



**Friday, November 15, 2019**  
**Stark State College, Akron campus**  
**9-10:30am**

## **AGENDA AND MEETING NOTES**

### **Welcome**

*Ming-Hao Shiao, Project Manager, ConxusNEO*

- Welcome by Ming; quick introductions around the room
- Attendance (32 total) – attendance details enclosed

### **About Meeting Host**

*Don Mullen, Executive Director, Stark State College, Akron campus*

### **Mid-Tech Strategy – Review**

*Ming-Hao Shiao, Project Manager, ConxusNEO*

- Full Mid-Tech Strategy document enclosed
- Defining Mid-Tech: Middle-skill tech jobs that do not require a bachelor's degree – based on regional demand (shared in Sep. 13 TSP meeting), with initial focus on computer support specialist roles
- Two challenges
  - Black residents underrepresented in tech positions
  - A workforce that is lacking digital skills/literacy – limitation to the region's ability to grow and capitalize on tech opportunities
- Opportunity areas
  - Increase number of black residents in entry-level tech positions
  - Create new pool of untapped talent while increasing diversity to tech workforce
  - Support companies to upscale entry-level tech staff into higher level tech positions
  - Promote Excel skill development – a common desired skill in tech postings

### **Mid-Tech Case: New Innovations + Akron Urban League IgniteIT**

*Angie Kilgore, Director, HR & Talent Development, New Innovations*

*Stephen Sciarini, IT Director, New Innovations*

*Edwin Hubbard, Senior Director of Funder Relations, Akron Urban League*

#### New Innovations (Angie/Stephen)

- Emphasis on diversity recruitment and hiring, working with a local community partner
- Talent recruitment drawn locally versus having remote staff - connected with Akron Urban League through We Can Code IT (AUL Ignite IT) training provider
- Brought on Ignite IT graduate who passed 901/902 CompTIA A+ certification exams initially as part-time during summer 2019 with conversion to full-time in early fall

#### Akron Urban League (Edwin)

- Selecting candidate pool through combination of assessment + interviews
- Providing ongoing professional/soft skill development and training throughout Ignite IT program
- Currently recruiting for second cohort to launch in early 2020 (education provider: The Computer Workshop)



**Friday, November 15, 2019**  
**Stark State College, Akron campus**  
**9-10:30am**

## **AGENDA AND MEETING NOTES**

### **Mid-Tech Strategy: Mapping and Identifying Solutions**

Part I: Mapping – What are you currently doing in the areas of Awareness, Exploration, Development, Connection, and Upskilling?

- ConxusNEO Talent Ecosystem diagram enclosed
- In-process: “Mapping the Technology Talent Ecosystem” handout enclosed
- Updated mapping to be shared in December/January time frame; there may be individual outreach prior to the next Tech Sector Partnership meeting in February

Part II: Brainstorming – What are innovative solutions to address Mid-Tech challenge and elevate regional tech talent workforce?

- Small group brainstorming on solutions and ideas to support the Mid-Tech strategy
- Feedback to be shared in December/January time frame

### **Feedback and Next Steps**

#### **Next Meeting**

DATE: Friday, February 7, 2020 (Location: TBA)

TIME: 9am-10:30am



**Friday, November 15, 2019**  
**Stark State College, Akron campus**  
**9-10:30am**

## **AGENDA AND MEETING NOTES**

### **Meeting Attendance**

<b>Company</b>	<b>10</b>
Diebold Nixdorf	1
Epiphany	2
FirstEnergy	1
GOJO	1
New Innovations	2
The Good Year Tire & Rubber Co.	3
<b>Education</b>	<b>11</b>
Akron Promise	1
Akron Public Schools	1
Barberton High School	1
Cuyahoga Valley Career Center	1
New Horizons	2
Stark State College	1
The Computer Workshop	2
The University of Akron	1
Twinsburg City Schools	1
<b>Government/Public Sector</b>	<b>1</b>
Ohio Means Jobs	1
<b>Business Development Organization</b>	<b>1</b>
RITE	1
<b>Community-based Organization</b>	<b>6</b>
Akron Summit Public Library	1
Akron Urban League	1
AMHA	1
JOG	1
Project Learn	1
United Way of Summit County	1
<b>ConxusNEO Staff</b>	<b>3</b>
ConxusNEO	3
<b>Grand Total</b>	<b>32</b>

# MID-TECH STRATEGIC COMMUNITY CAMPAIGN

## Defining Mid-tech

“Mid-tech” refers to middle-skill tech jobs that do not require a bachelor’s degree. Brookings Institute’s Mark Muro utilized the public database, Bureau of Labor Statistics, to identify tech jobs nationwide that employed workers without a bachelor’s degree in 2018 – primarily *computer network architects* (52%), *computer network support specialists* (50%), *computer systems analysts* (31%), *programmers* (22%), and *information security analysts* (12%) (percentages indicate those who work in these roles, but do not have a bachelor’s degree). Additionally, it is estimated that 20% of job postings for software developers in northeast Ohio do not require a bachelor’s degree. Computer support specialist is also an example of a tech job that is in high demand that does not require a bachelor’s degree.

