



TechSF

Innovative Sector Partnership

Presentation to WISF-ICT Committee
November 19, 2018



Office of Economic and Workforce Development
Building Tomorrow's Workforce Today



Creating talent & opportunity

Launched by former San Francisco Mayor Edwin M. Lee in 2012 to:

- **Address the current tech talent skills gap**
- **Provide access, education and job training**
- **Build a future pipeline**



Mayor London N. Breed

Our Vision

TechSF builds talent pipelines to employment by:

- Connecting industry to Apprenticeship opportunities
- Offering Work-Based Learning opportunities that connect students and jobseekers to industry
- Partnering with local training and education partners to adequately prepare and upskill our talent pool



The Workforce System

San Francisco's Workforce Investment Board (WISF), as designated by statute, has responsibility for oversight of the local workforce development system

WISF-ICT Committee provides oversight of the City's ICT sector strategy initiative, ensuring that technology sector workforce programming, employment and training services are aligned with the demand of industry.

WISF-ICT Committee Members

- Serve as an ambassador for OEWD and its initiatives at events and convenings
- Host or provide space for committee meetings
- Provide feedback and suggestions to OEWD staff at committee meetings
- "Champion" TechSF by recruiting employers to participate in OEWD programs
- Make formal recommendations to the WISF regarding tech sector strategy policy

The Workforce Development Division coordinates the San Francisco Workforce Development System, which is a network of public, private, and nonprofit service providers that serve San Francisco job seekers and employers. We offer San Francisco employers services and assistance to attract, grow and retain a diverse workforce.



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Connecting talent and opportunity

The TechSF Team @ OEWD



Patrick Mitchell

- Program Manager
- Policy & Planning
- Finance & Contracts



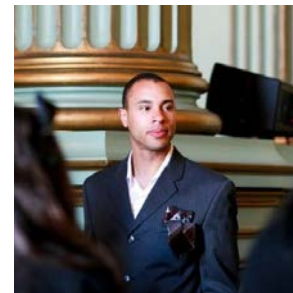
Carolyn Shek

- Biz Dev Lead
- Client Services
- Brand Strategy



Krysti Specht

- Pathways Lead
- Promotion
- Online Learning



Orrian Willis




- Apprenticeship Lead
- Training Partnerships
- Access & Inclusion







TechSF

Office of Economic and Workforce Development

Our Education & Training Partners

| Name of Organization | What They Provide | Who They Serve |
|---|--|--|
|  BAY AREA VIDEO COALITION | <ul style="list-style-type: none"> Fast track certificates in beginner to advanced coding and digital media trainings BAVC provides Design Tools, Coding, Digital Marketing and Video Production courses BAVC participates in Work-Based Learning and Apprenticeship opportunities | <ul style="list-style-type: none"> High School aged youth and adults |
|  BAYCAT EDUCATE • EMPLOY • EMPOWER | <ul style="list-style-type: none"> Technical training and hands-on experience on video production through Academy Internships and monthly workshops Interns learn DSLR workflow, editing in Adobe Premier, Motion Graphics and job preparedness skills Monthly Workshops provide pre-production, production with DSLR, Post Production editing with Adobe and career planning BAYCAT participates in Work-Based Learning opportunities | <ul style="list-style-type: none"> Ages 18-25 |
|  | <ul style="list-style-type: none"> Degrees and certificates in Broadcast Electronic Media Arts, Computer Science, Visual Media Design and Computer Networking and Information Technology City College participates in Work-Based Learning and Apprenticeship opportunities | <ul style="list-style-type: none"> Students 17 years of age and up with a high school diploma |

