

Why Information Technology (IT) for the Workforce

THOUGHTFUL WORKFORCE INVESTMENT

Workforce leaders need their investments to bolster their regional employment base and yield the most important result: economic growth for all stakeholders.

The challenge is understanding exactly where to invest workforce dollars. Ideally, investments should be in expanding industries, requiring an influx of new and re-trained talent, paying above-market wages and improving the quality of life for constituents. We all recognize the speed and scope of innovation is upending the way we work. When it comes to our nation's workforce, labor market demands are shifting.

Enter the information technology (IT) industry.

EVERY COMPANY IS AN IT COMPANY

Technology is no longer a vertical market, it is a horizontal market and part of the fabric of every organization. Digital transformation is giving rise to a growing demand for IT talent not only in the IT sector, but for varied career pathways within all organizations. Hiring managers in manufacturing, retail, healthcare, automotive, etc. cannot find enough employees with the required skills and competencies to fill their IT job roles. **The CompTIA 2019 CyberStates (cyberstates.org) research found that nearly half of tech jobs are in non-tech companies.**

Companies are searching for communities that can provide them with bountiful IT-talent pipelines. Studies have shown that IT talent is a primary indicator of the wealth and competitiveness of a city or region. Communities which provide an IT-skilled workforce will reap the benefits of the exceptional ROI on their IT talent investment.

CYBERSECURITY REMAINS A CONSTANT

In every industry sector, businesses are increasing their IT security investments and proactively defending security breaches. Improving cybersecurity performance is the pivotal goal for most Chief Information Officers (CIOs). CompTIA's survey reveals businesses rank data security among the most pressing cybersecurity skills gap domains. CIOs are tasked with hiring qualified employees trained in new skills such as penetration testing, vulnerability assessment, and security analytics.

IT EMPLOYMENT OPPORTUNITIES

- Today there are millions of U.S. tech-related jobs (tech industry + tech occupation + self-employed)
- In 2019, the IT sector is set to grow by 4 percent with an upside forecast of more than 6.4 percent
- Through 2026 we will need to fill approximately 1.2 million tech jobs in the U.S.*

*CompTIA analysis of Bureau of Labor Statistics data

IT provides a long-term career pathway, with the strongest industry sector job demand forecast.

SOC Code	Occupation	Total # Job Postings 2018
15-1150	Computer support specialists	280,546
53-3032	Heavy & tractor-trailer truck drivers	991,176
29-2071	Medical records & health info techs	110,368
49-9021	Heating, AC, & refrigeration mechanics & installers	57,942
49-3023	Automotive service techs & mechanics	149,909

All IT Jobs By 2026
1,200,000

Sources: CompTIA | Burning Glass Technologies Labor Insights (January 2019)

LAW OF SUPPLY + DEMAND = HIGHER IT WAGES

Limited supply and high demand for qualified IT professionals equals the highest median salary for an entry level position ~ \$52,800. Also, the long-term career pathway for IT professionals, provides a high-wage trajectory.

SOC Code	Occupation	Median Annual Salary, May 2017
15-1150	Computer support specialists	\$52,810
53-3032	Heavy & tractor-trailer truck drivers	\$42,480
29-2071	Medical records & health info techs	\$39,180
49-9021	Heating, AC, & refrigeration mechanics & installers	\$47,080
49-3023	Automotive service techs & mechanics	\$39,550

Median Annual Salary all Job Roles, 2017
\$112,000

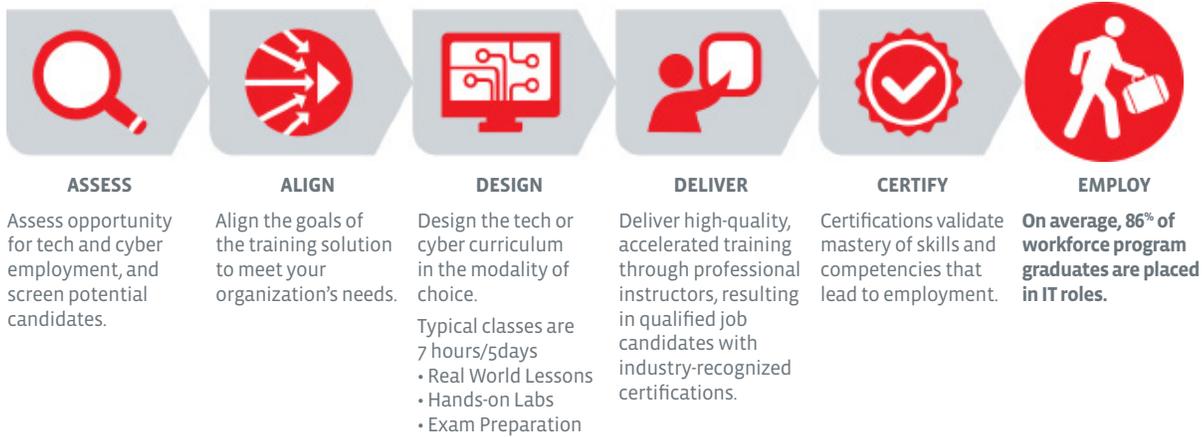
Sources: CompTIA | U.S. Bureau of Labor Statistics, Occupational Outlook Handbook (January 2019)

