



---

# Technology Talent Study

---

**slalom**

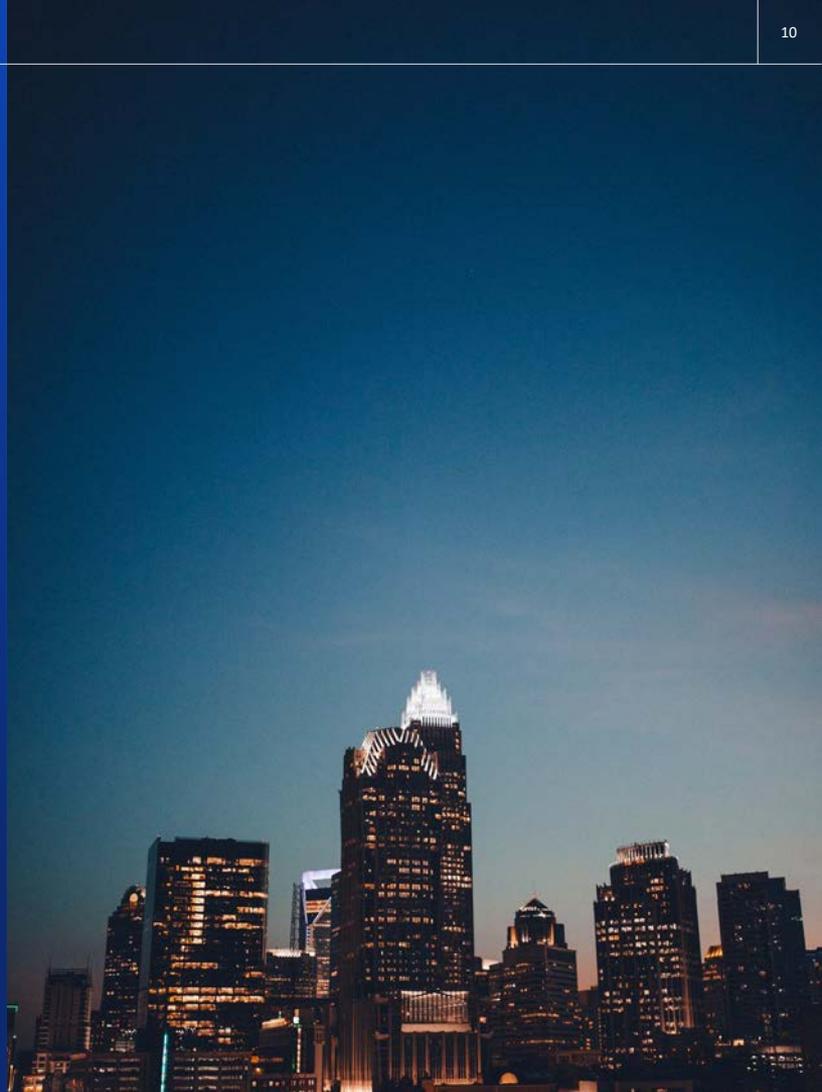
Research Summary &  
Recommendations  
September 2020



## GOAL

Develop the Charlotte region into a top destination for diverse technology talent now and moving forward

To successfully build a bridge to the technology of tomorrow, we must strengthen partnerships across industry and educational institutions within our region to optimize and leverage these findings



# The Charlotte region continues to be ranked among top locations for technology talent in the country

In an effort to better support and understand this vital segment of our workforce, the City of Charlotte and the Charlotte Regional Business Alliance engaged Slalom to conduct qualitative and quantitative research across a diverse population of technology talent, educational institutions, staffing agencies and the region's largest employers of talent, including four Fortune 500 companies.

The results of this research will inform strategies to ensure Charlotte remains a top destination of technology talent moving forward.

