




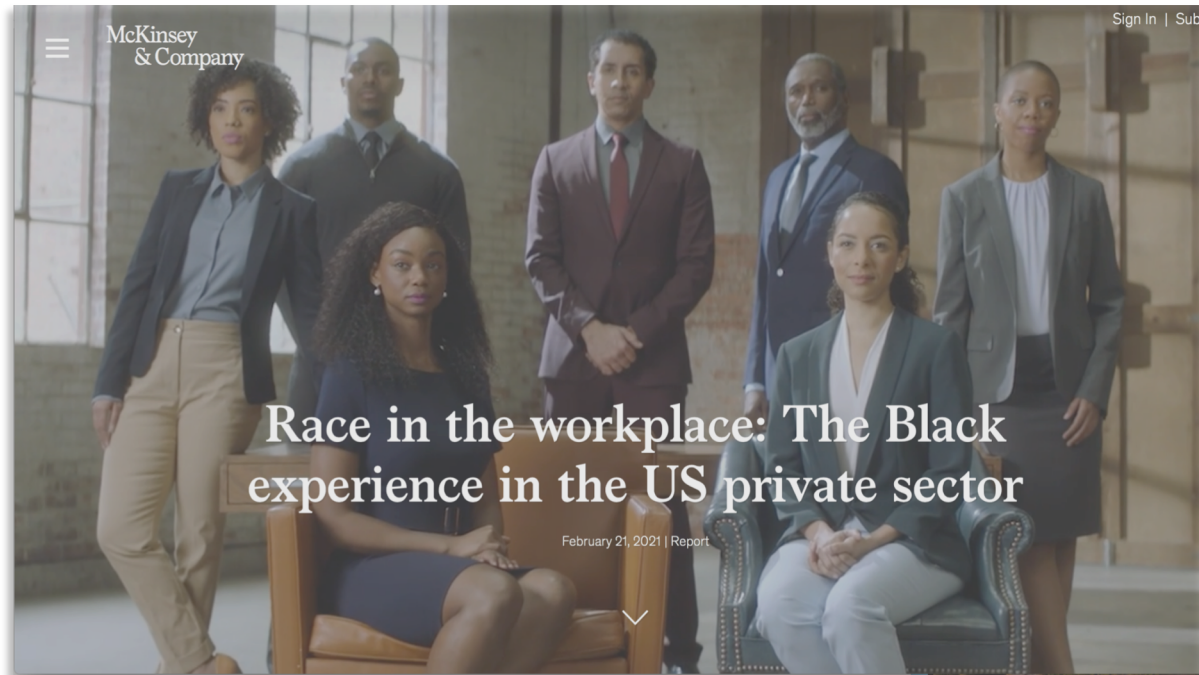
**November
2021**

Greater Memphis delivers diverse tech talent pipelines

**Center for Economic
Competitiveness**

An initiative of the Greater Memphis Chamber 

Recent research from McKinsey & Co suggests **executives could close racial gaps** within their ranks **by being more strategic about geographic locations.**

