The "Help Desk" is <u>NOT</u> the only road into IT!

Our digital world is expanding so rapidly that it's creating IT job openings faster than trained people can be found to fill them. In the U.S. alone, IT job postings for Q2 2019 reached over 820,000 *(CompTIA IT Employment Snapshot, Q2 2019).* As a result, there are numerous training providers offering potential students the secrets of "Breaking into IT".

The fact is, IT can open doors to lucrative careers. However, the barriers to employment (ex. experience, background, industry certification, etc.) for even entry-level technical roles can be high. Combine this with a lack of understanding of the IT Industry's employment landscape and it's easy to see why many training providers miss out on golden opportunities for students to become employed in IT.

IT Training providers have become so fixated on preparing their students for the Help Desk that they've overlooked other viable pathways into technology…many of which have fewer barriers to entry into the field.
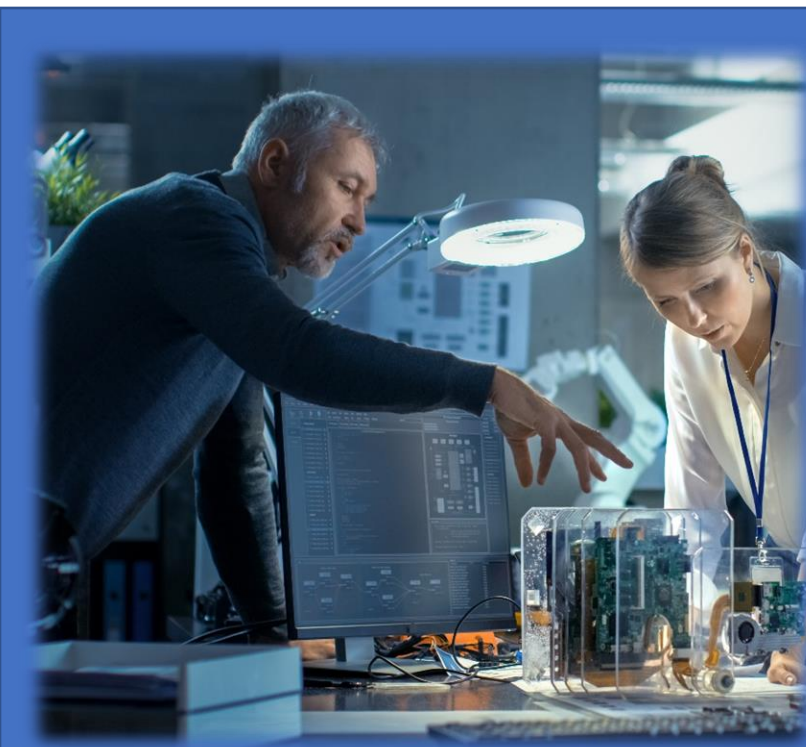
Tech Adjacent Careers

A **"Tech Adjacent"** or Hybrid career is one in which it is either an asset or requirement for an employee to possess the ability to understand and/or utilize technical knowledge. However, the use of this technical skillset is often not the primary focus of their job. Instead the technical knowledge empowers the employee to perform complimentary functions within an organization.

Tech Adjacent Career Roles include:

- Customer Relationship Manager (CRM) - *($20 - $25/hour)*
- Business Analyst (BA) - *($30 - $38/hour)*
- Technical Sales Representative - *($25 - $30/hour)*
- Technical Sales Engineer - *($30 - $35/hour)*
- Software Quality Assurance (QA) Tester - *($20 - $28/hour)*

Pass IT ON's
# Tech Talent Development - Training Pathway

The **Tech Talent Development (TTD)** program provides real, attainable pathways into tech by preparing students for lucrative tech adjacent careers. These careers not only provide living wage salaries but also create on-ramps into higher level, tech centered roles.

The program also seeks to remove the following barriers to success during and after training:

- Lack of Hands-on Experience
- Lack of Relevant Industry Certifications
- Need for a College Degree
- Lack of Financial Support During Training

Program Details
- 4-month Training Program
- Special Rewards for Program Progress and Completion
- Opportunity to Earn 1-Certificate and 4-Certifications
  - *Microsoft Digital Literacy*
  - *Microsoft Office 365 Fundamentals*
  - *CompTIA IT Fundamentals+*
  - *Salesforce Certified Administrator*
  - *Amazon Web Services Cloud Practitioner*
- Live Instructors
- Cloud-based online learning tools
- Sales and Marketing Skills Development
- Books, Materials and Exam Vouchers Provided

aws

salesforce

Office 365

CompTIA
ITF+

Microsoft
Microsoft Digital Literacy
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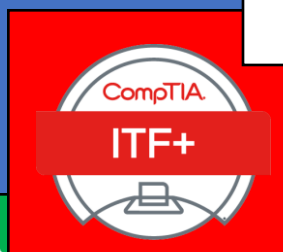
Sales, Marketing & Professionalism Training