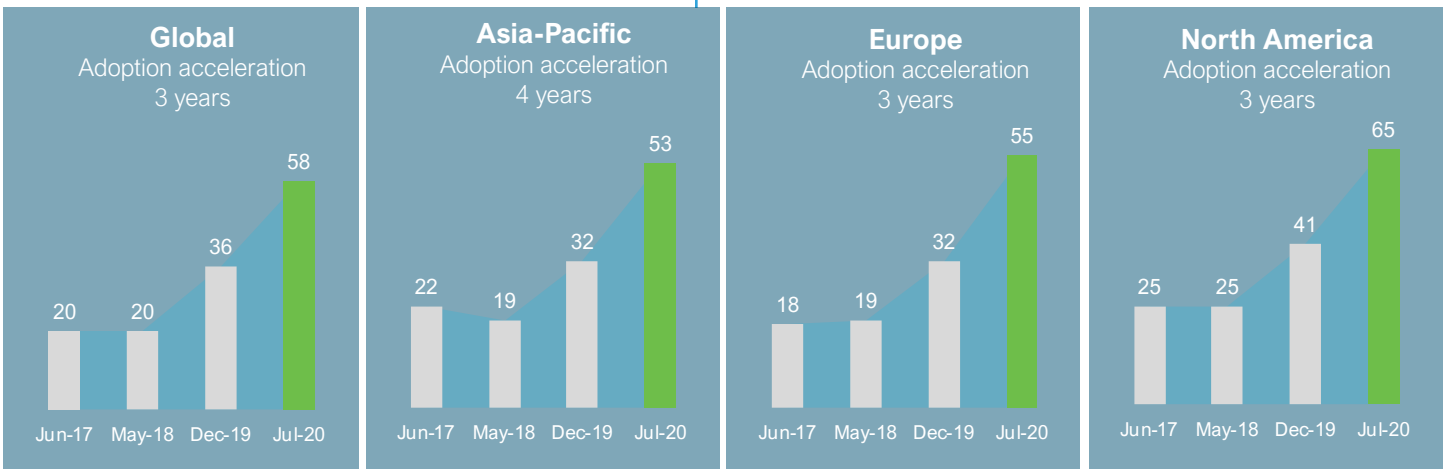
HITEC and LDC 2021 Latinos In Technology

From Consumers to Makers: New Mainstream Latinos Building the Tech-Empowered Future of America.

LATINOS LEADING A TECH-POWERED NEW MAINSTREAM ECONOMY.

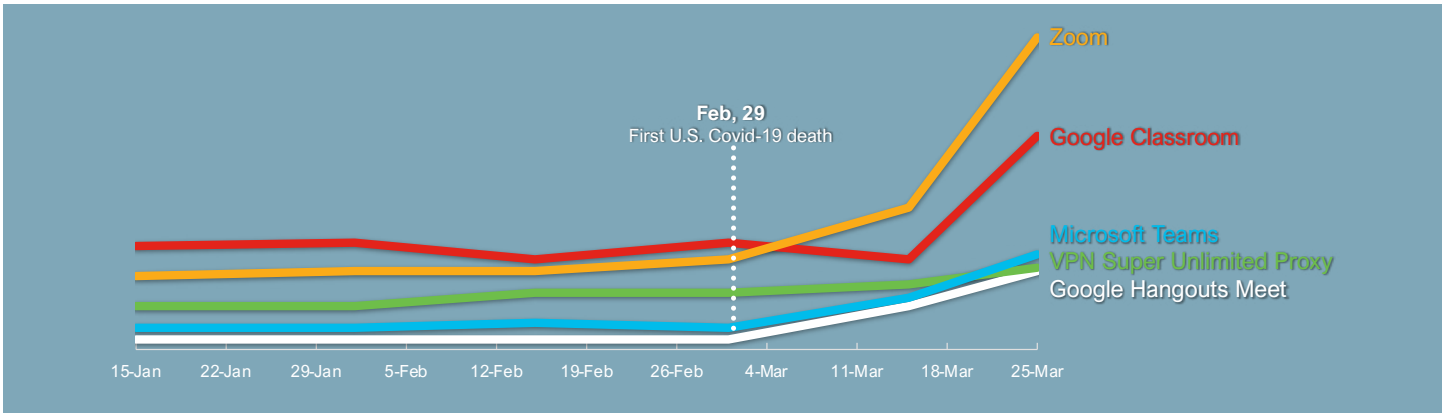
Introduction

The world changed overnight. The change in how we live, work, learn and play was already in motion, but a global pandemic, the likes of which we haven't seen in more than 100 years, and whose end is not yet clearly in sight, accelerated the digitization of just about every aspect of human life. Companies and institutions have accelerated their digital strategies and capabilities by three to seven years in just a few months. And what was considered 'best-in-class digital acceleration in 2018 is now slower than average. Despite rapid technology innovation, the rate of digital acceleration will never again be slower than it is today.



