

GOALS AND STRATEGIES

1

ATTRACTING MORE INTEREST IN IT TO MEET DEMAND FOR ENTRY-LEVEL POSITIONS

- *Expose students in K12 to IT and provide age-appropriate technical training*
- Identify aptitudes for IT (e.g. critical thinking)
- Leverage fast-paced bootcamp models for K12
- *Create marketing campaign for multiple target audiences – youth, parents, etc. – that provides awareness about types of IT. jobs, responsibilities, salaries, skills/aptitudes*
- Create additional pathways that align with demand
- *Increase partnerships between companies and education partners to better align curriculum with skills that companies need*
- Companies become flexible on education requirements, changing from degree required to degree preferred

2

UPSKILLING CURRENT EMPLOYEES FOR MID-LEVEL JOBS

- Create subsidies for companies to compensate for lost productivity while current employees access training
- *Provide tuition reimbursement for employee*
- Create awareness about high demand IT occupations at entry-, mid- and senior-level pathways
- Companies invite education partners, including non-traditional training) on-site to provide training
- Connect companies to education partners to inform about local training options
- Include non-traditional forms of experience and education
- *Streamline internal operations processes when utilizing outside resources*
- *Create awareness about public programs*

3

CREATING ACCESS TO TRAINING

- Companies hire students who are nearing education in exchange for commitment
- *Training partners provide income share agreements and enter a contract to pay a percentage of training*
- Leverage WIOA training dollars and simplify eligibility process
- Companies accept more certifications which are more affordable
- *Communication to community to increase awareness about job opportunities that do not require a costly investment*
- Companies offer more affordable in-house training provided by education partners
- *Offer focused summer internships*