



*April is*

# TECHNOLOGY WORKFORCE MONTH

**CareerForce**<sup>™</sup>  
*Minnesota's Career Resource*

[CareerForceMN.com/TechMonth](https://CareerForceMN.com/TechMonth)

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Workforce Strategy Director

CareerForceMN.com

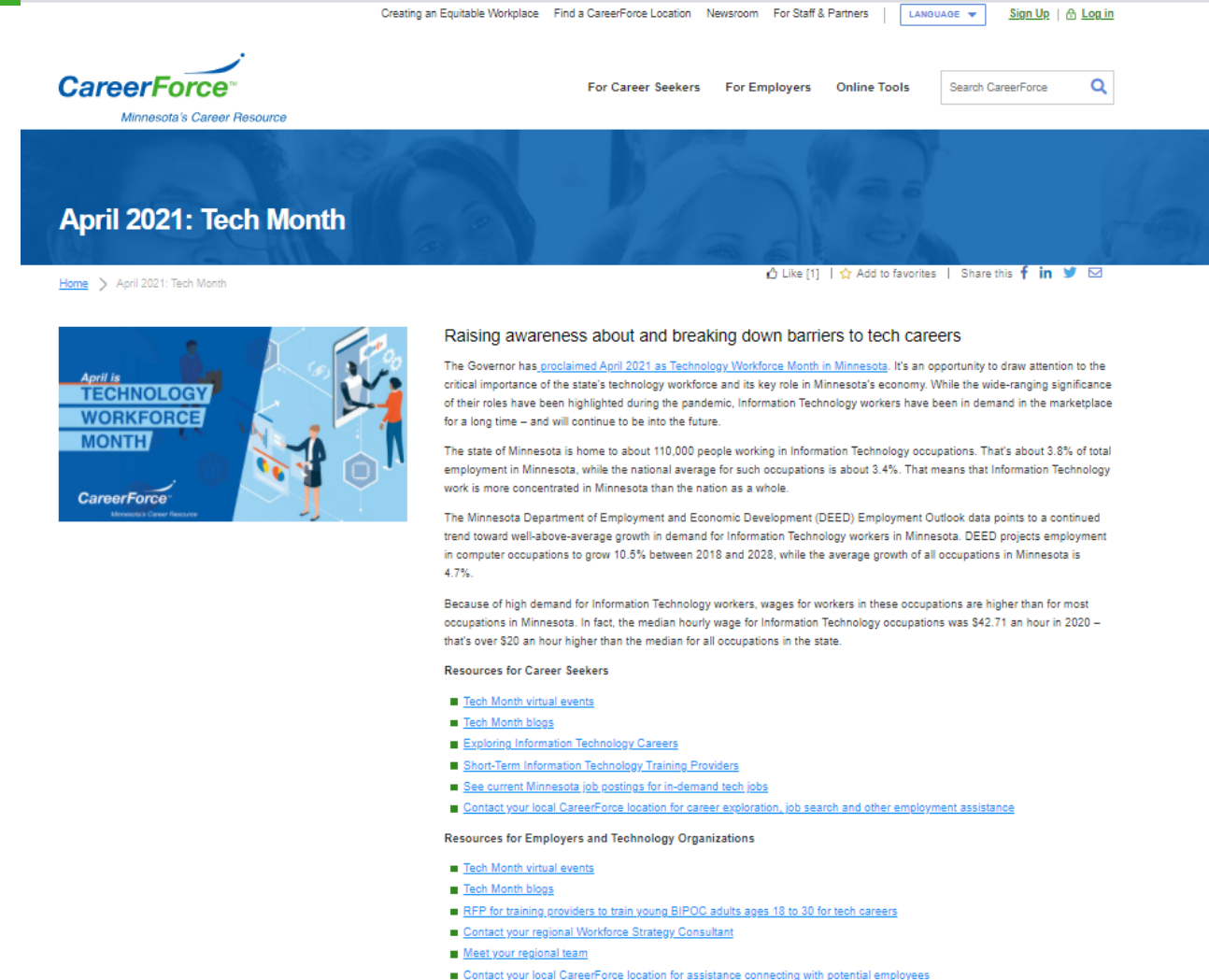
# Pageviews

## Since April 1

- Nearly 6,000 pageviews of Tech Month content on CareerForceMN.com

## Content on CareerForceMN.com:

- Tech Month Virtual Events
- Tech Month blogs from many authors
- Exploring IT careers handout
- Short term training provider list
- Top tech jobs in MN with links to current postings
- Regional LMI info about IT employment
- More!




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## April 2021: Tech Month

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### Raising awareness about and breaking down barriers to tech careers

The Governor has [proclaimed April 2021 as Technology Workforce Month in Minnesota](#). It's an opportunity to draw attention to the critical importance of the state's technology workforce and its key role in Minnesota's economy. While the wide-ranging significance of their roles have been highlighted during the pandemic, Information Technology workers have been in demand in the marketplace for a long time – and will continue to be into the future.

The state of Minnesota is home to about 110,000 people working in Information Technology occupations. That's about 3.8% of total employment in Minnesota, while the national average for such occupations is about 3.4%. That means that Information Technology work is more concentrated in Minnesota than the nation as a whole.