| | | |
|---|---|--|
|  | <ul style="list-style-type: none"> Front-end web development (HTML, CSS, and JavaScript) offered through a 5-week Code Ramp Course. Code Ramp is in partnership with Hack Reactor A Code Tenderloin Interview Course that provides mock interviews, job shadow opportunities and job readiness. | <ul style="list-style-type: none"> Adults 18 years of age and up |
|  | <ul style="list-style-type: none"> Curriculum is comprised of 3 main competencies: an Intro to A+ PC Technician Certification, Intro to Programming and career skills Students receive a combination of classroom instruction, hands on training and networking opportunities Dev Mission participates in Apprenticeship opportunities | <ul style="list-style-type: none"> Young adults ages 17-24 |
|  | <ul style="list-style-type: none"> Hack Reactor Software Engineering Immersive Program that trains students to become full-stack web developers. Data Science taught in Python covering statistics, machine learning and data visualization. Galvanize participates in Apprenticeship training opportunities | <ul style="list-style-type: none"> Adults 18 years of age and older who are active TechSF Apprentices |
|  | <ul style="list-style-type: none"> Offers Web Development, Data Science and User Experience Design, Product Management, Front-End Web Development, JavaScript, Python, Visual Design, Data Analytics, and Digital Marketing. Galvanize participates in Apprenticeship training opportunities | <ul style="list-style-type: none"> Adults 18 years of age and older who are active TechSF Apprentices |

| | | |
|---|--|---|
|  | <ul style="list-style-type: none"> JVS offers a Salesforce Administrator training courses in a 14 week program Participants will receive technical training, hands on training and career readiness preparation. Participants will prepare for the Salesforce Administrator Certification Exam through user management, security, business process automation and data management trainings JVS participates in Apprenticeship opportunities | <ul style="list-style-type: none"> Adults 18 years of age and up with GED or HS diploma English literacy Unemployed or underemployed for the past 6 months or more |
|  | <ul style="list-style-type: none"> MEDA provides a Mission Techies Pre-Apprenticeship program focused on technical and non-technical training Mission Techies train on IT, Hardware, Networking, Security and Programming Students prepare for ComTIA A+, Network Certifications and create 2 portfolio projects | <ul style="list-style-type: none"> Young adults ages 17 and up |
|  | <ul style="list-style-type: none"> LaborIX is a platform for young adults and professionals who have unconventional, non-tradition training backgrounds for tech LaborIX is committed to supporting underrepresented, local talent and will host TechSF graduates ready for employment | <ul style="list-style-type: none"> 18 years of age and up Participants in partner training programs |
|  | <ul style="list-style-type: none"> Coding Courses Front-End Development (JavaScript, HTML and CSS) Core Programming Concepts Mission Bit participates in Work-Based Learning and Pre-Apprentice opportunities | <ul style="list-style-type: none"> High school youth and young adult jobseekers |

TechSF Diversity & Impact

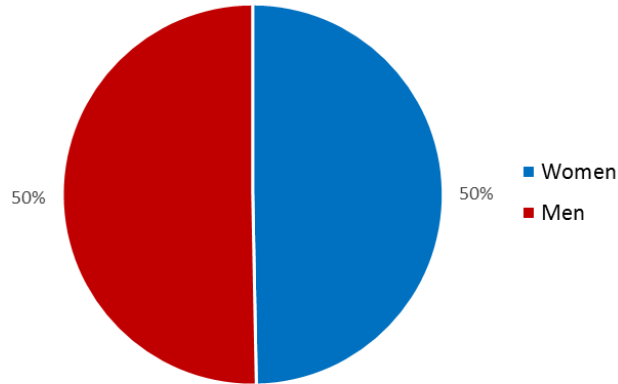
2,748

Total Placements

+6,300

Learning Opportunities

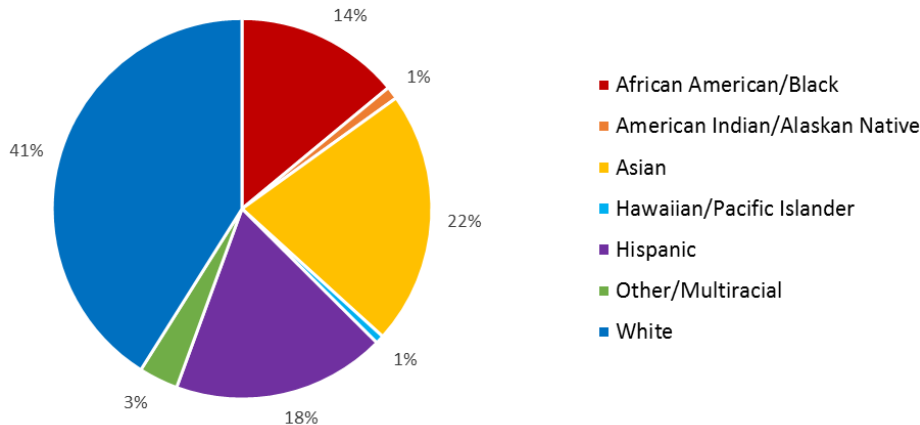
Gender



Age

| Range | % of Placements |
|-------|-----------------|
| 15-19 | 3% |
| 20-24 | 14% |
| 25-29 | 21% |
| 30-34 | 15% |
| 35-39 | 13% |
| 40-44 | 9% |
| 45-49 | 10% |
| 50-54 | 7% |
| 55-59 | 5% |
| 60-64 | 3% |
| 65-69 | 1% |

