

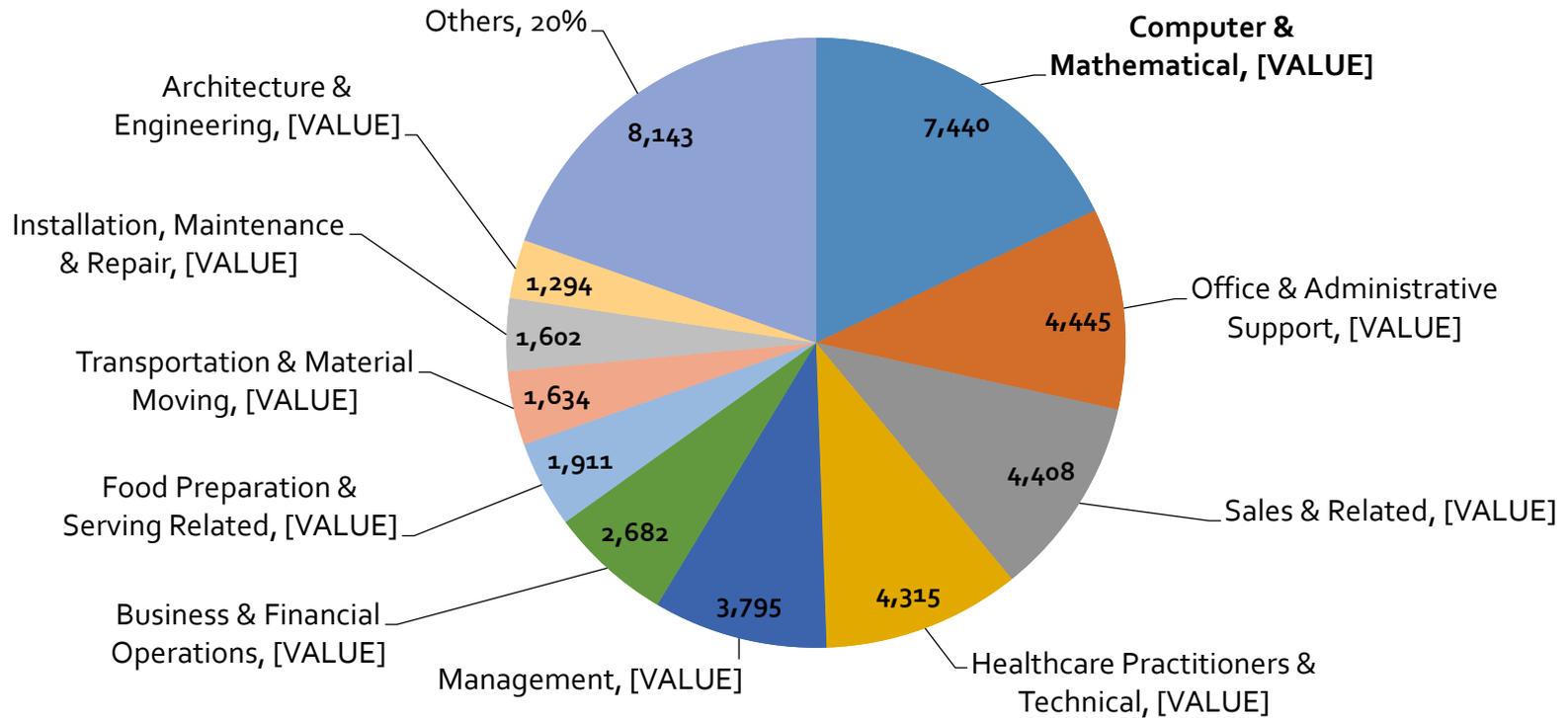
# AUSTIN CITY COUNCIL

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**April 20, 2015**

# 18% of Job Openings are in Computer/Math Occupations

AUSTIN CHAMBER OF COMMERCE  
 Top 10 Most Advertised Job Openings (by Occupational Group)  
 Austin - Round Rock - San Marcos MSA from February 14, 2015 to March 13, 2015



Moving Momentum Forward

# March 2015 Company Relocations & Expansions

Company	Type of Operation	Jobs Created	Location	Type of Action
Accenture	Management consulting & software development center	400	Austin	Expanded
AllianceBernstein	Wealth management firm	75	Austin	New
Amica Mutual Insurance Co.	Insurance provider's national sales center	75	Austin	New
CyrusOne	Colocation data center	15	Austin	Expanded
Freebirds	Restaurant chain (Hdq.)	30	Austin	New
Google	Internet search & related tech dev & sales, marketing & staffing	400	Austin	Expanded
Hypori	Security software development for mobile devices (Hdq.)	20	Austin	Expanded
Main Street Hub	Social media solutions (Hdq.)	300	Austin	Expanded
Mattersight	Call-center software development	25	Austin	Expanded
Under Armour Connected Fitness (formerly MapMyFitness)	Apparel maker's mobile fitness technology dev. (Hdq.)	100	Austin	Expanded