HIGH ROI FOR WORKFORCE INVESTMENT

- Entry level IT jobs do not necessarily require a four-year degree.
- With quality training and certifications, in less than a year, students can acquire knowledge and skills to become web developers, mobile application developers, data administrators, computer support specialists and network support specialists. These are lucrative and critically important careers in today's digital economy.
- Communities capable have providing a steady and reinforced pipeline of tech talent will attract employers and an increased tax base thanks to an industry with an average salary of \$112,890 (considering all IT occupations—entry level through senior level), more than double the average national wage.

OUR COMPTIA WORKFORCE SOLUTION

CompTIA delivers “turn-key”, accelerated training and certification programs for key workforce populations, that build the talent pipeline and transition people into high-wage IT and cybersecurity careers.



WHAT MAKES COMPTIA DIFFERENT

APPROACH

VENDOR-NEUTRAL:

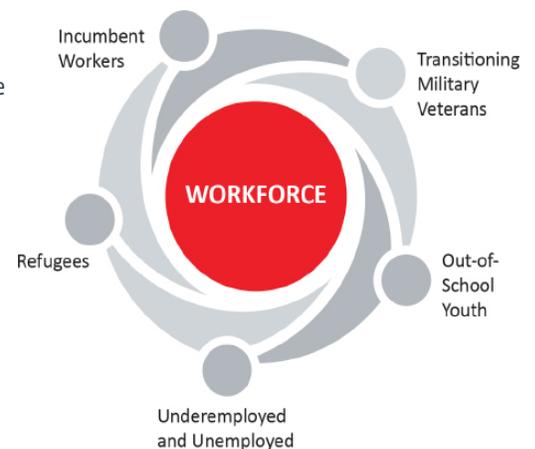
As a non-profit, CompTIA’s training and certifications are 100% vendor neutral. Each exam covers multiple technologies. Vendor neutrality is important because it ensures IT professionals are able to perform job tasks in any technology environment. CompTIA-certified professionals will consider multiple solutions when problem solving, making them more flexible and adaptable than IT professionals who trained in one technology. For-profit vendors limit their IT training and certifications to their own branded products. Learners who specialize in a single company’s IT products are limiting their employment potential.

JOB-ROLE FOCUSED:

CompTIA training and certifications are mapped to specific job roles. Subject matter experts continually refresh our content to reflect emerging tech skills. With job-focused training versus technology-focused training, learners have greater employment opportunities.

PERFORMANCE-BASED:

Performance-based training and certifications validate the skills associated with a particular job or responsibility. Candidates must demonstrate their ability to perform related tasks through simulations and performance-based questions, proving they not only know what a job entails, but how to do it. Employers mandate CompTIA certifications because they trust this competency-based approach.



COMPREHENSIVE

Our collaboration starts with an assessment of your local labor market and your workforce demographics. Our objective is to align your workforce to prevailing employment opportunities.

- CompTIA screens program applicants using our ITIQ evaluation. This proprietary tool identifies the candidates with aptitudes for an IT career, thus optimizing your workforce investment.
- We customize the IT training curriculum and modality to match your students' abilities and learning preferences.
- We use best-in-class learning materials, test prep and labs to prepare candidates for the IT certification exams.
- To prepare candidates for employment success after earning their IT certifications, we offer PrepareU, a soft skills training connecting the IT curriculum to true business needs. PrepareU lessons, cases and simulations guide students in developing a personal brand, resume writing, and active listening and interviewing skills.

OUTCOMES

Like our workforce board partners, CompTIA is a non-profit. Our mission is to help people find meaningful careers in IT by delivering in-demand talent to the workforce. As a result, we care deeply about transforming lives through our best in-class programs. On average:

- **88% of learners graduate**
- **86% of graduates are placed into IT roles**
- **85% of graduates placed into IT roles stay in IT for at least 2 years**

WORK DIRECTLY WITH US

You have many options when partnering to build workforce development programs. CompTIA provides a niche solution not currently offered by academia or for-profit training organizations. Our custom, accelerated direct IT training and certification programs offer the quickest path to employment for individuals and meet the urgent demand for IT talent in every community.

Contact Us for More Information
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The CompTIA Career Pathway

Find the Path for You

