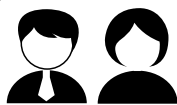




TECH TALENT GROWTH

Strategy created in partnership with





500 workers from
non-IT careers into
tech



1,250 workers moving
from other areas to
Greater Omaha



2,500 IT graduates
entering the regional
workforce

NET INCREASE

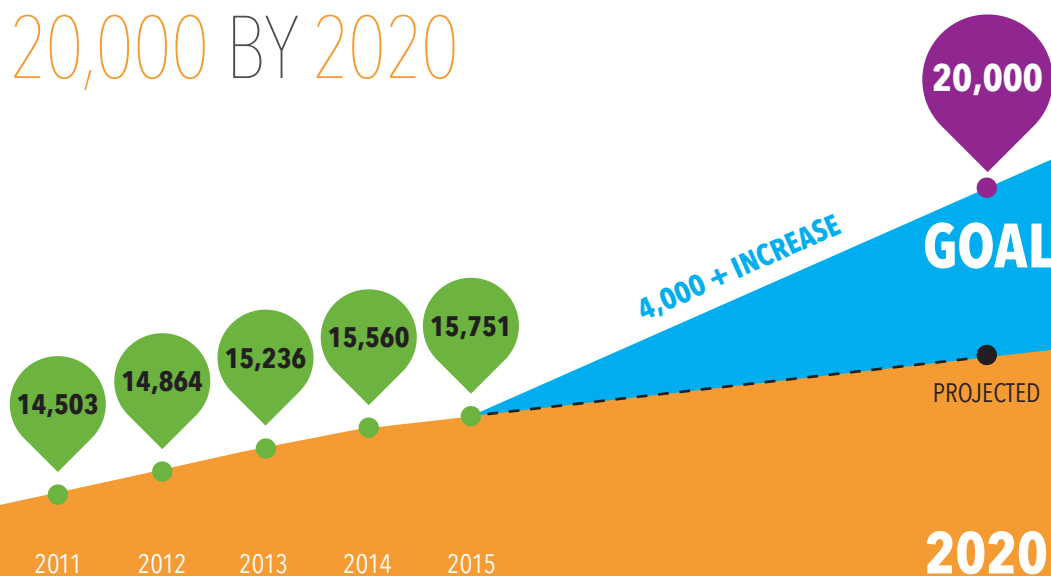
Vision

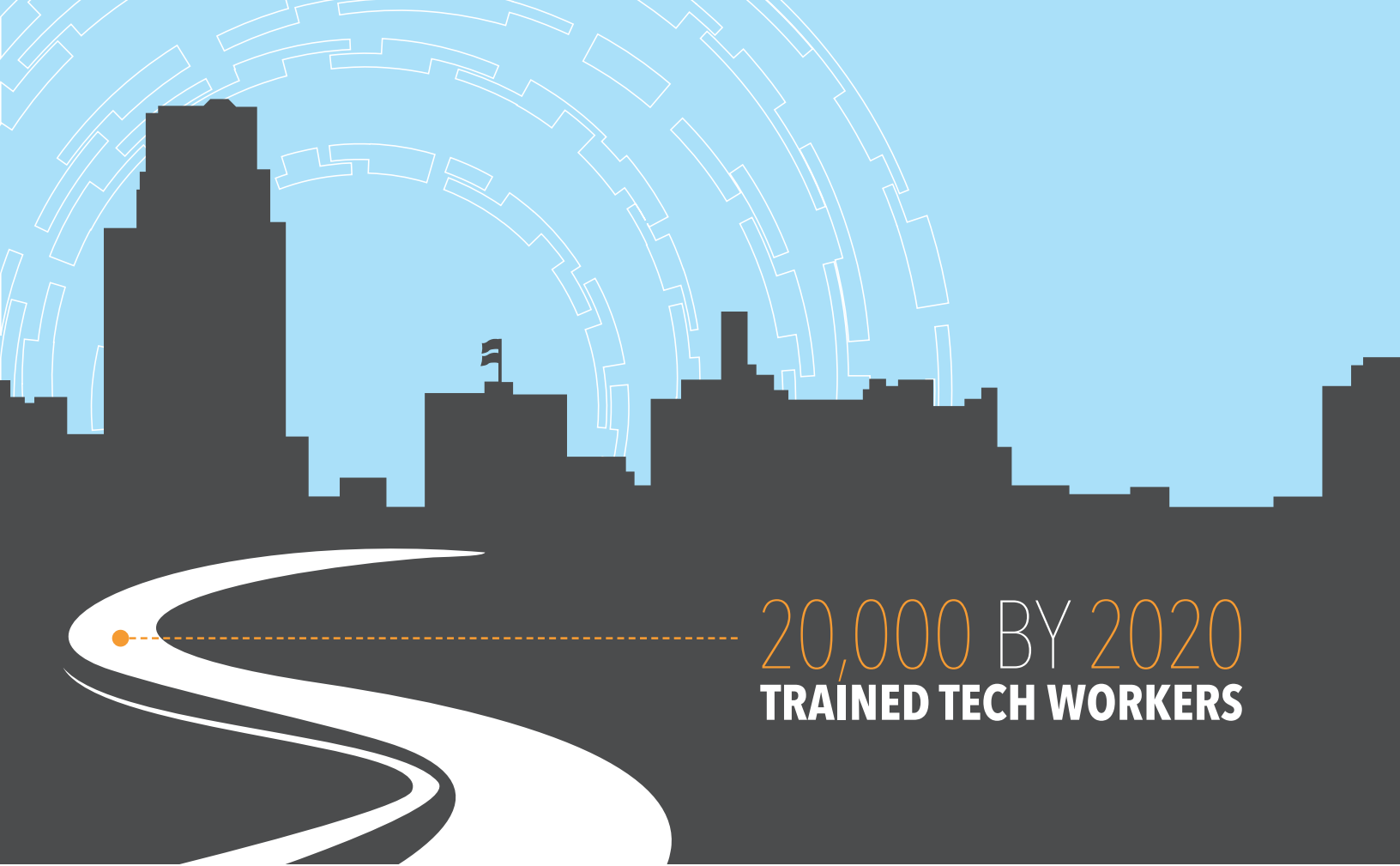
Establish Greater Omaha as a
nationally-recognized technology
talent hub within the next