## METHODOLOGY

 Regional Labor Data Analysis

 Technology Talent Surveys

255 Responses

 Employer Surveys

26 Responses

 Talent Focus Groups

28 Participants

 Employer Interviews

6 Interviews

 Educational Institution Interviews

8 Interviews

 Staffing Agency Interviews

4 Interviews

## DEMOGRAPHICS (SURVEY)

		Total	Percentage
Gender	Female	77	30.2%
	Male	170	66.7%
	Non-Binary	1	0.4%
	Undisclosed	9	3.5%
Age	18-24	4	1.6%
	25-34	70	27.5%
	35-44	69	27.1%
	45-54	60	23.5%
	55+	38	14.9%
	Undisclosed	14	5.5%
Ethnicity	American Indian or Alaska Native	3	1.2%
	Asian	23	9.0%
	Black or African American	25	9.8%
	White	185	72.5%
	Other	8	3.1%
	Undisclosed	18	7.1%
	Hispanic, Latino or Hispanic Origin	Yes	12
No		231	91.0%
Undisclosed		11	4.0%

---

# INSIGHTS & RECOMMENDATIONS

The background of the slide is a blurred photograph of a person's face, likely a professional, looking towards the camera. In the foreground, a chessboard is visible with several chess pieces, including a king, queen, and pawns, arranged on the board. The lighting is soft and focused on the chess pieces, creating a professional and strategic atmosphere.

## TECHNOLOGY TALENT TODAY

**Opportunity and growth attracts, cost of living and quality of life recruits, community and culture retains**

- Technology vendors, employers, and legislators are driving up demand for technology talent, including highly specialized skill sets
- Career opportunities, competitive pay, cost of living, and family ties drive Charlotte relocations – a thriving technology community and inclusive culture keeps talent engaged
- Entry level talent is here, while more experienced talent is often imported – lack of experience in non-technical skills cited as holding back region's technology talent
- Existing partnerships are strong and effective – however, opportunities exist to build on what's working and align on future needs and talent strategies

## TRENDS SHAPING TOMORROW

**Sharp increases in specialized technology skill sets create opportunity, while non-technical skill gaps limit growth for many**

- Established skill set trends are expected to persist, new technology disruption can quickly create new demands for talent and alter attraction/retention strategies
- Region offers diverse career opportunities in technology and is a great place to live but is known for neither externally
- Technology is taking a seat alongside other business functions at the core of company strategy, creating opportunity but exposing gaps in business acumen and operational skill sets for technology workers
- Opportunities exist to strengthen existing partnerships and forge new ones, particularly across education and employers to promote shared strategies for talent development, attraction, and retention

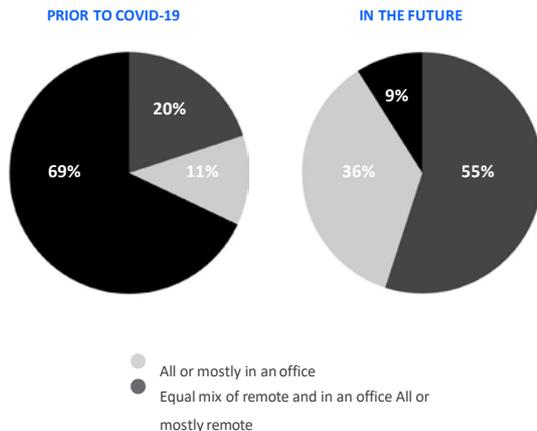
## RECOMMENDATIONS

**To establish and maintain itself as a top destination for technology talent across the country, the region must:**

- 1 Establish an insights cadence to remain current on talent trends to inform regional messaging, talent needs, and attraction/retention strategies
- 2 Focus and refine messaging to re-establish the region's brand with technology talent and boost recruiting of key skill sets outside the region
- 3 Invest to foster a diverse workforce and strengthen programs designed to grow and fully develop talent already here
- 4 Strengthen/establish regional talent-focused partnerships with employers, educational institutions, technology vendors, and staffing agencies to align on talent needs, messaging and shared strategies

# 1 Establish insights cadence to remain current on talent trends to inform regional messaging, talent needs, and attraction / retention strategies

Prior to COVID-19, **69% worked primarily all in office** – now with the ongoing pandemic, and shift in how we work – **91% of technology talent would prefer to work full remote or split their time** remote and in-office



Of the 27 employers asked "Does your company plan to expand its technology team over the next 2 years?"

