

CHANGE



Lauren Brownstein
Vice President,
Workforce Development

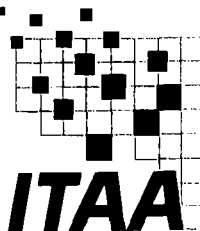
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MEMORANDUM

TO: Jon Schnur

FROM: Lauren Brownstein 

DATE: December 1, 1998

SUBJECT: ITAA Workforce Development

Hey, Jon! Hope you had a good Thanksgiving.

I'm still interested in meeting with you to discuss ITAA's Workforce Development activities and ways in which we (or our member companies) might be able to assist you with the VP's Summit. In the meantime, I thought I would share the enclosed materials with you.

Bottom line: there is a huge shortage of Information Technology (IT) workers. Our research (the green study) indicates over 346,000 vacant IT positions at both IT and non-it companies. The shortage does not just impact the computer industry – banking, retail, hospitality, etc. all use computers and all need computer workers.

What's worse, this shortage represents thousands of great jobs that Americans are not taking advantage of. With some training, people with all sorts of aptitudes and educational backgrounds could be trained to work with computers. We are focusing these days on women, minorities, people with disabilities, etc. who are underrepresented in IT jobs. We are involved in a major IT School to Work effort.

Here's what I've sent:

- *Help Wanted 1998: A Call for Collaborative Action for the New Millennium* (green study) – our annual workforce study. There is a concise Executive Summary w/ major statistics at the beginning.
- Task Force Reports (pinkish bound report) – from the 1998 National IT Workforce Convocation. A more indepth look at what is keeping people away from IT jobs
- General information sheets on ITAA Workforce Development initiatives, PASS*IT*ON (program to train people with disabilities for IT jobs), and the Techforce Initiative (our School to Work project)
- Brochure from the 1998 National IT Workforce Convocation (January, 1998, Berkeley, CA). Cosponsored by DOC, ED, and UC Berkeley)

Information Technology Association of America

- Save the Date card for the 1999 National IT Workforce Convocation

You might want to check out our workforce website www.itaa.org/workforce.

Anyway, I hope this is helpful, and I hope that we can get together soon! I planned a major national event on January 12-13 last year, and I understand the stresses of doing a huge event right after the holidays. Call me if you want to commiserate!

Ph: 703-284-5318



National Information Technology Workforce

Convocation

January 12-13, 1998

Berkeley, CA

As information technology (IT) propels American industry into the 21st century, companies face a critical barrier—a lack of skilled IT workers. The severe IT worker shortage threatens the growth and

competitiveness of US companies and represents thousands of missed opportunities for American workers. The National Information Technology Workforce Convocation will bring together leaders in industry, academia, and

government to develop new educational strategies and forge partnerships that will increase the quantity and quality of the American IT workforce.



Task Forces

Convocation Task Forces will meet via conference call from September – December, 1997 to explore issues of relevance to the IT worker shortage. These Task Forces will present their findings at the Convocation in January, 1998.

Basic Math and Science Competencies: increasing interest and competency in math and science so that potential IT workers possess the necessary skill sets.

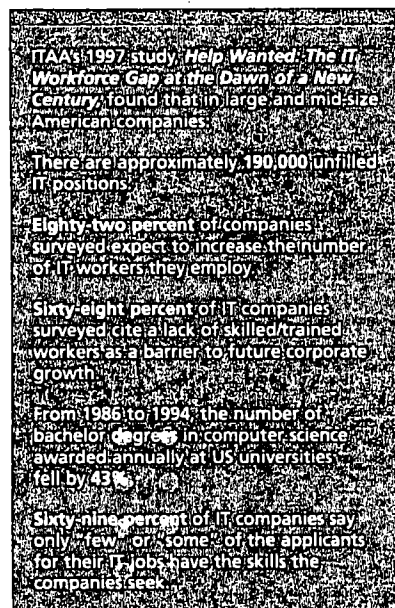
Image of the IT Profession: shifting the popular perception of IT jobs to reflect the dynamic, exciting opportunities that the field offers

Quality and Productivity Issues: maintaining a high-quality, cost-efficient IT workforce

Recruitment of Underrepresented Groups: expanding the pool of potential workers to include more women, minorities, vocational students, and other non-traditional IT workers.

Responsiveness of Industry and Higher Education to Each Other's Needs: facilitating the exchange of information and resources so that properly skilled workers enter the marketplace.

