Tech Workforce Educational Fly-in
Washington, D.C.
November 13-14, 2023
Table of Contents

03 About CompTIA
04 Goal
05 Hill Meeting Best Practices
08 FAQs
10 Contact Information
11 Transportation
12 Agenda
About CompTIA

The Computing Technology Industry Association (CompTIA) is a leading voice and advocate for the $5 trillion global information technology ecosystem and the estimated 75 million industry and tech professionals who design, implement, manage and safeguard the technology that powers the world's economy. Through peer-to-peer learning, education and research, networking events, communities of interest and cyber readiness, CompTIA is the hub for advancing the tech industry and its workforce.

CompTIA is the world's leading vendor-neutral IT certifying body with more than 3 million certifications awarded based on the passage of rigorous, performance-based exams. CompTIA sets the standard for preparing entry-level candidates through expert-level professionals to succeed at all stages of their career in technology. CompTIA develops innovative on-ramps and career pathways to expand opportunities to populations that traditionally have been under-represented in the information technology workforce and creates tech programming and advocacy from youth into adulthood to support the tech talent pipeline.

We serve IT professionals, academic and government institutions, delivery partners, employers, HR professionals and workforce development professionals to carry out our mission of advancing the industries and careers that drive tech forward.

Working Together to Unlock Potential
In an era when every individual is tech engaged and every organization is tech enabled, CompTIA is the leading destination for both. We are dedicated to innovation. We unify learning and opportunity in a welcoming, forward-thinking place. We are the connected global community of informed advocates, championing modern technology (and the people who advance it) one day, one deployment and one discovery at a time. Let's work together to advance the industries and careers that drive tech forward.

The Challenge
Information technology is the nervous system and lifeblood of our economy. Businesses of all sizes and across all industries rely on technology to operate and grow. We need a robust tech talent pipeline — and we need it now. We cannot rely solely on traditional higher ed pathways to get there. In fact, there is not a single entry-level position in tech that requires a four-year degree. We need to shift how we think about technology and tech careers and embrace alternative pathways into high-value tech jobs. In order to unlock the full potential of the economy and national security in the United States, it is vital that policymakers support programs that advance tech training programs that lead to skills-validating, industry-recognized certifications, in K-12, CTE and vocational schools, community colleges, government funded workforce programs, tech training programs, apprenticeships and more.

Our Goal
The CompTIA Technology Workforce Educational Fly-in is an exciting opportunity to meet with impactful policymakers and their staffs who are consistently working on technology workforce issues. The Fly-in allows us to educate DC power players on the importance and benefits of advancing all pathways possible to tech careers.

We view these meetings as opportunities to discuss the work that CompTIA and its partners are doing to advance the tech workforce and to drive forward the value that these efforts are providing the American workforce. By discussing shared policy goal and engaging in conversations on workforce development, we have a unique opportunity to learn and find common interest in core priorities.
Goal

The Computing Technology Industry Association is convening tech workforce champions for a fly-in on Capitol Hill, with the ultimate goal of educating policy makers and hill staffers on the need to support competency-based learning and training solutions for tech careers. The fly-in will highlight that there is a critical need to grow the tech talent pipeline as technology is the underpinning of all industry and a matter of national economy and security. In addition, the technology industry offers great careers with sustainable wages that can be realized with or without a college degree.

Key Talking Points:

• CompTIA is the world's most trusted certifying body of IT professionals. CompTIA is a vendor-neutral, independent source of information on a wide range of technology topics – especially education, training and certification of the global tech workforce.

• CompTIA seeks to educate lawmakers on alternative pathways to these high-earning careers by shifting the standard from traditional degrees as proxies for knowledge to a focus on verifiable competencies and skills and aligning those skills/competencies with industry-led career pathways. It is critical to establish partnerships between employers and education institutions to create skills frameworks that define credentials and postsecondary courses at scale, particularly in high-demand industries such as manufacturing, healthcare, technology, and logistics where IT and cybersecurity are skills needed.

• A traditional four-year degree is not the only pathway into a high-value tech career. In order to unleash the full potential of the tech workforce in the US, it is vital that policymakers support programs that advance tech training programs in K-12 education, community colleges, government funded workforce training programs, not for profit community workforce development initiatives, internships, apprenticeships, and more.

• It is crucial that Congress prioritizes the investments necessary to advance the development of an upskilled and reskilled workforce – especially through supporting IT training and certification programs that can help workers better meet the demands of an evolving job market that is more reliant on technology than ever before.
Goal

Key Talking Points (cont.):

- In the current job market for tech, there are three areas driving the lack of a sufficient workforce for the technology industry – the confidence gap, the skills gap, and the jobs gap.