The Minnesota Department of Employment and Economic Development (DEED) Employment Outlook data points to a continued trend toward well-above-average growth in demand for Information Technology workers in Minnesota. DEED projects employment in computer occupations to grow 10.5% between 2018 and 2028, while the average growth of all occupations in Minnesota is 4.7%.

Because of high demand for Information Technology workers, wages for workers in these occupations are higher than for most occupations in Minnesota. In fact, the median hourly wage for Information Technology occupations was \$42.71 an hour in 2020 – that's over \$20 an hour higher than the median for all occupations in the state.

#### Resources for Career Seekers

- [Tech Month virtual events](#)
- [Tech Month blogs](#)
- [Exploring Information Technology Careers](#)
- [Short-Term Information Technology Training Providers](#)
- [See current Minnesota job postings for in-demand tech jobs](#)
- [Contact your local CareerForce location for career exploration, job search and other employment assistance](#)

#### Resources for Employers and Technology Organizations

- [Tech Month virtual events](#)
- [Tech Month blogs](#)
- [RFP for training providers to train young BIPOC adults ages 18 to 30 for tech careers](#)
- [Contact your regional Workforce Strategy Consultant](#)
- [Meet your regional team](#)
- [Contact your local CareerForce location for assistance connecting with potential employees](#)

# Social Engagement

## Since April 1

### Facebook:

- 5,349 people reached
- 192 engagements

### Twitter:

- 17,452 impressions
- 158 engagements

### LinkedIn:

- 596 impressions
- 59 engagements

1:43 99%

← CareerForceMN

View as member

Page Analytics Activity 99+

We help Minnesota career seekers and employers

CareerForceMN

Government Administration • St. Paul, Minnesota  
470 followers

Posted by Darren Eck • 4/20/2021

CareerForceMN  
470 followers  
4h

Interested in a career in tech? Register NOW for our Explore Tech Careers event today from 2:30–3:30pm. Hear from Minnesota companies that have... see more

April is TECHNOLOGY MONTH

Explore a future in information technology.  
Median hourly wage for IT occupations is \$42.71/hr in Minnesota.

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Published by Sprout Social • 6d

Bruno got training to prepare for an in-demand career and landed a great tech job during the pandemic that pays nearly \$20/hr more than his old job. See Bruno's story here: <https://bit.ly/32f39Te>. Find out if you are eligible for Dislocated Worker or other programs or services to get prepared for an in-demand job. Contact staff at a CareerForce location near you today! <https://bit.ly/3951emv>

CAREERFORCEMN.COM  
Laid off during pandemic, Bruno gets training to land fulfilling tech job | CareerForce

1,086 People Reached 43 Engagements Boost Unavailable

CareerForce  
Published by Sprout Social • 5d

One of Minnesota's largest companies makes welcoming employees with disabilities core to their work culture. Learn how UnitedHealth Group has taken this step – and why <https://bit.ly/32jDk4y>

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516 People Reached 11 Engagements Boost Unavailable

## Since April 1

- 16 emails sent to career seeker, employer, workforce development partner audiences
- Email lists were between 1,000-800,000 people depending on email
- 397,503 total opens on Tech Month emails
- Between 12-41% open rate depending on email
- GovDelivery drove most visits to Tech Month related content on CareerForceMN.com
- Most who clicked on links in the email went to the main Tech Month page, to blog posts or to linked resources like short term training providers listing or exploring IT careers overview

From: CareerForce <MNDEED@public.govdelivery.com>

Subject: See yourself in a tech career!



### See yourself in a tech career!

April 2021 is [Technology Workforce Month](#) in Minnesota. While the importance of their roles have been highlighted during the pandemic, Information Technology workers have been in demand in the marketplace for a long time – and will continue to be into the future.

Because of high demand for Information Technology workers, wages for workers in these occupations are higher than for most occupations in Minnesota. In fact, the median hourly wage for Information Technology occupations was \$42.71 an hour in 2020 – that's over \$20 an hour higher than the median for all occupations in the state.

#### April 21: BIPOC in Tech panel discussion

Wednesday, April 21, 11am-noon

[Attend via Facebook Live here](#)

DEED and MnTech will host a panel discussion on Black, Indigenous and People of Color (BIPOC) representation in today's tech industry. Hear from tech entrepreneurs as they share their experiences as both professionals and now entrepreneurs in the tech industry. Attend as they provide advice for those interested in a career in tech or becoming a tech entrepreneur.

Topics of discussion will include:

- Challenges to working in the tech industry for BIPOC tech professionals
- Entrepreneurial and workforce development resources for BIPOC Minnesotans who

# Fully executed industry months

- January – Healthcare
- April – Technology
- October – Manufacturing

Disability Employment

# Other focused months

- June – Natural Resources (Agriculture, Mining, Water)
  - August – Education
  - November – Construction
  - December – Year in review

# What's New with WSC's

- **Workforce Insights** – Quarterly newsletter that spotlights promising workforce practices in each region.
- **Workforce Wednesdays**
  - 1st Wednesday of the month 11:00-12:00n
  - Virtual series highlighting proven strategies to build talent pipelines, hear and share best practices and to network with other MN employers about all things workforce.
  - Goal: assist employers in increased applicants/hires, offer employer tools around onboarding, enhance DEI efforts in their workplace and to develop programs to be recognized as an employer of choice



# Thank You!

