

## REQUIREMENTS AND BENEFITS FOR PARTICIPATING IN TECHHIRE

TechHire, a program of [Opportunity@Work](#), is a nationwide movement that helps talented but overlooked job seekers start technology careers. TechHire works with community partners and education providers that teach in-demand skills to people who want to take part in the modern economy—from overlooked youth, to veterans, to the long-term unemployed.

TechHire was launched out of the White House in 2015 in 21 pilot communities. The TechHire initiative fully transitioned from the White House to Opportunity@Work in December 2016. TechHire has grown to a network of 237 training partners and 1,300 employer partners in 72 cities, states and rural areas across the country. But most importantly, TechHire communities have helped over 4,000 people connect to well-paying tech jobs. TechHire's goal is to connect 100,000 Americans to tech jobs by 2020.

### Role of the TechHire Community Lead Organization

The **Community Lead** serves as the backbone for TechHire. They:

- Facilitate goal setting, data collection, and progress tracking in the community.
- Lead convenings of TechHire partners for regular meetings and events.
- Raise the profile and advocate for support of TechHire regionally and nationally.
- Marshal investment for backbone work and all other components of the work.
- Organize and lead a formal or informal TechHire Advisory Council comprised of community influencers, training providers/educators, employers, and community-based organizations.
- Coordinate with TechHire partners to recruit employers, training providers, and workforce development organizations to join TechHire and to engage stakeholders on an ongoing basis.

### Expectations of the TechHire Community Lead Organization

In order to be designated as a **Community Lead**, an organization must:

- Prepare and submit the application for TechHire Community designation (for new communities).

- Use official TechHire brand assets and collaterals.
- Respond to and complete requests for information and share performance data on their community's TechHire programs/initiatives.
- Participate in and contribute to the National Learning Network on a regular basis, and serve as lead liaison to the national group for local partners.
- Participate in online and in-person TechHire events including the Learning Network Webinar Series, 1:1 check-in calls, and regional convenings.
- Engage and share best practices with other TechHire communities.
- Be willing and able to use data to drive decisions and navigate the many challenges that come with such a role.
- Have the ability to secure resources needed to do the work.

The Community Lead Organization is also responsible for ensuring that the rest of the TechHire work happens. *This does not mean that it has to do it all.* The Community Lead is responsible for identifying the organization in the best position to:

- **Convene Employers.** The right convenor should have existing employer networks (or partners that have them) and be able to communicate the importance of TechHire to reach employers.
- **Convene Training Providers.** The right convenor should have existing training provider networks (or partners that have them) and be able to communicate the importance of TechHire to training providers.
- **Convene Workforce Development and Community Organizations.** The right convenor should have existing workforce development and community organization networks (or partners that have them) and be able to communicate the importance of TechHire to individual job and skill seekers and the organizations that support them

## Benefits of Being a TechHire Community

TechHire communities currently receive the following benefits:

- **TechHire Brand:** TechHire Communities have access to the national TechHire brand. Each community receives official logos, and PR and marketing support. Communities also receive marketing templates, social media toolkits, and press guidance to help best amplify their reach.
- **TechHire.org Community Pages:** TechHire communities receive a webpage hosted on TechHire.org to facilitate outreach to local and national

stakeholders, promote TechHire training programs and events, and communicate impact.

- **Employer Success Stories and Testimonials:** Communities receive employer success stories and testimonials that they can leverage to pitch employers.
- **Dedicated Community Engagement Manager:** Each TechHire community is assigned a Community Engagement Manager who supports communities via 1:1 monthly calls and facilitates access to Opportunity@Work's resources.
- **Learning Network Resources:** TechHire communities gain access to Opportunity@Work's suite of learning resources designed to share best practices, increase capacity, and accelerate impact. These include:
  - *TechHire Playbook:* an online toolkit that provides case studies and best practices to help communities achieve their goals.
  - *Learning Network Webinar Series:* a monthly webinar series designed to help community leads develop their capacity, encourage peer-learning, and foster a supportive TechHire network.
  - *Funding resources, case studies, and how-to guides*
- **Access to the TechHire Data Dashboard:** a tool designed to help communities capture and track community-level data and progress towards their goals.
- **Basic Labor Market Information (LMI)** from Burning Glass and LinkedIn.
- **Access to national partnerships** that align with Opportunity@Work and the national TechHire network of communities, employers, education and training partners.
- **Access to TechHire.org tools**, including employer tools, skills validation, and resources for job seekers (currently being developed).

## ABOUT OPPORTUNITY@WORK

[Opportunity@Work](#) is a nonprofit social enterprise with a mission to expand access to career opportunities so that all Americans can work, learn, and earn to their full potential in a dynamic economy. Our organization:

- *Builds the TechHire movement* by mobilizing key stakeholders, amplifying community and employer success stories, recruiting and supporting new TechHire communities, and facilitating events that support TechHire's mission.
- *Helps communities implement and grow TechHire* by providing support to community leads, helping communities identify and secure funding resources, building national partnerships to support TechHire goals, facilitating a national learning network, and providing tools for communities to track and scale impact.
- *Grows and supports the national employer network* by partnering with employers to join TechHire, facilitating best practices for discovering overlooked and underrepresented talent, and aggregating regional demand for candidates from non-traditional background.