  - **The Confidence Gap:**
    There is a confidence gap which displaces skilled individuals who doubt their capabilities to adequately perform in careers in information technology. Recent data collected by CompTIA suggests the confidence gap is not an isolated issue, but rather a factor affecting large segments of people who may be considering a career in information technology.

  - **The Skills Gap:**
    The skills gap can be characterized as the variance between the performance employers desire from their workforce and what workers are able to deliver. At CompTIA, we are actively working to address this skills gap by providing students and workers with the comprehensive suite of training services necessary to compete in today's economy through all pathways possible.

  - **The Jobs Gap:**
    In 2023, the technology industry contributed nearly $2 trillion to the US. economy, employed more than 9 million workers, and added more than 270,000 new jobs. However, there were still over 4 million job openings in this arena. With technology growing at an unprecedented rate, this jobs gap is only growing and is a key issue affecting the American workforce and technological development.

Why an Educational Fly-In?

- This DC Fly-in is an exciting event to meet with impactful policymakers and their staffs who are consistently working on these workforce issues.

- The Fly-in is an important opportunity to educate DC power players on the importance of advancing all pathways possible to tech careers. CompTIA views these meetings as opportunities to discuss the work that CompTIA and its partners are doing to advance the tech workforce and to drive forward the value that these efforts are providing to the American workforce.

- This two-day event is valuable for networking between CompTIA and core partners. By discussing shared policy goals and engaging in interesting conversations on workforce development, attendees will have the unique opportunity to learn from one another and find common interest in core priorities.
Hill Meeting Best Practices

During your visit to Washington, DC you will attend numerous meetings on the Hill. Whether these meetings are with staff or Members of Congress, it is important to remember a few important tips:

The dress code is business professional.
- When Congress is in session, the office dress code is business professional.
- Most people attending meetings follow that same dress code.

You will be provided a schedule of all your meetings – make sure to arrive to the offices a few minutes early.
- The detailed schedule will contain locations of all your meetings.
- There are three House office buildings – Cannon, Longworth and Rayburn.
- There are three Senate office buildings – Dirksen, Hart and Russell.
- Remember, there are security screenings at each building entrance. Plan for extra time to get through security.

Be prepared.
- Read over the biography of the Member, where they are from, and their key issues and positions.

If the Member of Congress is in attendance, address them as “Congressman,” “Congresswoman,” or “Senator.”
- In most cases you will be meeting with staff who are responsible for representing their boss and providing them will all necessary information on important topics.
- Remember to stay on message throughout the meeting; focus on the issues you came to discuss.
- You will be provided with all the necessary messaging information prior to your meeting by CompTIA staff.

Leave contact information and any materials you have brought with you as leave-behinds.
- You will be provided any necessary leave-behind materials prior to your meetings.

Remember to thank them for the meeting as you are leaving!
- Also, thank them again via email or a handwritten note later.
- A second thank you allows you to not only show your appreciation for their time, but to remain in contact.

Provide CompTIA staff with any outstanding questions or follow-up materials requested by the staff.
Frequently Asked Questions

Q. How do I identify the buildings where my meetings are located?
A. We will be providing you with a comprehensive schedule of all your meetings. Meetings in House offices will be in the Rayburn Building, Longworth Building, Ford Building and Cannon Building. Meetings in the Senate will take place in the Hart Building, Dirksen Building and Russell Building. All of these buildings have security procedures that include metal detectors. Plan for some additional time to enter buildings. All Senate buildings are connected internally and all House buildings are connected internally. If you have multiple meetings in House offices, for example, you will not have to reenter security. One thing to note: House offices have a numeric system that identifies not only the room number but the building as well. Room numbers in the Cannon Building are three digits (e.g. 234, located on the second floor). Room numbers in the Longworth Building are four digits and begin with the number 1 (e.g. 1234, located on the second floor, as the “1” only signifies the building, not the floor). Room numbers in the Rayburn Building are four digits and begin with the number 2 (e.g. 2434, located on the fourth floor, as the “2” only signifies the building, not the floor).

Q. How long do meetings traditionally last on Capitol Hill?
A. Meetings are generally scheduled in 15-30 minute blocks with staff. Meetings are sometimes shorter based on votes and Committee hearings, which can be very unpredictable.

Q. Will I be attending meetings alone?
A. No. We have set up meetings in a manner that sends small groups of CompTIA members to multiple meetings together in an effort to increase our voice and allow our issues to be elevated on Capitol Hill. Your group leader will also be prepared to lead the meeting and will be equipped with the resources to guide you on Capitol Hill. This DC Fly-in is an exciting event to meet with impactful policymakers and their staffs who are consistently working on these workforce issues.
Frequently Asked Questions

Q. Are there issues we should not mention in a Congressional office?
A. Yes. Congressional offices are legally separated from campaign offices and Members of Congress and their staff are prohibited from discussing or coordinating any campaign activity from their offices. It is important that you not mention their campaigns and/or discuss any interaction you may have had with their campaign offices.

