

Executive Overview
Austin City Council
Economic Opportunity Committee
June 8, 2015

Good afternoon!

Representing ATC

- Julie Huls
 - President and CEO, ATC
- Dawn Jones
 - ATC Foundation Board Member
 - Public Affairs Manager, Intel

History of ATC



FOUNDED in 1992 as the Austin Software Council, with a mission to develop the Austin community into a world leader in the software industry.



RENAMED the Austin Technology Council in 2002 to reflect focus on serving the region's growing tech diversity.

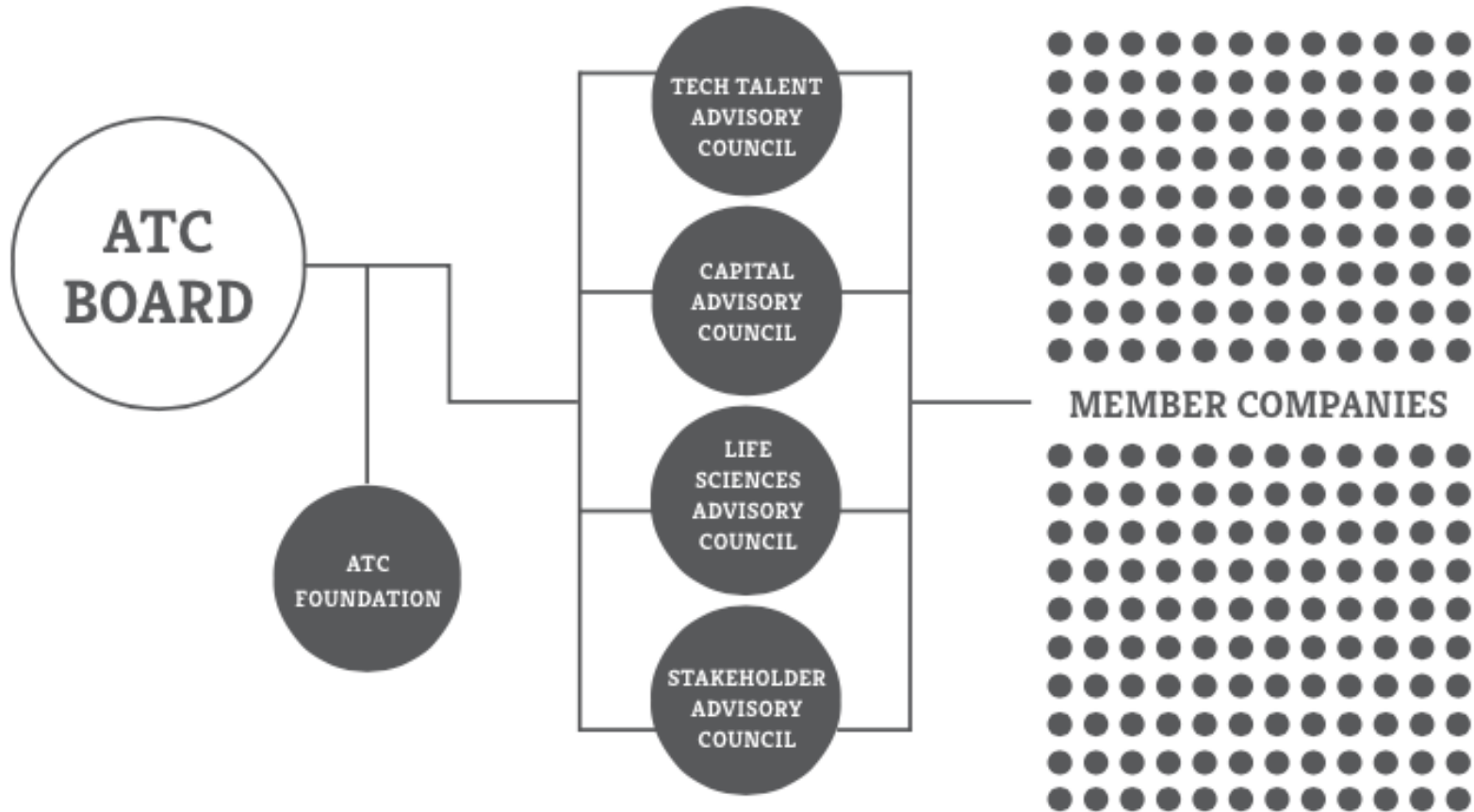


EVOLVED from a networking group to a leading association advancing Central Texas tech and life sciences industries.

