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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.

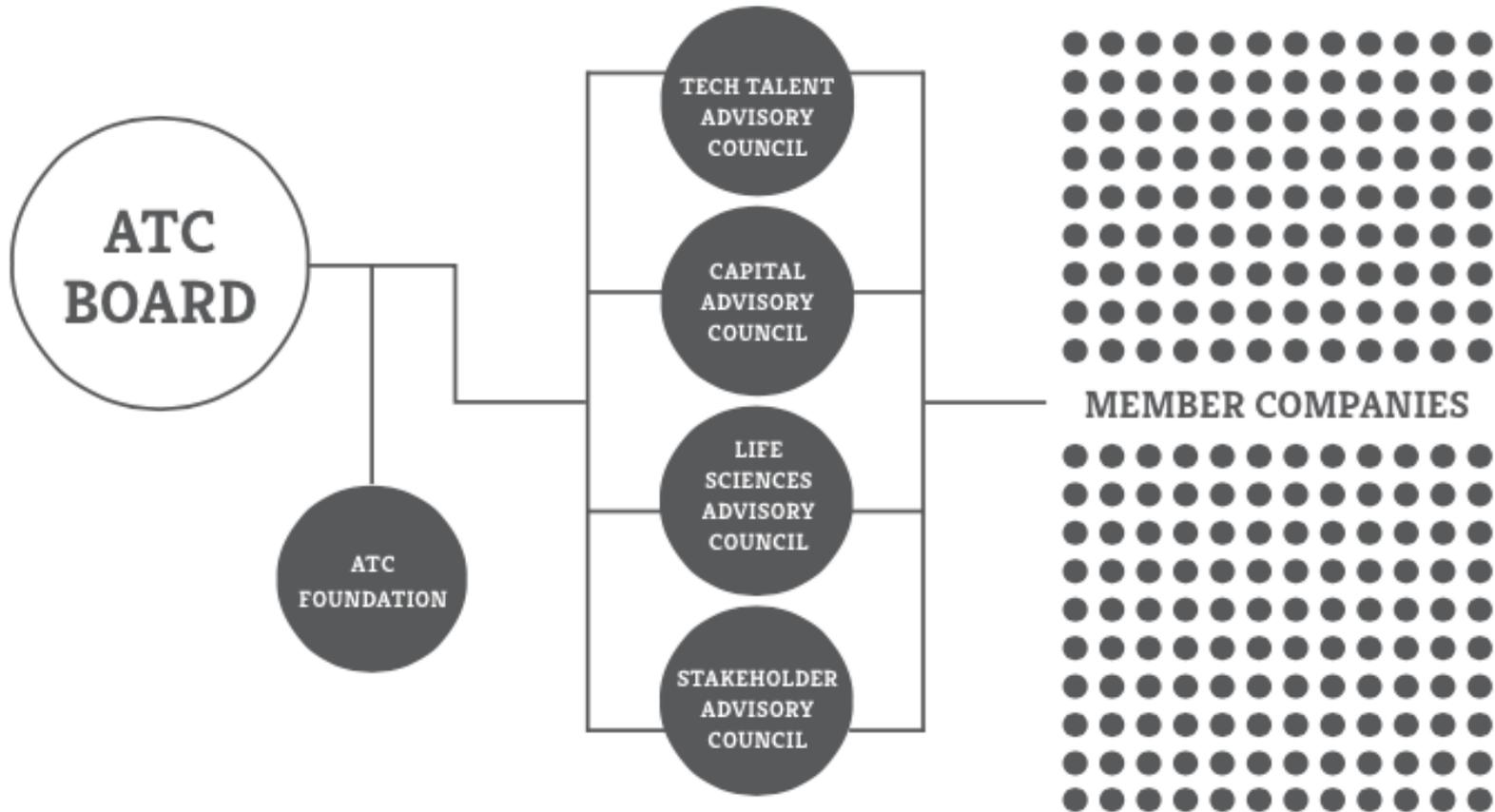


**EVOLVED** from a networking group to a leading association advancing Central Texas tech and life sciences industries.

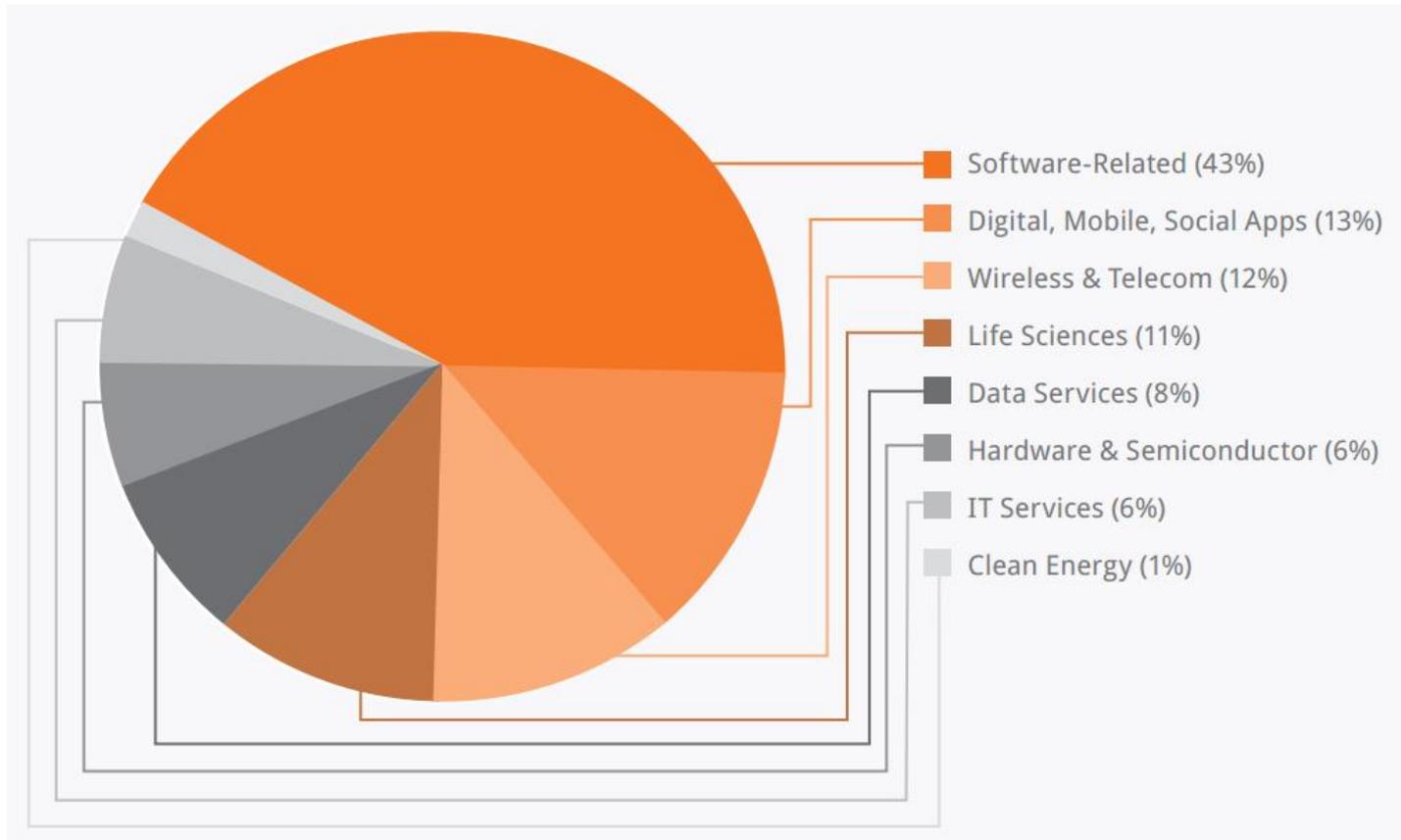


**GREW** since 2002, from 45 to 281 member companies representing over 60,000 employees. ATC has the largest concentration of invested CEOs compared to tech associations in other markets.

# 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

**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

**ATC COMPANIES  
KNOW HOW TO GET THERE**

28% ARE SEEKING  
GROWTH  
FUNDING

35% ARE SEEKING  
WORKING  
CAPITAL

26% ARE SEEKING  
EXPANSION/  
MEZZANINE  
FUNDING



# 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%
  - Go 1.5/45%
  - Objective-C
  - 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.

