

TechTalent Summit

*Your Digital Future in Northeast
Wisconsin*

October 13, 2020



Welcome



Agenda

- Welcome & Introductions
- State of IT in Northeast Wisconsin
- Panel Discussion
- Breakout Groups
- Wrap up



Housekeeping



- Use of Chat
- Actively participate in Q&A
- Share experiences and ideas
- Bathroom location...

Introductions

- Company
- College
- K12 School and CESA
- Economic Development, regional alliances, etc.



Meet the NorthEast Wisconsin (NEW) Digital Alliance



Attract, develop & retain diverse IT talent in Northeastern Wisconsin to support economic growth.

Mission



Advance collaboration efforts that promote tech health of the region.

You're Digital Future in Northeast Wisconsin



Meet the NorthEast Wisconsin (NEW) Digital Alliance

Pillars

- Promote:
 - Showcase and promote regional high-tech organizations at a national stage
 - Provide a platform for small tech companies to be exposed to regional and national businesses
- Advocate:
 - Evangelize and promote IT/Digital disciplines and careers
 - Advocate with Local, State and Federal legislature to promote policies and regulations favoring local IT/Digital needs
 - Advocate with Financial Institutes to develop funding sources for startup businesses
- Research:
 - Act as a reporting agency by collecting and reporting on regional datasets relevant to Digital space
 - Conduct Surveys
 - Setup Publications
- Collaborate:
 - Work with and connect regional Higher Education Institutes and Businesses to increase collaboration
 - Setup Incubators/Labs
 - Favor innovations
 - Facilitate and advise startups
 - Develop funding sources to take selected innovations to market
 - Offer a platform for businesses to come together and partner in developing solutions
 - Work with Local organizations to improve their access to the region
- Advise:
 - Work in Advisory capacity to directly work with area Universities, Tech Colleges and K-12 institutions to develop programs and curriculum that is in line with the business demands and needs of today and tomorrow
- Service:
 - Develop programs to offer services to members
 - Recruitment
 - Business Expo
 - Hard/Soft Skill development



Thank You Investors!



Thank You Investors!

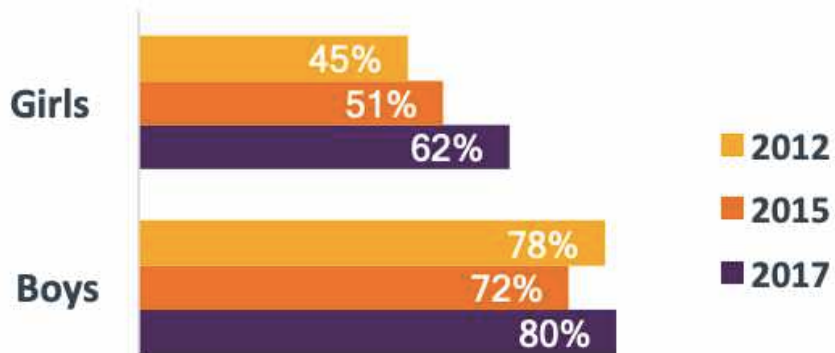


State of IT in Northeast Wisconsin



K-12 National Data

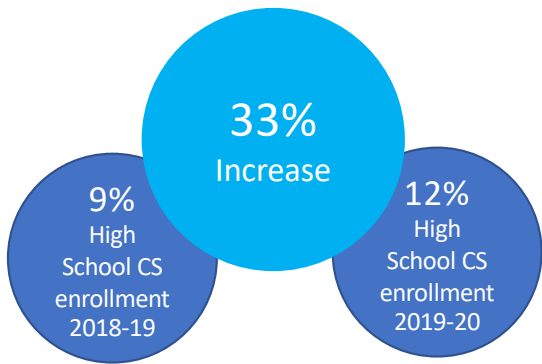
NET Interest in Considering a Career in IT