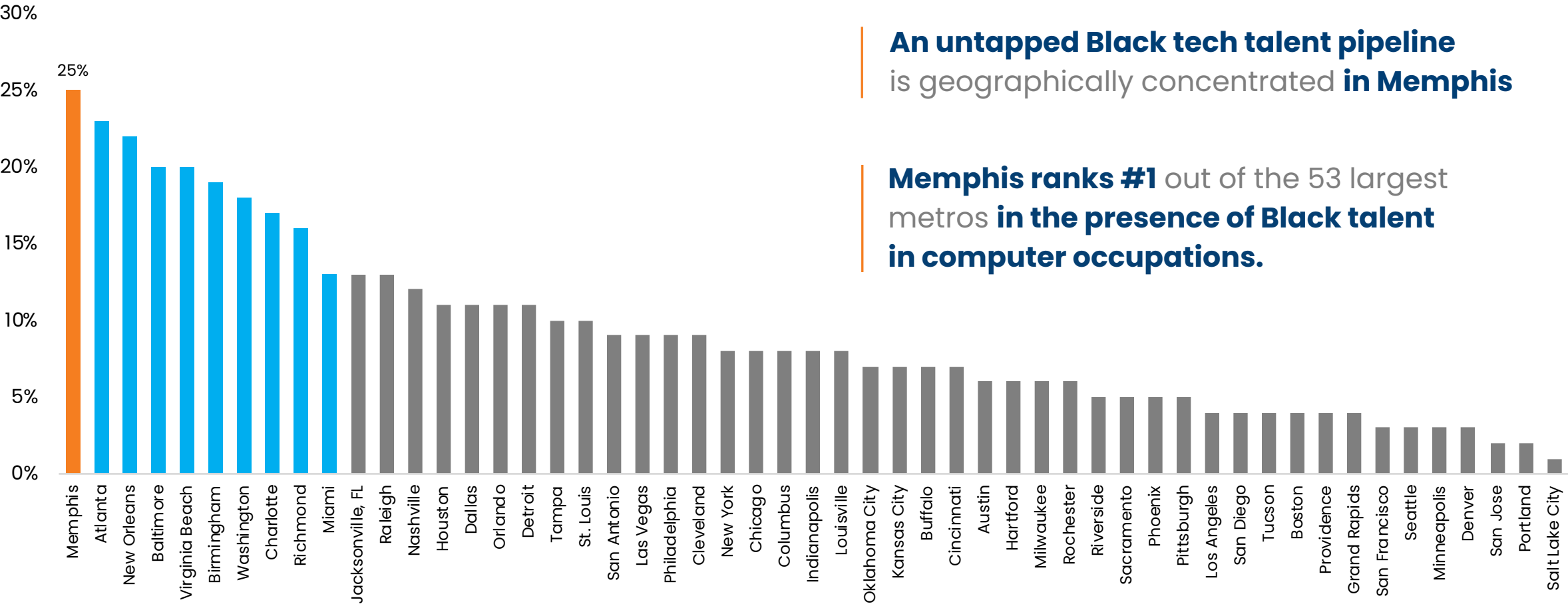


Nearly **56.5% of the Black workforce is concentrated in the South.**

The **Black labor force is not located in the fastest growing regions**, nor are they located in the regions with the highest anticipated job growth thru 2030.

Transportation, which anchors the Memphis economy, is the **highest paying industry for Black workers** across the US. It is also at highest risk for automation.

Employers struggle to identify diverse IT talent.