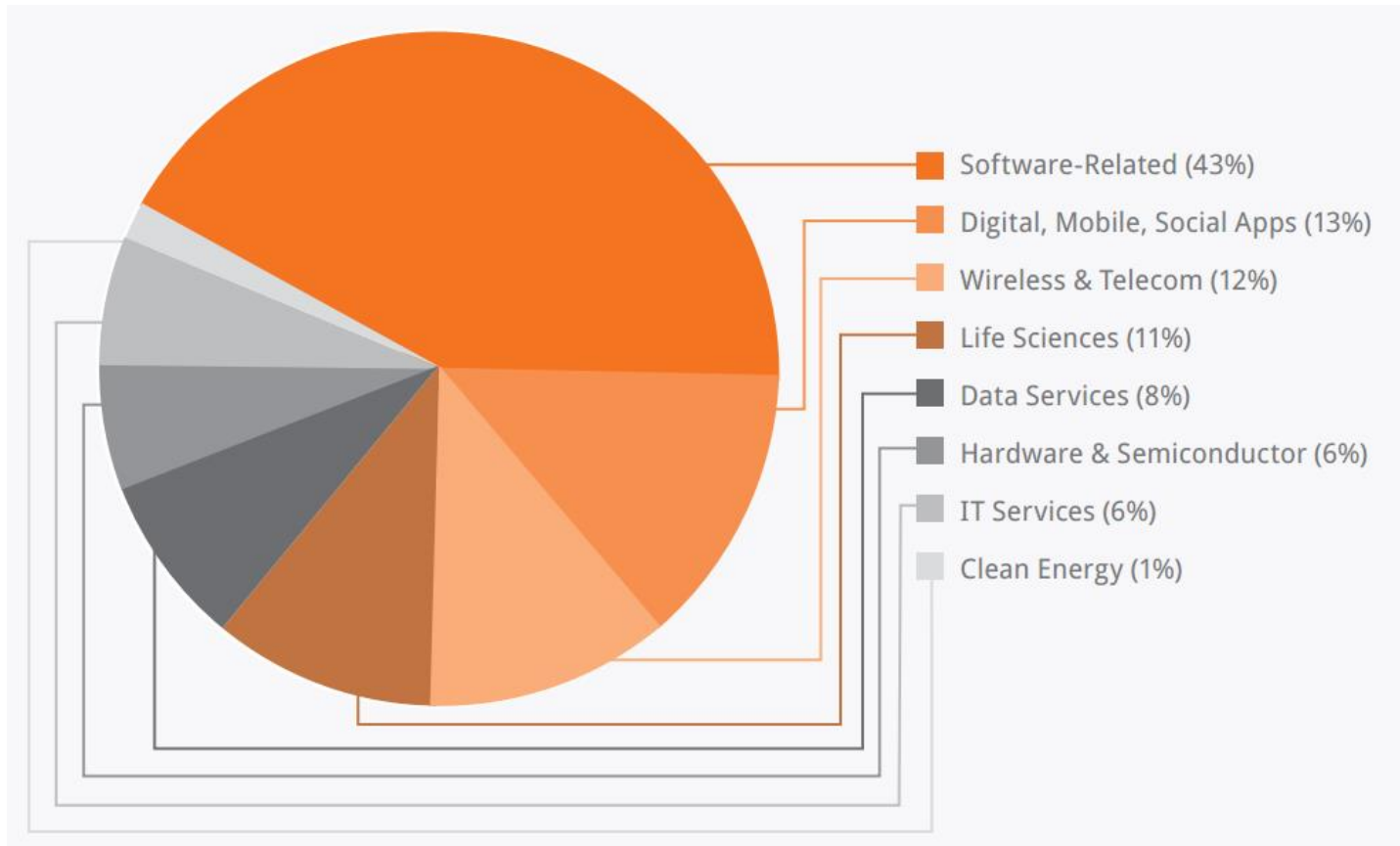


GREW since 2002, from 45 to 281 member companies representing over 60,000 employees. ATC has the largest concentration of invested CEOs compared to tech associations in other markets.

ATC Structure



ATC Members



ATC Members



ATC Priorities

ACCELERATE GROWTH OF THE
TECH ECOSYSTEM THROUGH
MARKET DEVELOPMENT



INCREASE ACCESS TO
TECH TALENT



INCREASE ACCESS TO
LATER STAGE CAPITAL



INTEGRATE AND
STRENGTHEN THE
LIFE SCIENCES SECTOR



In early 2014, following a yearlong, comprehensive strategic planning process, ATC introduced a strategic priorities roadmap to sustain growth and strengthen Austin's position as a preferred technology market.

All ATC events, members, sponsors, and partnerships work toward these priorities.

ATC Mission and Methodology

Mission

Lead the effort to meet the future needs of the industry through support of the Four Priorities. Work to ensure all Austinites can access the benefits the tech economy delivers.

Methodology

- Data Collection
- Education and engagement
- Stakeholder development
- Integration and inclusion

2013 Data Sample

Tech Economic Impact

ONE FIFTH
OF CENTRAL TEXAS' GRP
IS ATTRIBUTED TO
THE TECH SECTOR

\$21 BILLION
TO THE LOCAL ECONOMY

1 IN 4
AUSTIN JOBS IS
SUPPORTED BY THE
TECH SECTOR

MORE
THAN JUST
SILICON