Base: 1,006 U.S. respondents age 13-17, Boys=500, Girls=506

	Age 13	Age 17
Positive Perceptions		
Pays well	58%	58%
Opportunity to be creative / work on new products, apps, etc.	60%	56%
Opportunity to use technology to make a difference	49%	57%
Lots of available jobs	33%	46%
Appealing work environment / work with fun, smart people	42%	43%
A job that's well respected	29%	40%
Negative Perceptions		
Working alone sitting in front of a computer all day	39%	45%
Difficult, complicated work	30%	40%
Jobs are mostly located in Silicon Valley and large cities	19%	21%
Boring work	16%	21%

K-12 Regional Data



	2018-19	2019-20
Boys	71%	54%
Girls	21%	21%
Unknown	9%	25%

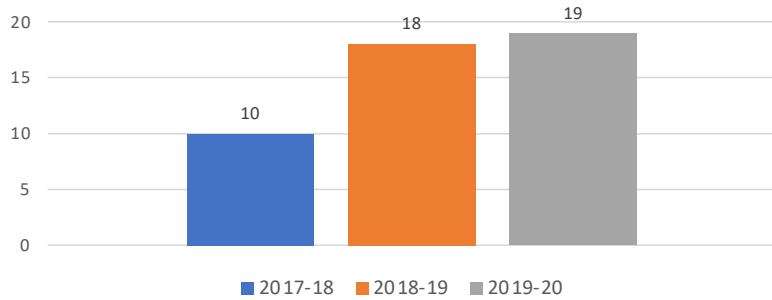
Top Challenges
 Lack of qualified teachers
 Lack of student interest

2018-19	2019-20
Intro to Computer Science	Home Grown Computer Science Course
Media Design	Intro to Computer Science
Web Design	Game Development
Mobile Application Development	Web Design
Game Development	Media Design

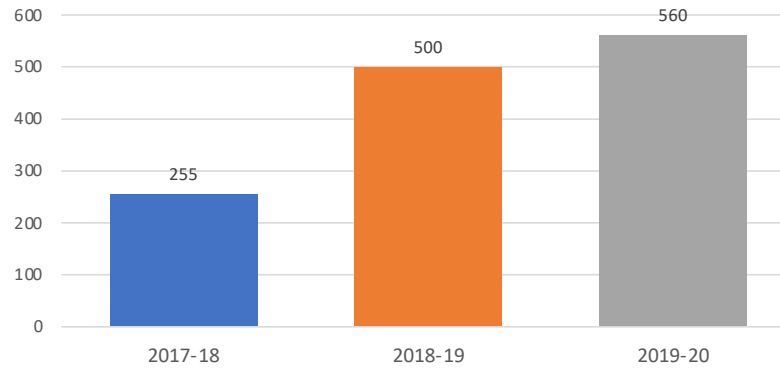
Computer Science Course	% female
Home Grown Computer Science Course	34%
Mobile Application Development	32%
Web Design	26%
Computer Science dual credit	23%
Media Design	20%
AP Computer Science Principles	17%
AP Computer Science A	15%
AP Intro to Computer Science	14%
Data Analytics	11%
Game Development	9%
Intro to Hardware	5%
Networking	1%
PLTW Computer Science	1%
Cyber Security	0%

K-12 Initiatives

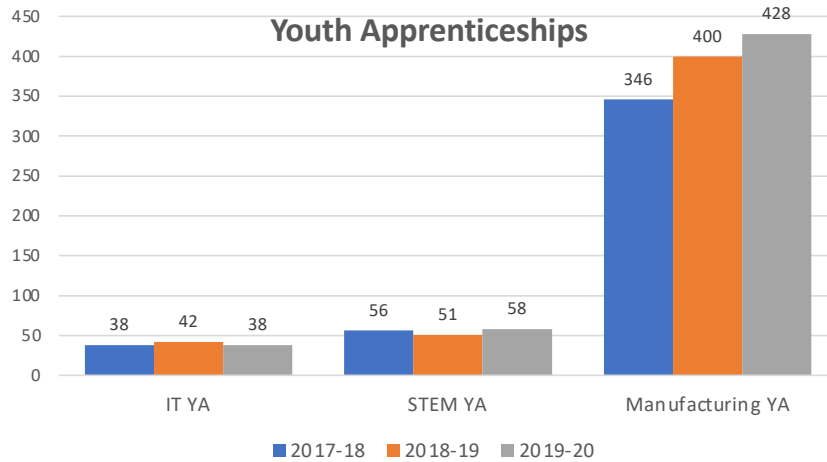
High Schools with a Microsoft TEALS Program