Source: McKinsey & Company

It's not just companies that have adapted. So many aspects of our daily lives have changed as well. As consumers, we've embraced digital conveniences. We're now fully adept at mobile ordering, even when dining out at a restaurant. We consult with healthcare providers via video chat. We can learn and work from a connected device from anywhere and everywhere as the physical boundaries of classrooms and offices no longer exist. We Zoom or Facetime with friends and family regardless of time zone or hemisphere. And we seamlessly consume more terabytes worth of digital entertainment than could have been imagined even just a few decades ago.



Source: The New York Times

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Another major factor driving change is the unprecedented rise and push for social awareness of racial, gender, religious and ethnic equity, and justice. Consumers and employees are more critical of companies and brands, and there is a renewed push to hold leaders accountable on issues of diversity, equity, and justice. CEOs of major global companies are listening. A commitment to diversity has taken a front seat for major US companies. We've moved from social unrest to a call for action and systemic change. And business leaders are rising to the challenge:

- In 2020, Goldman Sachs CEO David Solomon said they will not help take a company public unless it has at least one board member representing this diversity.
- In August of 2021, NASDAQ established a board diversity rule requiring all companies listed on the exchange to publicly disclose annual board diversity numbers.
- This SEC-approved rule also requires companies to have at least two directors representing diverse groups. Companies that do not have at least two diverse board members will be required to publicly explain why.

Amidst all this change, Hispanics in America are uniquely positioned to lead the new mainstream economy that has evolved post-Pandemic. The future of America's greatness will be measured by the contributions of Hispanics over the next decades. Here's why:

- Hispanics currently make up 18.7 percent of the U.S. population and are projected to comprise 30 percent of the U.S. population in the next 40 years.
- Today, Hispanics as a demographic are younger; 25 percent of all millennials are Hispanic
- Hispanics make up 29 percent of U.S. residents aged 21 and younger.
- Hispanic consumers are now the youngest demographic group in America, with a median age of 29.

New **U.S. Census data** show the Hispanic population has grown from 9 percent of the U.S. population in 1990 to 18.7 percent in 2020 while the non-Hispanic White population dropped from 75.6 percent to 57.8 percent in that same period. Hispanics have experienced a compound annual growth rate of 3.92 percent while non-Hispanic Whites have decreased by 1.4 percent per year. A change is happening.

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The Hispanic community is a major economic powerhouse with tremendous untapped potential. Hispanics today have a buying power of $1.85 trillion, higher than the GDP of countries such as Brazil, Russia, South Africa, Spain, Mexico, and Australia.

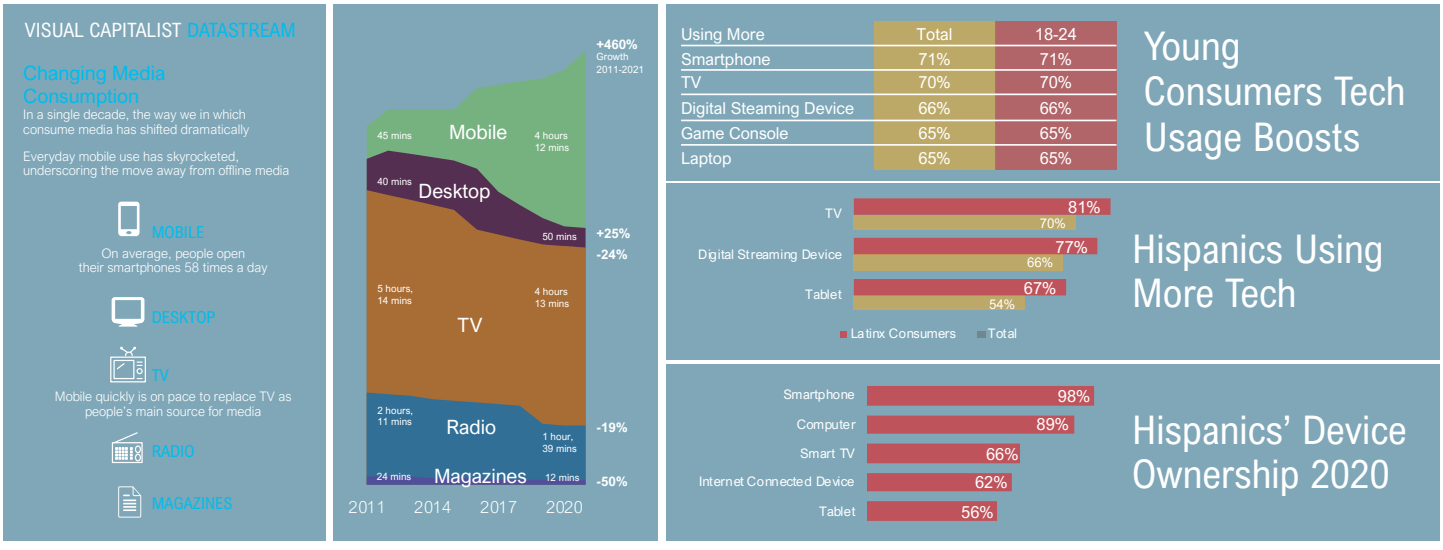
Yet, Hispanic household buying power accounts for just 11 percent of total buying power in the U.S., significantly smaller than Hispanic's 19.6 percent share of the population.

