



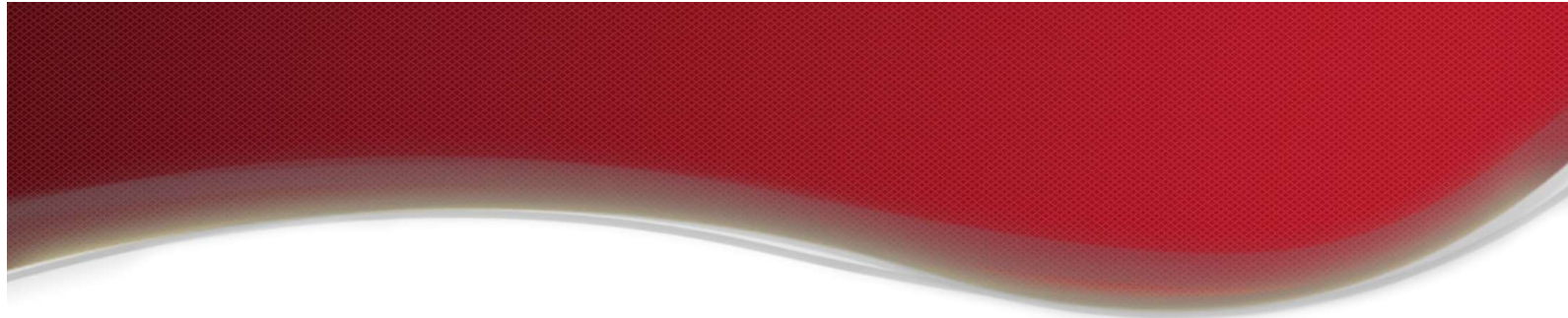
Information Communications Technology & Digital Media

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Regional Director, Employer Engagement

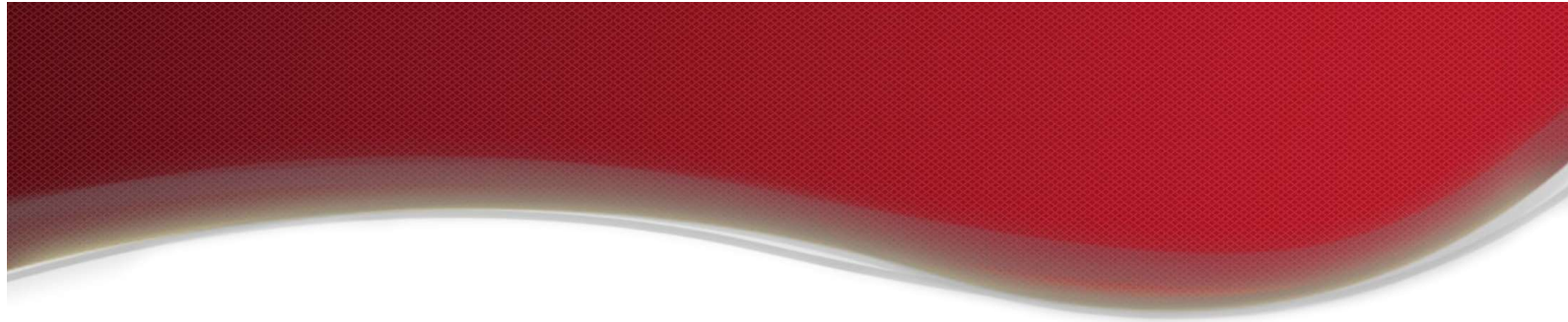


12 AUG 2019



What is ICT/DM?

Subsector	Business Information Worker	IT Networking / Cybersecurity	Computer Science / Software Development	Digital Media / Entertainment
Skills	<ul style="list-style-type: none"> • Computer Literacy • Customer Service • Business Communication • MS Office 	<ul style="list-style-type: none"> • O/S Administration • Network Administration • Security (protection, testing, forensics and audits) • Cisco, Linux, Microsoft 	<ul style="list-style-type: none"> • Programming (Desktop, Games, Web, Mobile) • Information Technology (MIS) • Data Analytics 	<ul style="list-style-type: none"> • Film & Video production • Imaging & publishing • 3D modeling • Graphic Communications
Demand (SD County)	• 24,410	• 2,870	• 2,550	• 625



Who is hiring?

Subsector	Business Information Worker	IT Networking / Cybersecurity	Computer Science / Software Development	Digital Media / Entertainment
Employers	<ul style="list-style-type: none"> All (part of most clerical positions) 	<ul style="list-style-type: none"> DoD Military Spectrum L-3, AT&T NAWAR Oracle Qualcomm Intuit 	<ul style="list-style-type: none"> Teradata Qualcomm Viasat Kyocera Booz Allen Hamilton Illumina Transpower 	<ul style="list-style-type: none"> Sony Cox Communications Qualcomm Activision Slacker Radio
Median Hourly Salary ⁽¹⁾	\$14.67	\$34.66 – 35.20	\$42 - \$51	\$16.73 - \$23.89



1) San Diego Labor Market Analysis, Centers of Excellence, MAR-2018



Why is ICT/DM Important?

- 11% expected sector growth (2018-2028) in North County⁽¹⁾
- Touches many other sectors (supply chain, manufacturing, healthcare, etc.)
- Jobs pay very well for entry level and easily hit 6 figures with experience or additional education
- Innovate 78 is supporting sector, expected to attract many more employers to new business parks



1) San Diego Labor Market Analysis – North San Diego County, Centers of Excellence, MAY-2019