NEW Connect IT High School Student Participation



Youth Apprenticeships

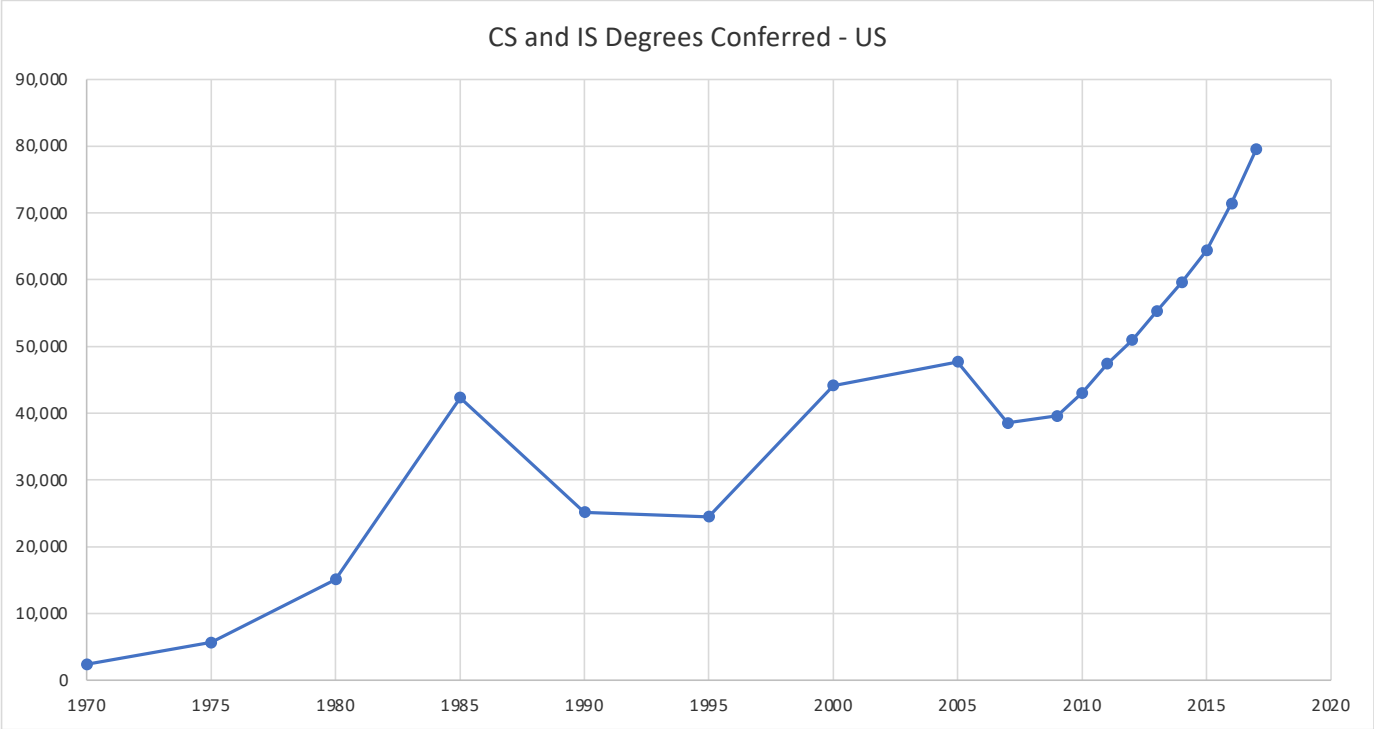


NEW Digital Alliance Initiatives

- Classroom talks
- NEW CS Advisory board
- K12 task force



College National Data

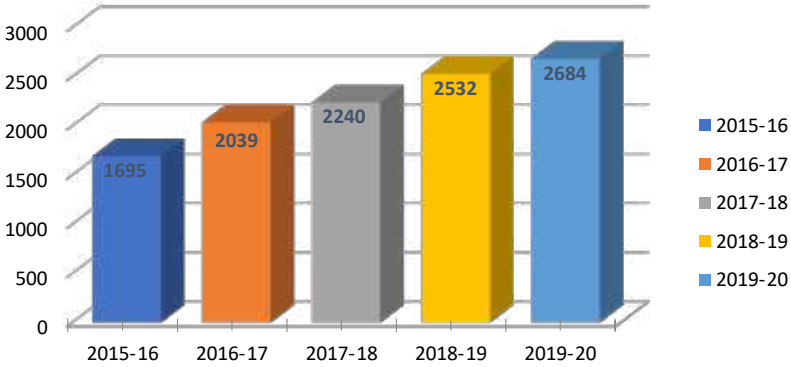


SOURCE: U.S. Department of Education, National Center for Education Statistics, Higher Education General Information Survey (HEGIS), "Degrees and Other Formal Awards Conferred" surveys, 1970-71 through 1985-86; Integrated Postsecondary