Skill Upgrading of the Current Workforce: enhancing the skills of current workers so that they do not become obsolete.



A G E N D A

National Information Technology Workforce Convocation

Monday, January 12, 1998

- 8:00 a.m. Breakfast and Registration
OPENING SESSION
Task Force Meetings
GENERAL SESSION: Task Force Reports
- 12:00 p.m. Luncheon
GENERAL SESSION: Task Force Reports
Breakout Sessions
GENERAL SESSION
- 5:00 p.m. Reception

Tuesday, January 13, 1998

- 8:45 a.m. GENERAL SESSION
Breakout Sessions: Partnership
- 12:00 p.m. Luncheon
Breakout Sessions
- 2:30 p.m. CLOSING SESSION

Registration Form

National Information Technology Workforce Convocation
January 12-13, 1998 • Berkeley, CA • The Claremont Hotel

Space at the Convocation is limited and will be filled on a first come, first served basis. Early registration is encouraged.

Name: _____
Title: _____
Company/Organization: _____
Address: _____
City, State, Zip: _____
Phone: _____ Fax: _____
Email: _____

Registration Fees: circle the appropriate amount
Industry or Corporate participant\$225
Non-profit participant*\$100

*Non-profit participants include: non-profit organizations, schools, and/or government agencies. Limited registration subsidies may be available. Contact Lauren Brownstein at ITAA (703/284-5318) for details.

Method of Payment:

☐ Check ☐ Visa ☐ MasterCard ☐ American Express

Account Number: _____ Expiration Date: _____

Name on Card: _____

Signature: _____

Special Dietary Requirements: ☐ Kosher ☐ Vegetarian ☐ Low Soc

Task Forces: If you would like to participate in one of the Task Forces, please check the appropriate box. Information on participating in the Task Force you choose will be sent to you.

- ☐ Basic Math and Science Competencies
☐ Image of the IT Professions
☐ Quality and Productivity Issues
☐ Recruitment of Underrepresented Groups
☐ Responsiveness of Industry and Higher Education to Each Other's Needs
☐ Skill Upgrading of the Current Workforce

Cancellation Policy: Cancellations must be made in writing. Substitutions may be made in writing at any time without charge. No refunds will be given after January 5, 1998.

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How to Register: See registration forms at the end of this brochure or call 800-368-5239. For registration information, contact the American Vocational Society, 1200 Broadway, New York, NY 10018-3298.

Attending: Attending is free of charge. Conference materials are \$25.00.

ADA: The American Vocational Society is an equal opportunity organization. We are committed to providing accessible facilities for all participants. Please contact us at 800-368-5239 for more information.

The Statement: All Convocation participants will receive a complimentary copy of the Statement of the American Vocational Society, a document that outlines the organization's commitment to vocational education and training. The Statement is available in English and Spanish. For more information, contact us at 800-368-5239. Guest room availability is only guaranteed until December 12, 1997.

Information: For more information, contact us at 800-368-5239. For more information, contact us at 800-368-5239. For more information, contact us at 800-368-5239.

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January 12-13, 1998
Berkeley, CA

Convocation Organizers:



Convocation Cosponsors:



International Brotherhood of Teamsters
Local 1000, San Francisco, CA

National Center for Vocational Research in Vocational Education

Sponsorship opportunities are still available. Call 800-368-5239 for information.



CLINTON LIBRARY PHOTOCOPY

1999 National Information Technology Workforce Convocation
April 12-13, 1999 · Austin, Texas · Omni Austin

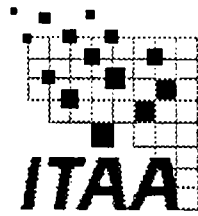
America faces a critical shortage of information technology (IT) workers. Innovative programs and partnerships are addressing the issue by expanding training and recruitment opportunities for all Americans. Join leaders in industry, academia, and government to highlight these projects, set priorities, and contribute to the national dialogue.

More information on the second annual
National IT Workforce Convocation may be found at
<http://www.ita.org/convo99.htm>

Sponsorship opportunities are available.
Please call 703-284-5318 for more information.

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A Call to Action: ITAA's Efforts to Address the Information Technology Skills Gap

Critical Issue/Potential Consequences

US companies are experiencing a severe shortage of information technology (IT) workers. The number of unfilled positions for IT at US companies is approximately 346,000 nationwide. Effects may include slowed growth in IT-dependent industries, increased outsourcing overseas and a decreased supply of technology goods and services that our citizens enjoy.

