

## Current members of the Advance IT Minnesota leadership community

The Center's work is guided by two over-arching principles: incorporating the perspective of all key stakeholders to guide efforts and requiring at least one major partner before launching an initiative. This bias towards inclusion and collaboration is intended to produce relevant outcomes while magnifying the impact of Center resources. This is accomplished to a great extent through the following governance structure and individuals to whom we owe our sincere thanks and gratitude!

### GOAL 1: EDUCATION SLB

Dave Saunders, Keane  
Erik Westgard, AT&T  
George Glaros, Black Box  
John Lally, State of MN (ret)  
Justin Opatrny, General Mills  
Paul Kopatz, Comsys  
Vee Narayan, BlueLake Solutions  
Becky Omdahl, Metropolitan State University  
Cynthia Weishapple, IHCC  
Mike McGee, MCTC  
David Bahn, Metropolitan State University  
Ben Franske, IHCC  
Steve Creason, Metropolitan State University

### GOAL 2: CAREER DEVELOPMENT SLB

Lee Hartmann, Midwave  
Ted Mansk, Blue Cross, Blue Shield  
Kyle Nelson, Adventium Labs  
Karl Mattson, Target  
Bill Baldus, Metropolitan State University  
Sarah Hover, IHCC  
Birt Abebe, Metropolitan State University  
Rob Harris, IHCC  
Karen Hynik, MCTC  
Dave Pickens, IHCC  
Rich Pollak, MCTC  
Amy Samelian, Harding HS  
Mike Dronen, Stillwater Area Schools  
Arnise Roberson, Minneapolis  
Nicholas Bawek, Metropolitan State University  
Jodie Monette, Metropolitan State University  
Mayfield Fayose  
Eugene Ashong  
Josh Tousignant  
Joan Bersie

### STUDENT BOARD OF ADVISORS

Anwar Abdi, MCTC  
Nicholas A. Bawek, Metropolitan State University  
John Benson, Metropolitan State University  
Tony Borchert, IHCC  
Christine Groetken, Metropolitan State University  
Kazia Juell, Metropolitan State University  
June Craig Lewis, MCTC  
Brent Lucio, Metropolitan State University  
Curtis Moe, DCTC  
Mathew Nyamagwa, Metropolitan State University  
David Perez, IHCC  
Altamish Osman, Metropolitan State University  
Eric Sward, IHCC  
Fang Tong, IHCC  
Bunsang Tree, Metropolitan State University  
Thomas Walt, IHCC  
Monee Williams, Metropolitan State University  
Adrian Yardley, Metropolitan State University

### GOAL 3: TWIN CITIES IT ALUMNI ASSOCIATION BOA

Michael Wall, ARCC  
Mary Brown, Capella U  
Ramie Chackan, DCTC  
Tom Gasser, Connexions Loyalty Travel Services  
Tom Melander, Employers Association  
Corey Blommel, ARCC  
Udip Rayamajhi, ImageTrend, Inc.  
Dunette Coombs, Hennepin County  
Robin Robotceck, ARCC

### GOAL 4: IT INDUSTRY SLB

Adam McConnell, Navitaire  
Brian Grafsgaard, QBS  
Chris Kuderka, Deluxe Corp.  
Dave Kaiser, SFM Mutual Insurance  
Heather Manley, On Demand  
Joe Perzel, J Perzel & Associates  
Karl Baltes, Target  
Kathy Shields, Wells Fargo  
Kathy Sibbel, State of MN  
Lee Kuntz, Innovation Process Design  
Maryrose Mallari, Mallari & Associates  
Steve Creason, Metropolitan State University  
Sharon Boerbon Hanson, Advance IT Minnesota

### GOAL 5: MINNESOTA IT WORKFORCE COLLABORATIVE

Bernie Rominski, Regis Corporation  
Bill Coleman, Dakota Future  
Bruce Steuernagel, MnSCU  
Burke Murphy, DEED  
Dave Anderson, IHCC  
Grant Ecker, General Mills  
Jerry Vitzthum, Anoka County  
Jim Johnson, Robert Half Int'l  
Jonathan Brandt, Tessera Games, LLC  
Kay Hendrikson, City of Minneapolis  
Kelly Coughlan, WomenVenture  
Luke Weisberg, Lukeworks  
Mary Bock, Minneapolis Public Schools  
Michael Kelly  
Michael Spano, Tribeca, Ltd.  
Peter Lindstrom, MHTA  
Russell Fraenkel, Dakota Future  
Terrell Towers, DEED  
Tom Melander, Employers Association Inc.  
Wendell Reimer, Xcel Energy  
Wendie Palazzo, Minneapolis Public Schools  
Xan Oser, Sun Country  
Jerome Harrison, MHTA



## Executive Overview / MARCH 2010

### MAKING A DIFFERENCE IN MINNESOTA

Can you recall the last time you lived a day without relying on some form of information or communications technology? Given the ubiquitous nature of our IT-infused contemporary lifestyle, that day would likely be memorable, because unless you've been on an extended wilderness trip without your cell phone and GPS, you probably cannot name that day.

