



TECH EMPLOYMENT SPOTLIGHT: NASHVILLE

Developed for Nashville Technology Council

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MISSION OF NASHVILLE TECHNOLOGY COUNCIL

“Develop, Connect and Promote the Middle Tennessee Technology Community”



MESSAGE FROM THE PRESIDENT

For businesses in middle Tennessee to succeed, our community needs to bring in the best technology talent available. We need people who possess the creativity and ingenuity necessary to help our businesses innovate, grow and maintain a competitive industry edge. Recognized as the top city for job growth by the Bureau of Labor Statistics and ranked No. 4 on Forbes' list of "Best Cities for Business and Careers," Nashville is an ideal city to start a lucrative career or successful business. And with a vibrant community that embraces creativity, it has all the elements in place to attract creative, ambitious technology talent.

Since 2008, there has also been a 41 percent increase in the number of students graduating with computer systems networking and telecommunications degrees and 27 percent growth in computer science (page 6). This growth has not happened by chance. Nashville Technology Council's T3 initiative, which was launched in 2008, has been at the forefront of creating partnerships between local businesses and academia to increase interest in technology careers at the K-12 level and graduation rates at the postsecondary level. However, even though there are more graduates, demand still exceeds supply.

Finding this scarce talent entails knowing where they are. That's why the Nashville Technology Council has partnered with CareerBuilder and Economic Modeling Specialists International (EMSI), a CareerBuilder company. Together, we provide you access to in-depth data on the current and future state of the technology workforce in our community, delivered in this comprehensive report. From this report, you will get an in-depth look at the state of Nashville's current technology labor market, be able to identify the top educational institutions and programs for future technology talent, and compare technology job growth projections within various markets.

As your partner, Nashville Technology Council is committed to delivering you data and resources to help you position your business for competitive growth. Let this information inform your recruiting strategy and create a plan to invest in your business' greatest asset – your people.



Sincerely,

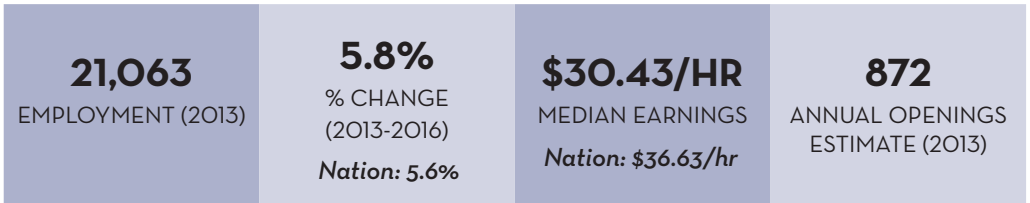
BRYAN HUDDLESTON

President and CEO, Nashville Technology Council

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OVERVIEW: IT JOBS IN NASHVILLE METROPOLITAN AREA



Related Graduates (2012) **618**

As evidenced by this data, the number of job openings requiring technology skills still exceeds the supply of related graduates in technology related fields.

“Nashville continues to lead the country in IT job growth. The numbers indicate this momentum is not slowing down. Couple this with our cost of living remaining in the bottom half of the country, Nashville is a great place to be in Information Technology.”