Education Data System (IPEDS), "Completions Survey" (IPEDS-C:91-99); and IPEDS Fall 2000 through Fall 2018, Completions component. (This table was prepared November 2019.)

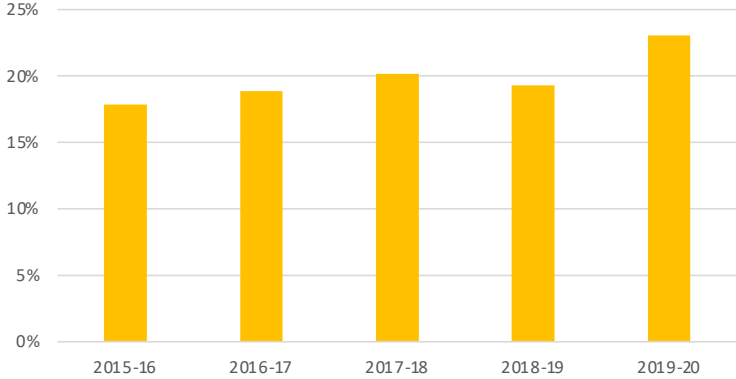


College Regional Data

Total IT Program Enrollment by Year



Percent female students



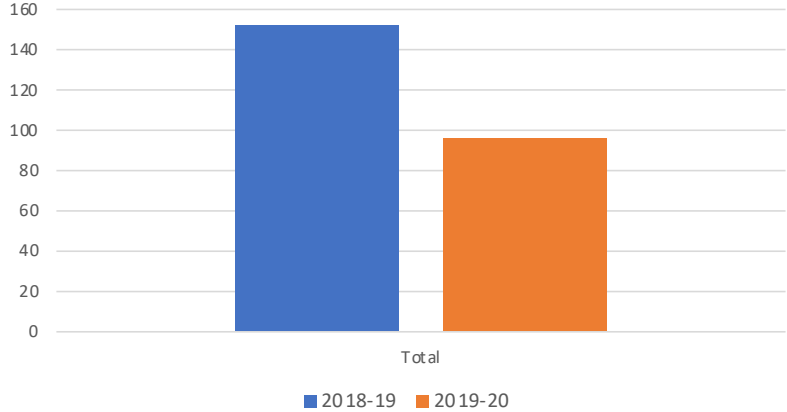
Top 4-year Majors	Enrollment
Computer Science	525
Data Science (MS)	181
Information Systems	107
Interactive Web Management	45
Information Science	43
Applied Computing	7