# February 2015 Company Relocations & Expansions

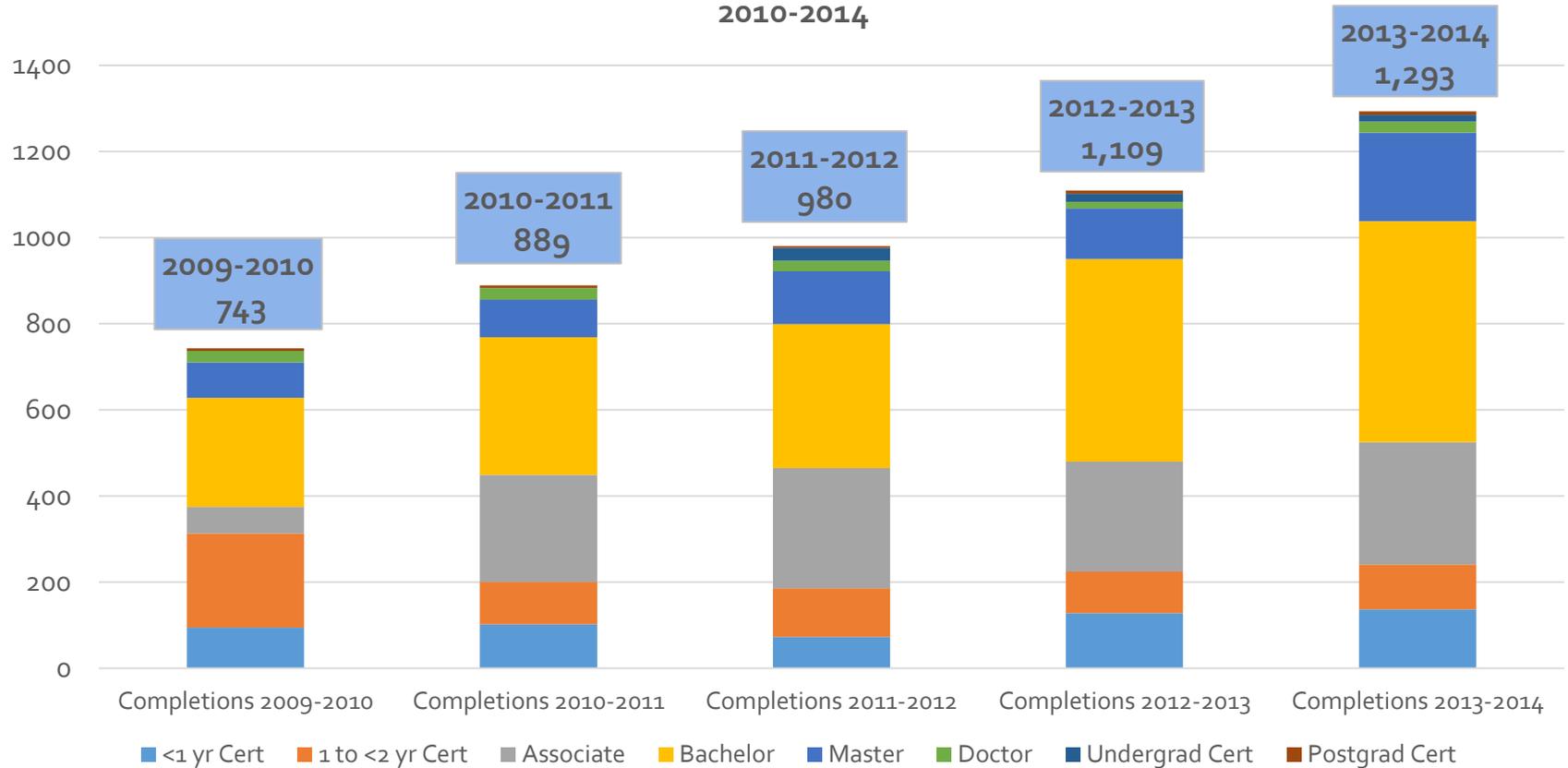
Company	Type of Operation	Jobs Created	Location	Type of Action
Civitas Learning	Higher education performance analytics software (Hdq.)	60	Austin	Expanded
ePatientFinder	Clinical trial patient finder solution (Hdq.)	17	Austin	Expanded
MemoryBlue	Outsourced inside sales for high tech clients	25	Austin	New
SpareFoot	Online self-storage locating service (Hdq.)	80	Austin	Expanded
Sprinklr Austin (formerly Dachis Group)	Social media management/social software	100	Austin	Expanded
Teza Technologies	Quantitative investment trading software (Hdq.)	35	Austin	New
Visio Financial Services	Real estate investment & financing services (Hdq.)	20	Austin	Expanded
ViZn Energy Systems	Zinc-iron batteries for utility-scale clients (Hdq.)	40	Austin	New

# January 2015 Company Relocations & Expansions

Company	Type of Operation	Jobs Created	Location	Type of Action
Amazon	Online retailer's digital product dev.	250	Austin	New
Digital Turbine	Mobile solutions (monetization) for wireless carriers (Hdq.)	100	Austin	New/ Expanded
Kendra Scott Design	Jewelry design studio (Hdq.)	75	Austin	Expanded
PotentiaMetrics	Data analytics for healthcare (Hdq.)	50	Austin	New
Volusion	e-commerce technology (Hdq.)	150	Austin	Expanded

