IT Employment Vitality

Thank you for participating in our survey. Your feedback will help us understand the issues faced by companies in Northeast Wisconsin with regards to attracting and retaining IT professionals.

With a mission to attract, retain and develop IT talent in Northeast Wisconsin, the NEW IT Alliance has worked to address the IT Talent shortage in our region since 2015. During this time we have focused on increasing the pipeline of talent coming from the K-12 system to regional colleges. We have seen significant increases in enrollment and graduates from many local programs.  
  
With this survey, we are expanding our data collection efforts to better understand the IT Professional Community in our region. We hope you will take the time to fill out this survey as precisely as is practical for you. You may need to request data from others in your organization to fill out the survey.   
  
**Please be aware that the actual data entry for the survey has to be completed in one session, so we recommend gathering data for all questions before starting the survey.**  
  
Your organization should have received a Word document with all questions to help facilitate collecting data for each question from colleagues across the organization. Any questions about the survey can be directed to newitalliance@gmail.com.   
  
For all the following questions, the IT workforce, IT professionals, IT workers etc. refer to anyone working in a primarily IT-related role in your company, regardless of which organizational unit they reside in. For example, if your cybersecurity unit isn't located in the IT organization, please include those people in the survey.

# Overview and Company Information

Please provide some general information about your company. All company data will be aggregated and will be anonymized.

1. Company Identification
   1. Name
   2. Company Name
   3. City/town
   4. Email Address
   5. Phone
2. What is your role in the company?
3. Which of the following best describes the principal industry of your organization?
   1. Advertising & Marketing
   2. Agriculture
   3. Airlines & Aerospace (including Defense)
   4. Automotive
   5. Business Support & Logistics
   6. Construction, Machinery, and Homes
   7. Education
   8. Entertainment & Leisure
   9. Finance & Financial Services
   10. Food & Beverages
   11. Government
   12. Healthcare & Pharmaceuticals
   13. Insurance
   14. Manufacturing
   15. Nonprofit
   16. Retail & Consumer Durables
   17. Real Estate
   18. Telecommunications, Technology, Internet & Electronics
   19. Transportation & Delivery
   20. Utilities, Energy, and Extraction
   21. Other, please list
4. What is your company’s annual revenue?
   1. Less than $100K
   2. $100K to $499K
   3. $500K to $999,999K
   4. $1M to $4.9MM
   5. $5MM to $9.9MM
   6. $10MM to $49.9MM
   7. $50MM to $99.9MM
   8. $100MM to $499.9MM
   9. $500MM to $999,999B
   10. $1B or more
5. What is the total headcount of your IT department globally?
6. How many of your IT employees work in Northeast Wisconsin?
7. Please further describe your Northeast Wisconsin IT workforce.
   1. Part-time headcount
   2. Full-time headcount
   3. IT Contractor head-count
8. In Northeast Wisconsin, what is the total headcount in each of the following roles?
   1. Web developer
   2. App developer
   3. Software developer/engineer
   4. Mobile developer
   5. Software tester/quality assurance
   6. Cyber security professional
   7. Network administrator
   8. Server/systems administrator
   9. Business analyst
   10. Database admin/business intelligence
   11. Project manager
   12. User support
   13. Data scientist/analyst
   14. Other: please list

# Financial Health

1. What do you anticipate the IT budget to be for your organization over the next 6-12 months?
   1. More than 10% down from today
   2. Down 1-10% from today
   3. Similar to now
   4. Up 1-10% from today
   5. Up more than 10% from today

IT Workforce and Technology Expansion

1. Do you anticipate a net change in the size of your IT workforce in Northeast Wisconsin?

|  |  |  |  |
| --- | --- | --- | --- |
|  | Increase | Stay the same | Decrease |
| Next 12 months |  |  |  |
| Next 3 years |  |  |  |

1. Please indicate the anticipated net change in the headcount of your IT workforce in Northeast Wisconsin? (enter a decrease as a negative number)
   1. Next 12 months
   2. Next 3 years
2. Indicate for each role, how they will be impacted over the next 12 months

|  |  |  |  |
| --- | --- | --- | --- |
|  | Increase | Stay the same | Decrease |
| Web developer |  |  |  |
| App developer |  |  |  |
| Software developer/engineer |  |  |  |
| Mobile developer |  |  |  |
| Software tester/quality assurance |  |  |  |
| Cyber security |  |  |  |
| Network administrator |  |  |  |
| Server/systems administrator |  |  |  |
| Business analyst |  |  |  |
| Database admin/business intelligence |  |  |  |
| Data scientist/analyst |  |  |  |
| Project manager |  |  |  |
| User support |  |  |  |