5 YEARS

Increase our number of IT workers to

20,000 BY 2020





20,000 BY 2020
TRAINED TECH WORKERS

From here to there.

Over the past year, a collection of 100+ leaders – from business, education, philanthropy and civic offices – joined forces to develop and launch this strategy. By working together to plan and implement, Greater Omaha is poised to accelerate past our competition, providing an even stronger environment for business and talent success.

Our goal is to become a nationally recognized hub for technology talent. To do so, our region is committed to reaching 20,000 trained technology workers by 2020 – an increase of 30 percent.



100+ LEADERS

**JOINED
FORCES**



+ \$1 Billion

The impact of this increase is immense.

The addition of 4,000 technology workers in the region could result in a positive impact of \$979.4 million on the Greater Omaha community.

JobsEQ, Second Quarter 2015

“

If all the open IT positions in Greater Omaha were immediately filled, it would be an immediate **\$102 million dollar economic boost** for the local economy. Technology jobs represent the largest economic development opportunity in our region.

”

Randy Thelen, senior vice president - economic development
Greater Omaha Chamber

THE STRATEGY

5

Opportunity to Grow

6

Finding and Keeping Tech Talent

7

A Step Ahead of the Competition

8

Focus Areas

9

How Will We Get There

10

Increase Communication Between Business and Education

11

Infuse Support of Early Childhood Experiences

12

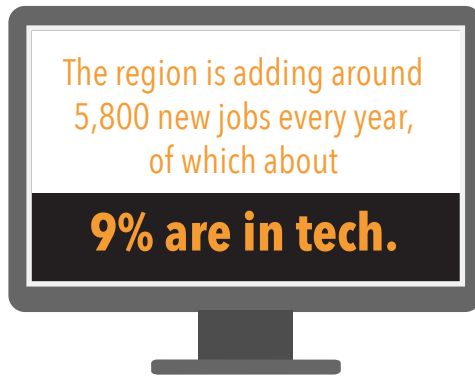
Help Existing Talent Transition to IT Careers

13

Tell Greater Omaha's Technology Story

14

Successful Outcomes



ON AVERAGE
AROUND
600
OPEN TECH
POSITIONS
IN THE GREATER
OMAHA AREA

Our need for tech workers – an opportunity to grow

Greater Omaha enjoys a well-deserved reputation as an economic powerhouse. With a mere 3 percent unemployment rate, our region ranks among the best of the best – we are a region that works. This economic strength stretches from tech startups to Fortune 1,000 companies and across a diverse array of industries. Given technology's clear link to future growth, our region is committed to accelerating the development of IT talent, the fastest expanding segment of employment.