# Central Texas Computer Science Degrees Awarded

Central Texas Computer Science Post-Secondary Degrees Awarded  
2010-2014



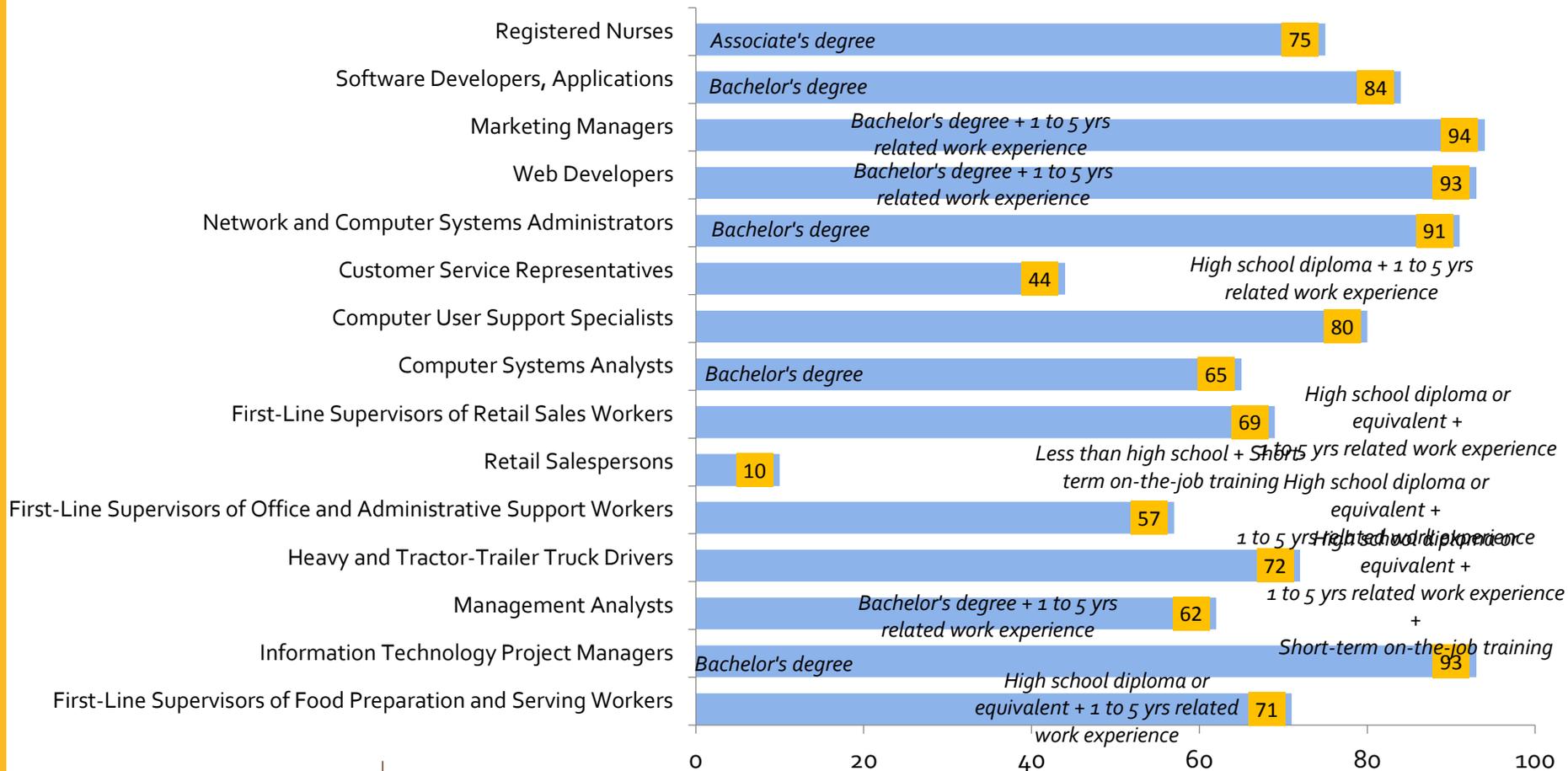
# In-Demand Hard Skills

Top 20 Hard Skills in Demand by Employers	Required Skill by Volume	Percentage Change (compared to the same period in the prior year)	Top Related Skills (if 30% or more of the skill also reflects other required/optional skills)
Structured Query Language (SQL)	2,268	-4.6%	Java, Microsoft SQL Server
Quality Assurance (QA)	2,178	+22.0%	
Java	2,149	+18.9%	Software Development, Structured Query Language, Linux, JavaScript,
Software Development	2,134	+2.4%	Java
Linux	1,897	+29.4%	Java, UNIX, Python
Bilingual	1,886	+19.1%	
Customer Relationship Management (CRM)	1,578	+44.4%	
JavaScript (JS)	1,402	+14.8%	Hypertext Markup Language, Java, Cascading Style Sheets, Structured Query Language, Software Development, jQuery
Technical Support	1,373	+23.4%	
Python	1,144	+45.0%	Linux, Java, Practical Extraction and Reporting Language, Ruby, Software Development
UNIX	1,113	+29.6%	Linux, Java, Structured Query Language, Practical Extraction and Reporting
Salesforce CRM SFDC	1,056	+51.3%	Customer Relationship Management
Hypertext Markup Language (HTML)	1,039	+16.9%	JavaScript, Cascading Style Sheets, Structured Query Language, Java
Web Services	1,037	+20.6%	Java, Software Development, JavaScript, Structured Query Language, Extensible Markup Language
Quality Control	1,028	+33.5%	
User Experience Design (UX)	968	+17.8%	
Systems Development Life Cycle (SDLC)	936	-5.8%	Software Development, Structured Query Language, Java, Adobe LifeCycle ES
Practical Extraction and Reporting Language (PERL)	934	+28.3%	Linux, Python, Java, UNIX
C#	882	-3.8%	Structured Query Language, Microsoft .NET Framework, Java, JavaScript, Software Development, Microsoft SQL Server
Microsoft SQL Server (MS SQL)	880	-11.6%	Structured Query Language, Microsoft .NET Framework, C#, Software Development