1. Indicate for each role, how they will be impacted over the next 3 years

|  |  |  |  |
| --- | --- | --- | --- |
|  | Increase | Stay the same | Decrease |
| Web developer |  |  |  |
| App developer |  |  |  |
| Software developer/engineer |  |  |  |
| Mobile developer |  |  |  |
| Software tester/quality assurance |  |  |  |
| Cyber security |  |  |  |
| Network administrator |  |  |  |
| Server/systems administrator |  |  |  |
| Business analyst |  |  |  |
| Database admin/business intelligence |  |  |  |
| Data scientist/analyst |  |  |  |
| Project manager |  |  |  |
| User support |  |  |  |

1. For each of the following, please indicate your plans

|  |  |  |  |
| --- | --- | --- | --- |
|  | Currently implementing | Defined plan to implement within the next 2-3 years | Not considering within the next 2-3 years |
| Artificial Intelligence |  |  |  |
| Big Data |  |  |  |
| Analytics |  |  |  |
| Automation/Robotics |  |  |  |
| Cloud Computing |  |  |  |
| Smart Integration |  |  |  |
| Virtual/Augmented Reality |  |  |  |
| Cybersecurity |  |  |  |

IT Skills Shortage

1. How important are each of the following factors in your hiring decisions for IT employees?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Not at all important | No so important | Somewhat important | Very  important | Extremely  important |
| Technical skills |  |  |  |  |  |
| Communication skills |  |  |  |  |  |
| Business skills |  |  |  |  |  |
| Cultural fit |  |  |  |  |  |
| Soft skills |  |  |  |  |  |

1. Do you struggle to find IT talent in Northeast Wisconsin? Y/N
2. If you receive an unsolicited resume from the right person, how likely are you to create a role for them?
   1. Very unlikely
   2. Unlikely
   3. Neither likely nor unlikely
   4. Likely
   5. Very likely
3. How difficult is it to fill each of the following roles?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Extremely difficult | Very difficult | Somewhat difficult | Not so difficult | Not at all difficult |
| Web developer |  |  |  |  |  |
| App developer |  |  |  |  |  |
| Software developer/engineer |  |  |  |  |  |
| Mobile developer |  |  |  |  |  |
| Software tester/quality assurance |  |  |  |  |  |
| Cyber security |  |  |  |  |  |
| Network administrator |  |  |  |  |  |
| Server/systems administrator |  |  |  |  |  |
| Business analyst |  |  |  |  |  |
| Database admin/business intelligence |  |  |  |  |  |
| Data scientist/analyst |  |  |  |  |  |
| Project manager |  |  |  |  |  |
| User support |  |  |  |  |  |

1. How many days does it typically take to fill a position from the time it has been posted?
2. Please rate the turnover for each of the following roles.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Very Low | Low | Moderate | High | Very high |
| Web developer |  |  |  |  |  |
| App developer |  |  |  |  |  |
| Software developer/engineer |  |  |  |  |  |
| Mobile developer |  |  |  |  |  |
| Software tester/quality assurance |  |  |  |  |  |
| Cyber security |  |  |  |  |  |
| Network administrator |  |  |  |  |  |
| Server/systems administrator |  |  |  |  |  |
| Business analyst |  |  |  |  |  |
| Database admin/business intelligence |  |  |  |  |  |
| Data scientist/analyst |  |  |  |  |  |
| Project manager |  |  |  |  |  |
| User support |  |  |  |  |  |

1. How many days does it typically take to fill a position from the time it has been posted?
   1. Web developer
   2. App developer
   3. Software developer/engineer
   4. Mobile developer
   5. Software tester/quality assurance
   6. Cyber security professional
   7. Network administrator
   8. Server/systems administrator
   9. Business analyst
   10. Database admin/business intelligence
   11. Project manager
   12. User support
   13. Data scientist/analyst
   14. Other: please list
2. How many of the above hires are new positions (i.e. growth in team as opposed to backfill for turnover)?
3. What is the average salary for each of the following roles in Northeast Wisconsin?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Role** |  |  |  |  |
| Web developer |  |  |  |  |
| App developer |  |  |  |  |
| Software developer/engineer |  |  |  |  |
| Mobile developer |  |  |  |  |
| Software tester/quality assurance |  |  |  |  |
| Cyber security professional |  |  |  |  |
| Network administrator |  |  |  |  |
| Server/systems administrator |  |  |  |  |
| Business analyst |  |  |  |  |
| Database admin/business intelligence |  |  |  |  |
| Project manager |  |  |  |  |
| User support |  |  |  |  |
| Data scientist/analyst |  |  |  |  |
| Other: please list |  |  |  |  |

