



**CAPITAL CoLAB**



**GREATER WASHINGTON  
PARTNERSHIP**

FROM BALTIMORE TO RICHMOND  
FOSTERING UNITY  
ADVANCING GROWTH

# THE CAPITAL REGION FROM BALTIMORE TO RICHMOND

Our region has great diversity, tremendous assets, and immense potential.

We've changed the narrative on the region.  
We're thinking big about our future.

## OUR REGION

The super-region –Maryland, Virginia, and the District—stretching from Baltimore to Richmond has an intertwined economic future.

Our region as the **3rd** largest economy in the United States and the **7th** largest in the Global Economy.



**115**

federal labs and federally-funded research and development centers



**45%**

of the population 25 years+ hold Bachelor's degree or higher



**184**

languages spoken; 175 international embassies

**FORTUNE**  
1000

**53**

Fortune 1000 companies headquartered in MD, DC, VA



**4**

significant airports, two major shipping ports

# THE CAPITAL REGION'S TECH TALENT GAP

Our analysis indicates a persistent digital tech talent gap through at least 2025.\*

	2018	2019	2020	2021	2022	2023	2024	2025
Tech Gap	18,897	21,811	20,153	20,711	20,647	19,016	19,901	17,037
Tech Percent Gap	58%	60%	57%	59%	59%	56%	57%	49%
Tech Adjacent Gap	36,156	43,802	42,030	43,640	44,287	42,821	44,620	41,893
Tech Adjacent Percent Gap	65%	69%	68%	70%	71%	70%	72%	67%

*\*Report: [The Capital Region Faces a Huge Tech Talent Shortage](#)*

# VISION, MISSION, & KEY OUTCOMES

## VISION

The Capital Region will have the most diverse digital tech workforce in the country.

## MISSION

Build the capital region's diverse digital tech ecosystem by partnering with employers and educators to build industry-aligned digital tech pathways that ensure inclusive growth.

## KEY OUTCOMES

By 2025, CoLAB will:



Have engaged over 45,000 students and adult learners in digital tech pathways



Ensure at least 50 percent of the people we engage are from underrepresented populations



Double the number of partner organizations working to scale CoLAB initiatives

# OUR VALUES:

## DIVERSITY, EQUITY, & INCLUSION

To advance our vision, CoLAB places diversity, equity, and inclusion at the center of its work through various approaches:

### 1 CoLAB Uses Data to Hold Ourselves and the Region Accountable for Our Diversity

#### Goals

- Demographic data to understand the digital tech talent pipeline
- Focus on high demand pathways offering a family sustaining wage
- Input, throughput, and output metrics

### 2 CoLAB Engages Diverse Partners to Ensure We Drive Inclusive Growth

- Engage organizations and institutions working directly with diverse students
- Partner with consultants who prioritize DEI

### 3 CoLAB Embeds Diversity and Inclusion in our Programs

- Digital tech scholarship will engage students from groups underrepresented in tech
- Work-based learning strategy will prioritize access for low-income students of color
- Partner with jurisdictions that intentionally enroll low-income students of color

# OUR VALUES:

## DATA & RESEARCH

To advance our vision, CoLAB embeds data and research into its work through the following:

1

### **Employer Signaling System: Using Data to Drive a Continuous Feedback Loop Between Employers, Educators, and Students**

- Labor Market Information (LMI)
- Employer-Validated Knowledge, Skills, and Abilities (KSAs)
- Industry Advisor Working Groups

2

### **CoLAB Partner Research and Feedback: Transparency Drives Our Collaboration**

- Annual Employer Survey
- Biannual conversations with members on organizational priorities
- Thought leadership on topics our partners value
- Monthly Newsletter
- Event feedback surveys
- Avoid duplication: leverage existing data and research

3

### **Program Metrics: Regular Monitoring of Key Indicators**

- Student demographics, enrollment, completion, placement, and program satisfaction
- Developing evaluation strategy
- Input, throughput, and output metrics

# OUR PROGRAMS: EDUCATION-TO-WORKFORCE PATHWAYS



The Capital CoLAB Digital Tech Credential is a unique credential that indicates students have in-demand digital literacy skills. The Digital Tech Credential allows the region's leading businesses and academic leaders to collaborate in scaling a coordinated response to pressing workforce needs. This program is being implemented by universities throughout the Capital Region and is recognized by regional business as a differentiator in hiring talent.



