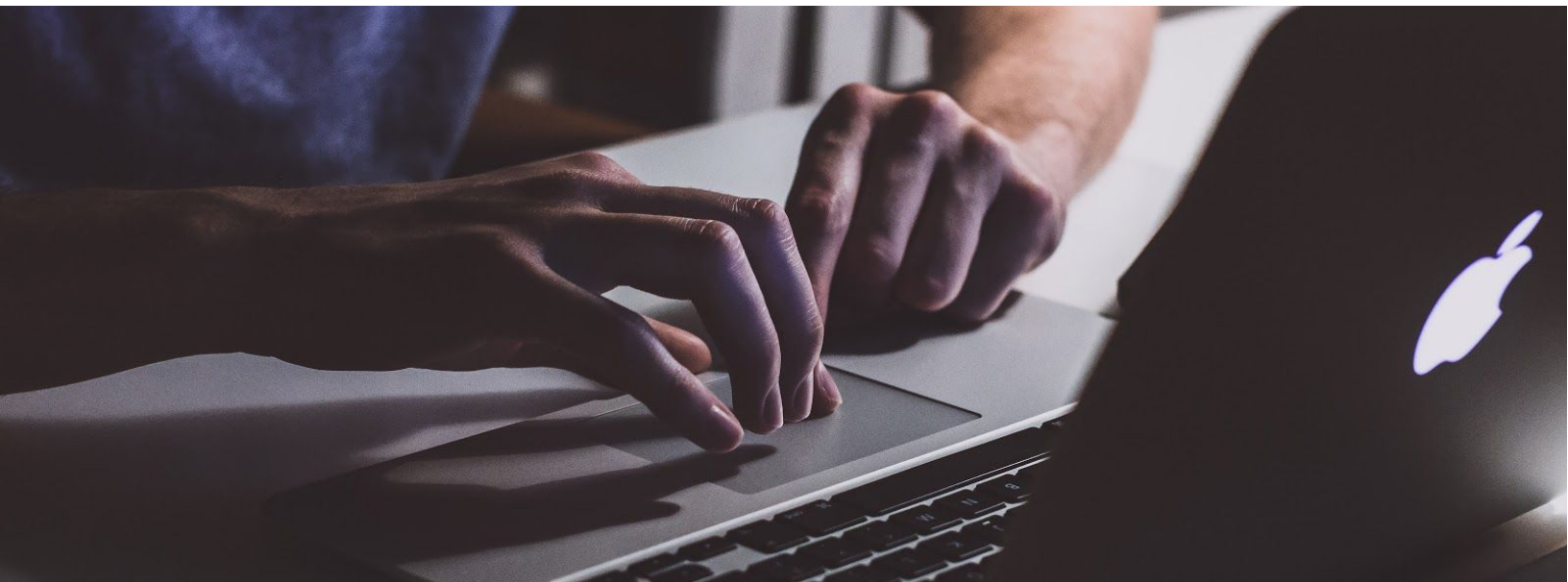


Tech Career Pathways for Non-Traditional Students

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Executive Summary

This report reflects the learnings produced by qualitative research done with Austin-based technical educators, recruiters, human resource managers, and tech employees. The report covers technical career pathways, technical career ladders within those pathways, and an overview of the educational institutions that support technical job seekers in the Capital Area. It emphasizes alternative educational programs because, though 2- or 4-year degrees are the surest way to find a career in the tech field, that is changing more and more as employers move towards skills-based interview processes. While there are many resources explaining educational opportunities at more traditional postsecondary institutions, there are far fewer to show career and training routes aside from those well-worn trails.

The goal of the maps contained within this report is to lay a foundation for understanding the tech career space, as well as to provide non-traditional advisors a framework for confidently guiding career changers and advancers.

Research Methodology

This report was developed by applying a myriad of design research techniques. We conducted in-depth interviews with subject matter experts, facilitated participatory design activities, performed ad-hoc interviews and intercepts, conducted secondary research, and implemented usability testing. We spoke with guidance counselors, hiring managers, tech recruiters, tech students, and people working in tech careers. We used these conversations and other methods to build requisite background knowledge, translate tacit, industry-specific knowledge for career advisors and students, and uncover not-yet articulated opportunities for non-traditional students along tech career pathways here in the Austin MSA.