We know from substantial personal experience that information technology is vitally important to our personal and professional lives as well as to the organizations that we depend upon for jobs, sustenance, security, entertainment and our overall quality of life.

As it turns out, there is statistical evidence to suggest that IT also plays an integral role in the overall economic vitality of our regional economy. A key conclusion from a 2009 study<sup>1</sup> conducted by the Federal Reserve Bank of New York is summarized on page 21 of that report:

"Our results also suggest that activities associated with the "new economy" are important determinants of economic activity in urban America. Specifically, we find that the knowledge-based occupation cluster of "information technology" and the specific knowledge areas of telecommunications, and computers and electronics have a positive and statistically significant effect on metropolitan area GDP per capita."

While Minnesota lags behind several prominent regional economies in terms of the absolute number of IT-related jobs, our region enjoys a significant concentration of IT employment that contributes to a top-twenty ranking of GDP per capita when compared to the 363 regional economies in the U.S. In addition, we have a significant company presence in several IT-intensive industries like financial services, retail, high tech manufacturing, and increasingly, healthcare.

The competitive challenge for Minnesota is to cultivate and sustain the level and quality of talent that employers need to expand and locate IT-intensive operations in our region.<sup>2</sup> Contrary to current labor market conditions, projections<sup>3</sup> for the not-too-distant future portend a relative scarcity of the emerging knowledge and skills that employers will need for competitive success, unless we prepare more aggressively today for the new reality of tomorrow. While workforce quality is not the only variable in a business decision to expand operations and locate jobs, it is a prerequisite. And as the global competition for talent escalates, regional availability of talent will become even more important for employers and a more significant component of regional attractiveness.

BRUCE LINDBERG / 612.659.7228 / Bruce.Lindberg@metrostate.edu



**We invite you to join us in our quest to promote IT career success for individuals, fulfill the talent needs for employers, and contribute to a vibrant regional economy. Learn more at [www.AdvanceITMN.org](http://www.AdvanceITMN.org), or contact me directly. Thank you for your interest in the mission of Advance IT Minnesota.**

#### REFERENCES:

<sup>1</sup> Abel, Jaison R. and Gabe, Todd M., "Human Capital and Economic Activity in Urban America", Federal Reserve Bank of New York Staff Reports, Staff Report no. 332, July 2008

<sup>2</sup> In modern macroeconomic growth theory, the concentration of human capital is viewed as the central "engine" of growth (Romer 1990; Lucas 1988). The contribution of human capital to economic growth has been confirmed in a number of cross-country empirical studies (see, e.g., Mankiw, Romer, and Weil 1992; Barro 1991).

<sup>3</sup> Computer and mathematical occupations are expected to add 785,700 new jobs from 2008 to 2018, and, as a group, they will grow more than twice as fast as the average for all occupations in the economy, according to projections. Lacey, T. Alan and Wright, Benjamin, "Occupational employment projections to 2018", Monthly Labor Review, November 2009, U.S. Department of Labor.



#### Founding Academic Partners

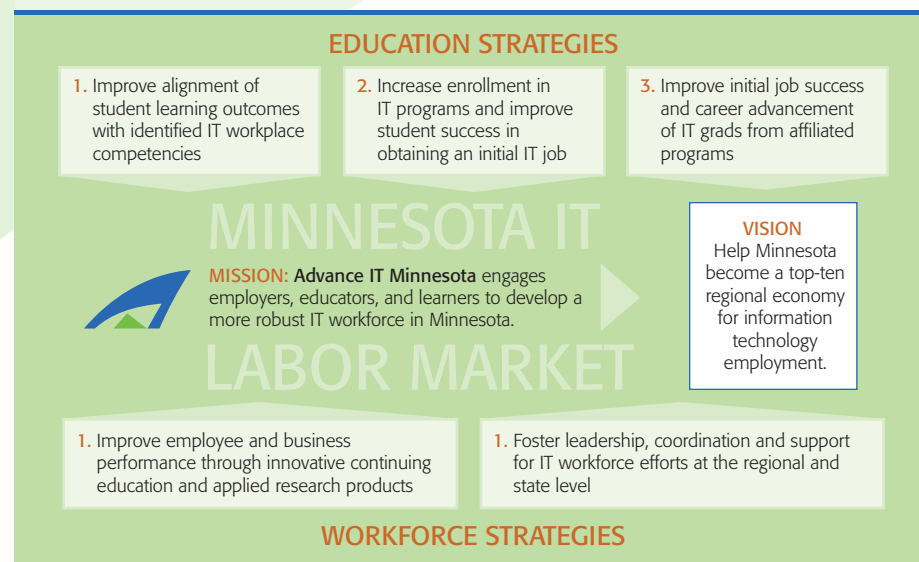


Advance IT Minnesota is a Minnesota State Colleges and Universities Center of Excellence hosted and managed by Metropolitan State University.

