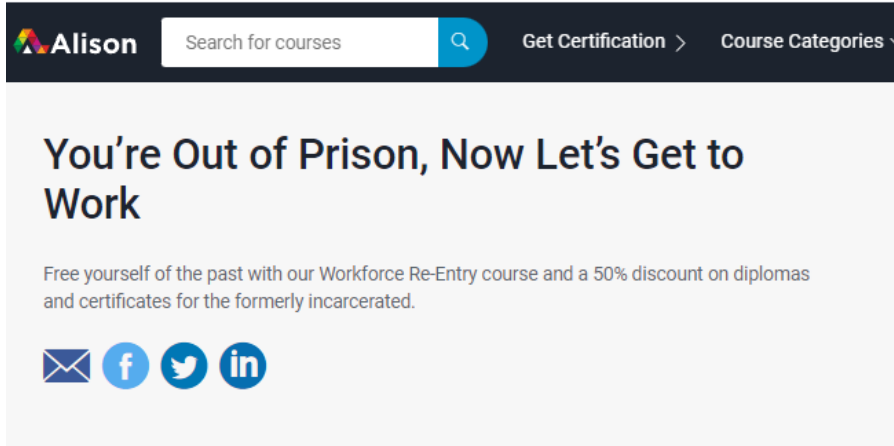
We believe that through education, everyone has the power to change their lives, and ultimately the world, for the better. Use your new skills and knowledge to improve how you work, to get that new job, promotion or college placement, or to start a new business. Our free learning gives you the freedom to learn and the tools to succeed.



7

<https://alison.com/about/how-it-works>

# Work Re-entry Offer



The screenshot shows the top navigation bar of the Alison website with the logo, a search bar, and links for 'Get Certification' and 'Course Categories'. Below the navigation is a large banner with the headline 'You're Out of Prison, Now Let's Get to Work'. The text below the headline reads: 'Free yourself of the past with our Workforce Re-Entry course and a 50% discount on diplomas and certificates for the formerly incarcerated.' There are four social media icons (Email, Facebook, Twitter, LinkedIn) and a 'Make A Change' button. At the bottom of the banner, it says: 'Becoming successful in your life, your career, and your community: with the right tools, workforce the opportunities they need to succeed.'

- **50% discount** on all diplomas and certificates for anyone who can show that they have spent time in prison.
- Diplomas and certificates as a **record of your learning achievement** for parole boards, Workforce Development providers, and potential employers.
- To claim your discount, **enrol into an Alison course and complete it.**
- Email **corrections@alison.com** with a document proving your former incarceration. We'll then give you a 50% discount which you can use when purchasing your diploma or certificate.

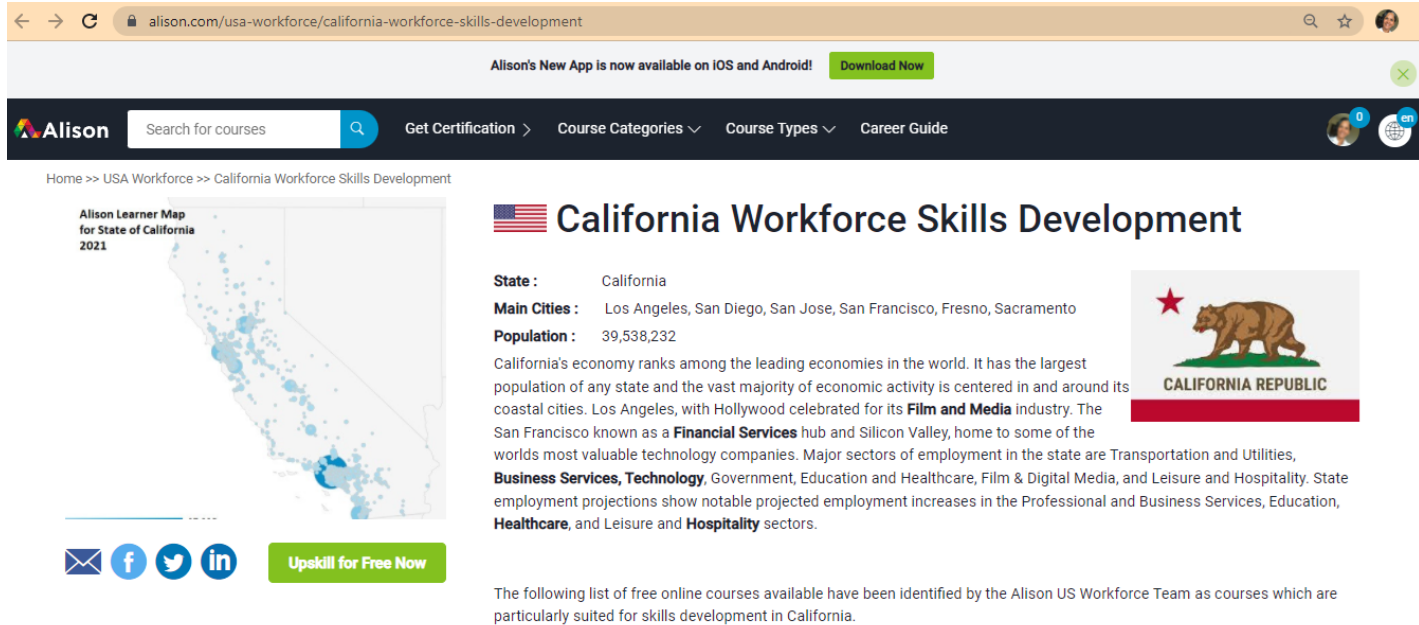
Add this link to your website and share as widely as possible with your local communities.

