



NYC TECH TALENT PIPELINE

"New York kept its position as global leader by moving forward with technological and economic advances, and this administration is committed to doing everything to expand our talent pool and develop our innovation economy."

– Mayor Bill de Blasio
May 2014

Launched in May 2014, the NYC Tech Talent Pipeline is a \$10 million industry partnership designed to deliver quality jobs for our people and quality talent for our businesses.

To deliver on this promise, the NYC Tech Talent Pipeline is working with public and private partners to define employer needs, develop training and education solutions, and deliver homegrown talent for 21st century jobs across the five boroughs.

To date, more than 20 industry partners, have committed resources to the Administration's effort to increase the pool of homegrown tech talent. These initial commitments will support 3,000 New Yorkers this year, with more to be announced in the coming months. A full list of commitments is included below.

Skill-focused Training and Education Solutions:

- **GOOGLE** will help NYC youth and adults at almost every point of the tech talent pipeline through public/private partnerships with the New York City Department of Youth and Community Development (DYCD), the After School Corporation and the Coalition for Queens. In partnership with DYCD, Google has launched CS First in New York. CS First is a computer science after-school club that provides, free of charge, robust on-line projects for 4th to 8th grade students to expose them to the fundamentals of coding. Since CS First was offered in NYC last December, nearly **1200** students have begun learning this Scratch-based curriculum - and more are signing up every day. For those students who want to continue to develop their skills, Google is providing \$200,000 for additional educational programming to the After School Corporation for Connect2Tech. Utilizing Coder for Raspberry Pi, this virtual platform and curriculum is being piloted in 10 NYC schools and will give middle and high school students web development skills in CSS, HTML and Javascript. For graduating high school seniors who want to pursue a career in computer science, this summer Google will host the Computer Science Summer Institute (CSSI). CSSI is a three week intensive course aimed at introducing college-ready men and women from underrepresented populations to introductory CS concepts. CSSI is expected to support 30-40 students in its first year. For adults, Google will help expand the great work Coalition for Queens is doing in Queens' immigrant entrepreneur community. Google will invest \$100,000 to support the growth of Coalition for Queens' Access Code. Last year Access Code equipped 21 adults from low income and diverse backgrounds with the mobile-focused programming and business skills to gain well-paid jobs in tech.

- **MICROSOFT**, a worldwide leader in technology that helps people and businesses realize their full potential, will partner with the NYC Tech Talent Pipeline and the City University of New York (CUNY) to pilot a “Tech Jobs Academy.” The Academy will empower an initial cohort of at least 25 young adult learners with the skills in demand by employers in Microsoft’s network of partner businesses and beyond. This intensive new pilot program will provide specialized curriculum and support, enabling more New Yorkers to obtain their first jobs – on the way to building long-lasting careers – in the tech sector. This academy is based on best practices from the Microsoft Software & Systems Academy, a successful job training program for active-duty military transitioning to civilian careers, and the company’s YouthSpark initiative designed to create more opportunities for youth and young adults.
- **INFOR**, a leading provider of business application software serving customers in more than 200 countries, will offer approximately 1,000 CUNY students access to proprietary Infor resources, including a new skills-driven curriculum, internship opportunities, and connection to employers.
- **AT&T**, a leading wireless and telecommunications provider, will award an additional 100 **UDACITY** nanodegree scholarships to NYC-based students for in-demand skills courses like full-stack web development, data analytics, and mobile iOS development. Additionally, the company will expand its successful STEM summer programming to support the development of tech skills at the high school level. New two-week camps featuring coding, robotics, cybersecurity, design thinking and hands-on research, will be launched in Brooklyn and Staten Island and welcome high school students from across NYC. These efforts build upon AT&T’s \$1.64 million support for a pilot science, technology, engineering, and math (STEM) program developed in partnership with the NYC Fund for Public Schools, which will continue this year.
- **VERIZON**, will serve as a corporate supporter of Mayor de Blasio’s NYC Tech Talent Pipeline initiative, supporting programs and efforts that equip New Yorkers with “in-demand” tech skills.
- **GOLDMAN SACHS**, the New-York based investment banking firm with nearly a third of its global staff focused on tech, will join the advisory board and support the efforts of the NYC Tech Talent Pipeline to create education and career opportunities for New Yorkers in the technology ecosystem.
- **KICKSTARTER, APPNEXUS, BETAWORKS, BUZZFEED, DO SOMETHING, MICROSOFT, NEWSCORP, NYTIMES**, and **RMS** will provide paid internships to participants in the NYC Web Development Program, a five-month intensive technology skills bootcamp, run by the Flatiron School, that provides training, workplace exposure, and connection to tech jobs at salaries of at least \$65,000 a year. In 2015, the program will serve 64 18-to 26-year-old New Yorkers who do not have a college degree.
- **STACK EXCHANGE**, an NYC-based company dedicated to supporting online developer communities like Stack Overflow – the preeminent site for programmers to find, ask, and answer questions about software development – will join forces with other tech companies in the NYC area including **FOURSQUARE, KICKSTARTER TRELLO, TUMBLR**, and