# 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

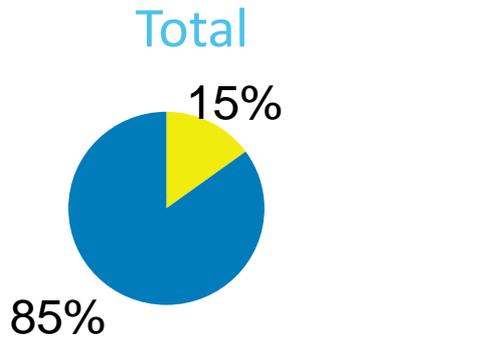
### Strategies for Integration and Inclusion

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

# Austin Technology Partnership

## Status

### Market Development



#### Data



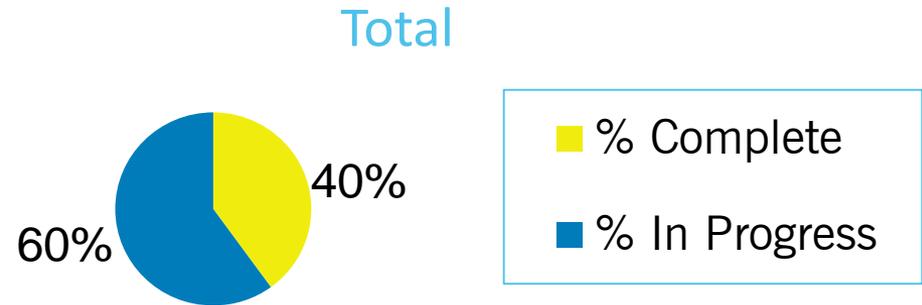
#### Education/Events



#### Regional Engagement



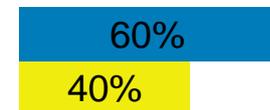
### Talent



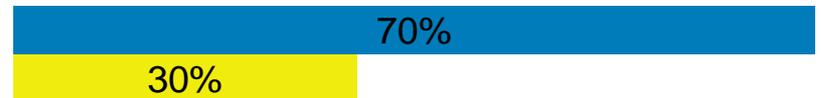
#### Data



#### Education/Events



#### Student Engagement

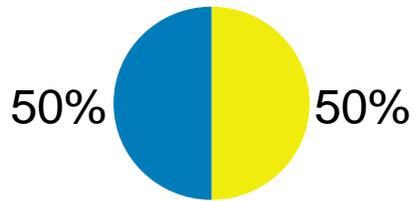


# Austin Technology Partnership

## Status

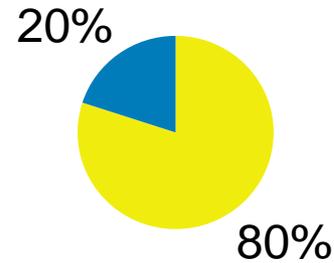
### Capital

Total



### Life Sciences

Total



■ % Complete  
■ % In Progress

Data



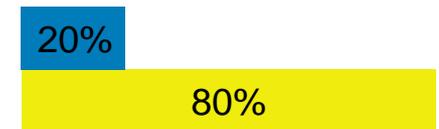
Education/Events



Data



Education/Events



# Austin Technology Partnership

## 2015/16 Activities

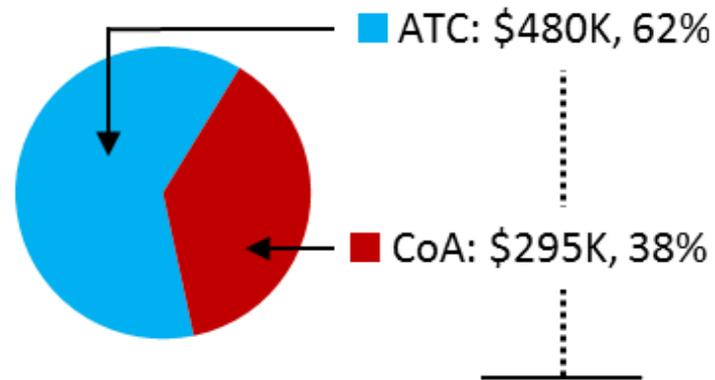
### Projected Data Collection and Analysis

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**