With so much momentum, opportunity and need, there is no better time to deploy a strategy focused on developing, attracting and retaining even more technology talent.

Together, business and education will work to form collaborations, infuse community support behind early student experiences, help existing talent gain skills and transition into IT careers and tell our technology story.

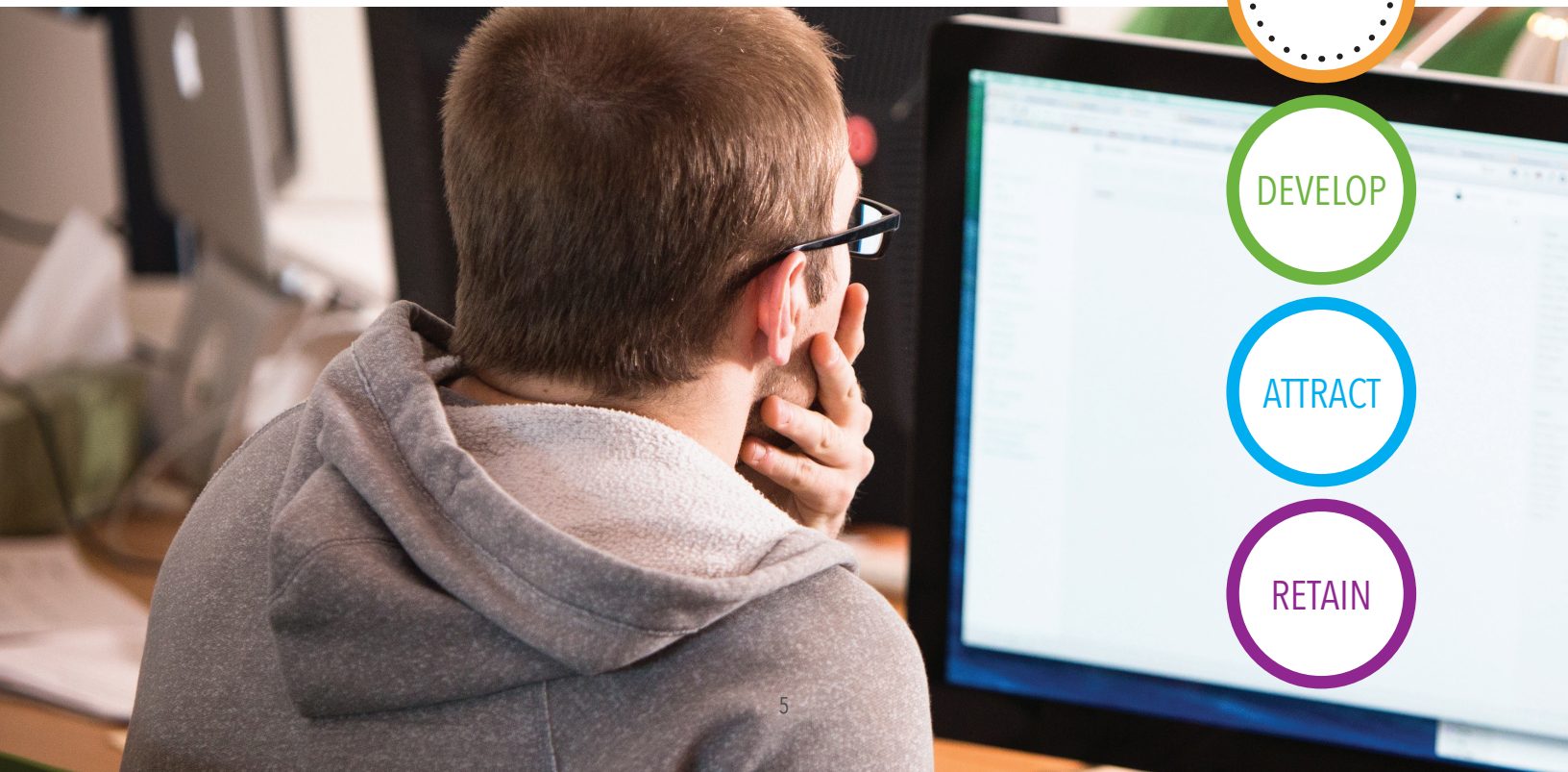
NOW
IS THE
TIME



DEVELOP

ATTRACT

RETAIN



Finding and keeping **TECH TALENT** is the most important thing for business.