Race



Income

| | |
|-----------------------|------|
| Extremely Low Income | 53%* |
| Very Low & Low Income | 32%* |

*of participants reporting income at enrollment

TechSF at Work

Our strengths

- **Collective Voice**
- **Scale of Service**
- **Business Development**

Our Approach

- **Who are our customers?**
- **What is our (value) product?**
- **Why will it work?**



Our Value

- **Problem solution**
- **Product delivery**
- **Projected impact**

A Vertical Approach

TechSF™ Apprenticeship

TechSF provides Apprentices in tech and digital media roles such as Software Engineers, Helpdesk Support, Cybersecurity, Graphic Designers, and more!

Apprentices are employees of your company that receive extra professional training and mentorship to ensure they adapt to the culture of your company.

TechSF Apprentices represent the diversity of San Francisco and range in in-demand skills and age.

Apprentices have lower turnover. 90% of apprentices remain at the company after completion.

Learning with TechSF™

Work-Based Learning provides on-the-job exposure to TechSF jobseekers and public high school and college students.

TechSFers enjoy meeting employees of their favorite tech companies and receiving personal mentorship, networking opportunities, panel discussions and more!

WBL is open to high school and college students taking tech courses and a range of adults engaged in tech trainings.

Companies can host jobseekers and learners in the capacity they see fit.

Co-branding Strategy

TechSF Training Providers offer trainings, bootcamps with industry-recognized credentials to local and diverse populations in San Francisco.

Basic to advanced skills trainings include: JavaScript, Cyber Networking, Salesforce Admin, Python, Motion Graphics, Front and Back End Web Development, Digital Content Design and more!

Training partners offer services to youth as young as 16 and adults of any age and skillset.

Enrolling with our training partners leads to employment in the bustling San Francisco Tech Sector.

Measuring Impact

| Vertical | Status | Value Defined (Supply / Demand) | Measurable Impact |
|--------------------------|-------------|---|--------------------------------|
| Apprenticeship | In Progress | Skills Attainment / Diversity Hiring | 150 apprentices by end of 2019 |
| Learning with TechSF | Beta | Youth Opportunity / Low Barriers to Entry | TBD |
| Co-Branding Partnerships | Planning | Increased Access to Industry / Quality Services | TBD |



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Key to Success

- **Validated Learning**
- **Employer Feedback**


Marketing in Brief



TechSF™ Apprenticeship

Connecting talent and opportunity





#TechSF Connecting talent and opportunity

TechSF™ Apprenticeship

Our apprenticeship initiative helps local businesses access diverse talent pipelines, & support long-term employee learning and development.

Customized Apprenticeships
 Cybersecurity Analyst • Data Science Analyst • Digital Marketing • Graphic and Web Administrator • Salesforce Business Analyst • Software Engineering • Web Developer

How it works

1. Design your apprenticeship
Work with us to create a customized learning plan
2. Select your apprentice
Select from a diverse pool of vetted candidates
3. Onboard your apprentice
TechSF helps you connect all the dots and start training
4. Experience the benefits
Over 90% of apprentices stay with the same company for at least two years.

#TechSF Connecting talent and opportunity

Learning with TechSF™

Your involvement has the ability to change lives. Each year thousands of TechSF participants are job seekers, including local high school and community college students, meet with companies like yours and become like you. Through these interactions, students often receive guidance and find inspiration to pursue or further a career in tech that can change the trajectory of their lives. Use a class for change. Be a part of TechSF!

Here are 4 ways to get involved with TechSF:

Host a Workplace Tour
Bring students to your place of work for an employee panel, tour of your offices and/or networking with teams. Make it a TechSF Day.