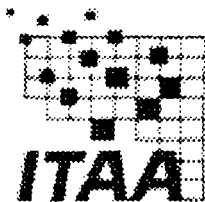
ITAA Workforce Development Initiatives include:

- Convening the Second National IT Workforce **Convocation** April 12-13, 1999 in Austin, Texas to gauge progress and track best practices in dealing with the shortage of IT workers.
- Replicating a successful **program to train** and place people with disabilities for IT jobs through a US Department of Labor grant.
- Implementing a nation-wide program to **engage IT employers** in School to Work activities also with US Department of Labor grant support.
- Conducting our third in a series of national, comprehensive **studies** of the shortage of skilled IT workers in American industry, *Help Wanted 1999*.
- Offering the Workforce Development **website** featuring basic IT career information, examples of innovative partnerships, focused news articles and research. (<http://www.itaa.org> – go to “Workforce”)
- Partnering with the corporate sector on **national PR campaigns** to raise awareness of opportunities in the IT industry.
- Hosting **regional symposia** to examine workforce needs by locality and to determine specific community-based solutions.
- Initiating a wide variety of **partnerships** between industry and academia, including projects with Junior Achievement New York, Old Dominion University, US Department of Labor Job Corps, Community Options, Inc. and others.

ITAA Supports Public Policy Initiatives that:

- Offer tax credits and other incentives for **businesses** that provide/promote/reimburse their employees for IT training.
- Provide incentives for **individuals** who want to join the IT workforce through tax credits and scholarships for IT education and training programs.
- Create opportunities for all **IT education/training providers** to fall under the tax credit/grant partner umbrella including private vocational facilities.
- Develop **community**-based solutions such as regional training consortia, IT industry curriculum advisory boards, replicating successful training models, disseminating best practices, increasing the capacity of existing partnerships and creating new programs and partnerships.
- Include **government** as a stake-holder with a shared responsibility in problem resolution by establishing federally appointed commissions focusing national attention on this critical issue and conducting targeted, results-oriented research like the 21st Century Workforce Commission and the Commission on the Advancement of Women and Minorities in Science, Engineering and Technology Development.

For more information please contact Lauren Brownstein, Vice President, Workforce Development, ITAA, at lbrownstein@itaa.org or 703-284-5318.



EDC Education
Development
Center, Inc.

The Techforce Initiative: Building IT-STW Partnerships

The information technology (IT) sector is facing a severe shortage of workers. According to the ITAA and Virginia Tech University study *Help Wanted 1998*, there are 346,000 core-skill IT positions currently unfilled in the U.S., and the Bureau of Labor Statistics predicts that by the year 2000, 65 percent of the labor market will be required to possess high-tech skills. To address this need, increasing numbers of IT employers are establishing school-to-work (STW) partnerships with schools, K-12 to four-year, to help prepare the future workforce for entry into IT careers.

To promote these efforts, the **National Alliance of Business (NAB)**, **Information Technology Association of America (ITAA)**, and **Education Development Center, Inc. (EDC)** are working on a two-year, U.S. Department of Labor-funded project to facilitate, support, and promote expanded IT employer participation in STW programs. Key activities include:

- Developing strong business leadership through an **IT Industry Leadership Team (ILT)** and strong educational leadership through an **Education Advisory Committee (EAC)**, which will provide national-level guidance, networking, and promotion.
- Selecting and strengthening three **Centers of Excellence** to model, implement, and evaluate employer involvement strategies in STW.
- Participating in eight **regional workforce development symposia** to support and expand IT employer involvement in STW.
- Identifying and developing **useful tools and products** to encourage and support STW partnerships.
- Creating a **web-based clearinghouse** to disseminate information about outstanding IT-STW programs and tools for employers and educators.

Through these activities, ITAA, NAB, and EDC intend to:

- Build general awareness of the IT industry and its needs.
- Develop and implement a STW model in the IT sector.
- Establish networks and relationships between IT employers and other stakeholders.
- Provide and develop lessons, tools, products, and other resources that support broad-scale IT employer participation in STW.