Specifically, our approach included the following protocols:

In-depth interviews and Participatory Design

Description and Purpose

We carried out interviews with technical recruiters, HR professionals, and advisors of technical and non-traditional students to better understand which tech careers are in-demand in the Austin MSA and accessible for non-traditional students. In addition, we applied participatory design techniques with our interview participants in order to co-develop descriptions of non-traditional students and tech career pathway concept models. These activities helped us gather and formalize the tacit knowledge about the tech career landscape that industry professionals have internalized. It helped us draw a picture of the taxonomy people working in tech use to speak about roles (as opposed to that used by the Department of Labor), understand which roles are accessible to and desirable for post-traditional students, and grasp the impressions professionals in the tech hiring pipeline have of the value of different tech training services in Austin.

Ad-hoc and intercept interviews

Description and purpose

In order to gain perspective and breadth apart from the in-depth interviews, we engaged in intercept interviews when and where it was appropriate including at tech meetups and with professionals who work at tech companies of various sizes.

Secondary Research

Description and purpose

We conducted research on various sites including Indeed, Dice, Craigslist, O*Net, Built In Austin, CareersInColorado, Workforce Solutions, and the Occupational Outlook Handbook to refine our understanding of which careers are in-demand, which qualifications employers list for those careers, and the language employers use to talk about those careers. We also conducted secondary research to learn about the specific characteristics of the tech training services in the Austin MSA.

Usability Testing

Description and purpose

We conducted usability testing on the report and maps to ensure that the final deliverable produced as a result of this project is user-friendly (clear, concise, useful) to advisors and non-traditional students seeking information about tech career pathways for post-traditional students in the Austin MSA.

How the Tech Career Maps Were Designed

We have developed three maps that can be used to augment a career advising session or easily handed out to prospective students. The maps include the following:

1. Which Tech Pathway is Right for You? Map: an overview of four general tech pathways
2. Tech Career Ladders Map: example careers sorted by career pathway and level of experience needed
3. School Comparison Chart: a high-level view of Austin-based tech educational institutions

We decided to format these maps in the form of tables rather than a process map or flowchart for a few reasons. First, in our user research we found that participants had widely varying hierarchies of “dealbreaker” factors in their career and training decision-making. Though every participant wanted to know about the potential salary of a career first, after that, different participants prioritized the cost of training, their interest in the day-to-day duties involved in a career, the length of training, the typical working schedule of a career, etc. in very different ways. Furthermore, multiple dependencies informed their answers to seemingly simple questions (e.g. Asking, “Do you want to go to school part-time or full-time?” might elicit a response such as “Well, how long would the whole program take? How much homework would there be? Do I have to be there in-person the whole time? What kind of scholarships are available?”) This complex and personal matrix of priorities and limitations would make a linear decision tree unhelpful for tech career seekers.

Furthermore, the career counselors we consulted during the research for this report advised against creating personas, or career-seeker archetypes, (e.g. someone who wants to learn programming, needs to go to school part-time, and can't afford anything more than \$1,000). Because of the wide range of interests and circumstances among the populations who could use these maps (especially across the many partner organizations represented in this document), one would need to create so many personas as to increase the confusion of someone looking to make a career or training decision. One could also choose a

representative few personas to display, but that runs the risk of alienating clients using these maps who might not feel that the archetypes reflect them.

Accordingly, as a result of our research, we determined that the best way to empower tech career seekers was to simply provide information answering their highest-priority questions in a clear, structured way and then let them weigh their competing prerogatives as individuals.

A description of each map and its intended purpose follows below.

An Explanation of the Which Tech Pathway is Right for You? Map

This map provides a mental framework for understanding the different pathways (or buckets) that technical careers fit into. It serves as a guide for a career changer or advancer to begin their career exploration. Do they prefer a creative job? A more hands-on job? One in which they will have more autonomy? All of these questions (and more) can be answered when using this map.