Provide a Job Shadow Day
Allow students to shadow employees for the day to understand the real world of working for your team and your company.

Offer Apprenticeship Opportunities
The demand for skilled Tech workers does not meet the supply. Apprentices offer a unique set of in-demand skills and are ready to become valuable assets to your company.

Support Interns
Internships are always a great way of giving students a chance to dive into a company and see what it's all about. Students can intern during the school year or summer months.

Contact us


Kryell Specht
kryell.specht@sf.gov
 p. 415-701-4209




An initiative of:



Contact us

Orlan Wells
orlan.wells@sf.gov
 p. 415-701-4254

Carolyn Shek
carolyn.shek@sf.gov
 p. 415-701-4281

An initiative of:


www.cewd.org/technology-employer Find us on:   



FREE LABORX TRIAL FOR BEING A PART OF TECHSF

Free trial of an employer LaborX account with your commitment to TechSF Apprenticeship. That means you'll have access to a growing pipeline of 10,000 vetted jobseekers.

Outreach & Promotion

TechSF
65 followers
1d • Edited

Last night's Apprenticeship Celebration Event was fantastic! London Breed for Mayor declared this week Apprenticeship Week in San Francisco, we showcased our incredible apprenticeship training providers (JVS - San Francisco, City College of San Francisco, LaborX, Mission Economic Development Agency, and the Bay Area Video Coalition), and celebrated our employer friends and tech family. We're proud to have such stellar partners!

Thank you to our Director, Josh Arce. Thank you to our incredible panelists: [Claire Sands](#) from [Postmates Inc.](#), [Laura Kogler](#) from [Code for America](#), [Prajakta \(PJ\) J.](#) from [Palo Alto Networks](#) and [Linda Bidrossian](#) from the [Bay Area Council](#). Our thoughtful panelists spoke about how great it is to have fresh talent that works hard, is unique, and converts into a full time hire with ease. That talent is through apprenticeship.

The fun isn't over yet! We have two more Apprenticeship Week events today!

[#naw2018](#) [#apprenticeships](#) [#techsf](#) [#HireTechSF](#)



London Breed Retweeted
SFOEWD @sfoewd · Nov 12
Today marks the official launch of National Apprenticeship Week! TechSF will be celebrating with our tech trainers and employer partners. We're so excited to share this week with you! Stay tuned for updates! Also, follow along on the TechSF LinkedIn Page: [linkedin.com/company/techsf/](https://www.linkedin.com/company/techsf/)



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2d

Giant Congratulations to [JVS - San Francisco](#) for launching their registered [@Salesforce Business Analyst Apprenticeship Program](#) tonight, during National Apprenticeship Week!

Another point of celebration: the incredible panel for the Innovative Solutions for the Salesforce Hiring Crunch event tonight, including apprenticeship experts from [Salesforce](#), [SNAP Business Intelligence](#), [Postmates Inc.](#), and TechSF's [Orrian Willis](#). TechSF and JVS are excited to partner with these companies for tech apprenticeships!

[#techsf](#) [#apprenticeship](#) [#naw2018](#)