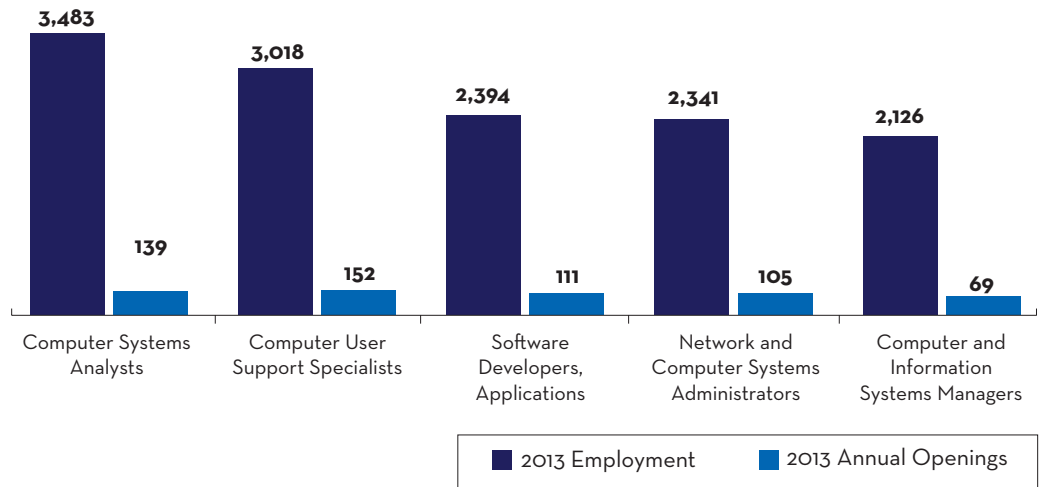
JOHN KEPLEY

CEO OF TEKNETEX AND
NTC EXECUTIVE BOARD
MEMBER

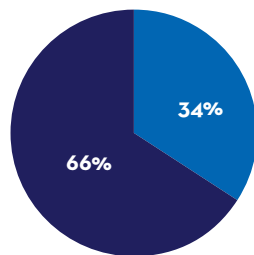


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TOP 5 IT OCCUPATIONS WITHIN NASHVILLE MSA AND RELATED JOB OPENINGS

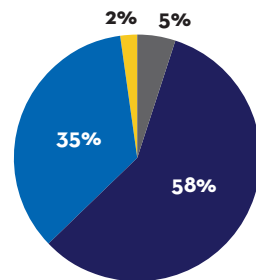


DEMOGRAPHICS (EXISTING WORKFORCE)



GENDER

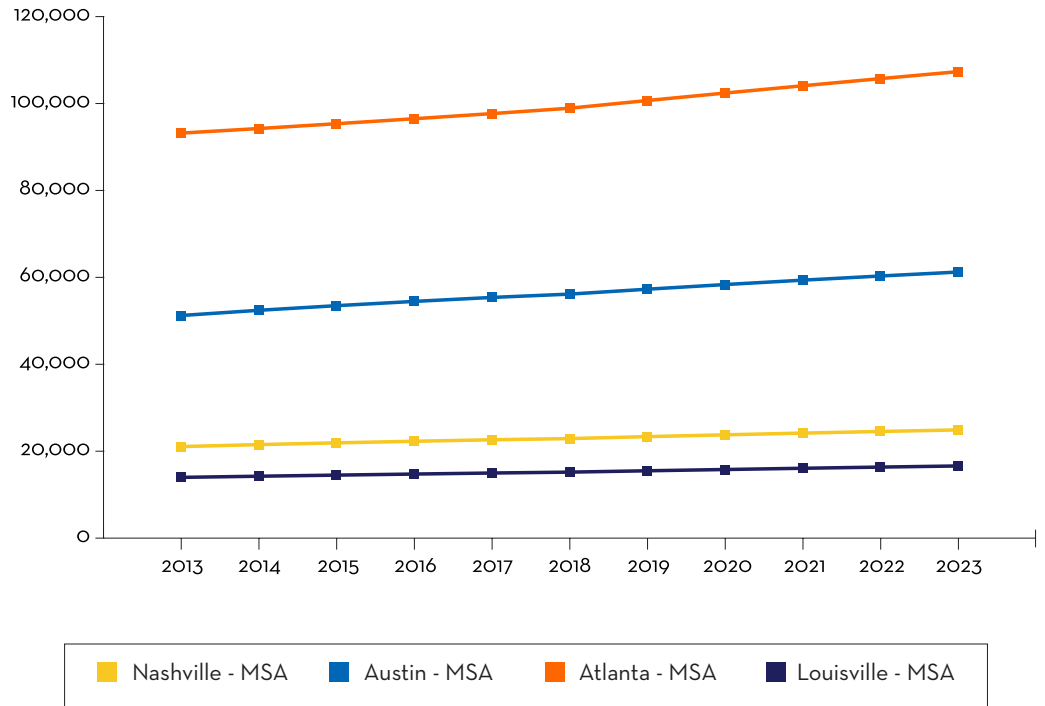
Male
Female



AGE

19-24
25-44
45-64
65+

EMPLOYMENT TRENDS: IT JOB GROWTH BY SELECTED METRO AREAS



Talent Market	2013 Employment	2023 Employment	% Change
■ Nashville - MSA	21,063	24,898	18.2%
■ Austin - MSA	51,222	61,222	19.5%
■ Atlanta - MSA	93,190	107,332	15.2%
■ Louisville - MSA	13,979	16,606	18.8%

EDUCATION

TOP 2 IT EDUCATIONAL PROGRAMS IN NASHVILLE (2012)