<https://alison.com/programmes/workforce-reentry>

# Free Workforce Board Profiles

## Targeted Upskilling for Every US Workforce Agency

## Share with your communities & Get Your Free Upskilling Report



The screenshot shows a web browser displaying the Alison website page for California Workforce Skills Development. The URL is [alison.com/usa-workforce/california-workforce-skills-development](https://alison.com/usa-workforce/california-workforce-skills-development). The page features a navigation bar with the Alison logo, a search bar, and links for 'Get Certification', 'Course Categories', 'Course Types', and 'Career Guide'. Below the navigation bar, there is a breadcrumb trail: 'Home >> USA Workforce >> California Workforce Skills Development'. The main content area is titled 'California Workforce Skills Development' and includes a map of California with blue dots representing learning locations. To the right of the map is a green button that says 'Upskill for Free Now'. Below the map are social media icons for email, Facebook, Twitter, and LinkedIn. The right side of the page contains a section titled 'California Workforce Skills Development' with a US flag icon. It lists the state as California, main cities as Los Angeles, San Diego, San Jose, San Francisco, Fresno, and Sacramento, and a population of 39,538,232. A small image of the California state seal is also present. The text describes California's economy and major sectors of employment.

Home >> USA Workforce >> California Workforce Skills Development

Alison Learner Map for State of California 2021

[✉](#) [f](#) [t](#) [in](#) [Upskill for Free Now](#)

## California Workforce Skills Development

**State :** California

**Main Cities :** Los Angeles, San Diego, San Jose, San Francisco, Fresno, Sacramento

**Population :** 39,538,232

California's economy ranks among the leading economies in the world. It has the largest population of any state and the vast majority of economic activity is centered in and around its coastal cities. Los Angeles, with Hollywood celebrated for its **Film and Media** industry. The San Francisco known as a **Financial Services** hub and Silicon Valley, home to some of the worlds most valuable technology companies. Major sectors of employment in the state are Transportation and Utilities, **Business Services, Technology**, Government, Education and Healthcare, Film & Digital Media, and Leisure and Hospitality. State employment projections show notable projected employment increases in the Professional and Business Services, Education, **Healthcare**, and Leisure and **Hospitality** sectors.

The following list of free online courses available have been identified by the Alison US Workforce Team as courses which are particularly suited for skills development in California.





**Add this link to your website and share as widely as possible with your local communities.**

**<https://alison.com/usa-workforce/california-workforce-skills-development>**



# Workforce Region Analysis

Sign up for your Free Alison Analytics Report

	2021	June	May	Apr	Mar	Feb	Jan
	<b>Learners</b>						
	# Sessions	4601	4,891	3,692	4,092	3,371	3558
	# Unique Users	3,695	4086	2,962	2,844	2461	2,689
	# Enrollments	359	219	301	432	541	564
	# Completions	36	10	0	24	16	55
	Avg. Session Duration	0:17:15	0:17:57	0:22:00	0:12:22	0:15:56	0:17:58
	<b>Learners</b>						
	# Sessions	2301	2446	1846	2046	1686	1779
	# Unique Users	1848	2043	1481	1422	1231	1345
	# Enrollments	180	110	151	216	271	282
	# Completions	18	5	0	12	8	28
	<b>New V Returning</b>						
	New Users	3,569	3917	2,662	2,688	2223	2,532
	Returning Users	126	169	300	156	238	157
	Male	53.46%	56.18%	55.10%	54.76%	64.78%	54.09%
	Female	46.54%	43.82%	44.90%	45.24%	35.22%	45.91%
	<b>Devices</b>						
	tablet	7.14%	4.91%	2.33%	2.18%	2.79%	3.24%
	desktop	66.07%	29.51%	67.44%	78.25%	61.11%	54.83%
	mobile	26.79%	29.51%	30.22%	19.56%	36.11%	41.93%



# Workforce Region Analysis

## View Sessions by City

## Sign Up for Free Analytics Report

State of Iowa	Sessions By City						
	Des Moines	2,340	2712	1,740	2,060	1,326	1,069
	Fort Madison	285	418	232	194	186	642
	Altoona	191	165	129	124	131	182
	Davenport	145	140	118	116	97	130
	Cedar Rapids	137	128	106	98	97	129
	West Des Moines	117	119	83	96	95	125
	Iowa City	110	119	76	77	86	120
	(not set)	90	83	71	74	76	109
	Council Bluffs	90	67	71	72	74	96
	Ankeny	60	61	71	61	49	76
	Waterloo	55	60	57	51	44	72
	Sioux City	53	56	55	47	37	71
	Muscatine	45	51	48	39	36	63
	Dubuque	43	51	41	39	33	41
	Ames	42	43	39	38	32	39
	Le Mars	41	39	39	35	30	37
	Urbandale	33	36	37	33	30	32
	Ottumwa	31	30	32	30	29	32
	Indianola	26	25	30	30	21	30
	Carroll	25	25	24	26	19	30
	Cedar Falls	22	21	23	20	19	29
	Spencer	22	20	23	20	18	25
	Osceola	21	19	20	18	18	21
	Oskaloosa	20	19	20	17	17	21
	Fort Dodge	19	18	20	16	17	20
	Marshalltown	19	18	20	16	16	18 32



**Thank You**

In case of any queries please feel  
to contact us at  
[moreilly@alison.com](mailto:moreilly@alison.com)

