



# TechPathways

 **TECH  
PATHWAYS**

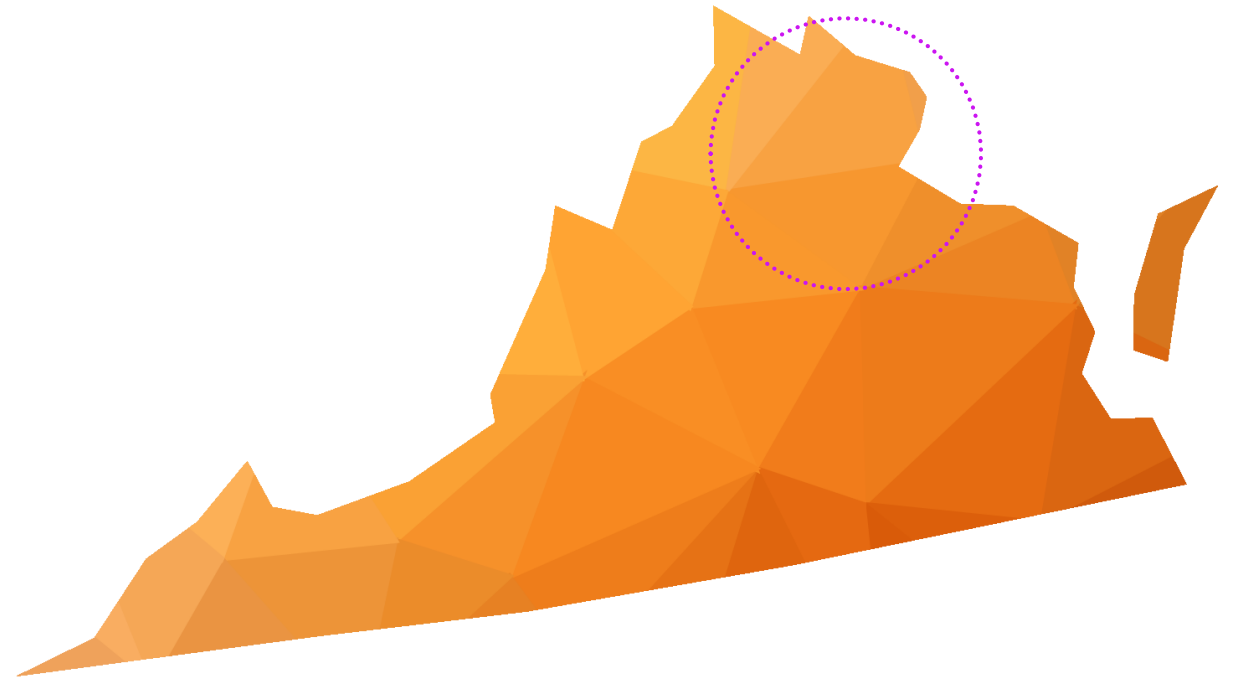
# Tech jobs in northern Virginia

**+100,000**

IT job posting over past year

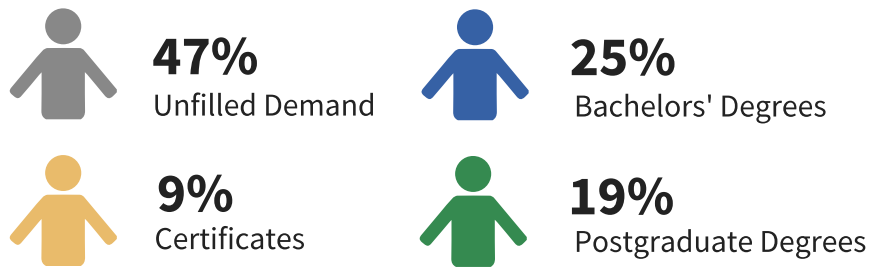
**+110,000**

Tech jobs projected over next



# Current tech talent gap

Annual Information Technology degrees awarded in Washington, D.C. Metro area versus annual job demand



# What are Tech Pathways?

- Breaking-down stereotypes
- Expanding awareness to underrepresented populations
- Roadmap to a career

# Pathway IMPACT



**\$975,000 INVESTED**



**140 MIDDLE AND  
HIGH SCHOOLS**



**INCREASED SUPPORT:  
TECH READY**



**9 SCHOOL DISTRICTS**



**203,000+ STUDENTS  
ENGAGED**



**REGIONAL COLLABORATION**

live  
breathe  
dream  
think  
work  
choose

tech





Social Media Assets



Program Poster

# Getting the word out

- Targeted digital advertising campaign (YouTube, Pandora, Spotify, and social media)
- Media launch event with Governor and community leaders
- Continued engagement with schools, EDAs, businesses and community partners



# Success Metrics

- Targeted reach through advertising campaign
- Website engagement
- Integration with community and education partners
- Increase in tech career interest



# Q&A