Median household income for Hispanic households is $56,113, higher than Black households ($45,438), but lower than White households ($76,057), and Asian households ($98,174), and lower than the median household income in the US ($68,703).

A **recent report by Merrill Lynch** notes progress over the last five years: citing an increase in the number of Hispanic households earning more than $125,000 (81 percent increase compared to 53 percent increase for the general population). We must continue to add to this trend.

During the COVID-19 pandemic, Hispanics played an outsized role as essential workers and led their peers in leveraging technology tools to avoid crowds and promote social distancing, e-learning, and telework. Across the board, Hispanics over-index in digital consumption - owning and using smartphones, tablets, computers, smart-TVs, and streaming services at a higher rate than non-Hispanic Americans.

- 35% percent of Hispanics say they are the first in their peer groups to try new technology.
- 98% of Hispanic adults own a smartphone, compared to 93% of the general population
- Hispanics spend more than 20 hours a week listening to the radio, 33 minutes more than average.
- They spend 18 percent more time than others listening to podcasts.
- And Hispanics say they are 57 percent more likely to use social media as a primary source of coronavirus information.



Source: Visual Capitalists/PWC Consumer Intelligence 2020
* Since start of COVID-19

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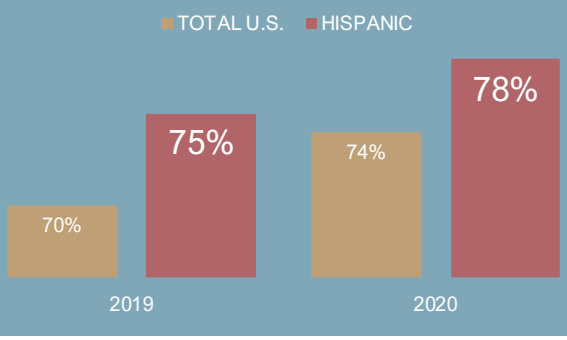
And these consumption data are not just limited to Hispanic youth. According to **Nielsen**, because almost 30 percent of Hispanics live in a multi-generational household, younger generations are influencing how their parents and grandparents leverage technology in daily activities. As a result, Hispanics over 50 have become more tech-savvy, own more tech gadgets than their non-Hispanic peers, and they are not shy about discussing their gadgets and knowledge of technology with others. Not to mention an increase in digital streaming subscriptions and consumption.

% U.S. Households with Streaming Service 2019-2020



Top Streaming Services Used Monthly: Self Reported

	TOTAL U.S.	HISPANIC
NETFLIX	76%	81%
AMAZON PRIME VIDEO	56%	54%
HULU/HULU LIVE TV	47%	45%
DISNEY+	42%	50%

At the onset of COVID-19, 70% of Hispanics said they increased the amount of time spent watching movies or shows using a streaming services, well above the 55% reported by non-Hispanics

Source: Nielsen
* Since start of COVID-19

SO HOW CAN WE RALLY TO ELIMINATE THE EARNING GAP?

And while the Hispanic community has shown impressive growth, across all population and economic metrics, Hispanics still lag the median in earnings. Why?

According to the **US Department of Labor**, Hispanics in the U.S. have taken lower-wage jobs, over-indexing in the service industry, healthcare, construction, agriculture, food service, childcare, domestic work, etc. Many jobs filled by Hispanic workers tend to be seasonal and thus prone to economic fluctuations and disruptions. Additionally, according to the **U.S. Bureau of Labor Statistics**, Hispanic workers age 25 and older are least likely to have a college degree and most likely to have less than a high school degree out of all U.S. workers in this age group.

As we think of how to build an initiative that puts Hispanics on a path from being consumers to makers of technology, we need to leverage the idea that, in the not-too-distant future, every job will be a tech job. And we need to think about how today's Hispanic workforce and consumer base will drive economic growth, how the new mainstream Latino economy will drive not just consumption, but also innovation.