# PURSUING OUR MISSION through a stakeholder-endorsed strategic framework

Our primary intention for 2010 is to expand the engagement of learners, educators and employers in pursuit of our mission through five primary strategies:

1. Improve alignment of student learning with the evolving expectations of the IT workplace;
2. Promote awareness, interest and enrollment in IT-related educational programs;
3. Improve initial job attainment and career success of IT grads from affiliated programs;
4. Enhance individual and business performance through continuing education and research;
5. Facilitate leadership and propagation of IT workforce development efforts by others.



## Aligning governance and resources to produce relevant outcomes

To help assure alignment of Center efforts and investments with the needs of all stakeholders, each strategy is guided by a Strategic Leadership Board composed of representatives from the IT industry, educational partners, the workforce development community and students. Currently, there are over 75 individuals directly engaged with our Strategic Leadership Boards.

## Expanding impact through broader participation in 2010 and beyond

### NEW AFFILIATION PLAN TO ENGAGE MORE STAKEHOLDERS

Our 2009 strategic planning effort began to expand thinking about the way the Center can help facilitate responsiveness to the workforce needs of IT employers.

The intent of a formal affiliation agreement is to expand the efficacy of the Center in fulfilling its mission and strategic goals by increasing the number of programs, faculty, students and employers collaborating with the Center under an explicit and mutually beneficial framework.

### BROADER PARTICIPATION IN ANNUAL PROJECT INITIATION PROCESS

Beginning with the first annual IT Industry-Faculty Workshop on April 9, 2010, all IT-related programs in MnSCU will be invited to propose collaborative projects focused on enhancing alignment of student learning outcomes with emerging industry needs. The process is guided by the Center's Strategic Leadership Board, comprised of IT professionals, faculty, administrators and students.

### EXPANDED COLLABORATION WITH ORGANIZATIONAL PARTNERS

Advance IT Minnesota works in close cooperation with other like-minded organizations including the Minnesota IT Workforce Collaborative, the Upper Midwest Security Alliance (Secure360), and the Minnesota High Tech Association (MHTA) to leverage resources in ways that produce more substantial results for all partners and stakeholders.

## How Advance IT Minnesota makes a difference for key stakeholders

The work of the Center represents a "win" for all stakeholders as well as the broader economy. The following table summarizes some of the key benefits that arise from pursuing and achieving our strategic goals.

BENEFITS MATRIX			
Strategic Goal	Learners	Employers	Educators
1. Enhance alignment of student learning outcomes with emerging industry needs	Enhanced employability Increased satisfaction with program/institution Stronger foundation for career success	Higher quality talent pool of new employees Less need for baseline training Increased satisfaction with higher education	Increased enrollment from referrals Additional potential for employer support Enhanced public support
2. Increase enrollment in IT programs and improve student success in obtaining an initial IT job	Expanded choice-set for solid career pathways Enhanced motivation and academic success Higher levels of career success and satisfaction	Greater numbers and diversity of talent pool Talent and interests better aligned with roles Improved employee job satisfaction and retention	Increased enrollment from broader interest in IT careers Increased diversity from focused outreach efforts Higher retention and graduation rates
3. Improve initial job success and career advancement of IT grads from affiliated programs	Improved career advancement prospects Improved professional network Enhanced competencies	Employees who take greater responsibility for their effectiveness and development as they better understand the business context	Greater loyalty to institutions Continuing education enrollment in academic and noncredit programs
4. Improve current employee and enterprise performance through innovative continuing education opportunities and applied research	Improved on-the-job performance Continued career progression Enhanced job satisfaction	Improved employee performance Better decision making Lower cost for answers	Increased revenue for CE/CT through Center partnerships Enhanced image Improved curriculum and faculty expertise
5. Foster leadership, coordination, and support for IT workforce initiatives at regional and state level.	Greater access to a variety of learning and career programs Other benefits similar to those listed above	Increased opportunities and "fit" for community involvement activities Other benefits similar to above	Expanded partnerships with community and business organizations Enhanced community image Mission fulfillment