2014



From 2004 to 2014, the number of tech-related jobs in the United States expanded 31 percent, faster than other high-growth sectors like health care and business services. *Forbes.com*

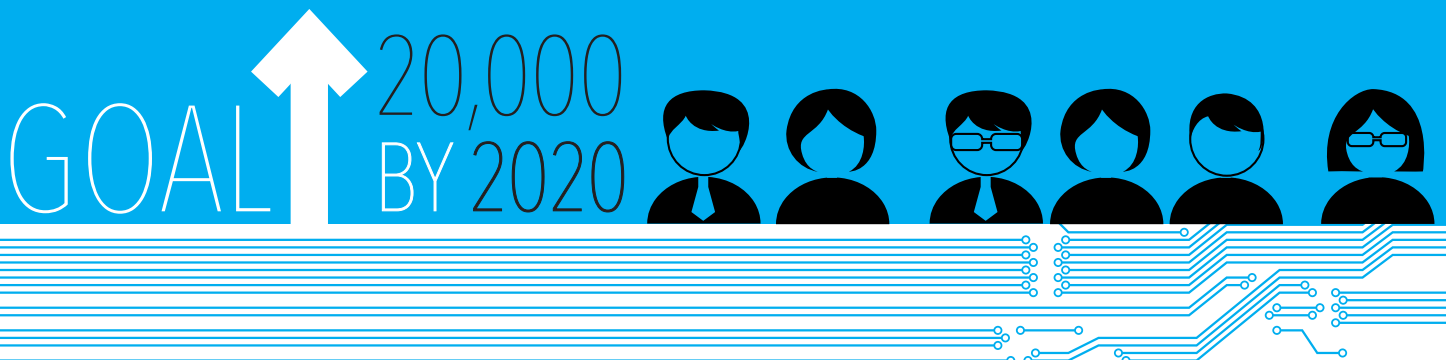
2004

The Greater Omaha region needs a technology talent-focused strategy to capitalize on our existing strengths and propel the region toward new tech talent growth.

What sets us ahead of the competition is an established infrastructure of education and nonprofits that focus on the development of all-ages and skill level of talent. Universities, community colleges, start-up code schools, independent training programs and youth focused nonprofits have all made vital progress in ramping up programs to meet this need.

The work isn't done.

Our goal is to increase Greater Omaha's Information Technology (IT) workforce by 4,000 workers in five years, reaching 20,000 by 2020. This will have an impact on every business in our region.





Existing Partners

Entities providing summer programs, after-school and weekend opportunities for youth.



Education Infrastructure

A well-developed infrastructure of traditional educational organizations producing quality IT graduates and non-traditional partners filling in other gaps.

GREATER OMAHA

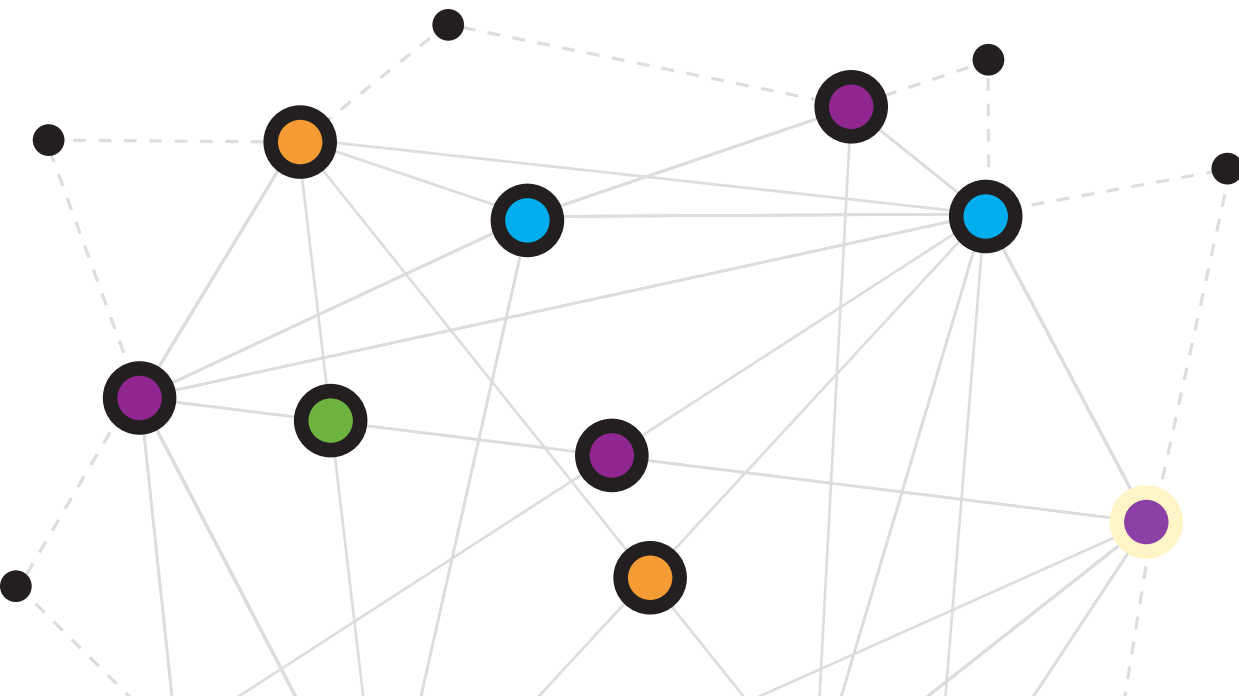
A step ahead of the competition.

