

IT / Tech

AUSTIN LABOR MARKET INSIGHTS + COMMUNITY IMPACTS



KEY TAKEAWAYS

Rethink Hiring to Sustain Global Tech Competitiveness

- To maintain Austin’s position as a globally competitive tech hub, we must **adapt hiring practices** and **create a cohesive tech community** that attracts and retains talent and businesses.
- The Austin metro tech industry is expected to grow **3.2%** annually (or about **2,160** workers per year), surpassing the region’s overall 2.2% annual growth rate.
- Workforce Solutions Capital Area and Opportunity Austin **proactively identify and act on opportunities** to grow the Austin tech industry through the lens of local workforce development.

PRIORITY OCCUPATIONS

In-Demand Career Pathways

	CURRENT EMPLOYMENT	10-YEAR FORECAST EMPLOYMENT	ANNUAL GROWTH RATE	AVG ANNUAL SALARY
COMPUTER USER SUPPORT SPECIALIST	10,486	13,381	2.5%	\$63,900
NETWORK/COMPUTER SYSTEMS ADMIN	4,291	5,296	2.1%	\$102,900
DATABASE ADMIN & ARCHITECTS	2,137	2,754	2.5%	\$148,950
TOTAL INDUSTRY	59,023	80,680	3.2%	\$165,926

Source: JobsEQ, 2023Q4, Austin metro

HIRING TRENDS

- Computer/tech-related occupations are among the **top five** most in-demand occupations in the Austin metro with just over 5,000 job postings.
- The occupations highlighted on the left are among the **top 10** most in-demand occupations with over 800 job postings.

Source: Opportunity Austin, [Austin Job Postings Report June 2024](#); The Conference Board-Lightcast Help Wanted OnLine (HWOL) Data Series

INDUSTRY PARTNERSHIP HIGHLIGHT

Tech Apprenticeships Innovate Non-Traditional Hiring

To expand the talent pipeline and connect local people to local jobs, Workforce Solutions Capital Area (WFS) is expanding tech apprenticeship programs through a Texas Workforce Commission grant. “The apprenticeship was an opportunity that wasn’t anywhere else,” said one apprentice WFS supported through local training provider Apprenti. “This is an alternative route into tech as opposed to traditional routes such as college or trying to find internships. The apprenticeship opened doors to different companies that aren’t always available, especially immediately transitioning out of the military.”

Opportunity Austin is partnering with Texas State University TRIO initiatives to highlight in-demand career and major pathways — including computing and tech opportunities. The initiative will serve up to 60 low-income/underrepresented high school students to consider careers/majors in computing/IT and other in-demand industries. Dell, Hippo Insurance, and Fantasy Elect will also highlight pathways to help students pursue tech careers.

TECH APPRENTICESHIP OUTCOMES

Workforce Solutions Capital Area | May 2023–Apr 2024

30 TECH APPRENTICES

1 in 4 participants had veteran status

\$32.93 AVG STARTING HOURLY WAGE

44% higher than the avg hourly wage for Austin’s top industries

GET INVOLVED. Click or scan to grow your business through talent.