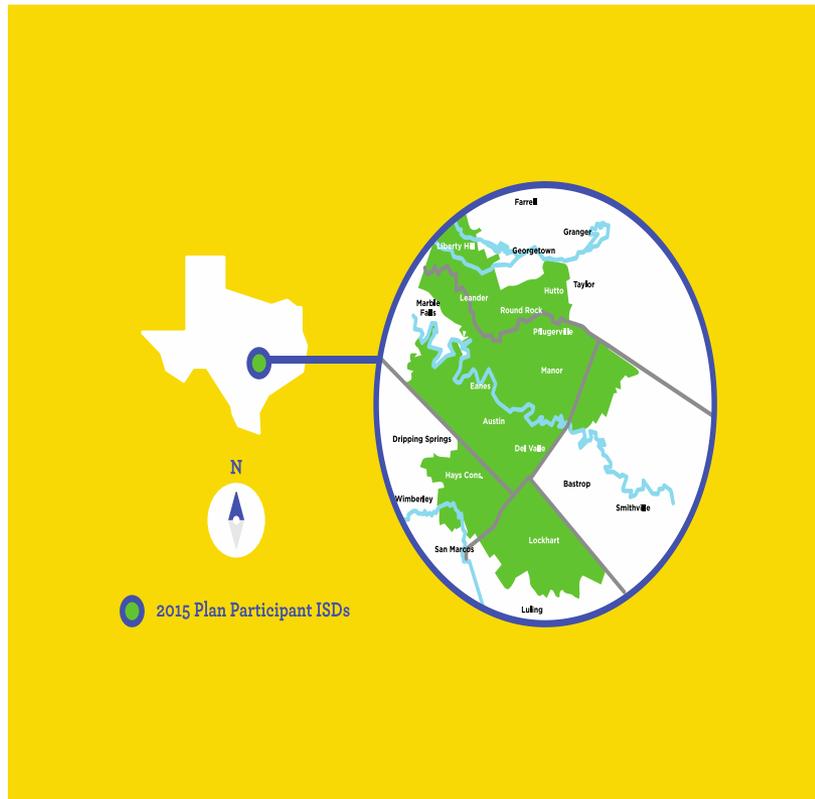
# In-Demand Certifications

Top 20 Certifications in Demand by Employers	Required Certification by Volume	Percentage Change (compared to the same period in the prior year)	Top Related Certifications (if 30% or more of the certification also reflects other required/optional certifications)
Driver's License	3,726	+1548.7%	
Certified Registered Nurse (RN)	3,430	+29.6%	Basic Life Support (BLS)
Basic Life Support (BLS)	2,029	+100.3%	Certified Registered Nurse (RN)
Certification in Cardiopulmonary Resuscitation (CPR)	1,214	+15.5%	Certified Registered Nurse (RN)
Commercial Driver's License (CDL)	794	-16.1%	
Occupational Safety & Health Administration Certification (OSHA)	739	+28.5%	
Advanced Cardiac Life Support (ACLS)	723	+44.3%	Certified Registered Nurse (RN), Basic Life Support (BLS), Pediatric Advanced Life Support (PALS)
HAZMAT	607	+32.8%	
Special Education (SPED)	447	-3.9%	
Certified Public Accountant (CPA)	423	+45.9%	
First Aid Certification	418	+41.7%	
Project Management Professional (PMP)	365	-1.4%	
Certified in Nursing Administration (CNA)	322	+9.5%	Certified Registered Nurse (RN), Certified Nursing Assistant (CNA), Certification in Cardiopulmonary Resuscitation (CPR), Basic Life Support (BLS), Patient Care Technician (PCT)
Food Safety Programs (HACCP)	320	-40.9%	
Licensed Vocational Nurse (LVN)	304	+19.7%	Certified Registered Nurse (RN), Certification in Cardiopulmonary Resuscitation (CPR), Basic Life Support (BLS), Certified in Nursing Administration (CNA), Certified Nursing Assistant (CNA), Patient Care Technician (PCT),
Pediatric Advanced Life Support (PALS)	303	+91.8%	Advanced Cardiac Life Support (ACLS), Certified Registered Nurse (RN), Basic Life Support (BLS), Emergency Nursing Pediatric Course (ENPC), Certification in Cardiopulmonary Resuscitation (CPR), Occupational Safety & Health Administration Certification (OSHA), HAZMAT
Certified Nursing Assistant (CNA)	247	-2.0%	Certified in Nursing Administration (CNA), Certified Registered Nurse (RN), Licensed Vocational Nurse (LVN), Certification in Cardiopulmonary Resuscitation (CPR), Patient Care Technician (PCT), Basic Life Support (BLS)
State Insurance License	244	+79.4%	
Professional Engineer (PE)	236	+52.3%	
Health Insurance Portability and Accountability Act (HIPPA)	233	+28.7%	