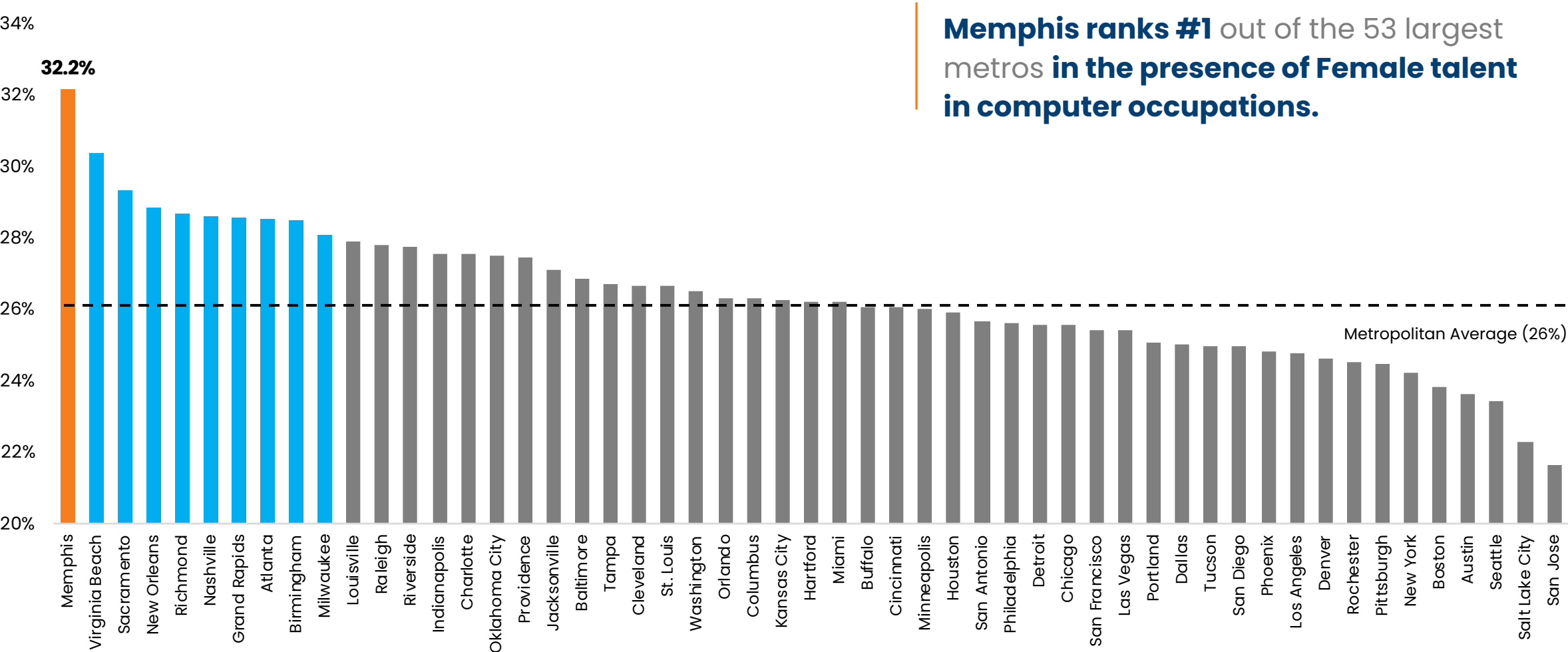


Black/African American Tech Talent in Metro areas with populations greater than 1 million

Data reflects share of computer occupations (SOC 15-1200) held by individuals who are Black/African American. City names are metro areas.

Source: Economic Modeling Specialists International

Employers struggle to identify diverse IT talent.



Female Tech Talent in Metro areas with populations greater than 1 million

Data reflects share of computer occupations (SOC 15-1200) held by individuals who are Female. City names are metro areas.

Source: Economic Modeling Specialists International

Diverse Tech Talent

37%

of Tech-related jobs are held by Black or Hispanic individuals in Greater Memphis **compared to only 17% in the US.**

27%

of IT jobs in Greater Memphis are held by individuals of Black or Hispanic origin.

In fact, **Memphis** has a growing reputation as a hub for **diverse tech talent**.

Investments

2021 | NBA Foundation **grants a \$3 million Black Empowerment Grant** to Memphis-based **CodeCrew** to help adults become software engineers.

2020 | Memphis is one of four cities with investment from the **National Black Tech Futures Research Institute** to help build an ecosystem to support Black tech talent development.

2018 | AOL's Steve Case selects Memphis to participate in **Rise of the Rest** tour, highlighting the **city's success at diverse entrepreneurship engagement**.

2014 | Epicenter launches with the mission of **providing equitable access to entrepreneurial resources** in the Memphis region.

Accolades

Best metro for Black-owned companies

Blacktech Week, 2017

Top 3 City for Black Entrepreneurs

Forbes, 2018

Top 3 City for First-round Funding for Female Founders

Venture Beat, 2019

Top City for Black Entrepreneurs

Black Enterprise, 2018

The Digital City project connects residents to digital access **in South City**

One block from FedEx Logistics HQ, an ambitious plan to position the city's largest real estate project as one of **America's first and largest digital** cities is underway. The project's mission is to advance **equitable development** by **supporting inclusive economic outcomes** through smart infrastructure and technology.