As companies continue to advance in their adoption of artificial intelligence (AI) and machine learning (ML), they must tailor products and services to the diversity within the Hispanic community to serve the needs of this powerful group and to accelerate the adoption and continued use of their goods and services. And they must empower the Hispanic workforce to lead.

Major companies are aware of their own consumers' buying and usage habits. But what role should companies play in designing products and services, and developing the talent pipeline that will fuel their companies into the future? What can companies do to help put more Hispanics on the path from consumers to makers?

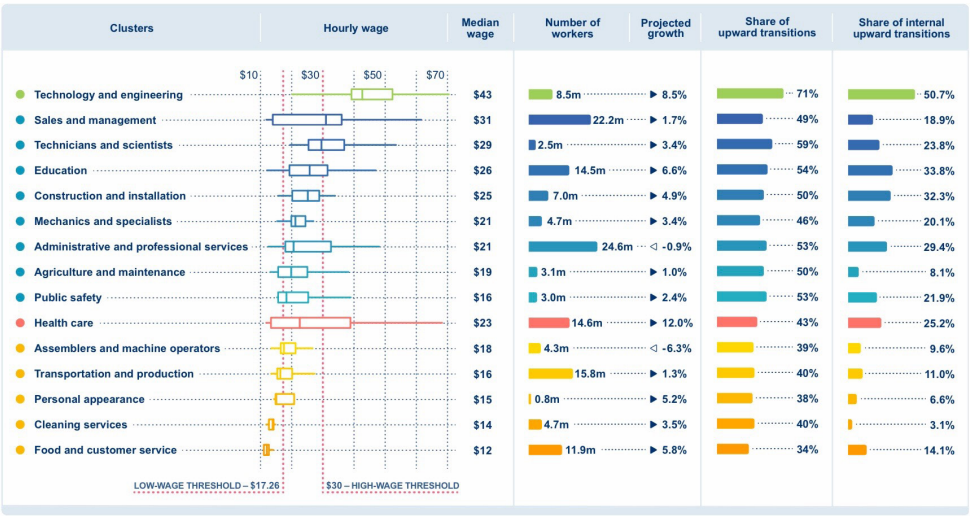
If companies want to remain competitive, they must build an internal culture that rewards diversity while actively working to recruit and retain a diverse workforce. Companies can leverage the unique diversity of their employees to help them connect to their customers while driving growth across all markets.

So how can we rally to eliminate the earning gap? How can we forge a path for a more prosperous future for the Hispanic Community which in turn will fuel prosperity for all?

The answer is simple: ***Build and support a pathway for Hispanics to pursue careers in technology.***

TECHNOLOGY WORKERS

Consider the notion that in the next several years, every job in America will be a technology job and every American company will be a technology company. And while we're not quite there yet, that change is already happening. All industries and jobs are being disrupted by technology innovation and companies that are quick to accept and embrace this concept will lead those who lag. Today major banks call themselves technology companies: they just happen to provide financial services. All industries - agriculture, food and foodservice, construction - are being rapidly altered by technology. And jobs are quick to follow. By 2025 robots will eliminate an additional 2 million jobs. But who will design, build, and instruct those robots what to do?



Note: Upward occupational transitions within a cluster are internal upward transitions.

Varying estimates place the number of unfilled tech jobs in the U.S. at about 1 million. The average tech worker salary in the U.S. last year was $146,000, about 2.6x higher than the median household income for Hispanics today. And yet in Silicon Valley, where Hispanics are 28 percent of the population, Hispanics are 39 percent of the K-12 students,

and yet they fill just 3 percent of tech jobs. Hispanics are grossly underrepresented in tech jobs across the country, comprising only about 8 percent of the STEM workforce despite being 18 percent of the aggregate workforce, according to the **PEW Center**, Hispanics are also underpaid, earning just 83 percent of the median salary of White STEM employees.

As we think about the role Hispanics continue to play in the U.S. economy, we must build pathways for more Hispanics to earn higher wages, build long-term, multi-generational wealth, and contribute to the growth of the new American and global economies. Given Hispanics' propensity for new technology usage, we must empower them to transition from mostly users and consumers to makers and builders of the digital tools and technologies that will drive the U.S. and global economy over the next several decades.

We have prioritized two focus areas:

1. To help build a pipeline to prepare future Hispanic leaders and workers for careers in Technology - building a pipeline from the classroom to the boardroom
2. To reskill, empower, and tech-enable the existing Hispanic workforce today - building a pathway from blue-collar jobs to tech-enhanced jobs

The Path from Classroom to Boardroom

The future of America's greatness will be measured by the contributions of Hispanics over the next decades. Today's young Hispanics are poised to lead this country into another century of prosperity, but the outcome isn't yet guaranteed. If we want our country to achieve its full promise, Hispanic youth must track on a path from the classroom to the boardroom, leveraging their facility for technology to move from being consumers to makers, builders, and innovators.

