

ITAC Talent – Overview

ITAC Forum – May 14, 2014



Qualified tech professionals are in demand

850,000 tech professionals in Canada

3% jobless rate, less than half the national average.



Half of Canada's tech professionals are not in IT sector

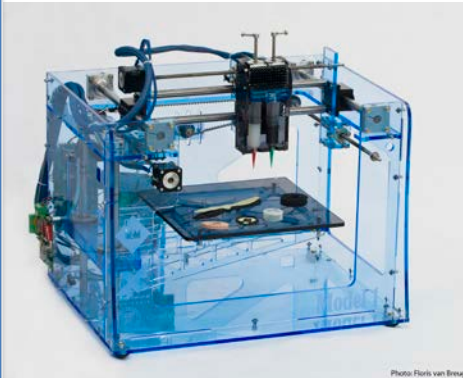
High average salaries





Three ways the tech job market is evolving

New Technologies



3-D Printing
Quantum Computing
Driverless cars

New Applications



Archeology
Brain Surgery
Agribusiness

New Roles



Industry focus
Functional roles
Business + Tech

ITAC Talent - our mission

- We're expanding Canada's pool of qualified technology talent
 - Not-for-profit organization founded in 2007
 - Led by a coalition of visionary business leaders
 - Addressing Canada's long-term technology skills requirements
- We're changing the conversation about technology careers
 - Exciting, evolving
 - Well-compensated
 - The options are limitless
- We're inspiring career decisions that make sense for today's economy
 - Encouraging young people to choose technology careers
 - Increasing enrolments in technology-related education programs

ITAC Talent – areas of focus

1

Enrolments



2

Curricula



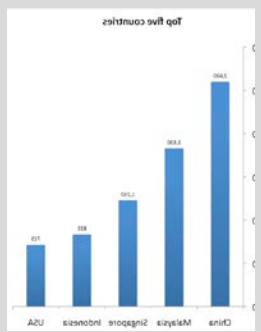
3

Diversity



4

LMI



5

Public Policy



Programs

1. High Schools



Our outreach program introduces young people to technology careers through school role model visits, in-class mentoring and online resources.

Each school semester, over 4,000 students participate in CareerMash programs.

2. Universities



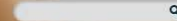
Our Business Technology Management program helps PSIs create accredited university degree programs that combine technology and business learning.

BTM programs are now offered in 14 universities with over 2,400 students currently enrolled.

CareerMash – Inspiring Tech Careers



English | Français



ABOUT US CAREERS COOL STUFF EDUCATION EDUCATORS NEWS & EVENTS

TECH CAREER QUIZ



MENTORING WITH CAREERMASH



CAREER PROFILES



TECH CAREER MASHUPS



Make a Difference

- * Protect the environment
- * Save lives
- * Solve crimes

IN THE BLOG

ALL BLOGS



Remarkable Canadian engineers inspire our next generation of innovators



How one student's experiences helped to find her dream program



Unleash your curiosity with a career in anthropology and tech



Fabulous Canadian women taking the tech industry by storm



Ontario tackles youth unemployment with 'Make Your Pitch' competition

MEET THE PROS

ALL PROS



Software Engineer & Social Entrepreneur
Sara Ahmadian >>



Software Engineer
Farhan Thawar >>

CareerMash – Inspiring tech careers

- Focuses on high school students
 - Introduces young people (and their influencers) to careers in IT
 - Rebrands IT (exciting, in-demand, evolving rather than “nerdy” and insecure)
 - Operates at school board and local levels
- Offers a wide range of resources
 - Role Model program
 - Online mentoring program
 - Online student and educator resources (CareerMash.ca)
 - Curricula material (e.g. OSCA Resource Kit)
- Represents an important channel for BTM recruitment
 - Over 8,000 students participate every year (Up 140% since 2011)
 - Currently available in Toronto and across Southern Ontario

BTM Overview

- Started in 2009 (part of CCICT)
 - Industry-led initiative
 - Accredited, post-secondary, degree programs
 - Focused on hybrid roles—combining business and technology
- By 2014
 - 14 universities across Canada offer BTM
 - 2,400 total enrolments
 - 1,000 graduates annually
- In 2014, ESDC funding secured
 - \$1.6 million over three years
 - Refresh, enhance and expand

BTM Project–Refresh, Expand, Rebrand...

- Refresh existing BTM programs
 - Update learning objectives and competency standards
- Increase number of institutions offering BTM programs
 - From 14 to 50 institutions
- Increase variety of BTM programs
 - Add 5 new BTM specializations
- Establish career and promotion paths for technology professionals
 - Develop BTM–related national occupation standards (NOS)
- Professionalize the BTM career path and create sustainability
 - Through certification standards
 - With the creation of a national BTM Association
- Improve recognition/acceptance of BTM careers
 - Through a national outreach/ marketing program

Opportunities for involvement



CareerMash

- Role Models
- Mentors
- Event participation
- Event sponsorship
- Web site content (careermash.ca)
 - Role model descriptions
 - Company profiles
 - Success stories
- Advisory board participation
- Strategy development
- Employee engagement

BTM–project–related initiatives

- National Occupation Standards (NOS)
 - Survey participation, selection of key areas, verification of results
- Refresh general BTM learning objectives
 - Survey participation, industry input, verification of results
- Develop 5 new BTM Specialties
 - Research, survey participation, industry input, etc.
- Expand BTM from 5 to 50 schools
 - Events, coordinated marketing, TBD
- National outreach/ marketing
 - Events, BTM website content development, TBD
- Create certification process for BTM
 - TBD
- Create BTM Association
 - TBD

Questions