# Top 15 Job Openings and Hiring Difficulty



# 5-County Education Partnership



- Transition support for 16,000 HS Seniors
- 12 districts in Student Futures Project (90,000 Surveyed-Tracked)
- 11 ISDs in Education Progress Report Project
- 30 Financial Aid Saturday Events in 15 ISDs
- 100+ Business & Community Partners

# Austin MSA Path to College

90% of Austin MSA Seniors said they're going to college



84% applied VIA Apply Texas



84% took the SAT or ACT



64% of students were college ready



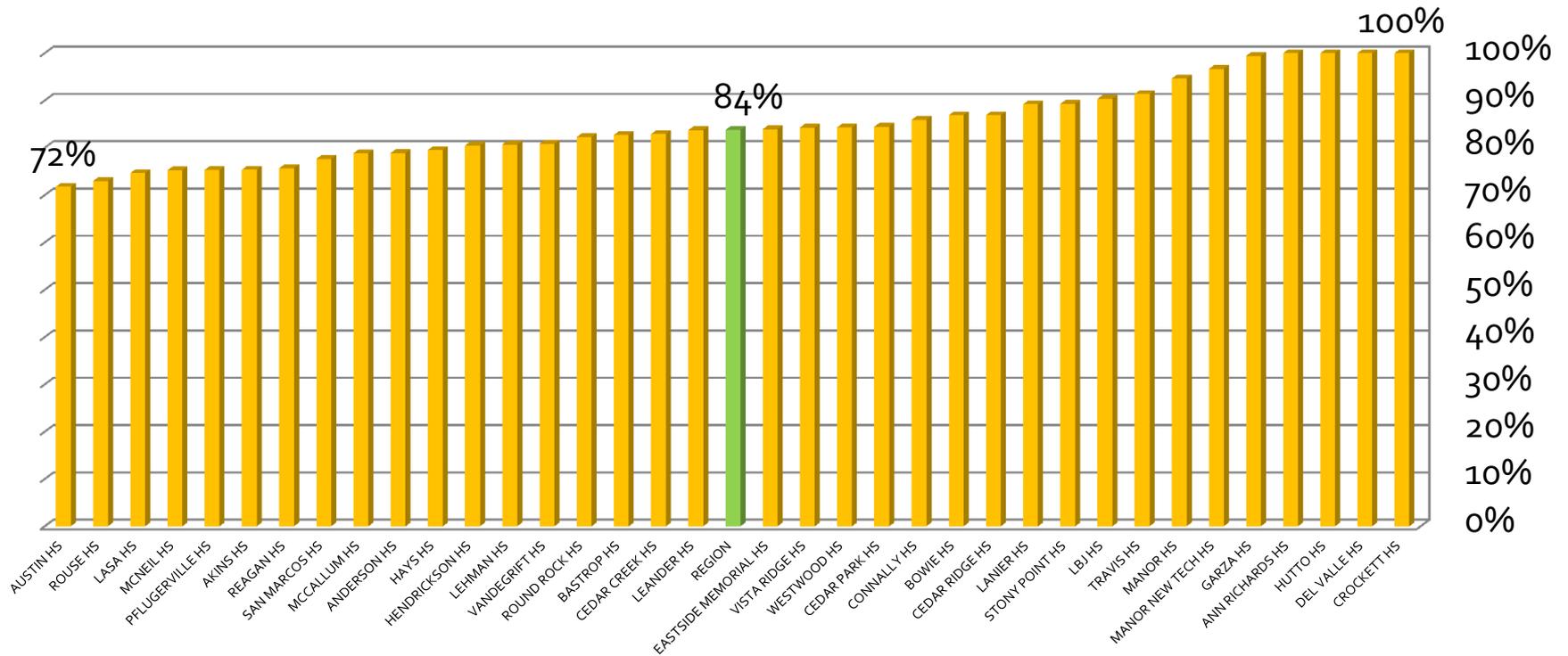
62% Completed Financial Aid



62% of the students in the class of 2014 directly enrolled in college by the fall after graduation