This initiative is broader than just ensuring racial/ethnic equity, it's about remaining competitive as a world leader. The U.S. already struggles to fill STEM jobs, and as STEM jobs outpace non-STEM jobs, GenZ Hispanics can be a major part of the solution.

Today, Hispanics make up 17 percent of the workforce and 25 percent of all students. By 2030 Hispanics will comprise 22.4 percent of the workforce growing to 30.3 percent by 2060. That's nearly ⅓ of the American workforce. Surveyed, Hispanic high school students report that they enjoy STEM subjects as much as non-Hispanic students and aspire to STEM-related careers just as much as non-Hispanics. But while there is equal interest, there is still a major gap in Hispanic students who pursue STEM-related careers.

The Hispanic Heritage Foundation issued a report on "**Hispanics & STEM**" that found four issues impacting the students from following a STEM-rich curriculum:

1. They take fewer STEM-related classes than their non-Hispanic peers.
2. They display or express less confidence compared to their non-

Hispanic peers

3. They have lower GPAs than their non-Hispanic peers.
4. Hispanic high-school seniors are more likely to attend community college than a traditional four-year university[1] which often offer less STEM courses.

To position more Hispanics students to track for success in STEM-related jobs these issues must be addressed with a nation-wide effort focused on the following four areas:

Exposure > Education > Experience> Employment

Exposure

We need early education policy and community-wide efforts that expose Hispanic youth to Hispanic professionals in STEM related careers, and foster mentoring programs. Organizations like HITEC (The Hispanic Technology Executive Council) and the HITEC Foundation can help expose and inspire Hispanic youth by providing visibility to role models. Hispanic professionals already lead in STEM careers. HITEC is the largest community of Hispanic tech executives and professionals committed to connecting, inspiring, and growing influential Hispanic technology executives while developing the next generation of leaders. The HITEC Foundation works to support Hispanic/Latinx youth looking to build careers in technology by providing scholarships for Hispanic/Latinx college students, critical internships, and mentoring opportunities. Hispanic non-profit organizations and community leaders in communities across the country can help this effort by partnering with schools and encouraging active connections with STEM professionals and technology companies.

EXPOSURE

EDUCATION

EXPERIENCE

EMPLOYMENT

Education

Education-focused and Hispanic-serving non-profit organizations must play an outsized role in helping to drive more Hispanic youth to pursue STEM-related careers. We need to advocate for education policy that deliberately targets curriculum and enrichment opportunities early in the educational process. By the end of 8th grade, too many students choose to not pursue STEM-related studies because they think math and science classes are “too hard.” By the time girls turn 13, only 32 percent say they’re interested in STEM, down from 66 percent earlier in middle school. By the time they enter college, that drops to 4 percent. Figures for young Latinas are significantly lower. We must address these challenges and we must create spaces where our young students know that they belong and that they are and will be supported as they pursue STEM-related educational opportunities.

Educators, parents, government, and community leaders must make this a top priority. Consider the fact that 65 percent of today’s students will grow up to work in jobs that don’t exist today. And those jobs that do exist, have, and will continue to be disrupted and transformed by technology. Our approach to education needs to change if we want to

[1] This suggests community colleges may be a critical part to helping put Hispanics on track for success in STEM-related jobs.

remain competitive.

National organizations and policymakers must focus on scaling existing programs at local levels. But it's also imperative for policymakers to focus on interventions earlier in the pipeline and specifically in young girls. A **2017 study by Microsoft** showed that while girls show an interest in STEM-related fields by the age of 11, they quickly lose interest by 15. The same study showed that 60 percent of young girls said they would be more confident in pursuing careers in STEM if they knew that men and women were equally employed in those fields making the case for exposure and mentorship even more critical for young Hispanic girls.

Data shows that while Hispanic high-school students want to pursue STEM-related careers, they don't take the necessary classes in high school, and those that do, don't perform as well as their non-Hispanic peers. Interventions need to take place before high school. Education policy, at the federal and state levels, need to create pathways that both encourage and provide additional educational support to Hispanic students in math, science, and technology.

When we start to expose and educate more Hispanic youth with the skills, they'll need to succeed in the innovation economy, we improve economic conditions for current and future generations.

But exposure and education are not enough: we must connect students to educational opportunities and resources to put them on the path to success via many routes including traditional college or university, community college, or at any number of coding boot camps and specialized training academies. We need to ensure that Hispanic youth are prepared to enter the workforce and set on a path to successful careers.