Q. Why am I scheduled to meet with a staff member instead of a Member of Congress or Senator?
A. When Congress is in session, Members of Congress and Senators have a variety of responsibilities, including: votes, committee hearings, and numerous policy and constituent meetings. Obtaining a meeting with the Member of Congress or Senator is often not possible due to scheduling conflicts. However, staff members are responsible for representing their boss and providing Members of Congress and Senators with senior-level guidance on policy issues. They play a significant role in the Congressional office, working on the issues that are important to our industry. Meetings with staff are important and your message will be appropriately communicated to the Member of Congress.

Q. How do I address a Member of Congress or Senator in a meeting?
A. Traditionally, you address a Member of Congress a "Congressman" or "Congresswoman." You address a Senator as "Senator." However, if the Member of Congress or Senator is the Chair of a Committee (which will be noted on your schedule), you address them as "Chairman" or "Chairwoman."

Q. How can I best get my points across?
A. It's best to be as succinct as possible—as time is limited. That's why we have created a set of talking points for your reference. Sticking to the talking points ensures that we are consistent with our messaging and are making the best use of our time. Review the talking points on page 4.

Q. What if I get asked a questions that I don't know the answer to?
A. This is not a problem. You can simply tell the Member of Congress or their staff that you will go back, discuss the matter with CompTIA staff, and provide additional follow up on the question. This also provides you with an excellent opportunity to continue the dialogue with that office.
Frequently Asked Questions

Q. What is the difference between participating in this fly-in and lobbying?
A. The difference is that fly-in attendees are educating policy makers on all the unique pathways people can take to enter the tech workforce and encourage them to help shape the future of tech careers, bridge the confidence gap and support underserved and economically disadvantaged communities. If we were lobbying, we would be promoting and talking about specific legislative bills and issues.

Q. How should I dress for my meetings on Capitol Hill?
A. As you will be visiting Congress while the House and Senate are in session, offices will be dressed in business attire. Most people attending meetings in these offices generally follow those same guidelines.

Q. If I have a medical issue on Capitol Hill, who should I call?
A. All House and Senate buildings have a nurse that attends to medical issues of staff and visitors. Should you need to visit the nurse while on Capitol Hill, call (202) 224-3121 and ask to be connected to the nurse's station in the building you are currently located.

Q. Are there areas to purchase food and drinks in the House and Senate office buildings?
A. Yes. In the House, there are cafeterias located in the Longworth and Rayburn Buildings on the basement levels. The cafeteria on the Senate side is located in the basement of the Dirksen Building. All buildings in the House and Senate have additional food options, which are usually located in the basement.

Q. Where is the closest Metro to my meetings?
A. On the House side, the Capitol South metro station (Orange/Blue Lines) is located just outside of the Cannon Building. On the Senate side, the closest metro station is located within Union Station (Red Line).

Q. If I need to do some work between meetings, where should I go?
A. The House of Representatives has Wi-Fi in their cafeterias and eating locations in each building.

Q. If my plans change and I am unable to attend the Fly-In, who do I contact?
A. If you are not able to attend all or part of the Fly-in and have previously RSVP'd, please contact Shannon Rogers (srogers@comptia.org) immediately and let her know how your schedule has changed. We will be arranging meetings on Capitol Hill based on your attendance and will want to cancel or adjust those as soon as possible if you will not be in attendance.
Important Contacts

Please follow us on LinkedIn!  https://www.linkedin.com/showcase/comptia-workforce-solutions

**Nancy Hammervik**
Chief Workforce Solutions Officer
nhammervik@comptia.org
516-286-9231

**Amy Kardel**
Senior Vice President
Strategic Workforce Relations
akardel@comptia.org
202-538-9256

**Charles Cooper**
Legislative and Event Partners
Managing Partner
Brumidi Group
ccooper@brumidigroup.com
202-997-1236

**Pooja Patel**
Legislative and Event Partners
Director
Brumidi Group
ppatel@brumidigroup.com
214-601-2420
Capitol Hill

The map below is an outline of Capitol Hill. Please note the Senate buildings in the top right hand corner and the House Offices in the bottom center of the map.
**Agenda**