We have the opportunity to establish a strong, healthy economic future by increasing the supply of information technology talent for the future. This opportunity must address our weaknesses and leverage our strengths.



Growing Economy

Engaged businesses committed to increasing the number of IT occupations, tech infrastructure and state-of-the-art telecommunications infrastructure.



Focus Areas

COLLABORATION

Cross-sector collaboration will help avoid siloed efforts.

COMMUNICATION

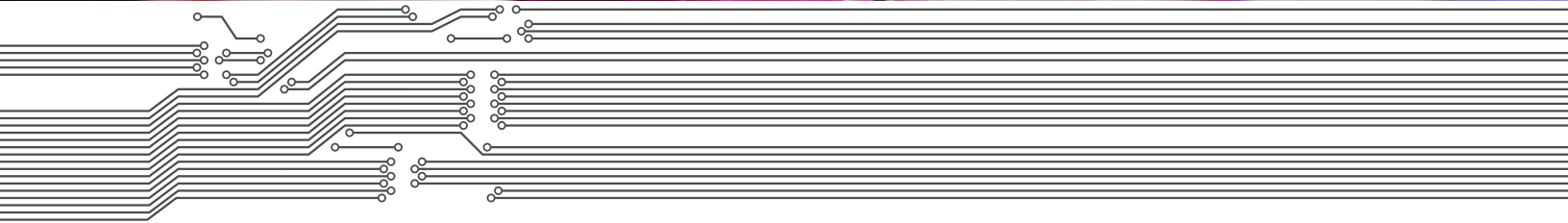
Building strong communication between programs, opportunities and the needs of the community will help alleviate fragmented efforts and lack of awareness.

CAPACITY

Successful efforts exist and need additional resources to keep pace with demand.

COMPETITIVENESS

Increasing average IT salaries and ensuring professional growth will help attract and keep talent.



How will we get there?

Strategic initiatives fall in four main categories:



Collaborations between
business and education



Infuse support of early
student experiences



Help existing talent gain skills and
transition into IT careers



Tell Greater Omaha's
technology story



Increase Communication between Business and Education

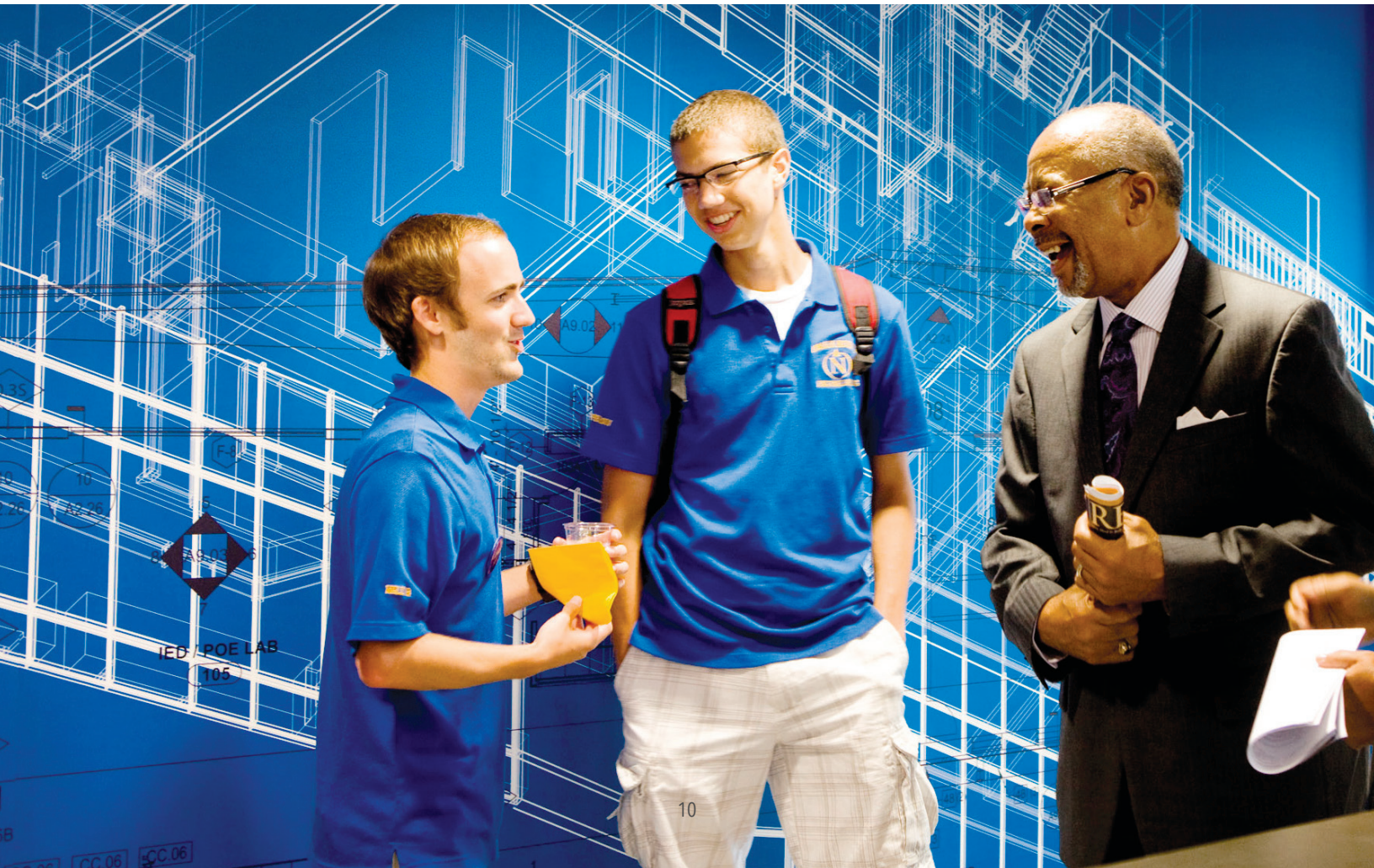
INITIATIVES

Develop education, business and policy relationships that advocate for talent needs.

Form a single business advisory council to provide guidance and support to education systems.

Advocate to align business needs with curriculum and education requirements.

Establish a community fund to support IT programs, experiences and initiatives.





Infuse support of early student experiences.

INITIATIVES

Double the enrollment and completions of local university IT programs.

Implement a community-wide student IT internship program.

Create a one-stop online shop for youth IT opportunities.

Develop a market-wide campaign targeting youth that promotes the fun, creative aspects of IT jobs.

Organize and substantially increase the business community's engagement with K-12 students, focusing on raising awareness of IT training and career opportunities.

Establish and enhance programs for minorities, females, veterans and low income individuals to gain IT experience.





Help existing talent gain skills and transition into IT careers.

INITIATIVES

Promote and expand community programs that provide IT training.

Study which existing job classifications are most scalable to the IT field.

Identify gaps and develop new programs that provide IT training for existing professionals.

Influence workforce development partners to align training programs and incentives with IT jobs.





Tell Greater Omaha's technology story to attract workers from other areas and retain current workers.

INITIATIVES

Develop messaging vehicle and amplify information about IT jobs and community activity.

Lead a regional corporate innovation initiative.

Incentivize students to take local jobs after graduation.

Influence the development of an innovation and entrepreneurship zone.

Launch advertising campaigns in outside markets to attract IT workers.

Provide customized attraction services to area firms attracting high-level IT talent.



Talent is a community's strongest competitive advantage.