- University of Memphis **digital mentor program**
- Residents in **South City will be connected to broadband**
- **Microsoft** is an **official digital equity partner**





23%

Labor Cost Savings

Select Tech Market Avg. for Software Developers
(2020 Median Annual Earnings)

Atlanta

Austin

Chicago

Indianapolis

New York

Occupational Wage Comparison

Median Annual Earnings

Computer Occupations

Occupation Description	Memphis	Atlanta	Austin	Chicago	Indianapolis	New York	Memphis Cost Savings for Labor	
Computer Systems Analysts	\$80,060	\$91,063	\$82,786	\$92,265	\$80,157	\$109,273	\$11,049	12.1%
Information Security Analysts	\$87,972	\$105,195	\$109,702	\$112,417	\$80,183	\$130,029	\$19,533	18.2%
Computer and Information Research Scientists	\$102,562	\$106,348	\$117,847	\$119,395	\$64,174	\$137,883	\$6,567	6.0%
Computer Network Support Specialists	\$56,963	\$68,703	\$56,882	\$64,720	\$64,346	\$85,311	\$11,029	16.2%
Computer User Support Specialists	\$46,857	\$53,803	\$50,638	\$52,047	\$47,333	\$62,642	\$6,436	12.1%
Computer Network Architects	\$74,857	\$122,946	\$121,105	\$132,256	\$107,252	\$132,821	\$48,419	39.3%
Network and Computer Systems Administrators	\$72,667	\$88,992	\$81,214	\$89,010	\$79,003	\$103,303	\$15,638	17.7%
Database Administrators and Architects	\$81,166	\$102,639	\$108,379	\$99,437	\$82,607	\$119,663	\$21,379	20.8%
Computer Programmers	\$79,080	\$96,343	\$80,978	\$103,278	\$84,218	\$92,236	\$12,331	13.5%
Software Developers and Software Quality Assurance Analysts	\$82,398	\$106,414	\$107,450	\$106,839	\$92,551	\$121,253	\$24,503	22.9%
Web Developers and Digital Interface Designers	\$54,245	\$93,803	\$75,472	\$77,366	\$63,736	\$86,469	\$25,124	31.7%
Computer Occupations, All Other	\$71,817	\$91,364	\$93,614	\$93,396	\$82,733	\$90,707	\$18,546	20.5%

***Cost savings compared to select peer average**

¹Computer Occupations, All Other would include positions such as: Business Intelligence Analysts, Computer Systems Engineers, Geographic Information Systems Technicians, etc.

Source: Economic Modeling Specialists International, Q3 2021



75.5%

Job Growth
2015 to 2020

Memphis ranks **#1 in fastest job growth** of software developer occupations.

1,287

2,257

Fastest Growing Metro for Software Developers
Metropolitan Areas with populations 1 to 3 million
(2015 to 2020)

