



# MILWAUKEE TECH HUB COALITION

[MKETECH.ORG](http://MKETECH.ORG)

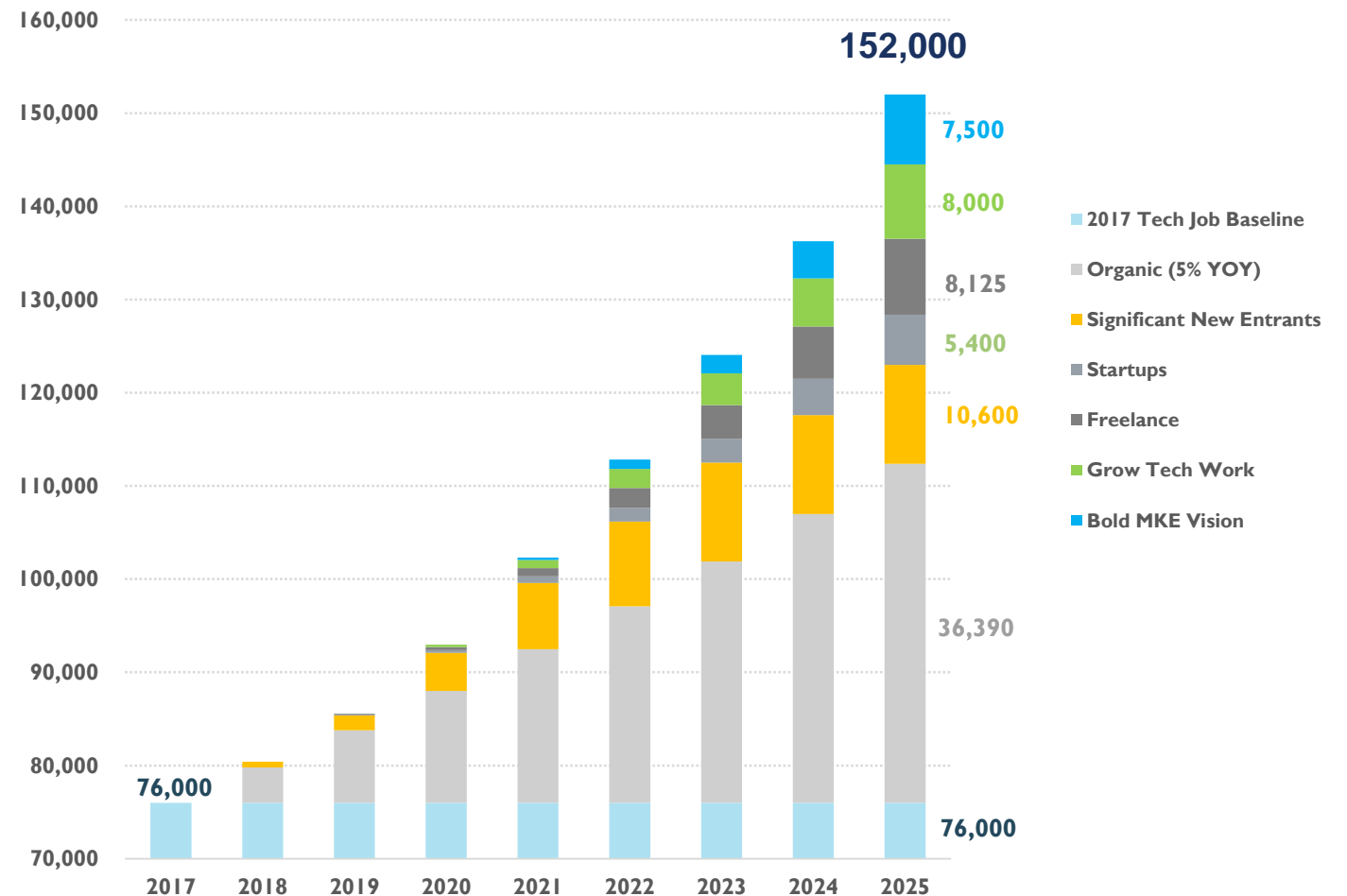
# Tech Talent Growth

## OUR GOAL

By 2025, the primary goal of the MKE Tech Coalition is to increase MKE 'tech workers' to approximately **double what it was in 2017**. This is an audacious goal that is made up of four major strategic areas of focus to drive **DEMAND**:

- **Startups** (Import & Create)
- **Tech Talent** (Freelance Marketplace)
- **Transform & Import** (Grow Tech Work)
- **Bold MKE Vision**

Additionally, we'll focus on development of **SUPPLY** through **K-20** and **Reskilling** initiatives