	2008-2012 GROWTH OF GRADUATES	TOTAL GRADUATES 2008-2012
Computer Systems Networking and Telecommunications	41%	507
Computer Science	27%	488

EDUCATIONAL INSTITUTIONS WITH THE MOST GRADUATES IN SPECIFIC OCCUPATIONAL PROGRAMS

	INSTITUTION	AWARD LEVEL
Management Information Systems, General	Middle Tennessee State University	Bachelors degree
Web Page, Digital/Multimedia and Information Resources Design	Volunteer State Community College	Award of at least 1 but less than 2 academic years
Computer Programming/Programmer, General	ITT Technical Institute-Nashville	Associates degree and Bachelors degree

COMPENSATION

Top 3 highest paying IT occupations in the Nashville Metro Area with comparisons to cities in the Southeast (by median hourly earnings)

Metro Area	Computer and Information Systems Managers	Software Developers, Systems Software	Computer Hardware Engineers
Nashville	\$46.17	\$39.67	\$38.47
Austin	\$58.72	\$45.57	\$41.28
Atlanta	\$57.84	\$45.34	\$43.76
Louisville	\$48.64	\$38.58	\$38.24

Middle Tennessee offers so much more than great jobs for tech professionals. Here, it's all about interesting work, connection and community. Learn more at WorkITNashville.com.



@workITnashville

TOP INDUSTRIES ADVERTISING FOR TECH TALENT IN NASHVILLE, BY SELECTED OCCUPATIONS

THE TOP 3 INDUSTRIES LOOKING FOR WEB DEVELOPERS WITHIN 50 MILES OF NASHVILLE OVER THE PAST 2 YEARS ARE:

- 1 Computer Systems Design Services
- 2 Colleges, Universities and Professional Schools
- 3 Custom Computer Programming Services

THE TOP 3 INDUSTRIES LOOKING FOR COMPUTER SYSTEMS ANALYSTS WITHIN 50 MILES OF NASHVILLE OVER THE PAST 2 YEARS ARE:

- 1 General Medical and Surgical Hospitals
- 2 Computer Systems Design Services
- 3 Colleges, Universities and Professional Schools

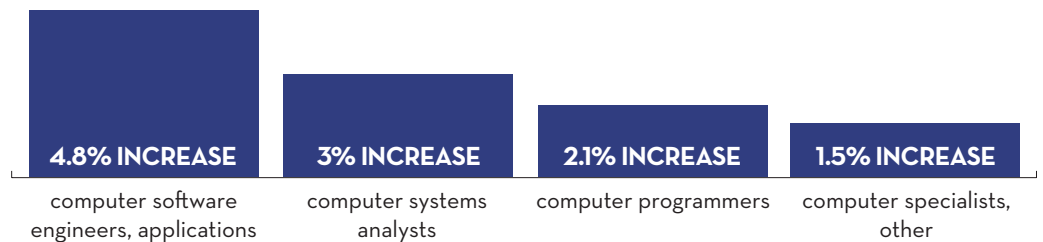
THE TOP 3 INDUSTRIES LOOKING FOR COMPUTER AND INFORMATION SYSTEMS MANAGERS WITHIN 50 MILES:

- 1 General Medical and Surgical Hospitals
- 2 Other Accounting Services
- 3 All other Automotive Repair and Maintenance