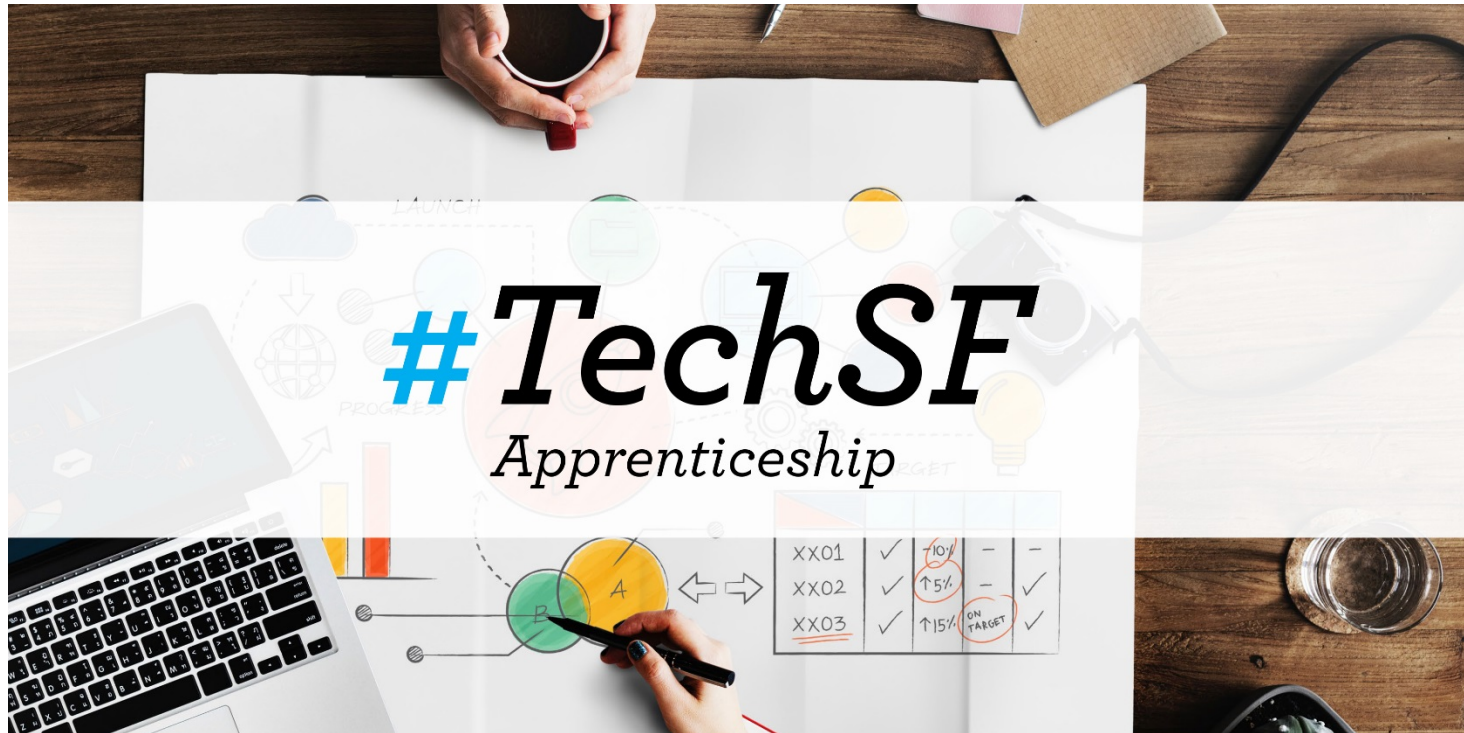


SFOEWD @sfoewd · 59m
OEWD's [#TechSF](#) and [@CityCollegeSF](#) hacked traditional career pathways to Cyber Security for National Apprenticeship Week. Thanks [@Exabeam](#) [@PaloAltoNetworks](#) [@Google](#) [#NAW2018](#)