**19% of employers stated they plan to expand their technology teams by 100+ employees**

**19%**

Yes, by 100+ employees

**15%**

Yes, by 51-100 employees

**15%**

Yes, by 21-50 employees

**18%**

Yes, by 11-20 employees

**18%**

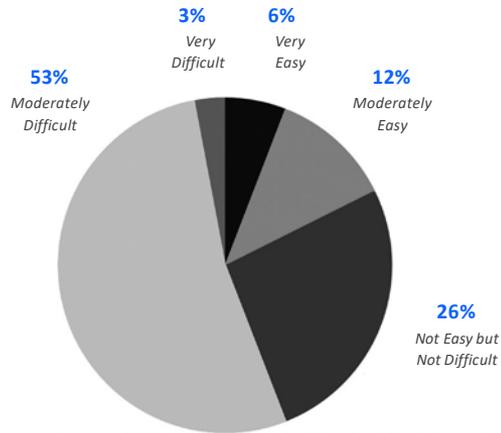
Yes, by 1-10 employees

**15%**

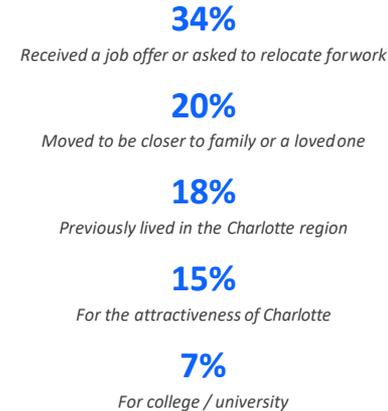
No plans to add employees

## 2 Focus and refine messaging to re-establish the Charlotte region's brand with technology talent and boost recruiting of key skill sets outside the region

When asked “**How easy is it to recruit technology talent in the Charlotte region?**”, the majority of employer respondents (53%) claim it is ‘**Moderately difficult**’ to do so

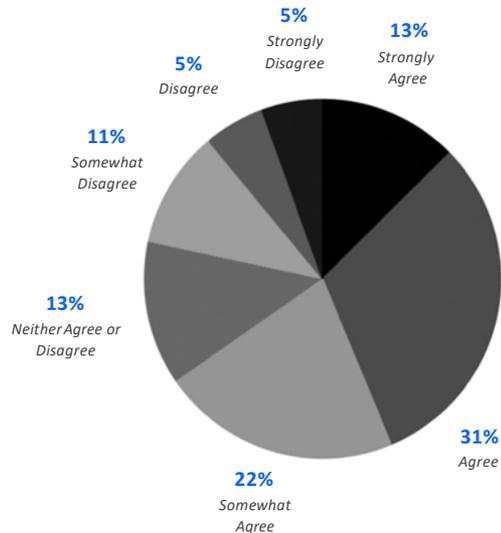


Technology professionals were asked “What prompted you to move to the Charlotte region?” and **prior to relocating, none of the respondents perceived Charlotte as being a hospitable destination for technology talent**



### 3 Invest to foster a diverse workforce and strengthen programs designed to grow and fully develop talent already here

While the majority of respondents either agree or somewhat agree that the **region supports and encourages a diverse and inclusive technology workforce**, there is clearly room for improvement



# 54%

Of Charlotte's technology workforce **participate in some type of affinity group**, meetup, hackathon, professional trade organizations or other professional technology networking groups or events

## 4 Strengthen / establish partnerships with employers, educational institutions, vendors, and staffing agencies to align on talent needs, messaging and strategies

When asked “Is your company currently using, or will it soon be using, **emerging technologies** such as artificial intelligence, machine learning, data science, etc.?”

# 70%

*of employers already use emerging technology*

# 26%

*of employers are not yet integrated with emerging technology but foresee the use of building emerging technology into their services and offerings*

Employers were asked “What are the greatest technology talent needs for your company?” and **DevOps & Cloud Technology, Software Development, and Information Security** were at the top of the list

DevOps & Cloud Technology	14%
Software Development	13%
Information Security	13%
IT Business & Strategy	12%
Services & Infrastructure	11%
IT Management	11%
Storage & Data	9%
Network Technology	8%
User Experience	7%
Sales	1%
Project Management	1%

# Thank you kindly!

---

What to learn more or discuss ways get involved? Let's explore the possibilities.

---

**slalom**

Kelly Adkisson  
General Manager  
[kelly.adkisson@slalom.com](mailto:kelly.adkisson@slalom.com)



**CHARLOTTE**  
REGIONAL BUSINESS  
ALLIANCE

Chuck McShane, Ph.D.  
Senior VP Economic Research  
[cmcshane@charlotteregion.com](mailto:cmcshane@charlotteregion.com)



Emily Cantrell  
Talent Development Senior Manager  
Business Recruitment & Expansion  
[ecantrell@ci.charlotte.nc.us](mailto:ecantrell@ci.charlotte.nc.us)