YOTEL Washington DC | 415 New Jersey Ave NW Washington, DC 20001

*View the Online Agenda Here*

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Monday, November 13th</strong></td>
<td></td>
</tr>
<tr>
<td>1:00 – 2:00 p.m.</td>
<td>Registration and Networking</td>
</tr>
<tr>
<td>2:00 – 2:15 p.m.</td>
<td>Welcome and Opening Remarks</td>
</tr>
<tr>
<td></td>
<td><strong>Nancy Hammervik</strong>, Chief Solutions Officer, CompTIA</td>
</tr>
<tr>
<td>2:15 – 3:00 p.m.</td>
<td>State of the Tech Workforce</td>
</tr>
<tr>
<td></td>
<td><strong>Tim Herbert</strong>, Chief Research Officer, CompTIA</td>
</tr>
<tr>
<td>3:00 – 3:45 p.m.</td>
<td>Equitable and Effective Pathways for Accessing Tech Jobs</td>
</tr>
<tr>
<td></td>
<td><strong>Alaysia Black Hackett</strong>, Chief Diversity Officer, Department of Labor</td>
</tr>
<tr>
<td>3:45 – 4:00 p.m.</td>
<td>Break</td>
</tr>
<tr>
<td>4:00 – 4:30 p.m.</td>
<td>The Case for workers Skilled Through Alternative Routes (STARs)</td>
</tr>
<tr>
<td></td>
<td><strong>Delia Troy</strong>, Director of Industry Expansion, Opportunity @ Work</td>
</tr>
<tr>
<td>4:30 – 5:15 p.m.</td>
<td>Panel Session ‘Success Stories in the Tech Workforce Landscape’</td>
</tr>
<tr>
<td></td>
<td><strong>Moderator: Amy Kardel</strong>, Senior Vice President, Strategic Workforce Relations, CompTIA</td>
</tr>
<tr>
<td></td>
<td><strong>Panelists:</strong> <strong>James McGraw</strong>, Desktop Support Technician, Apex Systems (CompTIA program alum)</td>
</tr>
<tr>
<td></td>
<td><strong>Eleni Papadakis</strong>, Executive Director, Workforce Training and Education Coordinating Board</td>
</tr>
<tr>
<td></td>
<td><strong>Kayley Perkins</strong>, MHRM, CSM</td>
</tr>
<tr>
<td></td>
<td><strong>Dr. Kamaljeet Sanghera</strong>, Executive Director of the Institute for Digital Innovation at George Mason University</td>
</tr>
<tr>
<td>5:15 – 6:00 p.m.</td>
<td>Beer and Wine Social</td>
</tr>
<tr>
<td>6:00 – 7:00 p.m.</td>
<td>Dinner</td>
</tr>
<tr>
<td>7:00 – 7:30 p.m.</td>
<td>Dessert and Meet your Hill group</td>
</tr>
<tr>
<td><strong>Tuesday, November 14th</strong></td>
<td></td>
</tr>
<tr>
<td>7:30 – 8:00 a.m.</td>
<td>Registration Opens</td>
</tr>
<tr>
<td>7:30 – 8:00 a.m.</td>
<td>Breakfast</td>
</tr>
<tr>
<td>8:00 – 8:45 a.m.</td>
<td>Morning Remarks &amp; Briefing on Hill Visits</td>
</tr>
<tr>
<td></td>
<td><strong>Charles Cooper</strong> and <strong>Pooja Patel</strong>, Brumidi Group</td>
</tr>
<tr>
<td>9:00 – 2:00 p.m.</td>
<td>Hill Visits</td>
</tr>
<tr>
<td>9:15 – 9:20 a.m.</td>
<td>Group Photo</td>
</tr>
</tbody>
</table>
Welcome to the Tech Workforce Educational Fly-in!

We’re excited to have you join us and we encourage you to share your experience on social media. Use the official hashtag and tag the account below to be featured!

Tag us on
LinkedIn
(@CompTIA Tech Workforce Solutions)

Official Hashtags
#TechWorkforceFlyIn
#CompTIA Tech Workforce
#TechWorkforce
#TechCareers

What to Post
Post your key takeaways, photos, speaker quotes, and overall experiences. Here are some post ideas:

Excited to be at #TechWorkforceFlyIn! I am looking forward to learning more about workforce issues and networking!

Incredible session on [topic] by [speaker name] at #TechWorkforceFlyIn. [Insert takeaway]

Meeting some incredible experts at #TechWorkforceFlyIn! Learning so much about the tech workforce landscape.

Remember
Engage with others by liking, sharing, and commenting on their posts, respect all attendees and speakers in your posts, follow the official hashtags to bring your networking online, and avoid sharing confidential information.
Tech Workforce Educational Fly-in

322 4th Street NE
Washington, DC 20002

CompTIA Worldwide Headquarters
3500 Lacey Road, Suite 100
Downers Grove, IL 60515
CompTIA.org

LinkedIn @CompTIATechWorkforceSolutions