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Apprenticeship





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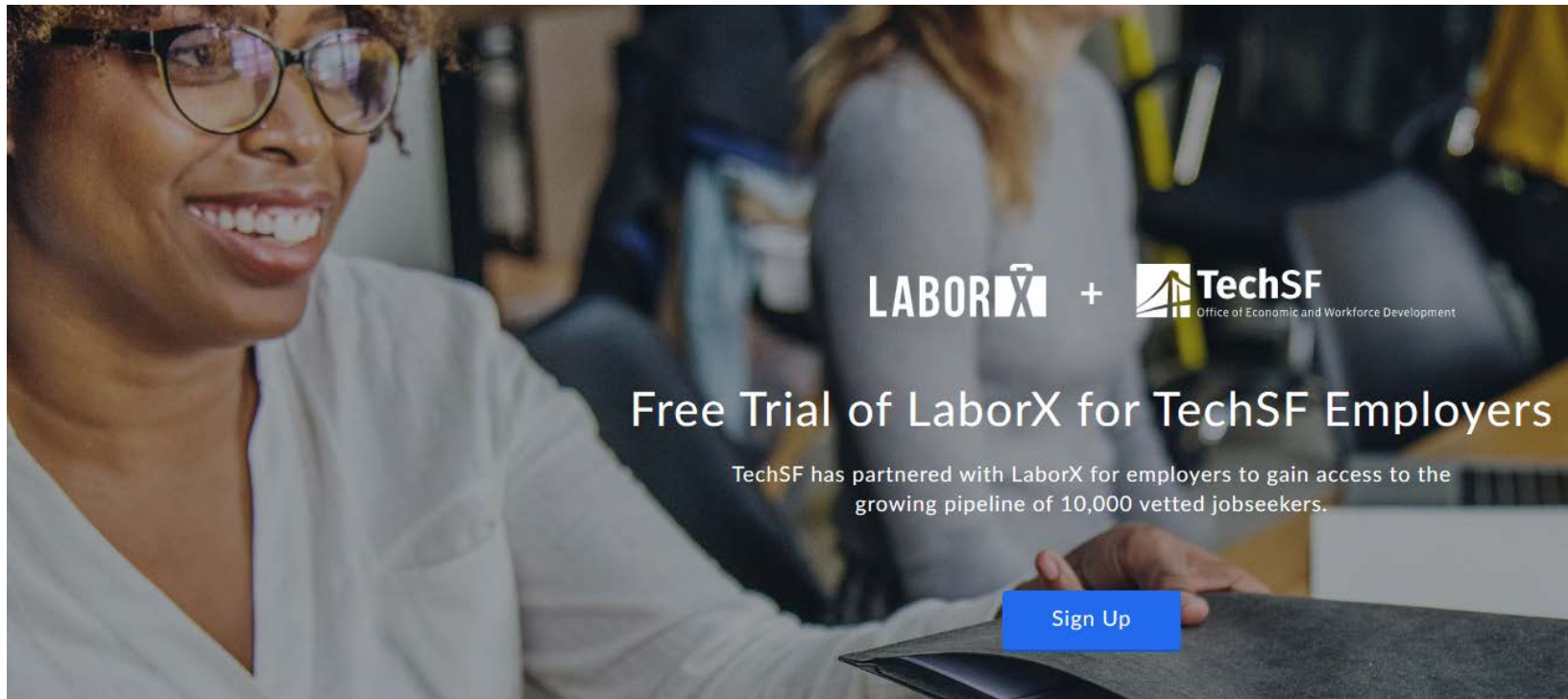
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Learning & Growing



“Excited to announce that @Twilio registered their latest Hatch Apprenticeship cohort with the Department of Labor via the #TechSF Apprenticeship Program. This group of six (seen here w/ their awesome mentor @perfnormalbeast) will be earning & learning as engineering apprentices!”- Twilio Hatch

Scaling TechSF Apprenticeship



LABORX +  **TechSF**
Office of Economic and Workforce Development

Free Trial of LaborX for TechSF Employers

TechSF has partnered with LaborX for employers to gain access to the growing pipeline of 10,000 vetted jobseekers.

[Sign Up](#)



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Delivering Talent

“By partnering with TechSF we were able to source local talent, and pair their unique skills with new career development opportunities at a cutting edge technology firm, in a way that goes beyond instincts to recruit based on conventional pedigree.”

***Vikrum Aiyer, VP Public Policy,
Postmates***





Create Your Own Model

- **Customize It** TechSF offers individual learning plans, candidates to interview, and takes care of all your logistics
- **Convert It** We help make apprenticeship the new internship by enhancing your recruitment strategies to focus on continuous skill building and employee retention
- **Upskill Your Team** You identify your in-house talent and we'll turn their L&D into a promotional opportunity



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The Employer Experience

How it works



1. Design your apprenticeship

Work with us to create a customized learning plan



2. Select your talent

Select from a diverse and local talent pool



3. Onboard your apprentice

TechSF helps you connect all the dots and start training

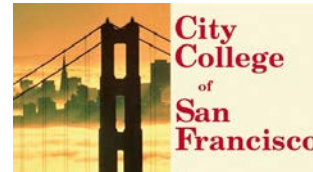


4. Experience the benefits

Over 90% of apprentices stay with the same company for at least two years

Apprenticeship Training

- Software Engineer
- Salesforce Business Analyst
- Cybersecurity Analyst
- Web Developer
- Graphic Designer
- Data Analyst
- Digital Marketing Associate
- IT Networking



**GENERAL
ASSEMBLY**



Our Growth Strategy



91%

of apprentices retain employment with their invested company after their apprenticeship term.

86%

of US companies that sponsor apprentices say it's an effective strategy for meeting labor demands

47% ROI

For every \$1 invested in an apprentice, you receive \$1.47 return on investment



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Discussion

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