# College Application Rate by Campus

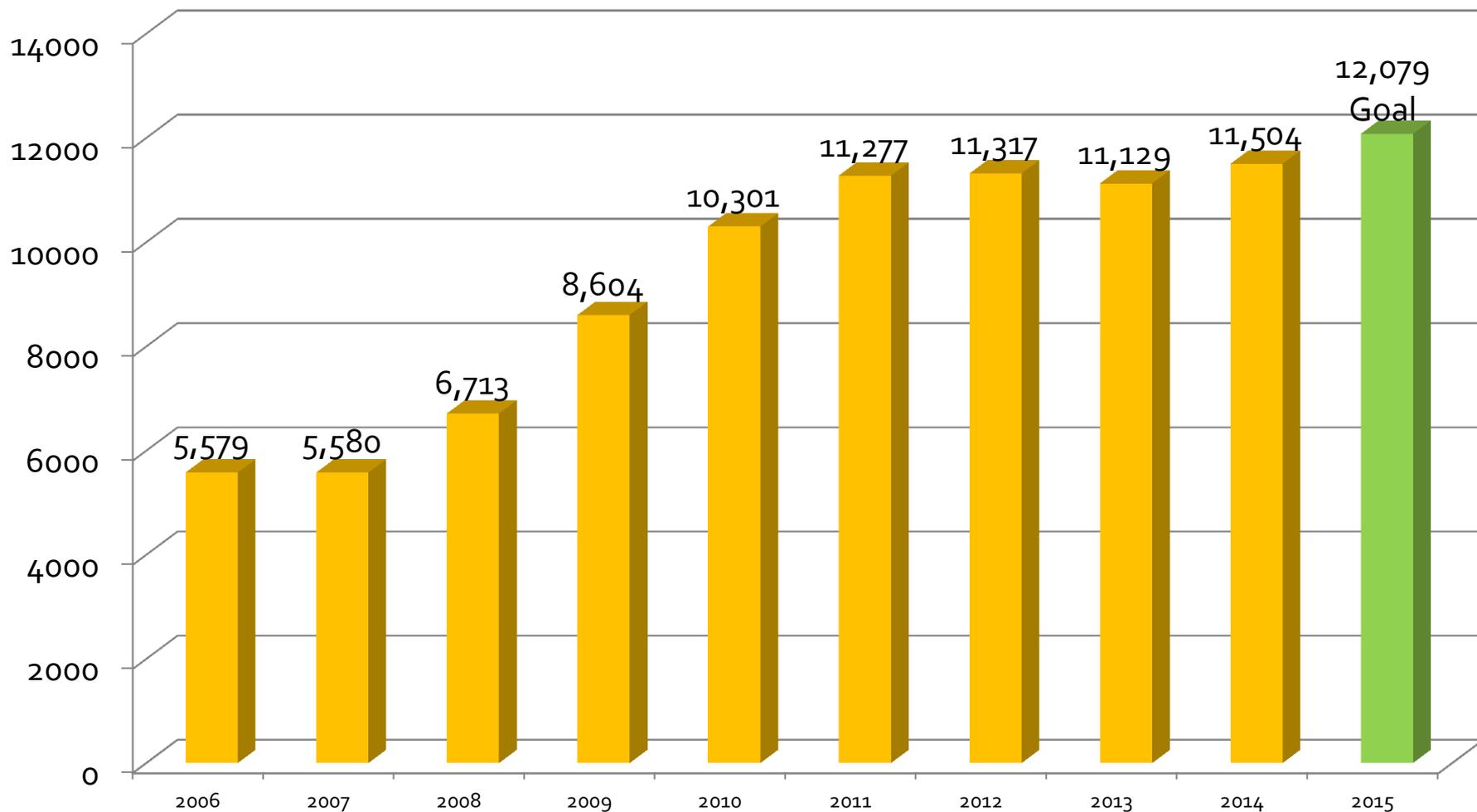
State ApplyTexas Filings Austin MSA  
End of School Year 2014