The following is an explanation of our rationale for developing each of the four distinct tech career pathways:

Hardware and Systems Career Pathway

As we learned more about careers like systems admins/engineers, database admin/engineers, and network admins/engineers, we found commonalities that led us to bucket all of these into one career pathway. All these careers share a root set of characteristics, including requiring knowledge of tech hardware and troubleshooting.

Professionals in this pathway *can* attend more traditional engineering and computer science educational institutions, but work experience can count for more than formal education, as reflected by job postings that sometimes say that an applicant is required to have a BS or relevant work experience. Professionals can gain access to this pathway by doing well in tech or engineering postsecondary institutions, working their way up the career ladder at a larger organization like Oracle, and/or earning additional certifications.

Programming Career Pathway

As we learned more about programming careers like software development, web development, and QA testing, we found commonalities that led us to bucket all of these into one career pathway.

Most saliently, all these professionals work on writing and editing code or leading teams of coders. As such, people in this field must be both creative and logical.

Professionals in this pathway can attend more traditional engineering and computer science 2-year and 4-year educational institutions. However, we found that in the right work context, informal education is also valued. Without a 4-year degree, job applicants may not be able to get through to the first round of interviews or be able to move up into management roles. Yet, this bias is changing, especially when it comes to programming roles. From large, well-known companies to small startups, job applicants must have a portfolio that reflects what the applicant can produce, and then they must be able to perform well in various kinds of high-stress, in-person programming tests. Programming careers can be launched from an individual's home as she learns how to build webpages on her own, completes online classes, and takes on freelance work. It can also begin by getting a more traditional bachelor's or associate's degree, or attending a bootcamp.

Business and Support Career Pathway

As we learned more about technical career pathways in general, we heard advisors, recruiters and current people in the field talk about the technical jobs that coexist with more traditional software and hardware technical careers. These jobs often require more customer service skills and (eventually) business savvy than hard technical skills.

Entry jobs in this career pathway are the lowest barrier entry point for technical career changers and advancers. Prior experience in other fields such as sales and management can also be more easily leveraged to move up faster on the career ladder along this pathway. This career pathway is also a good starting point for any technical career pathway because support professionals learn technical language and mental models necessary for any technical career while building up their professional network.

Design and Digital Marketing Career Pathway

Our last career pathway combines design and digital marketing for a few reasons. These careers all require creativity, problem solving, and soft skills, such as strong communication know-how.

Design and digital marketing career pathways have not been highlighted by the Master Community Workforce Plan but they still offer many opportunities in Austin. Digital marketing and UX/UI positions introduce career advancers and changers to the mental frameworks and terminology that are so often barriers to progressing into the tech world. Just as customer service- and business-oriented jobs are excellent entry ways into the tech career ecosystem, design- and digital marketing-related jobs could provide another gateway to more traditional software and hardware careers, as well as being an end in themselves.

In reality, professionals experience these pathways in non-linear ways. For example, an individual may start in the Business and Support pathway, but then begin to learn to code and gain design skills. In this instance, the career changer or advancer could move across career pathways.

In tech, one's career path is never fully determined. **Especially in the technical space, individuals who have technical careers must be ready to constantly adapt to their workplace reality.** They will often be tasked with new projects that require learning a whole new skill set that may not have been expected, imagined, or written into their original job description.

However, we do believe that these broad pathways will remain constant even as technology continues to mature and evolve.

As an aside, we did not include cybersecurity, devops, or technical manufacturings pathways in our maps. In the case of cybersecurity, though that is an in-demand career path in Austin, success in this career pathway requires that an individual has already accomplished mid-to-senior level status in multiple pathways (though a background in programming is best way to enter the field). There may be educational institutions that have developed comprehensive certifications that are respected in the field and properly prepare career changers and advancers for the challenges in the cybersecurity space, but we did not find any that have been developed in Central Texas yet. Likewise, taking on a devops role requires significant experience, usually as a programmer. As to technical manufacturing, though there are many manufacturing jobs that require some technical knowledge, that path is beyond the scope of this project.