23% COMPUTER SYSTEMS DESIGNS
20% COMPUTER EQUIPMENT
12% ENGINEERING SERVICES
11% TELECOM SERVICES
9% SEMICONDUCTORS

ATC COMPANIES
KNOW HOW TO GET THERE

28% ARE SEEKING
GROWTH
FUNDING

35% ARE SEEKING
WORKING
CAPITAL

26% ARE SEEKING
EXPANSION/
MEZZANINE
FUNDING

MORE THAN HALF
OF ATC COMPANIES EARN
\$5 TO \$100+ MILLION ANNUALLY

19% HAVE SECURED VC FUNDING OF
\$5 TO 10 MILLION

24% HAVE SECURED VC FUNDING OF
OVER \$20 MILLION



2014 Data Sample

Life Sciences Economic Impact

LIFE SCIENCES SECTOR
ADDS 6,000+ JOBS
TO THE REGIONAL ECONOMY
(WITH 52% HIGHER WAGES THAN AVERAGE)

THIS SECTOR REPRESENTS
206 ESTABLISHMENTS AND
ADDS \$1 BILLION IN VALUE
TO THE REGIONAL ECONOMY

SEVERAL STANDARD LIFE SCIENCES CAREERS OFFER **ON-THE-JOB TRAINING & HEALTHY WAGES**, FROM \$13 TO \$24 PER HOUR.



AND SOME OVERLAP WITH THE TECH INDUSTRY'S SOFTWARE & APP DEVELOPERS.



2015 Data Sample

Workforce Gap Analysis



Tech skills should be CTE priority in K-12 but current offerings in Austin not aligned w/ employer needs

Career & tech education (CTE)

- 1 = Not important
- 2 = Somewhat important
- 3 = Important
- 4 = Very important
- 5 = Extremely important
- N/A = Not applicable

60% of respondents reported that all certifications currently offered in Austin area school districts were not applicable or not important.