To find out how you can get involved today, please contact:

ITAA: John Donaldson, Sr. Program Manager, (703) 284-5323, jdonaldson@itaa.org

NAB: Vincent Spera, Program Manager, (202) 289-2849, sperav@nab.com

EDC: Joyce Malyn-Smith, Ed.D., Sr. Project Director, (617) 969-7100 x2386, joycem@edc.org

Techforce Initiative Project Partners

Information Technology Association of America (ITAA)

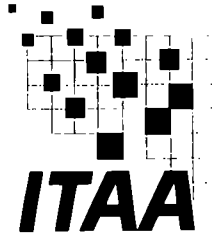
The Information Technology Association of America (ITAA) is the leading trade association for the broad information technology (IT) sector in the U.S. With over \$500 billion in worldwide sales, IT is America's fastest growing industry, encompassing computers, software, telecommunications products and services, Internet and online services, systems integration, and professional services companies. With over 11,000 direct and affiliated member companies, ITAA represents the IT industry's interests on issues such as intellectual property, taxation, privacy, telecommunications policy, the Year 2000 Conversion (Y2K) challenge and workforce development. ITAA's workforce development initiatives include: *Help Wanted 1998*, a detailed study of the IT worker shortage; the Hightech Workforce Resource Center (www.techworkforce.org); the National IT Workforce Convocation (Austin, Texas, April 12-13, 1999); and a U.S. Department of Labor grant with Community Options to expand IT training for people with disabilities. For more information, please see www.ita.org.

National Alliance of Business (NAB)

The National Alliance of Business (NAB) is a nonprofit, business-led organization advancing business leadership of programs at the local, state, and national levels to improve workforce quality through education and training. NAB works with businesses all across the country that are involved in programs in their communities and in their workplaces to increase competitiveness, not only by investing in their current workforce, but future workers as well. Today, the key to American business lies in a quality workforce -- where every citizen is educated and trained to world-class standards, beginning in the schools and continuing in the workplace. NAB works to ensure that business takes a leadership role by partnering with educators, public officials, and other leaders in their communities to reform our nation's education and training systems. For more information, please see www.nab.com.

Education Development Center, Inc. (EDC)

Education Development Center, Inc. (EDC), is a non-profit research and development firm dedicated to human development through education. EDC manages more than 200 projects around the world. Through the Center for Education, Employment and Community (CEEC), EDC provides technical assistance to assist young people and adults achieve to the highest standards in education and prepare for the workforce. CEEC develops learning communities of educators, employers and front line workers and community-based leaders, building their capacity to develop innovative programs and manage change. CEEC builds school-to-career systems; develops standards-based curriculum integrating academic and technical skills; and offers professional development opportunities for educators and employers. The Women's Educational Equity Act (WEEA) Equity Resource Center at EDC works to improve educational, social and economic outcomes for women and girls. A network of 380 Community Technology Centers (CTCNet) supports affiliates across the country to close the digital divide by providing access to technology in community-based settings. More information on EDC can be found at www.edc.org.



PASS*IT*ON

Plan for Achieving Self-Support with Information Technology Opportunities Nationwide

Technology Training for People with Disabilities

Description

The Information Technology Association of America (ITAA), Community Options, Inc. (COI) and institutions of higher education have teamed up to replicate a successful model program in Denver called Computer Training for People with Disabilities (CTPD).

The purpose of PASS*IT*ON is to meet the needs of the business community for competent network administrators, as well as the needs of injured workers and people with disabilities for challenging, lifelong careers. The 3 pilot programs are located in Virginia, New Jersey and Texas.

Project Partners and Participants

Through three of ITAA's member regional associations, Northern Virginia Technology Council, New Jersey Technology Council and the Austin Software Council, the business community assists with curriculum development, student selection/evaluation and internship/placement.

George Mason University, New Jersey Institute of Technology and Austin Community College provide instruction, space and administrative support. COI refers qualified students through both state and private rehabilitation agencies.

Applicants must possess a high school diploma or equivalent and good logical reasoning skills. Students are selected based on their motivation and ability to learn in an accelerated educational environment.

A Model for Success...

Over the last 17 years, Denver's CTPD program has had an average job placement rate of more than 90 percent for each class. Starting salaries for the class of 1997 ranged from \$28,500 to \$37,000 per year.

For more information about PASS*IT*ON, contact Kim Baker, ITAA Program Manager, Workforce Development, at 703/284-5314, kbaker@itaa.org

Information Technology Association of America

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Help Wanted 1998:

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A CALL FOR

COLLABORATIVE

ACTION FOR THE

NEW MILLENNIUM

for the New
Millennium



INFORMATION
TECHNOLOGY
ASSOCIATION
OF AMERICA

ARLINGTON, VA

Virginia



VIRGINIA POLYTECHNIC INSTITUTE
AND STATE UNIVERSITY



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