

Guide to Developing Local Employment Data

Perform your data collection over a specified amount of time with local newspapers (hardcopy or online) or online job listings. One week is a good amount of time for collecting averages. Be sure to do a broad search using terms like “technology” or “telecommunications” as well as “computer science,” “networking,” “systems,” “graphic design,” and “software engineer.” As you scan the list of job announcements, you can choose whether the position relates closely with CS/IT.

Count the number of positions that qualify as CS/IT, dividing them into appropriate categories for your purposes. We used the divisions delineated on www.craigslist.com because they seemed to clearly describe what a person in each position would do.

You may find that the newspaper is not the best source for IT classified job postings in your area. Others to consider are www.craigslist.com, and national job boards with geographical listings such as www.dice.com and www.crunchboard.com.

You might compare the numbers of positions with a field with which your audience is familiar, or a field that is attractive and competitive. For example, nursing is a field undergoing huge growth in Colorado (and in the US more broadly).

*Think there are NO local jobs in computer science and information technology?
Think again!*

Denver/Boulder Data

The table below shows the number of positions advertised on craigslist.com, as well as the Denver Post and Rocky Mountain News classified sections in one week. The first set of numbers reflects positions advertised during one week in March 2007; the second set reflects the first week of May 2008. On average, 61 IT related jobs were posted each day during the last week of May 2008.

JOB TYPE	MARCH 2007	MAY 2008
Technical support	62	64
Web design	59	46
Computer systems and networking	72	69
Software development, quality analysis and database analysis	258	248