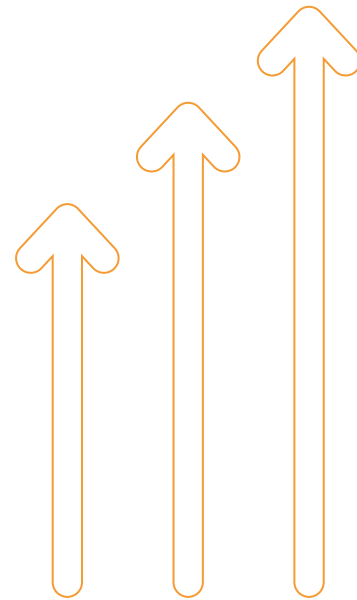
Successful Outcomes

GROWTH IN EDUCATION

Growing the educational pipeline and program offerings make the region a more favorable area for individuals and companies. Increasing the educational attainment of citizens is also an attractive and marketable asset.

GROWTH IN BUSINESS

Technology jobs are the fastest growing segment of employment. Meeting tech talent needs ensures future economic growth.



WeDontCoast.com/TechHub

**To learn more and engage, contact
Sarah Moylan, director of talent -
Greater Omaha Chamber**

**smoylan@SelectGreaterOmaha.com
402-978-7945**

This vision and strategy were developed with the input of more than 100 people representing business, education, philanthropy and civic offices, with support from the Greater Omaha Chamber and AIM/Careerlink.

LEADERSHIP

Accelerate Nebraska	Metropolitan Community College
ConAgra Foods	Millard Public Schools
First National Bank	Mutual of Omaha
Gallup	Union Pacific
Gretna Public Schools	University of Nebraska Omaha
Iowa West Foundation	Westside Community Schools
Iowa Western Community College	

PARTICIPATING ORGANIZATIONS

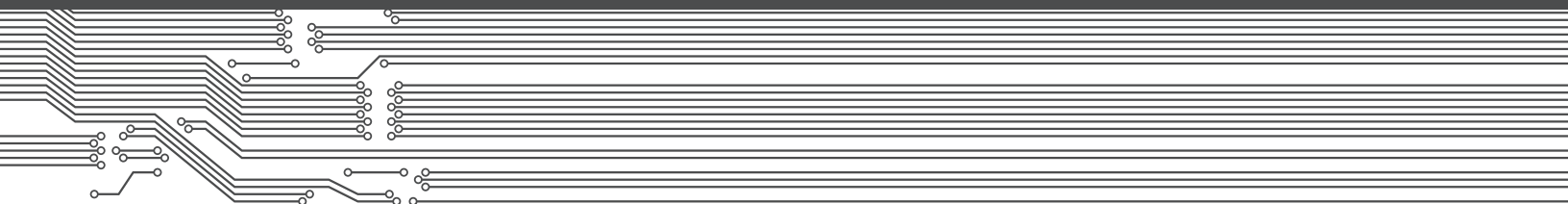
Bellevue University	Nebraska Department of Education
Bennington Public Schools	Northrup Grumman Corporation
Blue Cross Blue Shield of Nebraska	Omaha Public Power District
Children's Hospital & Medical Center	Omaha Public Schools
Client Resources Inc.	Papillion La Vista Community Schools
College of Saint Mary	Partnerships for Innovation
Council Bluffs Area Chamber of Commerce	Peter Kiewit Foundation
Council Bluffs Community Schools	Nebraska's Coordinating Commission for Postsecondary Education
Creighton University	Ralston Public Schools
Elkhorn Public Schools	The Sherwood Foundation
HDR, Inc.	Silicon Prairie News
Heartland Workforce Solutions	Southwest Iowa Workforce Investment Board
Interface: The Web School	Springfield Platteview Community Schools
Iowa Western Community College	Straight Shot
Kiewit Corporation	University of Nebraska
Lozier	University of Nebraska Foundation
Nebraska Department of Economic Development	University of Nebraska Medical Center
	Valmont Industries

OMAHA WE DON'T COAST®

30+ COMMUNITIES THAT MAKE OMAHA - GREATER OMAHA

WE PIONEER

We are the frontier. The cutting-edge. Home to inventors, investigators and innovators. We have a long history of looking forward; understanding the past to better guide the future. The next big thing happens here, in a Midwestern mecca of technology. Here, at the conflux of opportunity and creativity, we don't need a valley. We have a Silicon Prairie all our own.



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