Others: Write-ins:
 Lisp 1.7/40% Objective-C
 Go 1.5/45% Swift

ISD Certifications Offered	Avg	N/A	Employer Needs	Avg
Network+	1.9	44%	JavaScript	3.8
Cisco Net Associate (CCNA)	1.8	47%	Linux	3.5
A+	1.8	50%	Java	3.4
Cisco Entry Net Tech (CCENT)	1.7	47%	C++	3.1
Internet & Comp Core Cert (IC3)	1.7	48%	PHP	3.1
Sun Cert Java Associate (SCJA)	1.6	47%	Python	3.1
Adobe Dreamweaver	1.5	48%	Ruby	3.0
Internet Webmaster (CIW)	1.5	48%	C#	2.9
Strata IT Fundamentals	1.3	55%	Perl	2.6
TestOut PC Pro	1.3	54%	Haskell	2.0

Source: ATC Tech Talent Employer Survey. List of certifications offered in Austin area school districts was provided by E3 Alliance (October 2014). Scores were averaged from number of respondents providing a rating or answering N/A (i.e. blank responses were excluded).

2015 Data Sample

Workforce Gap Analysis



Tech Talent Pipeline Opportunities

- **67%** respondents estimated at least **50%** of new hires are already living in Austin – and nearly half respondents said at least **75%**.
- **33%** of respondents reported employees w/ certificates and associate's degrees – not all tech jobs require advanced degrees.
- **71%** respondents hire student interns and **48%** respondents reported preference for hiring more local graduates.

Source: ATC Tech Talent Employer Survey.

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Austin Technology Partnership

First market in the country to establish a public-private investment to study and strengthen tech as an economic engine impacting the broader community.

Mission

- Support City efforts to implement effective economic policies, streamline public investment, and save tax payer dollars
- Establish baseline to better understand and represent our market
- Connect job creators to educators and workers
- Sustain and enhance the benefits the innovation economy brings to all members of the Austin community

Austin Technology Partnership

2014/15 Activities

Council Objective: Establish baseline for 2015/16

Data Products and Analysis

- STEM Landscape: Workforce Gap Analysis
- Capital Landscape
- Tech Economic Impact Update
- Technical/Alternative Degree Landscape
- Life Sciences Landscape

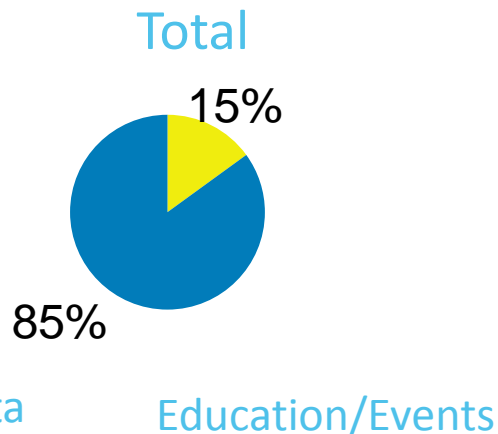
Strategies for Integration and Inclusion

- ATC Community Foundation: 300 Students
- Community education and engagement
- Coordinate regional tech interests