Top 2-year programs	Enrollment
Software Developer	439
Network Specialist	399
Computer Support	292
Web Developer	274
Information Security	197
Graphic Communications	57
Interactive Media Design	44
Mobile Applications Developer	28
Business Analyst	21
Manufacturing IT	9



College Initiatives

TechTalk Series
College Student Participation



Partner Campuses



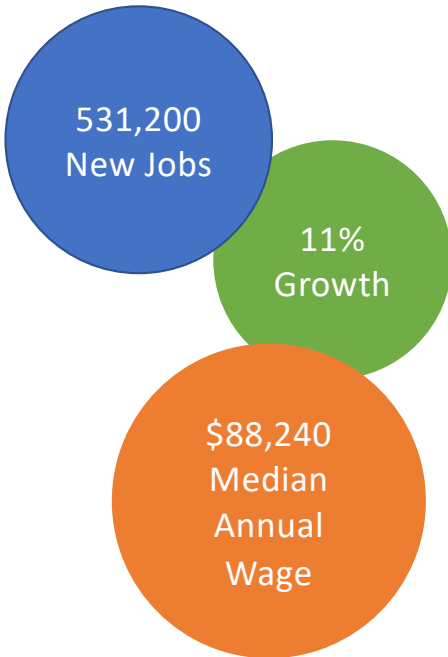
Testimonials

Thank you for this opportunity! I'm paying a lot of money for my degree, and this was a great opportunity to apply what I'm learning and give back to the community at the same time. – Intern at the NEW Collaborative Intern Event



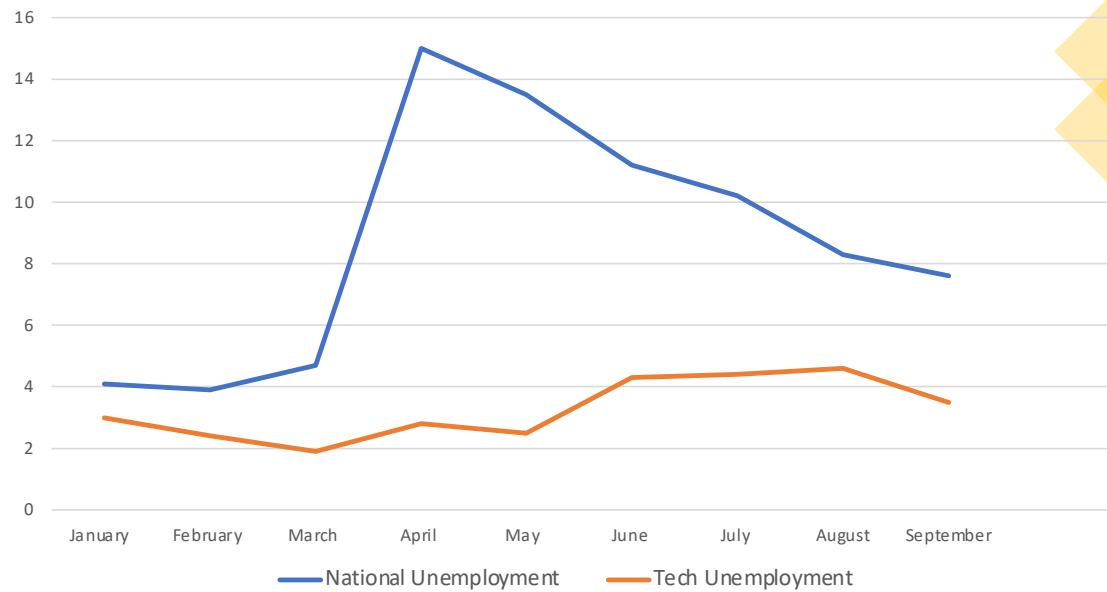
Professional National Data

IT Job Growth Projections



Bureau of Labor Statistics, Sep. 1, 2020:
<https://www.bls.gov/oooh/computer-and-information-technology/home.htm>