The pathways map can be used to initially introduce potential career types about which the Tech Career Ladders Map can offer more detailed information.

An Explanation of the Tech Career Ladders Map

The Tech Career Ladders Map contains quantitative data about the in-demand careers highlighted by the Master Community Workforce Plan, as well additional jobs we learned about while conducting our research. Though this is not an exhaustive list of possible job titles, they do reflect positions career changers or advancers can strive for. We situated careers within their associated pathways as well as where they belong on their respective career ladders.

What is universal for every technical job is that employers hire career changers and advancers who demonstrate passion for technical work. Though candidates for these jobs are in-demand, employers want to invest in staff that hustle, will adapt to the constantly evolving landscape, and have enough experience to produce results. Before any person launches into an educational opportunity, they should explore what it feels like to perform the functions of the job through free online course work, job shadowing, and networking through LinkedIn and Meetups.

We drew our data about the relative demand, salary, and required education for each career from the Master Community Workforce Plan, Department of Labor Statistics, Indeed listings, and other secondary research sources. We confirmed this data with the recruiters and HR professionals we spoke with.

An Explanation of the School Comparison Chart

The school comparison chart is a high-level overview of schools for technical career advancers or changers, the career pathways supported by each school, as well as other basic information about each program. It is intended to serve as a tool to help guide counselors and clients in finding a tech training program that will best fit the goals and limitations of each client.

In order to fit as many relevant training services as possible into the chart, some substantially similar services appear combined in the same column. For example, General Assembly and Trilogy (the UT coding bootcamp), are described together because they are both full-time, 3 month coding bootcamps with mid-range tuitions.

Four-year degrees and training services like New Horizons and ONLC are not included in the chart. We also assume that advisors and clients that are looking to this chart already have information about the traditional 4-year degree granting programs here in Austin. We did not include New Horizons and ONLC

because they are for-profit programs that are not transparent about their outcomes or prices. Of the remaining schools we considered, a four

A more detailed analysis of each school included in the school comparison chart follows below.

In-Depth School Analysis

We have included below a more detailed description of each school featured in the chart, as well as Capital Idea, a support program that (among other things) provides case management and funding for tech students entering ACC. In order to present financial information in a standardized form, we assume a student is in-district, will attend full time (if possible), and wants to know the cost of one semester at an institution.

Austin Coding Academy (ACA)	
Financial information	<ul style="list-style-type: none"> • Austin Coding Academy's bootcamp costs \$2,990 per semester (10 weeks). • Total cost for all three ACA courses is fixed at \$8,970. • It does offer some scholarships from the Dream Come True Foundation and Capital Factory, and they give one free program to an AISD graduate every year. • Students can also apply for private loans that have low interest rates. Students are eligible for loans based on prior academic success and/or good credit scores.
Schedule	<ul style="list-style-type: none"> • ACA holds classes part-time in the evenings. Its structure allows its students to work full time while they are learning to code. • Students should expect 10-15 hours/week of homework.
Student Profile	<ul style="list-style-type: none"> • ACA is a good choice for students who want to continue to work full-time while they learn. • It is a good fit both for complete programming beginners and those with some experience.
Other Information	<ul style="list-style-type: none"> • There is an admissions exam used to evaluate interest, but not aptitude.
Pathway and Career	<ul style="list-style-type: none"> • Austin Coding Academy is an entryway people to enter the

Alignment	<p>Programming and Design Pathways.</p> <ul style="list-style-type: none"> Alternatively, it can be a way for people interested in the Business and Support Pathway to augment their technical knowledge.
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Austin Community College	
Financial information	<ul style="list-style-type: none"> ACC is approximately \$1,360 per semester for in-district students. A complete associate's degree will cost approximately \$5,525. Students can apply for loans, grants, scholarships, and work-study. Students can also look to Capital Idea for financial support.
Schedule	<ul style="list-style-type: none"> In addition to homework, students should expect to spend a majority of their time attending classes during standard working hours and/or on the weekend.
Student Profile	<ul style="list-style-type: none"> ACC's IT programs can prepare students for entry-level positions in tech or serve as a springboard for transferring to a 4-year college. Due to the breadth of its course catalog, ACC is also a good choice for people who want to explore tech alongside other fields.
Other Information	<ul style="list-style-type: none"> Students report not getting a lot of one-on-one attention or regular advisement.
Pathway and Career Alignment	<ul style="list-style-type: none"> ACC provides a good foundation for all of the tech pathways.