Emsi, Q3 2021

2010

2011

2012

2013

2014

2015

2016

2017

2018

2019

2020

Occupational Presence and Growth

Computer Occupations

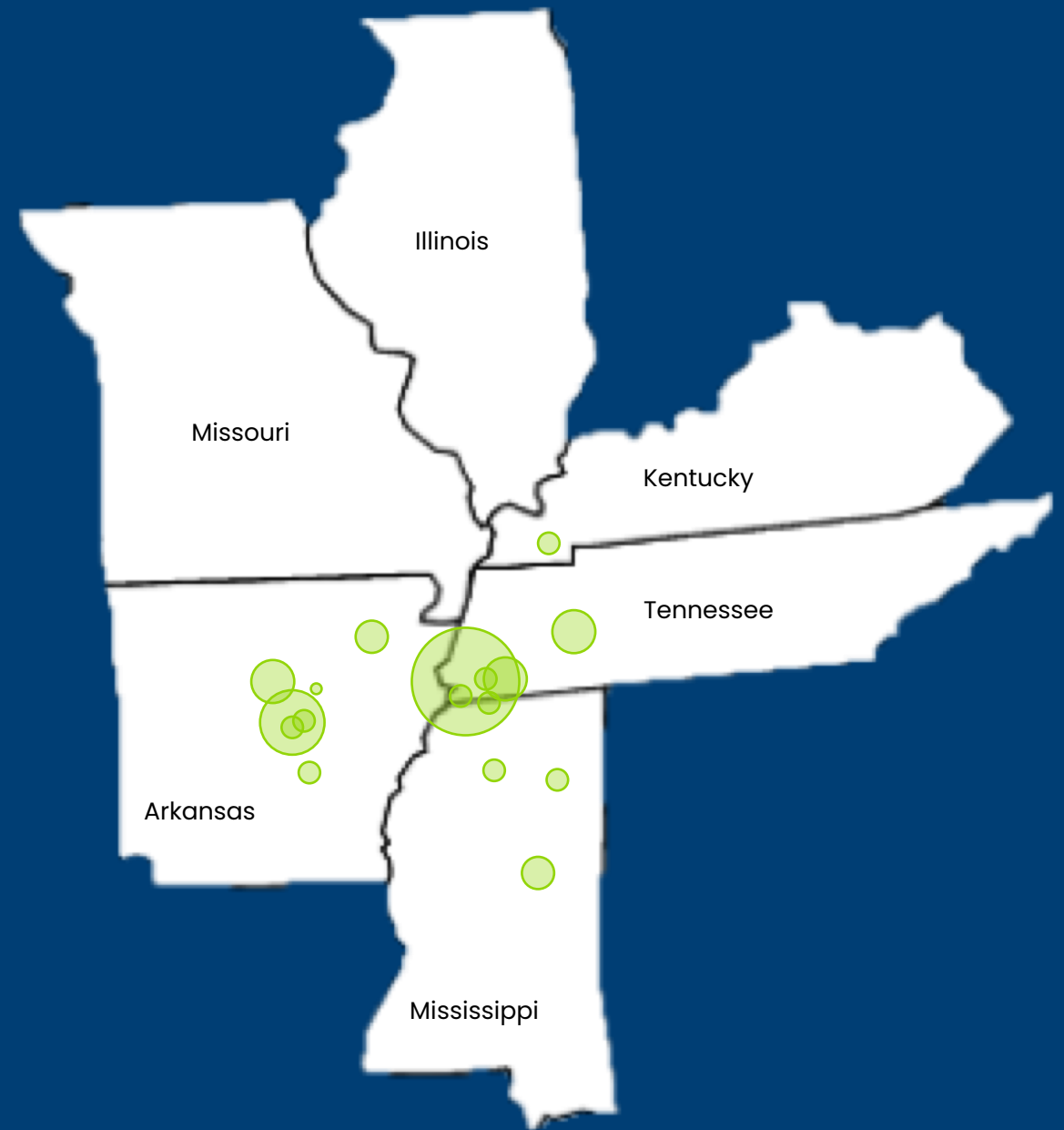
Category	Occupation Description	2015 Jobs	2020 Jobs	5-year Job Growth (%)	Median Annual Earnings
Star	Software Developers and Software Quality Assurance Analysts	1,286	2,257	75.5%	\$82,398
Star	¹ Computer Occupations, All Other	1,048	1,338	27.6%	\$71,817
Star	Computer Systems Analysts	1,312	1,447	10.4%	\$80,060
Emerging	Database Administrators and Architects	240	340	41.6%	\$81,166
Emerging	Web Developers and Digital Interface Designers	327	419	28.1%	\$54,245
Emerging	Computer and Information Research Scientists	89	99	10.2%	\$102,562
Emerging	Information Security Analysts	209	219	5.0%	\$87,972
Mature	Computer Network Support Specialists	671	586	-12.7%	\$56,963
Mature	Computer User Support Specialists	1,731	1,488	-14.0%	\$46,857
Mature	Network and Computer Systems Administrators	1,018	691	-32.1%	\$72,667
Transforming	Computer Network Architects	346	277	-20.0%	\$74,857
Transforming	Computer Programmers	666	437	-34.4%	\$79,080
Computer Occupation Total		8,942	9,596	7.3%	

Star: > 500 jobs, > 10% growth Emerging: < 500 jobs, > 5% growth Mature: > 500 jobs, contracting > 10% Transforming: < 500 jobs, contracting > 20%

¹Computer Occupations, All Other would include positions such as: Business Intelligence Analysts, Computer Systems Engineers, Geographic Information Systems Technicians, etc.