Tech vs. National Unemployment During Covid-19 2020 Outbreak



Reference: [Forbes Unemployment Rate for Computer Occupations Fell in May](#) article along with [Tech Employment Gains Pause for the Month, CompTIA Analysis Shows](#) and the [CompTia IT Employment Tracker](#) which all cite Bureau of Labor Statistics (BLS) data



Professional Regional Data

Most in demand/ Hardest to fill roles

- Developer roles:
 - Software engineer
 - Mobile
 - App developer
- Cyber Security
- Data Analyst

One Big Idea

Connect middle & high school faculty to company IT departments

Top 5 Factors Contributing to IT Talent Shortage

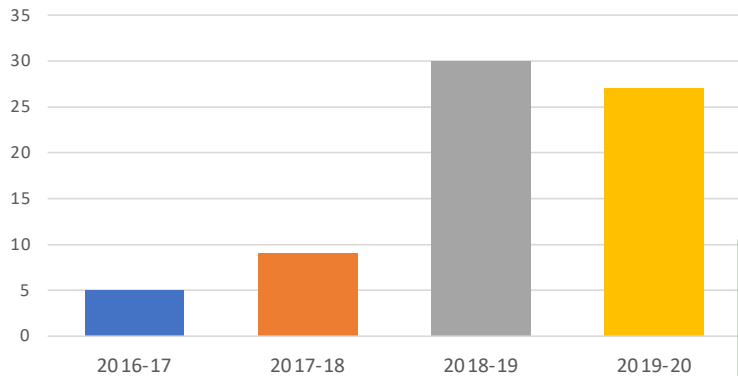
- National competition for IT talent
- Lack of broader IT classes (beyond coding) in k12
- Lack of awareness/interest in IT careers

NEW IT Professional Community Survey

- THANK YOU to those who completed the survey
- Launched spring 2020
- Data collection challenge due to Covid-19, first year
- Look for 2021 survey

Professional Initiatives

Resumes Shared



NEW Digital Alliance Initiatives

- NEW Connect IT
- TechTalks
- Quarterly Meetings
- Newsletter
- Website...resources, videos, pathways

Advocacy Organizations

- WIT Wisconsin
- Amplify Oshkosh
- CompTia
- IIBA

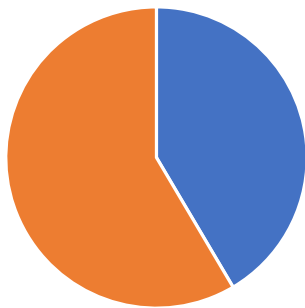
NEW Digital Alliance Moving Forward

- TechConnect Pro
- Innovation and Collaboration Taskforce
- NEW Launch Alliance



Moving Forward

College Gender Enrollment



■ Male ■ Female

Source: US Dept of Education

Nearly half of post-Millennials are racial or ethnic minorities

% of 6- to 21-year-olds who are nonwhite



Note: Nonwhites include blacks, Hispanics, other races and people who identify with more than one race.

Source: Pew Research Center analysis of 1968, 1986, 2002 and 2018 Current Population Survey Annual Social and Economic Supplement (IPUMS) and 1986, 2002 and 2017 Current Population Survey October Supplement (IPUMS). "Early Benchmarks Show Post-Millennials on Track to Be Most Diverse, Best-Educated Generation Yet"

PEW RESEARCH CENTER

Make a Difference

- Start today, hire tomorrow
- Get involved with an IT organization
- Connect with local schools
- Explore your corporate culture
- Start an IT YA or internship program
- Join the NEW Digital Alliance



Panel Discussion



Meet the Panelists – Tina Schuelke



Role:

- CEO, Change Management Communications Center
- Podcaster, Executive Coach, Change Leader

Education:

Background:

- Leads elite teams with proven skills and track records in transformative strategy, planning, assessments, coaching, consulting, and communications.
- Organizational change leader

Work with Tina to be challenged and also at ease in the driver's seat while being responsible for what used to be your organization's blind spots.