Austin Community College: Continuing Education	
Financial information	<ul style="list-style-type: none"> Pricing varies significantly by course. Students can apply for loans and scholarships. ACC Continuing Ed also offers an Intensive 6-month Software Development Bootcamp for \$3,600 per semester.
Schedule	<ul style="list-style-type: none"> ACC Continuing Ed courses are designed to be able to work

	around a full-time job.
Student Profile	<ul style="list-style-type: none"> A majority of the coursework offered through ACC Continuing Ed is best for career advancers and changers who have relevant experience in the tech space.
Other Information	<ul style="list-style-type: none"> Each course offered through ACC Continuing Education provides discrete skill sets and certifications. Therefore, a potential student should have a clear purpose for their ACC Continuing Ed coursework. It is recommended that potential ACC Continuing Ed students refer to the linked ACC designed programs sheet.
Pathway and Career Alignment	<ul style="list-style-type: none"> ACC Continuing Ed offers upskilling opportunities in all of the tech career pathways.

Austin Free-Net	
Financial information	<ul style="list-style-type: none"> Austin Free-Net's certification classes are free.
Schedule	<ul style="list-style-type: none"> Austin Free-Net's CompTIA certification classes are offered Monday to Thursday from 5:00 - 9:00 p.m. The cohort begins with Tech Fundamentals then proceeds to A+, Network+, and Security+ certifications. The complete program takes 6 to 7 months.
Student Profile	<ul style="list-style-type: none"> Austin Free-Net's programs are best for people who are absolute beginners in dealing with tech, and/or have criminal records. They also offer upskilling for people who have some tech certifications but would like to deepen their knowledge.
Pathway and Career Alignment	<ul style="list-style-type: none"> Austin Free-Net's certificate programs prepare a student to enter into entry-level positions in the Business and Support and Systems and Hardware Pathways.

Capital Idea: Tech Career Expressway	
Financial information	<ul style="list-style-type: none"> Capital IDEA provides tuition, books, fees, supplies and assists with childcare for students who wish to pursue

	<p>one of the IT careers they sponsor (see the list below in “Pathway and Career Alignment”)</p> <ul style="list-style-type: none"> Though Capital IDEA will cover the cost of tuition, supplies, and a portion of childcare for its clients, Capital IDEA students are not allowed to take out student loans to cover their cost of living while they are in school, and they must be in school at least 9 credits a semester. Capital IDEA students are encouraged to participate in paid internships while they are pursuing their associate’s degrees at ACC.
Schedule	<ul style="list-style-type: none"> Capital Idea clients attend their ACC classes and receive one-on-one career navigation services from Capital Idea staff counselors.
Client Profile	<ul style="list-style-type: none"> A Capital IDEA student must be a U.S. Citizen or Permanent Resident, qualify as low income based on the 200% of the Federal Poverty Guidelines, and not already have a degree.
Other Information	<ul style="list-style-type: none"> Capital Idea clients are required to work in the field they studied upon graduation.
Pathway and Career Alignment	<ul style="list-style-type: none"> Capital Idea will only pay for students getting associate's degrees from ACC to become computer and user support specialists, LAN systems network administrators, and computer programmers with a web programming specialization.