CONTROL GROUP to provide on-site training for 50 -75 new programmers seeking employment in the tech sector. Additionally, leveraging the expertise and experience represented by Stack Overflow Careers – a site matching users with employers looking to hire great programmers – Stack Exchange will provide opportunities for job-seeking developers to improve their candidacy through connection to coaching and resources for establishing an online presence. Finally, Stack Exchange will continue to seek out and support companies who commit to recruiting, training, and hiring homegrown talent.

- **THINKFUL**, an online coding and design school, will launch a new career services initiative to help its graduates connect to jobs as engineers and designers in the booming New York City tech ecosystem. In the program's first year, the company aims to support over 250 graduates across the U.S. This includes a central focus on supporting training and employment for New York City residents, with a commitment to connect 50 local graduates to NYC-based companies.
- **APPNEXUS**, a global, 800-employee technology company headquartered in New York City, provides trading solutions and marketplaces for Internet advertising. The company is proud of its local roots and deeply committed to helping public school students explore a full range of professional opportunities. To that end, AppNexus will host a tech fair for the NYC Department of Education and CUNY. Located at the company's Chelsea workspace, this event will provide students with exposure to diverse work environments, career paths, and internships/employment opportunities at tech-enabled companies.

In-Kind Services to Define Needs and Reach New Yorkers

- **LINKEDIN** will provide research based on aggregate LinkedIn data from members in the New York City region that identifies "in-demand" tech skills and provides real-time data that can be used by teachers, trainers, mentors, and employers to help inform education and training efforts.
- **INTERBRAND**, the world's leading brand consultancy and publisher of the Best Global Brands List, will shape the engagement of thousands of New Yorkers in the efforts of the Tech Talent Pipeline. Interbrand believes that brands have the power to change the world—and helps its clients achieve this goal every day. Inspired to impact fellow New Yorkers, Interbrand New York helped to develop the visual identity, branding and web presence of the NYC Tech Talent Pipeline.
- **FACEBOOK** will offer first-hand exposure to a thriving tech workplace and local tech talent by hosting career exploration events, including a NYC talent showcase and the second Tech Talent Pipeline Advisory Board convening.
- **APPLOI** will leverage its award-winning mobile job marketplace technology to help New Yorkers develop sought-after skills and pursue tech careers. Bringing real-time information on effective training options and local unfilled tech jobs to residents across the five boroughs, Apploi will launch an NYC-specific campaign to introduce those not-traditionally engaged in the tech ecosystem to potential career paths in this sector. Additionally, Apploi will contribute 15 application stations to make it easier for students to search and connect

to open tech job opportunities.

- **NYC CTO CLUB** will convene its members, Chief Technology Officers of leading NYC companies, to provide feedback, inform training curriculum, and support the scaling of successful efforts to prepare New Yorkers with in-demand tech skills.
- The **NYC FOUNDATION FOR COMPUTER SCIENCE EDUCATION (CSNYC)** in partnership with TEALS and the Department of Education's Software Engineering Pilot (SEP) will provide up to 1,200 NYC public school students currently taking computer science courses the chance to learn about and explore careers in tech by hosting a CS Opportunity Fair this March with tech companies, innovators, and instructors.

Support for Successful Education and Training Programs

- **JP MORGAN CHASE & CO.**, a leading global financial services firm serving millions of consumers in the United States is committed to rethinking workforce cultivation, by striving to identify, attract, develop, and engage talent through traditional, alternative, and new sources. JP Morgan Chase & Co. has made a major commitment to helping New Yorkers gain the skills they need to compete for technology jobs. The firm is proud to be a founding supporter of the NYC Tech Talent Pipeline, to be investing in high-quality, citywide tech training programs, and to have launched JPMorgan Tech Connect to prepare women for technology analyst positions.
- **NEW YORK COMMUNITY TRUST** and the **NEW YORK CITY WORKFORCE FUNDERS** will affirm the goals and bolster the work of the NYC Tech Talent Pipeline as founding supporters.