Experience and Employment: A case study - Cristo Rey Jesuit High School

A great case study is the Cristo Rey Jesuit High School Network which actively places low-income students in real-world office environments over the course of their four years in high school. Cristo Rey students gain valuable on-the-job experience at major companies while also gaining access to mentors and sponsors. (See the attached case study on how Cristo Rey is making an impact on getting more Hispanic students on the path for careers in STEM-related careers)

CASE STUDY

Cristo Rey San José: The School that Works

Since 2014, with the combination of its rigorous college-prep and unique work study programs, Cristo Rey San José Jesuit High School has played a craitical role in launching the careers of high school students as they start on their journey from the "Classroom to the Boardroom." As part of the Cristo Rey Network of 38 schools across 24 states, Cristo Rey San José exclusively focuses on serving financially eligible students from historically underrepresented communities.

Educating 450+ students from mostly East and South San José (92+% from the Latinx community), the school uses a combination of a strong college-prep curriculum, a unique corporate work study program (CWSP), and extensive spiritual and leadership activities to prepare its students for college and beyond. Unique to Cristo Rey is that every student participates in the CWSP - working one day a week for all four years of high school - as an integral part of the curriculum. The Cristo Rey SJ program has been hugely successful with nearly 100% of graduating students continuing their formal education and 81% entering four-year colleges, including:

- University of California - UC Berkeley, UCLA, UC San Diego, UC Santa Barbara, UC Davis, UC Irvine, UC Riverside, and UC Santa Cruz
- CA State Universities - California State Polytechnic, CSU - East Bay, CSU - Sacramento, CSU - Fullerton, San José State University, San Francisco State University, and others
- Private Universities - Lehigh University, Santa Clara University, Princeton, Brown, Georgetown, Holy Cross, Marquette, USC, Rochester Institute of Technology, and Cornell

90% of the graduates are first generation college students and 30% of alumni are in STEM-related majors.

Cristo Rey San José - Corporate Work Study Program

In addition to a rigorous college prep education, Cristo Rey San José provides high school students with a unique opportunity to work in Silicon Valley companies and other non-profit organizations. Our students are currently working in over 90 companies and organizations throughout Silicon Valley including HP Inc, Cisco, Palo Alto Networks, PwC, Juniper, Google, VMware, Microsoft, ServiceNow, and dozens of others.

Our partners receive well-trained, reliable workers for corporate entry-level support roles and are a proven resource to enhance workforce diversity. Some technology work includes data entry and analysis, report generation from CRM, finance and other databases, basic coding projects, IT helpdesk support, improving chat bots and other social media programs, etc.

Seeing the Possibilities

Through our Corporate Work Study Program, our students receive valuable work skills, learn accountability, build confidence, and gain access to positive, professional role models. It all starts with opening up the possibilities to our students who often don't realize what they can achieve...they don't realize what is truly possible. To create the future leaders who will imagine, create, and deliver the next generation of technology, one must open the eyes of our future

leaders to the possibilities.

A Cristo Rey student, Frank, recently commented at a school-sponsored webinar that while in middle school, he never even thought he could be working at an enterprise form in high school. Yet, Frank has been working at Cadence Design Systems, a major American multinational computational software company with 8,900 employees and billions of dollars in revenue. Frank's initial project was working in the Global Strategic Sourcing Team doing a comprehensive review of vendor files, leading to better workflow, higher productivity, and improved morale for his coworkers. Frank's reflections on his works study are illuminating:

The experience has really made me sharpen my professional skills whether that's working socially with others or individually on an assignment. Because of this gaining of skill, I gained more confidence to do more and exceed expectations which were set for me. Every workday is never the same as before, so each day has its own little bits of new info and things I can learn throughout the day.

Having spent more time in an office and professional environment, I view myself more as a corporate employee than just a high school student. As CWSP gave me the chance to work on assignments at a corporate level, it also allowed me to receive very critical and influential lessons in my workdays. The lessons I'm taught aren't just always specifically for the work I have at hand but also in the bigger picture of things like life lessons which will not only benefit my present, but my future as well.

Educating for Success

OUR RIGOROUS COLLEGE PREP PROGRAM IS DESIGNED TO PREPARE THE STUDENT TO ENTER COLLEGE, BUT IT ALSO PREPARES OUR STUDENTS FOR SUCCESS IN THEIR CORPORATE WORK STUDY JOBS.

Our rigorous college prep program is designed to prepare the student to enter college, but it also prepares our students for success in their corporate work study jobs. Our approach is to teach them to experience the moment, reflect on its meaning, and then to act concretely on their decisions. Our reliance on the student to make informed decisions does not stop there. Our curriculum is carefully designed with a combination of teacher-paced and student-paced courses. Our students are expected to be responsible to keep up with their studies. The school prides itself on caring for the whole student with comprehensive counseling services, including ongoing alumni advisement. Cristo Rey also has a summer enrichment fund that in the past has been used for programs such as ID Tech Camps, Envision Innovation 8-days to Start-Up at Berkeley, Marquette University Summer Leadership Institute, and International and local immersions.