## Challenge

- Black residents are underrepresented in tech positions. 15% of Summit County is black while only 10% and 6% of computer support and computer programmer roles, respectively, are black
- A workforce lacking digital skills in Akron’s rapidly growing digital economy will limit our community’s ability to grow and capitalize on the opportunity to establish Greater Akron as a tech industry hub

## Opportunity

Build a foundation of digital literacy in our community to lay groundwork to position Akron as a tech industry hub and increase access to good and promising tech jobs for Akron’s black residents by:

- Increasing the number of black residents in entry-level tech positions that offer a career pathway
- Creating a new pool of untapped talent while adding diversity to the tech workforce
- Supporting companies to upscale entry-level tech staff into higher level tech positions
- Promoting Excel skill development which is a common skill in tech job postings

## How

- Engage companies to review labor market data to verify current/project future demand for skills and garner buy-in
- Focus on IT occupations that jobseekers can obtain relatively quickly with short-term training and represent the highest quantity of opportunity (based on labor/demand data)
  - **Phase 1 (2020-2021):** Train for Help Desk/Computer Support Specialists and increase access to Excel training
  - **Phase 2 (2021-2022):** Train for mid-tech positions listed above that are in demand. Tech positions may require higher credentials and/or experience without necessarily requiring a bachelor’s degree
- Identify education and training resources currently available for these tech roles
  - High Schools with IT pathways
  - Organizations delivering IT programming
  - Career technical programs
  - Colleges and Universities
  - IT Certification Training
  - Workforce programs
  - Public Libraries
  - Job Center
- Build strategic outreach strategy to reach the black population
  - Faith community
  - Barber and beauty shops, restaurants
  - Community/recreation centers
  - Subsidized housing
  - Public workforce system/ community-based workforce programs
  - Educators
  - Industry ambassadors
  - Specific neighborhoods
  - Good Jobs Neighborhood Roadshow
  - Social media campaign



**conXusNEO**  
connecting work to prosperity

# MAPPING THE TECHNOLOGY TALENT ECOSYSTEM (Mid-Tech Strategy Focus)

In order to be a highly functioning talent ecosystem, partners of the Technology Sector Partnership have indicated activities they are currently involved in to strengthen and develop a pipeline of talent. This is not meant to be a comprehensive list of activities and will continue to evolve as new partners are added to the Sector Partnership.

## AWARENESS

introduce individuals to various industries and available jobs

- Career Counseling
- Career Day
- Career Pathway Infographics
- College Campus Visits
- Company Visits/Tours
- Good Jobs Road Show
- Graduation Fair
- Industry Guest Speakers
- Open House
- Social Media
- Staff/Professional Development
- Tech Night

## EXPLORATION

expose individuals to occupations and skills that are in demand

- Capstone Project
- Career Expos & Job Fairs
- College Campus Visits
- Good Jobs Road Show
- Hackathons/Challenges
- Hands-on Demo
- In-School and After-School Programs
- Internship Fair
- Internships and Externships (paid/unpaid)
- Mentor Program
- Job Shadowing and Volunteering
- Summer Camps
- Student Clubs/Organizations
- Work-site Visits

## DEVELOPMENT

educate and train individuals to be competitive in the workforce

- Career and Technical Education
- Certification/micro-credentialing programs (online/online live, classroom)
- Community-based training
- Digital Literacy Curriculum
- In-house Training
- Internships and Externships (paid/unpaid)
- MS Office/Excel Training
- Public Workforce Training Dollars
- Soft Skills Training

## CONNECTION

recruit and hire talented individuals to work for a company

- Career Expos and Job Fairs
- Career Services/Job Counseling and Referrals
- Good Jobs Road Show
- Networking Events
- Open Job Emails
- Refurbished Technology/Devices
- Social Media and Job Posting Platforms
- Speed Networking
- WIFI/Hot Spot Connectivity

## UPSKILL

promote and retain existing employees by teaching them new skills

- Career Coaching
- Career Path Programs
- Certification/micro-credentialing programs (online/online live, classroom)
- Employee Tuition Assistance (e.g., TechCred)
- On-site Testing Center
- Public Workforce Training Dollars