Source: CareerBuilder's Supply & Demand Portal, October 2013

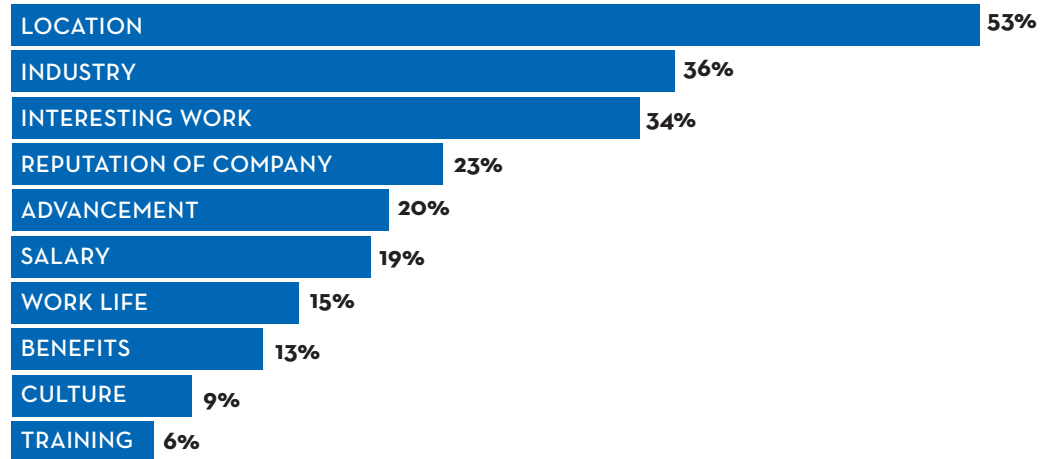
GROWTH IN TECHNOLOGY WORKFORCE

According to EMSI, from 2012 to 2013, the number of jobs in the following technology positions increased in the Greater Nashville area. These classifications include critical skill sets like Java and .NET.



MOTIVATORS FOR TECHNOLOGY TALENT

Throughout 2013, CareerBuilder surveyed over 24,000 IT candidates to identify the top reasons they apply for jobs. The numbers below indicate the percentage of IT candidates that ranked this attribute within their top three reasons for applying.



Source: CareerBuilder's Applicant Experience Data, October 2013

Beyond location and industry, IT candidates are evaluating your open positions based on how interesting the work is and the reputation of your company. If you are not sharing this information and focusing on your employment brand, you might be missing great IT talent.”

CHUCK BRANDING

MANAGING DIRECTOR,
NASHVILLE
CAREERBUILDER



WHEN YOU ARE ADVERTISING FOR YOUR OPEN POSITIONS, ARE YOU EMPHASIZING THE JOB ATTRIBUTES THAT IT CANDIDATES WANT?

Review the job description for one of your open or existing IT roles and ask yourself the following questions:

- **Is there detailed information about the location: commute times, area attractions and cost of living comparisons?** Does this location seem attractive?
- **Why is this industry exciting?** Am I selling why this IT role is more exciting in this industry than a similar role in a different industry?
- **Does this description clearly outline the goals** and daily activities in a way that seems interesting? Are there additional benefits of this role like working within emerging programming languages or the ability to participate in HackDays that would make it more interesting to a job seeker?

In a tight labor market, you need to understand the motivators of your target audience and develop messages that get them to apply.

DATA SOURCES AND CALCULATIONS

All data throughout this report is sourced from EMSI unless noted otherwise.

INSTITUTION DATA

The institution data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.

COMPLETERS DATA


The completers data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.

STATE DATA SOURCES

This report uses state data from the following agencies: Alabama Department of Industrial Relations; Georgia Department of Labor, Workforce Information and Analysis, Occupational Information Services Unit; Indiana Department of Workforce Development; Kentucky Office of Employment and Training; North Carolina Department of Commerce, Labor and Economic Analysis Division; South Carolina Employment Security Commission, Labor Market Information Department; Tennessee Department of Labor and Workforce Development, Research and Statistics Division; Texas Workforce Commission

NASHVILLE TECHNOLOGY COUNCIL


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 @nashtechcouncil

Data from this report was sourced from CareerBuilder & EMSI

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OCCUPATION OVERVIEW - SETTINGS

Region Name: Nashville - MSA

Region Areas:

County Areas: Cannon, TN (47015), Cheatham, TN (47021), Davidson, TN (47037), Dickson, TN (47043), Hickman, TN (47081), Macon, TN (47111), Robertson, TN (47147), Rutherford, TN (47149), Smith, TN (47159), Sumner, TN (47165), Trousdale, TN (47169), Williamson, TN (47187), Wilson, TN (47189)

Selection Type: 5 Digit Occupations

Selection:

SOC	NAME
11-3021	Computer and Information Systems Managers
15-1121	Computer Systems Analysts
15-1122	Information Security Analysts
15-1132	Software Developers, Applications
15-1133	Software Developers, Systems Software
15-1134	Web Developers
15-1141	Database Administrators
15-1142	Network and Computer Systems Administrators
15-1143	Computer Network Architects
15-1151	Computer User Support Specialists
15-1152	Computer Network Support Specialists
15-1199	Computer Occupations, All Other
17-2061	Computer Hardware Engineers
43-9011	Computer Operators
43-9021	Data Entry Keyers

Dataset Version: QCEW Employees, Non-QCEW Employees & Self-Employed - EMSI 2013.3 Class of Worker