# Student Incentives for FAFSA Completion: Austin City Limits Music Festival & Prom



# 99% regional increase in Q1 FAFSA 1<sup>st</sup> Time Filings w/80% of FAFSA filers Enrolling in College



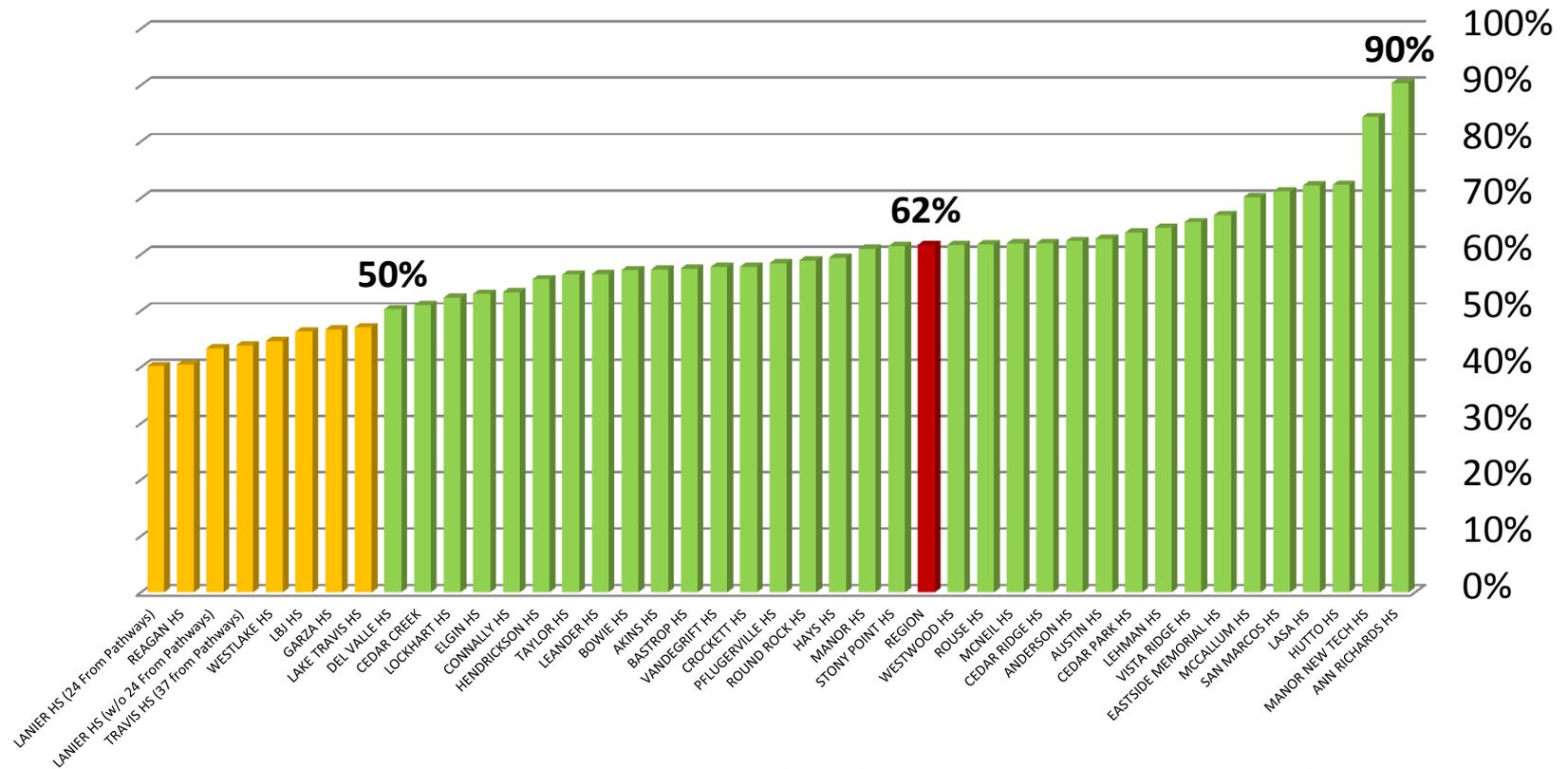
Source: U.S. Department of Education, First-time FAFSA filings by Zip-code, 2005-2013.