The impact of our academic programs is evident in the story of Leslie at VMware. Leslie was able to quickly learn the necessary technology skills to help VMware in their program management operations office. Her supervisor used an onboarding project to create simple web pages using HTML, CSS, JavaScript, Python and SQL. Leslie quickly showed that she could accomplish this task

and was assigned more complex tasks, such as creating an Excel macro to provide ongoing data analysis. After graduation, Leslie continues to work remotely for VMware from her college dorm room, managing their data validation program, including creating and running SQL queries, running necessary reports, and cleansing data. Her relationship with VMware didn't end with high school graduation.

From Consumers to Makers

Our Corporate Work Study prepares the high school student to work in a business environment. It often takes shy and reserved 9th graders who don't even know what an executive does and opens the doors to a new world. They gain the social capital to explore various careers, often in technology and healthcare due to our location in Silicon Valley. By the end of the program, confident 12th graders are becoming makers of technology.

At Cisco Systems, Myra, Miguel, and Kaela did exactly that. They played a crucial role in Cisco's technology and manufacturing groups and received the necessary exposure to make real contributions to the organization. They had an environment in which to explore technology, meet with real businesspeople, work together on projects where they built new things, and were able to take risks. Myra and Miguel in the Technology Group built a technology onboarding kit for new employees. This included information on the use of Cisco products such as WebEx and Telepresence and provided individualized training of new employees. Kaela worked in program management for the manufacturing environment, implementing AI Learning Tools and new Inventory Management protocols.

Building the Diversity Pipeline

Like Leslie's experience at VMware, some students maintain an ongoing relationship with their companies into college and beyond. Starting as early as 9th graders, the companies build an ongoing relationship with the student, which is the beginning of building a diversity pipeline for the organization. The students gain experience and exposure into the corporate boardroom by presenting their results to executive management.

This has happened at HP with its students. Here are some examples of the long pipeline of projects HP has had with Cristo Rey students:

- Bryan - Sustainable impact is an important initiative for Personal Systems, so Bryan was quickly immersed into sustainability projects, including an ocean-bound plastics competitive analysis

- Arnold - Helped to build sales toolkits and execute web-based competitive analysis

- Brenda - Managed the digital support of an internal website and development of an icon deck
- Michelle - Worked on Slack to help build a social platform for active and incoming interns to interact with one another

Each of the Cristo Rey students completes their year by presenting their projects to HP Senior staff, including the CEO. Students sometimes continue with HP after graduation. While in college. Jacquie, a Cristo Rey alum, recently represented HP at our 2021 9th Grade Career fair during the summer. The 9th graders were amazed that the HP representative was actually an alumnus.

Building the Diversity Pipeline
In short, Cristo Rey is a proven model to help create the next generation of business leaders and move them from the "classroom to the boardroom." It is only possible with partners who are willing to participate and mentor these students. The students receive valuable work skills, learn accountability, build confidence, and gain access to positive, professional role models. In return, our partners receive well-trained, reliable workers for corporate entry-level support roles and are a proven resource to enhance workforce diversity. A win-win situation for all involved.

Mentoring

Mentoring is a critical component to the success of Hispanic students pursuing careers in technology and STEM. That's why HITEC and San José City College (SJCC) have formed a partnership to develop a blended model of education and training supplemented by HITEC's mentorship and professional development curriculum to create new opportunities for technology students from Hispanic communities.

This partnership aims to increase student retention, graduation, and employment rates. Both organizations recognize that Hispanic technology leaders can be instrumental role models and mentors, with non-traditional and at-risk populations, to proactively address obstacles and drive impact for students in new and inspiring ways.

The "digital divide" has exponentially increased for Hispanics in underserved communities, especially in the last year due to the COVID-related challenges. Too many Hispanic families still lack access to strong and reliable WIFI. This digital divide raises the challenges for students to stay in school and threatens their future ability to gain meaningful employment and participate in the benefits of the digital economy.

Given the rapid digitization of the U.S. and world economies ensuring that Hispanic students from underserved communities have access to education, mentors, and opportunities to build meaningful careers in technology is critical.

Employment

We noted earlier that while Hispanics are 28 percent of the population in Silicon Valley, they fill just 3 percent of tech jobs. Hispanics are grossly underrepresented in tech jobs across the country, comprising only about 8 percent of the STEM workforce despite being 18 percent of the aggregate workforce. Tech companies need to do better in their efforts to attract and retain Hispanic tech talent. We too often hear there is no pipeline of Hispanic tech talent. And while yes, we need to do more to encourage Hispanics to pursue careers in technology, Hispanics today are thriving in tech roles in major companies across all industries. HITEC counts among its members C-suite leaders that have built distinguished careers in technology. Every year, HITEC recognizes the 100 most impactful and influential US Hispanic leaders in technology as part of the HITEC 100 and the 50 most influential and impactful global Hispanic leaders in technology - the HITEC 50.