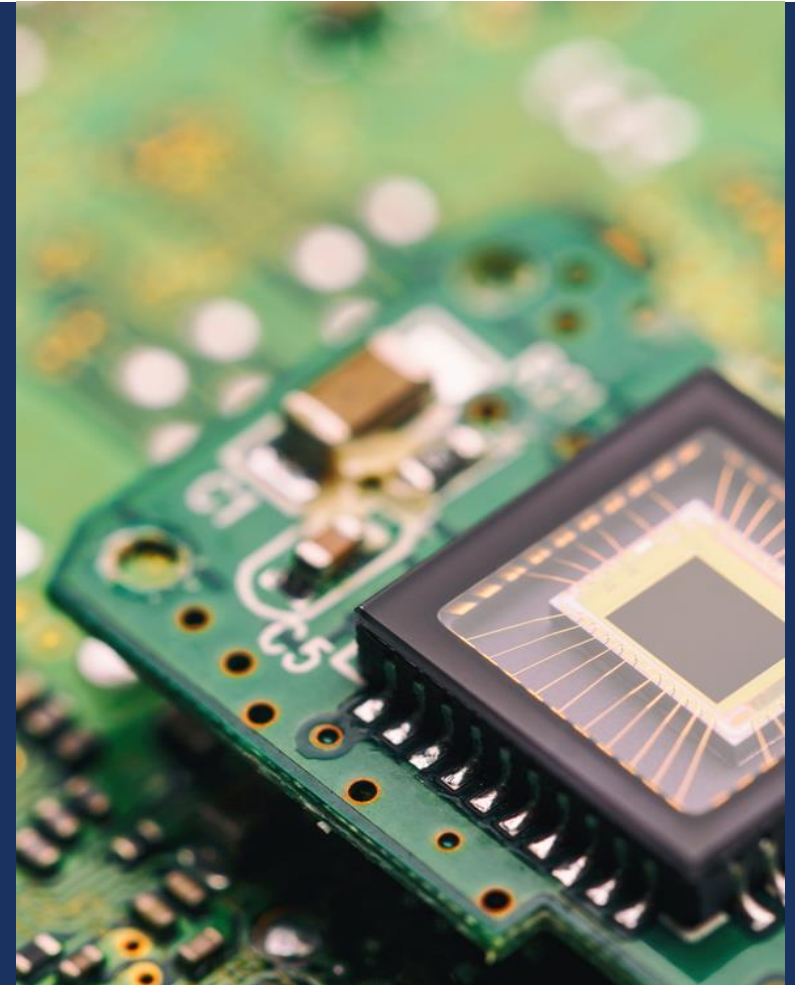
Industry Partnerships

## INNOVATION THROUGH TALENT = REGIONAL SUCCESS

### Why Focus on “Tech Worker Growth” IN MILWAUKEE

- Employer Success: 31,000 unfilled technology jobs expected by 2024, which are critical to an organization’s digital transformation
- Organizational Success: Businesses grow revenues by 23% as a result of adopting digital strategies
- Individual Success: Tech Jobs are ‘Community’ and ‘Purpose’ residences with an average salary ~110K+
- Regional Economic Success: 4-5x multiplier effect to creating the economy of the future

Sources: <https://www.cebglobal.com/talentedaily/wisconsin-pitches-quality-of-life-to-lure-millennial-workers/> (CBRE 2018 Scoring Tech Talent)




# COALITION'S PRIORITIES

MEMBERS HELPING TO SHAPE AND PRIORITIZE THE EFFORTS OF THE COALITION

 **Bold Vision**


Build the image of Milwaukee as a Tech Hub by amplifying existing capabilities and creating a unique value proposition  
**Progress:** Website, Newsletter, Community meetings, FallX  
**Focus:** Projects underway to promote WI and Milwaukee as a Tech/Innovation Hub

 **Startup**

Leverage cross-industry partnerships to accelerate local start up growth and drive innovation  
**Progress:** FOR-M incubator  
**Focus:** Reverse Pitch, FOR-M continuation,

 **Tech Jobs**

Grow tech jobs in existing companies through successful digital transformation and recruit new tech companies  
**Progress:** Galaxe 300 jobs  
**Focus:** Recruitment of Tech Companies to region – 2<sup>nd</sup> Office

 **Freelance**

Develop the region as a strong community for freelancers while uniquely supporting their needs

 **K-20**



Retain top talent into the region through internships, entry level roles. Inspire the next generation of tech talent  
**Progress:** Hour of Code  
**Focus:** Virtual Internships

 **Talent Reskill**

Accelerate reskilling of population to prepare for in-demand jobs with living wages to create the most diverse tech-talent  
**Progress:** Dev10 Program  
**Focus:** Apprenticeships and Model Employer

**MEMBERS**

<b>Distribution:</b> Kohls	<b>Tech Prod &amp; Services:</b> Accenture, Codeworks, Concurrency, Nvisia, Mars, Cascade Asset Management
<b>Financial Services:</b> FIS, Landmark Credit Union, Northwestern Mutual, West Bend Mutual	<b>Utilities:</b> WE Energies
<b>Health:</b> Aurora Healthcare	<b>Education:</b> Carroll University
<b>Industrial:</b> Johnson Controls, Rockwell	<b>Communications:</b> 88Nine
<b>Professional Services:</b> Godfrey&Kahn,	<b>Startup Ecosystem:</b> Alchemy Investors, YES

 Create demand  
 Create supply



# COALITION SUCCESS WILL REQUIRE COLLABORATION

## AMPLIFY SUCCESS AND UTILIZE COLLECTIVE POWER TO ADVANCE KEY AREAS





## QUESTIONS?

- Send an email to [contact@mketech.org](mailto:contact@mketech.org) or CEO, Kathy Henrich at [Kathy@mketech.org](mailto:Kathy@mketech.org)
- Visit [mketech.org](http://mketech.org) for more information