Galvanize (formerly Hack Reactor)	
Financial information	<ul style="list-style-type: none"> This 3-month (one semester) bootcamp costs \$17,980. Galvanize has partnerships with loan programs that have low interest rates and are offered to individuals with good credit scores.
Schedule	<ul style="list-style-type: none"> Galvanize classes go from 9 am - 8 pm, Monday through Saturday. There is also homework.
Student Profile	<ul style="list-style-type: none"> Galvanize is good for students who have experience in

	<p>the tech space because they have dabbled in coding on their own, have been working in tech support, or are currently in a career found on the Hardware and Systems pathway.</p> <ul style="list-style-type: none"> • It's also good for people without tech experience but who are proven strong independent learners with a broad pre-existing knowledge base (most likely developed in a 4-year college). • It especially caters to people who want to work in startups, though some go on to work at larger companies.
Other Information	<ul style="list-style-type: none"> • Galvanize students must pass a coding technical challenge to be admitted into the program.
Pathway and Career Alignment	<ul style="list-style-type: none"> • Galvanize sets people up to enter into the Programming Pathway. This may mean starting as a QA Tester, but the goal is to be a developer.

General Assembly	
Financial information	<ul style="list-style-type: none"> • General Assembly's 12-week (one semester) bootcamp costs \$13,950.
Schedule	<ul style="list-style-type: none"> • General Assembly's classes go from 9 am - 5 pm, Monday through Friday. • There is also homework.
Student Profile	<ul style="list-style-type: none"> • Like, Galvanize, General Assembly's programs are best for people with some experience in tech already, even if only from doing some online lessons on their own. • General Assembly students must be strong independent learners as the classes are fast-paced and project-based.
Pathway and Career Alignment	<ul style="list-style-type: none"> • General Assembly's bootcamp programs prepare a student to enter into the Programming, Business and Support, and Design and Digital Marketing pathways.

Goodwill Career and Technical Academy A+ and Net+ Certifications	
Financial information	<ul style="list-style-type: none"> Goodwill certification programs are free.
Schedule	<ul style="list-style-type: none"> Goodwill has A+ and Net+ Certification classes offered at night and during the day. The day classes are Monday - Friday from 9 am - 4 pm. They take 10 weeks to complete. The night classes are Monday -Thursday 6:30 - 9:30 pm. They take 15 weeks to complete. Goodwill's A+ Certification must be done in person. The Net+ Certification can be done in person or online.
Student Profile	<ul style="list-style-type: none"> Goodwill's programs are best for people who are absolute beginners in dealing with tech, and/or have criminal records.
Pathway and Career Alignment	<ul style="list-style-type: none"> Goodwill's certificate programs prepare a student to enter into entry-level positions in the Business and Support pathway.

PelotonU	
Financial information	<ul style="list-style-type: none"> PelotonU's tech degree costs \$3,200 per semester. Students apply for federal financial aid and can sometimes get workplace-based grants from employers that provide upskilling funds.
Schedule	<ul style="list-style-type: none"> PelotonU allows for students to do their schoolwork online whenever they choose. First-year students must work on their classes at least 12 hours a week in person at PelotonU so that they have access to support there. It is currently predicted that earning a bachelor's degree in IT from PelotonU will take two and a half years.
Student Profile	<ul style="list-style-type: none"> PelotonU is good fit for career advancers and changers who may have started, but not completed, their 4-year or 2-year degree, have an associate's degree, or have not attended any postsecondary training.

	<ul style="list-style-type: none"> • It is especially designed for students who have either been out of school for a number of years or have had negative experiences in large educational institutions. • PelotonU is great for a person who needs a bachelor's degree to be promoted at their current workplace.
Pathway and Career Alignment	<ul style="list-style-type: none"> • PelotonU will prepare career advancers and changers for the Business and Support, Programming, and Systems and Hardware Pathways. • If a career changer does not have previous technical experience, it is highly recommended students have support to find an internship immediately following completion of the program.