50+ Institutions

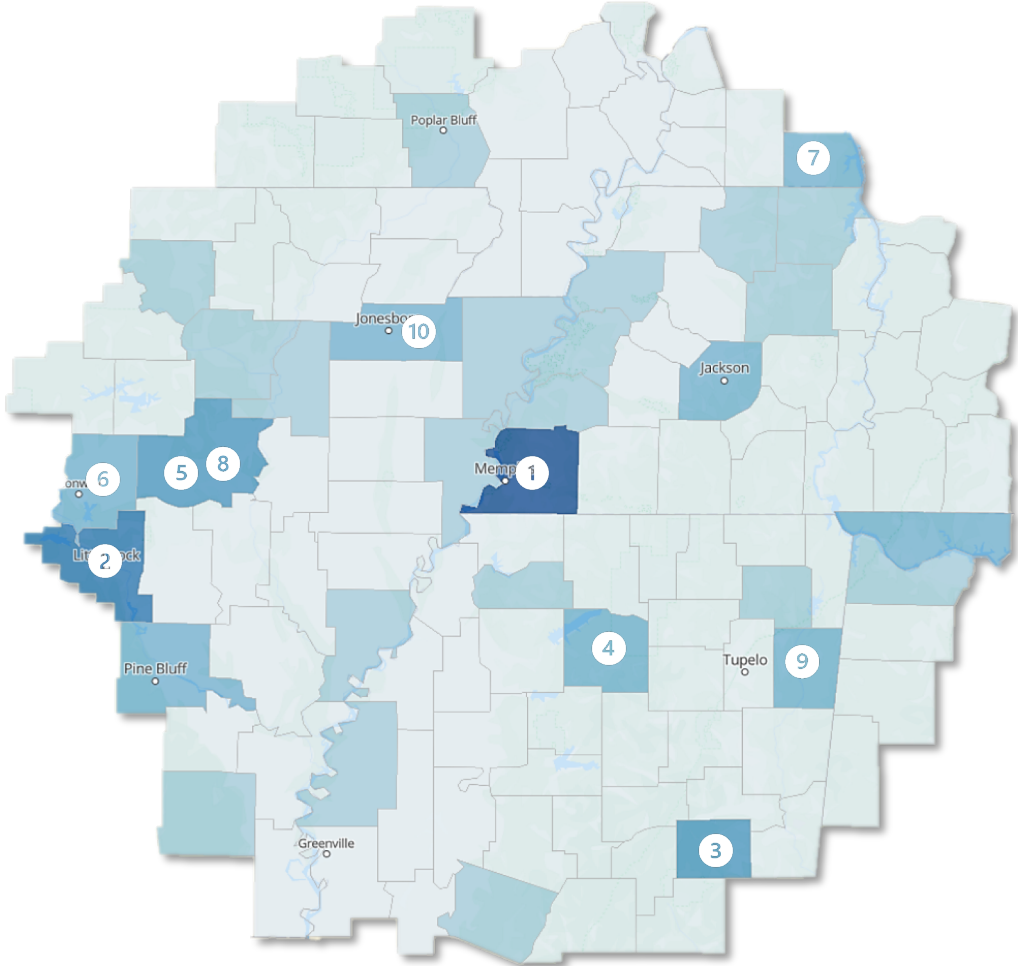
offering relevant Computer and Information Science programs from within 150-miles of Downtown Memphis



Source: EMSI Q1 2021 dataset, profile analytics of profiles updated since 2018

**Relevant Computer and Information Science Program CIP Codes include: 11.01-11.09, 11.1, 11.99, 52.12*

Educational institutions across the region are scaling **growth of tech-enhanced program graduates.**