#neverstopconquering



Meet the Panelists – Carly Kroll



Role:

- Director of Education at New Resources Consulting
- Adjunct instructor in communication at Marquette University

Education:

- Master's in Education, National Louis University
- Master's in Communication Technology, Marquette University

Background:

- Education, research, and communications.
- Emerging technologies and their effects on the workforce
- Holds and creates workshops and thought leadership content to support clients in multiple industries
- PR and Marketing Manager for the Americas at Ubimax Inc.
- Writer for groups such as the Electric Power Research Institute(EPRI), Association of Equipment Manufactures(AEM) and the Augmented Reality for Enterprise Alliance(AREA).



Meet the Panelists – Jon Drosdick

**Role:**

Director of Recruiting for New Resources Consulting

Education:**Background:**

- IT Recruiter
- Account Manager
- Operational Leader

New Resources Consulting is passionate about helping organizations nationwide improve through technology. Industries served include Healthcare, Manufacturing and Distribution, and Finance/Banking.



Meet the Panelists – Bob Turner



Role:

- Chief Information Security Officer, University of Wisconsin-Madison
- Leads the information security and privacy program

Education:

- BS and MS degrees in Management and Information Security
- Certified Information Systems Security Professional

Background:

- U.S. Navy telecommunications operator then as a Communications and Information Systems officer
- Managed 45 cybersecurity consultants delivering security assessments and cybersecurity inspections
- Manages team of 40 professional staff and 20 student workers providing cybersecurity services (risk management & compliance, security operations center, security tools support, cyber intelligence analysis, security awareness, and information technology policy)



Meet the Panelists – Jerry Eastman, Lieutenant Colonel (Ret)



Role:

- President, CEO, and Founder Wisconsin Cyber Threat Resource Alliance

Education:

- BS, Business Administration, UW-Platteville
- MBA with emphasis in Microsoft Computer Systems Eng., Backer College
- Military Leadership Courses
- Military Advanced Operations Course

Background:

- Started partnership with the Dept. of Military Affairs and Public-Private Energy Companies in Wisconsin
- Worked on national level policy in the Energy and Cyber/Communications sectors, including development of development of a cyber/communications common operating picture for the National Cyber Communications Integration Center, DHS and Military Planner.
- Wisconsin National Guard: leadership positions; Afghanistan from 2002-2003
- Bronze Star for meritorious service in a combat zone



Breakout Rooms



Breakout Rooms

- 15-minute session
- Small group discussion with one of the panelists
- Unmute to ask questions or use the chat window
- Share 2-3 discussion items



Wrap Up



Breakout Room Report Out



Carly Kroll, Director
of Education New
Resources
Consulting



Jon Drosdick,
Director of
Recruiting New
Resources
Consulting



Tina Schuelke, CEO
of Change
Management
Communications
Center LLC



Carly Kroll, Director
of Education New
Resources
Consulting



Jerry Eastman, CEO
and Founder
Wisconsin Cyber
Threat Resource
Alliance



NEW Connect IT



REGISTER NOW

1-HOUR SESSIONS:
TUESDAY NOV. 3 @ 8:00AM
THURSDAY, NOV. 5 @ 2:00 PM
THURSDAY, NOV. 12 @ 9:00 AM
FRIDAY, NOV. 13 @ 1:00 PM
TUESDAY, NOV. 17 @ 9:00 AM
WEDNESDAY, NOV. 18 @ 1:00 PM

**NEW
CONNECT
IT**

A VIRTUAL EVENT

www.newconnectIT.com



Volunteers needed!

Registration open:

- High school students
- College Students





Dates to Know

- October: Cyber Security Month
- November: NEW Connect IT series
- Dec 7-13: CS Education Week
- Dec 8: NEW CS Advisory board
- Jan 14: Quarterly Meeting
- March: Surveys open

Thank You!