1. What is the average START salary for each of the following roles in Northeast Wisconsin?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Role** |  |  |  |  |
| Web developer |  |  |  |  |
| App developer |  |  |  |  |
| Software developer/engineer |  |  |  |  |
| Mobile developer |  |  |  |  |
| Software tester/quality assurance |  |  |  |  |
| Cyber security professional |  |  |  |  |
| Network administrator |  |  |  |  |
| Server/systems administrator |  |  |  |  |
| Business analyst |  |  |  |  |
| Database admin/business intelligence |  |  |  |  |
| Project manager |  |  |  |  |
| User support |  |  |  |  |
| Data scientist/analyst |  |  |  |  |
| Other: please list |  |  |  |  |

1. What was the average salary change in percent for your IT workforce in Northeast Wisconsin from 2018 to 2019?
2. How many open IT positions do you have in Northeast Wisconsin?
3. Thinking of the Northeast Wisconsin IT resources who left the company in the last 12 months, how many were due to...
   1. Retirements
   2. Another IT position in Northeast Wisconsin
   3. Another IT position outside of Northeast Wisconsin
   4. Left the workforce
   5. A non-IT position inside or outside your company
   6. Don't know
   7. Other
4. For those who left for a different IT position, please indicate the prevalence of the reasons cited to leave

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Very few left for this reason | Uncommon | Common | Very common reason |
| Pay increase |  |  |  |  |
| Promotion or career opportunity |  |  |  |  |
| Work environment |  |  |  |  |
| Other/Unknown |  |  |  |  |

# Diversity in IT in Northeast Wisconsin

We are looking to understand diversity in the Northeast Wisconsin IT workforce in order to compare against the diversity in the regional population. This information will be used to inform future efforts of the NEW IT Alliance.

1. Indicate the number of IT resources in Northeast Wisconsin whose highest degree earned is
   1. High school diploma or GED
   2. Some college, no degree
   3. Associate degree
   4. Bachelor's degree
   5. Master's degree or higher
2. Indicate how many of your regional IT workforce identify as
   1. Female
   2. Male
   3. Other/non-specified
3. Indicate how many of your regional IT workforce identify as
   1. Caucasian
   2. Hispanic
   3. African American
   4. Asian
   5. Native American
   6. Other: please list
4. Please indicate the number of your regional IT workforce who are in the following age ranges
   1. Under 22 years old
   2. 22-34 years
   3. 35-44 years
   4. 45-54 years
   5. 55 and above

Workforce Recruitment

1. Does your company have a dedicated IT recruiter? Y/N
2. Does your company have an IT internship program? An internship is defined as a 3 month or longer program where college students are provided with relevant work experience in a temporary paid position. Y/N
3. Is your company open to starting a Youth Apprenticeship program in IT? A Youth Apprenticeship program is a paid work-based learning opportunity offered to high school students while they are simultaneously taking classes at their high school. Y/N
4. Are you interested in starting an IT internship or Youth Apprenticeship program? Y/N
5. Which of the following do you employ in hiring and retaining employees?
   1. Counter job offers
   2. Offer signing bonuses
   3. Offer performance bonuses
   4. Offer relocation support
   5. Offer tuition reimbursement
6. Which recruiting techniques do you use?
   1. On-campus college job fairs
   2. Job boards
   3. Resume sharing with other recruiters
   4. Company career website
   5. Social media
   6. Employee referrals
   7. Reviewing resumes posted on Indeed and other resume websites
   8. Connecting with previous candidates for current opportunities
   9. Attending meetups and other networking events
7. Describe any programs your company has in place or is exploring to retain aging IT employees.
8. Are certifications a major hiring criterion for you? Y/N
9. If you answered Yes to the previous question, please list the top 5 IT certifications you look for when hiring.

# IT Ecosystem

1. What do you believe are the top 5 factors contributing to the IT Talent shortage?
2. What do you believe are the top 5 factors contributing to the IT Talent shortage?
3. Please provide any additional comments related to IT Talent in Northeast Wisconsin and/or this survey.

Survey Complete - Thank You!

Thank you for completing the survey which is part of the overall TechTalent study conducted by the NEW IT Alliance. This study includes a look at Digital Learning Opportunities in K12 school districts; IT programs, enrollment, and graduation numbers in regional colleges; and IT employment and salary data from local employers. This annual study aims to understand and track the digital maturity of our region.  
  
The TechTalent Summit meeting is a report out of the study findings, discussion of regional needs, and introduction of organizations who can help. We encourage you to join us for this event on June 16.

Please transfer your answers to the online survey to submit your response.