Yet a recent analysis of more than 647,000 online conversations involving Hispanics in technology shows they still face systemic barriers, including perceived bias in hiring, unwelcoming work environments, and lack of access to jobs and opportunities. Many top companies are making great strides in combating these barriers by developing meaningful programming to make Hispanic employees feel more welcome and included. Companies that build inclusive and welcoming culture are more successful at attracting and retaining diverse talent.

CASE STUDY

From Blue Collar to Tech Worker

Every job in America will be a tech job and every American company will be a technology company. Competition for high-skill workers will continue to increase, while displacement will be ***concentrated mainly on low-skill professionals, continuing a trend that has exacerbated income inequality and reduced middle-wage jobs.***

These facts are a reality in the Datacenter Infrastructure segment. The digital acceleration and adoption that we have experienced over the last 18 months would not be possible if not for the men and women working in Datacenter Infrastructure. The positions span from facility design, construction, operations and cyber security to name a few.

According to Uptime Institute, Global Staffing Challenge report approximately 45% of the experienced data center workers are due to retire around the same time period. This statistic is supported by the 2019 US Bureau of Labor Statistics report on the median age of the sector as 42 in 2019. In addition, upskilling is critical for shared prosperity. The prosperity element is support by a study conducted by PWC and the World Economic Forum.

US$6.5 trillion
potential boost to global GDP by 2030

5.3 million
net new jobs upskilling could create by 2030

38%
additional global GDP gained from upskilling created in the business and manufacturing sectors

Two organizations that are working on retraining and creating the pathway, Salute Mission Critical founded in 2013. They are a leading global services provider that hires, trains, and deploys veterans and non-veterans to perform hands-on data center work. Programs are 6 months in length and starting pay for many trainees is in the six-figure salary with full company benefits.

NPower is a national nonprofit that is committed to advancing race and gender equity in the tech industry through free skills training, real world experience, support and mentorships for military veterans and young adults from underserved communities.

Success Stories

Alejandro Gonzalez – from Custodial worker to Advanced Technology Center (ATC) Lab Technician Installer, World Wide Technology

Alejandro thought that the only way to escape poverty was working multiple part-time jobs. While he had always wanted to pursue a technology career, he worried about putting his family in debt through pursuing traditional education. After enrolling in the Tech Fundamentals program and with successful completion, he was placed in an internship with World Wide Technology and was offered a full-time position as an Advanced Technology Center (ATC) Lab Technician Installer. The program exposed him to the opportunity of not only gaining full-time employment, but also creating a career to sustain himself and his family. Alejandro now earns 2x more than he was previously making before joining NPower. Due to his success in the Tech Fundamentals program, he decided to join NPower Missouri's first Cybersecurity cohort to increase his earning potential and advance his tech career.

Elvis Sosa from Dietician to Cloud Expert

While employed as a diet technician, Elvis uncovered the various ways confidential health information became vulnerable, whether through human or technical error. He was unsatisfied in his current position and wanted to explore cybersecurity and learn how to protect sensitive data.

Elvis's journey with NPower started with completion of the Tech Fundamentals program. He went on to complete the Cybersecurity course, which sparked his interest in cloud computing. After completing his cybersecurity internship at Oak Hill Advisors, he joined the Cloud Computing class to further explore his passion for cloud security. Through focus and dedication, he was hired by Logicworks as a Cloud Support Specialist immediately after graduation, increasing his income by 300%!

Conclusion

Throughout both global and American history, we've seen innovation and economic prosperity accelerate dramatically when education, mentorship, and opportunities are provided to growing, opportunity-constrained populations. This nurturing is what has always made America the land of opportunity, and the most powerful democracy on earth.

It's time to not only let history repeat once again, but to accelerate the next wave of innovation and prosperity by enacting a plan to support the new generation of Hispanic makers and leaders.

The future of America's greatness will be measured by the contributions of Hispanics over the next decades. As a community, Hispanics must step-up and secure America's position as a global economic leader for another century. Hispanics need to leverage their strength and channel their collective energy to move from consumers to makers. Hispanics need to build on their successes and work to build pathways for Hispanic youth to go from the classroom to the boardroom and for the current labor force to re-skill in a manner that will help Hispanics move from blue-collar to tech-powered roles.

The data is clear. This robust, intelligent, passionate group of Americans can help solve many of the technology, business and global issues facing the world today.

Hispanics must be the makers, the builders, of America's tech-empowered future.