28%

Graduate Growth
in tech enhanced
programs
2015 to 2020

1,945

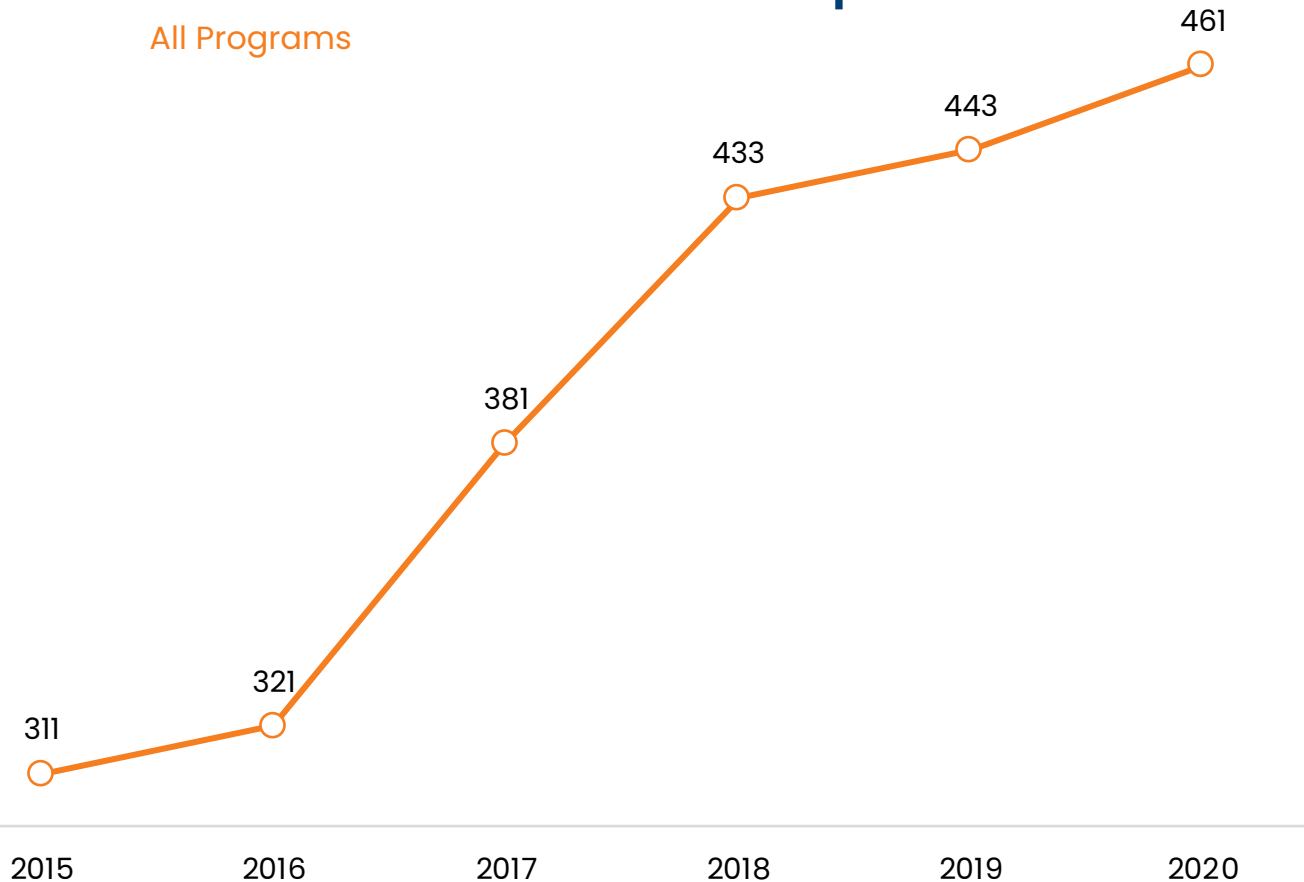
2020 Graduates

¹Programs have been coordinated towards a tech center of excellence and do not include broad business/marketing/operations-oriented programs.
CIP Codes Include: Computer and Information Sciences (11), 52.1201, 52.1301, 14.0901, 15.1201, 15.1202, 30.2501, 43.0403

Partners in the Memphis MSA have aligned to support tech talent growth.