Trilogy (UT Bootcamp)	
Financial information	<ul style="list-style-type: none"> • The cost for the UT Bootcamp is \$11,000 for their one-semester bootcamp. • There are payment plans offered.
Schedule	<ul style="list-style-type: none"> • UT Bootcamp offers part-time and full-time courses. • The full-time course is from 9 am - 2:30 pm every day for 12 weeks. It also requires homework. • The part-time course meets 2 nights a week and 4 hours on Saturday for 6 months. It also requires homework.
Student Profile	<ul style="list-style-type: none"> • UT Bootcamp is good for a student who already knows that she is committed to a tech career, has strong financial support, and may not be able to pass the rigorous exam at Galvanize.
Other Information	<ul style="list-style-type: none"> • They have a less stringent admissions process and, therefore, accept a more diverse community into their classroom. • That being said, student outcomes and retention are unknown because they will not publically release any data.
Pathway and Career Alignment	<ul style="list-style-type: none"> • UT Bootcamp offers upskilling opportunities in the Programming and Design Pathways. • However, individuals who complete the program may find

	that they must start their tech career journeys in tech support positions.
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Appendix A

Which Tech Pathway is Right for You?

	Hardware & Systems	Programming	Business & Support	Design & Dig. Marketing
Job Titles	Network, systems, and database administrators	Programmers, QA testers, software architects	Technical sales, support specialists, account managers	Social media managers, SEO specialists, UX designers
Personality	<ul style="list-style-type: none"> Like to find patterns and troubleshoot errors Act like computer doctors In a hands-on way, set up, maintain, and repair systems and computers 	<ul style="list-style-type: none"> Like problem solving and logical and creative thinking Can work in teams or more independently Strong time management and attention to detail skills 	<ul style="list-style-type: none"> Like technology, but prefer being social to making things Use strong communication skills to bridge the gap between customers and tech companies 	<ul style="list-style-type: none"> Like creative thinking and attention to detail Strong communication and problem-solving skills Don't necessarily need to be a great artist
Lifestyle	<ul style="list-style-type: none"> Salary range: \$45k - \$148k Mostly stable hours on a regular schedule in an office Occasional nights, week-ends, or holidays Work alone or on teams 	<ul style="list-style-type: none"> Salary range: \$51k - \$148k Work remotely, set up freelance work, or work on teams in offices Some work 9-5, some make their own hours, and others must work a lot of overtime 	<ul style="list-style-type: none"> Salary range: \$51k - \$102k Mostly work in offices and follow a 9-5 workweek, but there are opportunities to work remotely May require working nights, weekends, and holidays 	<ul style="list-style-type: none"> Salary range: \$58k - \$120k Work remotely, set up freelance work, or work on teams in offices Some work 9-5, some make their own hours, and others must work a lot of overtime
Paths to Growth	<p>To get started: Earn associate's, bachelor's, or certificates</p> <p>To move up: get additional certifications and gain experience</p>	<p>To get started: Earn associate's, bachelor's, or bootcamp certificate</p> <p>To move up: learn new languages and tech fast, develop leadership skills</p>	<p>To get started: Get A+ certification or experience in sales or business</p> <p>To move up: get additional certifications, gain experience</p>	<p>To get started: Earn associate's, bachelor's, bootcamp certificate, or make portfolio</p> <p>To move up: learn new tech and methods, develop leadership skills</p>