Moving Momentum Forward

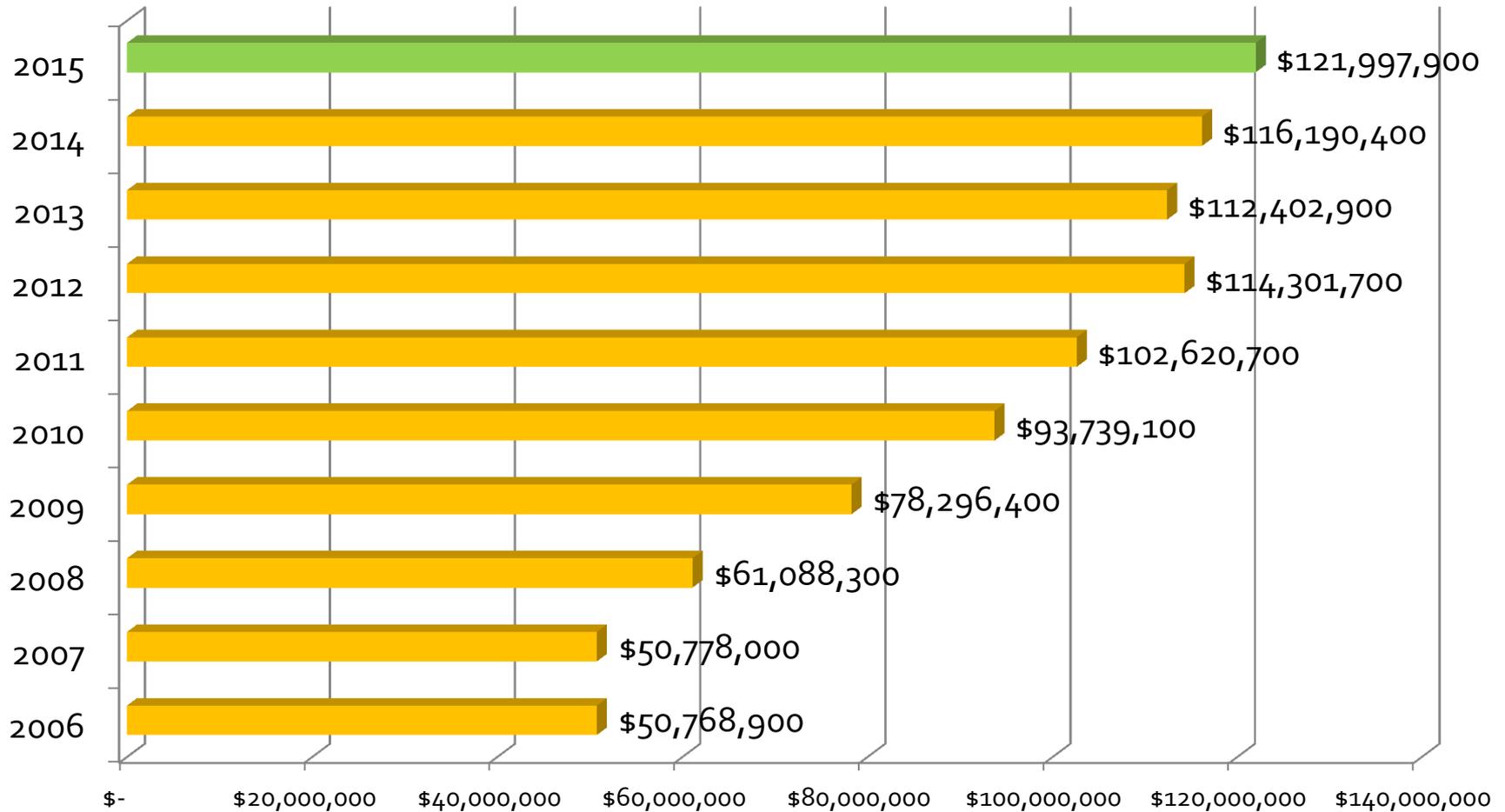
# College Application Rate by Campus

## Class of 2014 FAFSA Completion Rate

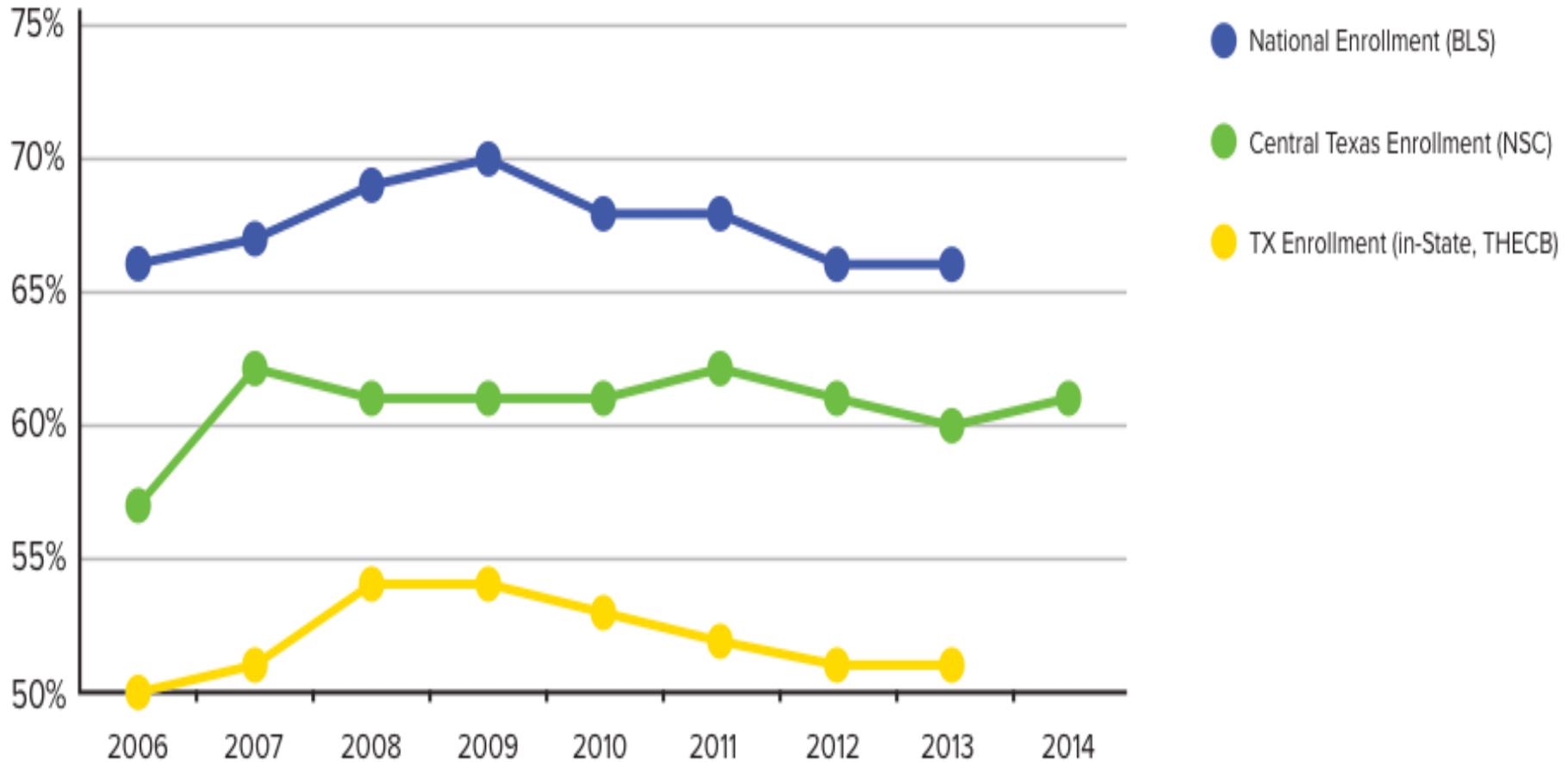


Source: U.S. Department of Education. FAFSA filings by Campus as of December 2014.

# Financial Impact over \$60 Million Since Financial Aid Saturdays Program Partnership Inception



# Good News: Austin Direct-to-college enrollment rate steady despite State & National decline



**For more  
information:**

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**[austinchamber.com/jobopenings](https://austinchamber.com/jobopenings)**