5-Year Growth in Graduate Output

All Programs



Graduates from all educational institutions within the Greater Memphis MSA

48%

Graduate Growth
2015 to 2020

2x

University of Memphis
Graduate Growth
2015 to 2020

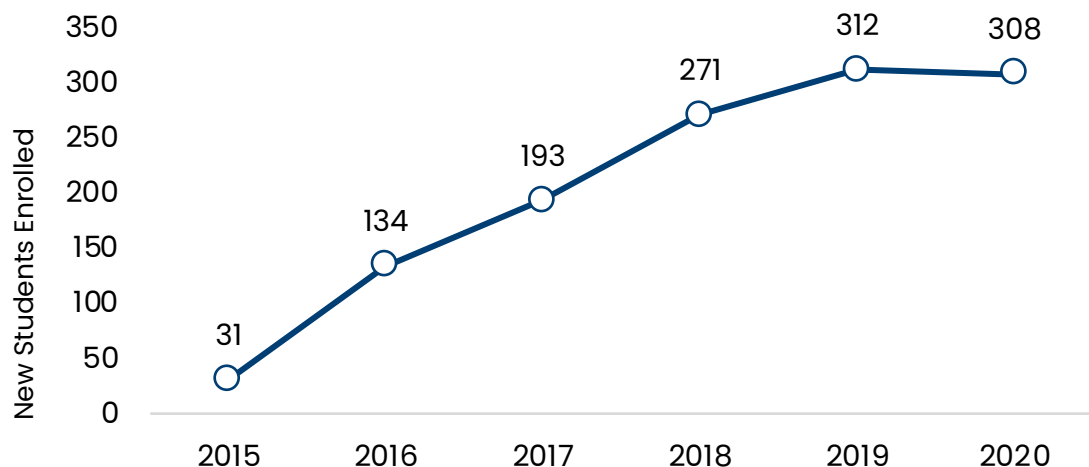
Powerful programs to build and scale tech talent are expanding rapidly **across the city.**



1,250
Students
Served **since
2015**

894%
New Student
Growth
2015 to 2020

72% People of
Color
35% Female



2,000
Students Served
since 2015

91%
Students Served
Black/Latinx

41%
Students Served
Female

Program Offerings

In-School Electives	After School Programs	Hackathons
Summer Programs	Tech Exposure Events	Code School
Internship Program	Teacher Fellowships	App Publishing

Memphis is **investing in STEM-related education**, but job growth is slow and investment is not to scale.



Development is underway for a **world-class STEM Research and Classroom** facility at the University of Memphis.



Shelby County Schools recently announced a significant investment in the state's largest public school curriculum to **expand STEM learning across the district**.

STEM Talent Growth vs STEM Job Growth

20.4%

STEM graduate growth in the Greater Memphis, 2014–2019

7%

Job growth in STEM-related occupation in Greater Memphis, 2014–2019

An aerial photograph of a city at sunset. The sky is filled with soft, orange and pink clouds. The city below is a mix of green trees and urban buildings. In the foreground, there are several large, modern buildings with flat roofs and some with distinctive architectural features like a tall, thin tower. The text is overlaid on the upper half of the image, centered horizontally.

The Greater Memphis Chamber is focused on advanced industry and tech job recruitment through the lens of **inclusive economic growth**.

A catalytic investment by a consortium of global brands **would accelerate momentum**.

**Read
to
Learn
more?**

Ted Townsend
Chief Economic Development Officer
Greater Memphis Chamber

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The Greater Memphis Chamber's **Center for Economic Competitiveness** is a thought leadership entity that shepherds a portfolio of strategic advisory projects to drive quality job growth and investment activity into the Greater Memphis region. The Center for Economic Competitiveness team leverages data to align regional stakeholders around the metrics that matter to improving the economic performance of the Greater Memphis region. Using best practices in economic development strategy and marketing, the Center works to catalyze quality job growth for the region.