

# Facebook partners with Miami Dade College

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Sheryl Sandberg, COO of Facebook, at Miami's Facebook Community Boost Program on Dec. 18, 2018

Miami Dade College (MDC) will train students, small business owners and entrepreneurs in the latest digital marketing skills thanks to a new partnership with social media giant Facebook.

The local community college, which is the largest in the tri-county area with nearly 70,000 students enrolled annually, announced the initiative Tuesday at Facebook's Community Boost program at the James L. Knight Center. Facebook (Nasdaq: FB) has held the event in more than 50 cities across the country with free workshops aimed at helping small businesses use its platform to grow.

Through the partnership, MDC and Facebook will co-develop a college credit certification that supplements its digital marketing management certificate. Both certificate programs can be used toward the college's associate's degree in marketing coming in fall 2019. MDC's incubator, The Idea Center, will also offer digital marketing workshops for the city's entrepreneurs as part of the deal.

Miami Dade College is the only school in Florida to ink this type partnership with Facebook, the college said.

“At MDC, it is our mission to empower our students to be trendsetters and changemakers. This partnership will undoubtedly teach our students invaluable digital marketing strategies and prepare them for the challenges of the 21st century economy,” said Miami Dade College President [Eduardo Padrón](#).

As part of its goal to train 1 million people in the U.S. in digital skills by 2020, Facebook also gave the Miami Bayside Foundation a grant to offer microloans to underrepresented small businesses.

"In Miami-Dade County, more than 82,000 small businesses employ more than half of the workforce," Sheryl Sandberg, COO of Facebook, said. "We want to make sure no one is left behind in an economy where digital skills are critical."

Facebook Community Boost will be in Miami through Thursday.