The CoLAB's TalentReady program aims to expand access to economic opportunity and employer-aligned competencies for thousands of young people to meet the growing demand for IT talent in the region.

# EMPLOYER SIGNALING: THE CORE OF CoLAB PROGRAMS



## 1. Labor Market Information

- Data on high-demand digital tech occupations is drawn to guide annual Knowledge, Skills, and Abilities (KSAs) refresh.

## 2. Industry Advisor Groups

- Employer working groups meet every January to review and refresh KSAs.

## 3. KSAs Developed

- Available to educators through web-based system.

## 4. Curriculum (re)designed per KSAs

- Education partners build/refine course material to meet employer need.

## 5. Employers offer Work-Based Learning

- Students learn valuable skills that ensure workplace readiness upon completing education.

## 6. Digital Badge Awarded to Students

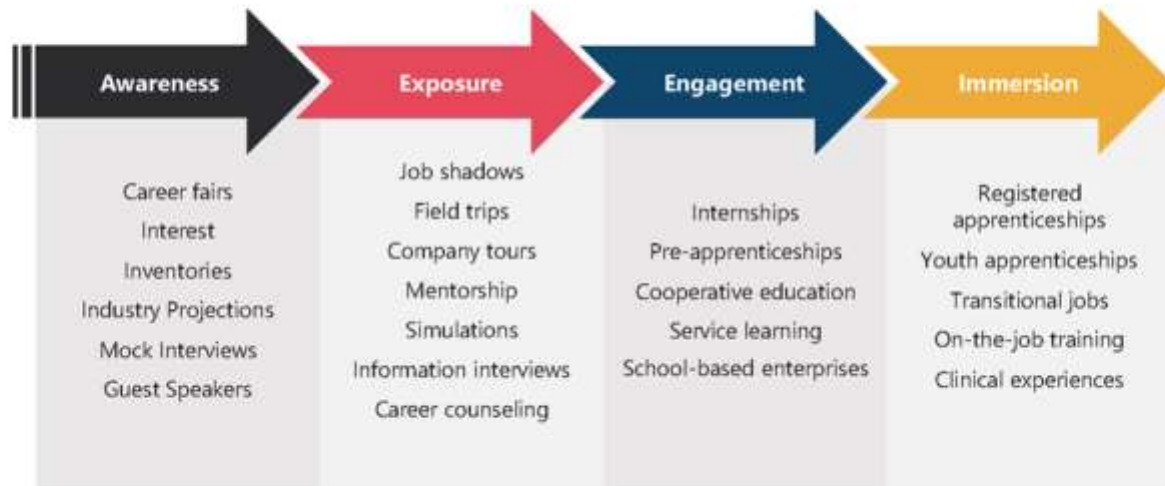
- The badge follows students (via LinkedIn and resumes) for life, signaling digital tech competencies.



# WORK-BASED LEARNING: STRENGTHENS THE TECH ECOSYSTEM

Bridging coursework and professional experiences through work-based learning will help the Capital Region meet its demand for tech talent and expand career pathways to more diverse students, including racial and ethnic minorities and women.

## Continuum of Digital Tech Work-Based Learning



# CAPITAL CoLAB EMPLOYER PARTNERS



Booz | Allen | Hamilton



Deloitte



GENERAL DYNAMICS  
Information Technology



JPMORGAN CHASE & CO.

McKinsey & Company



StanleyBlack&Decker

T.RowePrice

# CAPITAL CoLAB UNIVERSITY PARTNERS



# CAPITAL CoLAB JURISDICTION PARTNERS



BALTIMORE CITY

FAIRFAX COUNTY/NORTHERN VIRGINIA



MONTGOMERY COUNTY

PRINCE GEORGE'S COUNTY



DISTRICT OF COLUMBIA

# “CHOKE POINTS” TO GROWING A DIVERSE DIGITAL TECH WORKFORCE

1

## **Student Tracking: Metrics and Systems**

*Tracking learner engagement and movement along education and career pathways to stay accountable to our goals*

2

## **Student-Employer Connections**

*Expanding beyond 1:1 partnerships into a systemwide strategy*

3

## **Educator Capacity and Preparedness**

*Ensuring there are enough qualified instructors to teach growing demand for digital tech curricula*

## Questions? Connect with us!

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