Tech Career Ladders

	Hardware & Systems	Programming	Business & Support	Design & Dig. Marketing
Entry Level	Network Support Specialist Salary: \$45,000 Demand Level: <div>High</div> Requires: experience with tech with computer networks	Junior Programmer Salary: \$59,000 Demand Level: <div>High</div> Requires: BA, AS, or bootcamp Write code to create websites, apps, and more	User Support Specialist Salary: \$51,000 Demand Level: <div>High</div> Requires: experience with tech Help users fix problems they are having with tech	Junior UX/UI Designer Salary: \$61,000 Demand Level: <div>Low</div> Requires: BA, AS, or bootcamp Make sure websites and apps are easy to use and pretty
	User Support Specialist Salary: \$51,000 Demand Level: <div>High</div> Requires: experience with tech Help users fix problems they are having with tech	Quality Assurance Tester Salary: \$51,000 Demand Level: <div>Medium</div> Requires: AS or bootcamp Check code for errors and fix them	Technical Recruiter Salary: \$52,000 Demand Level: <div>Low</div> Requires: BA or experience Find talent to fill open jobs at tech companies	Social Media Marketer Salary: \$58,000 Demand Level: <div>High</div> Requires: BA, AS, or self-taught Design and analyze digital ads on Facebook, Instagram, etc.
	Network/Systems Admin Salary: \$63,000 Demand Level: <div>High</div> Requires: AS Set up, maintain, and fix computer systems and networks	Mid-Level Programmer Salary: \$109,000 Demand Level: <div>High</div> Requires: 3-5 years experience Write more complicated, advanced code	Technical Sales Salary: \$45,000 Demand Level: <div>High</div> Requires: 3-5 years experience Sell tech products to businesses or users	Digital Marketing Manager Salary: \$73,000 Demand Level: <div>Medium</div> Requires: 3-5 years experience Manage more junior digital marketers
Mid Level	Database Admin Salary: \$77,000 Demand Level: <div>Low</div> Requires: BA, AS Design and maintain databases and interpret data	Software Architect Salary: \$131,000 Demand Level: <div>High</div> Requires: 5+ years experience Lead teams of programmers and tackle toughest coding	Support Supervisor Salary: \$80,000 Demand Level: <div>High</div> Requires: 3+ years experience Manage IT support teams and create IT procedures	Digital Marketing Director Salary: \$104,000 Demand Level: <div>Medium</div> Requires: 6+ years experience Design overall strategy for marketing team
	Computer Systems Analyst Salary: \$67,000 Demand Level: <div>Medium</div> Requires: BA, AS Figure out what hardware and software a business should get	Project Manager Salary: \$96,000 Demand Level: <div>Low</div> Requires: 5+ years experience Manage all aspects of and workers on a tech project	Technical Sales Manager Salary: \$88,000 Demand Level: <div>Medium</div> Requires: 3+ years experience Manage teams of technical sales reps	Creative Director Salary: \$120,000 Demand Level: <div>Low</div> Requires: 7+ years experience Manage whole creative design team, plan product strategy
Senior Level				

School Comparison Chart



Questions? Contact PelotonU
at (512) 553-2338

	PelotonU	Austin Community College	Capital Idea	Galvanize/Hack Reactor	Austin Coding Academy	General Assembly / Trilogy (UT)	ACC Continuing Education	Goodwill CTA / Austin Free-Net
Outcome and Career Pathways	Bachelor's Degree Programming Business & Support Systems & Hardware	Associate's Degree Programming Business & Support Systems & Hardware Design & Digital Marketing	Support for ACC AS Students Programming Business & Support Systems & Hardware	Boot Camp Programming Business & Support	Boot Camp Programming Business & Support Design	Boot Camp Programming Business & Support Design	Certificate programs Programming Business & Support Systems & Hardware Design & Digital Marketing	Certificate programs Business & Support Systems & Hardware
	2 - 4 years full- or part-time	2 years full-time	2 years full-time	12 weeks full-time	30 weeks part-time	12 weeks full-time	Varies, less expensive	10 -16 weeks full- or part-time
Length	\$3,200 per semester	\$1,360 per semester	Free	\$17,980 total tuition	\$2,990 per semester	\$11,00 - 13,950 total tuition	Varies	Free
Payment & Financing	Scholarships, Grants, & Loans	Scholarships, Grants, & Loans	Scholarships, Paid Internships	Scholarships & Loans	Scholarships & Loans	Loans	Scholarships & Loans	Free
Schedule	Part-Time Set your own hours	Full-Time or Part-Time Class times vary	Full-Time Class times vary	Full-Time Standard workweek	Part-Time Evening classes	Full-Time Standard workweek	Full-Time or Part-Time Class times vary	Full-Time or Part-Time Class times vary
One-on-One Support	High	Minimal	High	Moderate	High	Moderate	Minimal	Moderate
Entrance Req's	HS diploma or GED / application	HS diploma or GED / SAT or TSI test	HS diploma or GED, Must be low-income	Coding fundamentals test	HS diploma or GED	HS diploma or GED	Open Admissions	HS diploma or GED