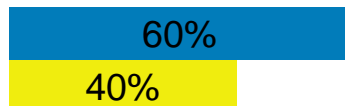
Austin Technology Partnership

Status

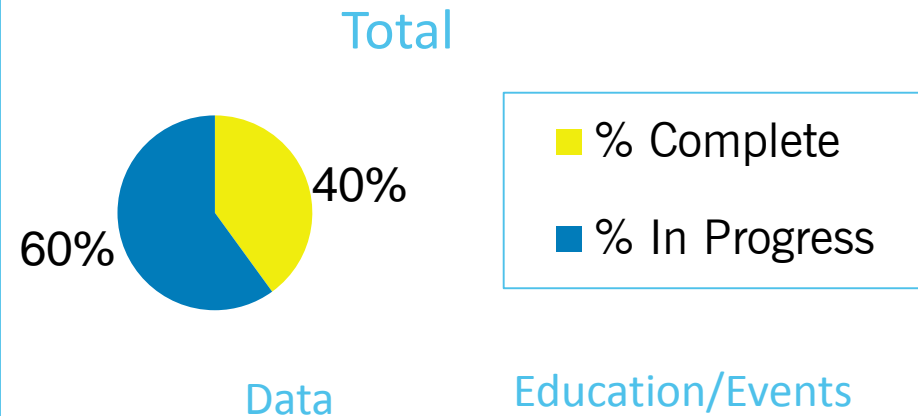
Market Development



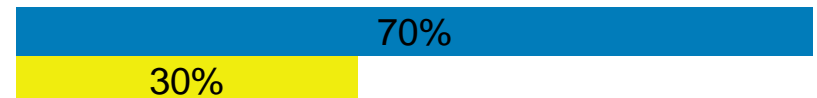
Regional Engagement



Talent



Student Engagement

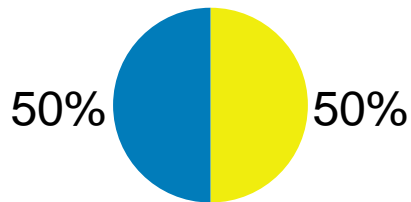


Austin Technology Partnership

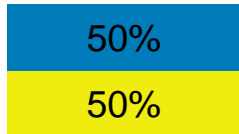
Status

Capital

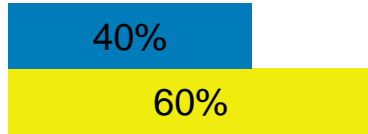
Total



Data

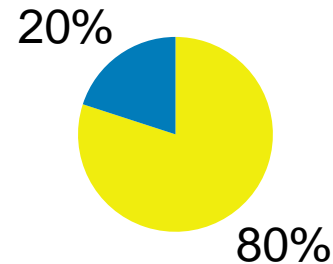


Education/Events



Life Sciences

Total

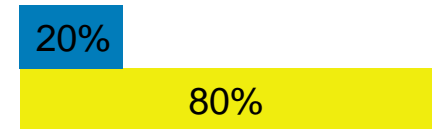


■ % Complete
■ % In Progress

Data



Education/Events



Austin Technology Partnership

2015/16 Activities

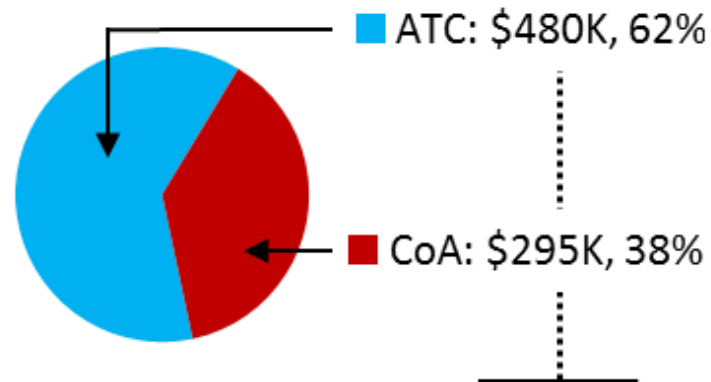
Projected Data Collection and Analysis

The 2015/16 ATP priorities will be collaborated with Council, Stakeholders, and EDD. Potential products include, but are not limited to

- Data Collection
 - Education and engagement
 - Stakeholder development
 - Integration and inclusion
-
- Specific products could include
 - District by district tech and education mapping
 - Regional economic landscape analysis and corridor support products
 - Medical school technology workforce requirements and sourcing

Austin Technology Partnership

- 2015/16 Renewal: \$295K (same as 2014/15)
- Resolution requested
 - Direct City Manager to scope and estimate 2015/16
 - Report back to Council by July 1



Total annual partnership funding: \$775K

Thank You

