PROPOSED STRATEGIC PLAN FOR WASHINGTON STATE

INFORMATION COMMUNICATIONS TECHNOLOGY SECTOR

2017 – 2019

Department of Commerce

ABOUT THE SECTOR LEAD

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Dr. Joseph Williams is the State of Washington's ICT sector lead. An experienced IT industry executive, independent analyst and industry consultant, Dr. Williams also recently served as the Dean of the School of Business, Government, and Economics at Seattle Pacific University.

Joseph was previously at Microsoft, where he had a diverse progression of leadership roles. Originally hired to head an enterprise architecture consulting team, Joseph was tapped to be the technology sales lead for Microsoft's Global Accounts sales team. He was then promoted to be the global CTO for Microsoft's entire enterprise sales organization, where he headed the 1,200+ person technical sales community and where he was responsible for customer success modeling for Microsoft's largest customers. His next role was as the head of a product engineering team for Lync's telecommunications partners. He was subsequently the managing director for the SaaS channel business, including Lync and Office 365, where his focus was on mid-market enterprise partners and SMB customers.

Joseph had also been at Sun Microsystems as a senior strategist and ran a number of large consulting teams building and supporting the emergence of internet cloud services for telcos and MSPs. At the end of his tenure at Sun he was the chief enterprise architect strategist focused on identity and privacy. Dr. Williams has been a member of the editorial board for IEEE's IT Pro publication since 1999 and author of the "Life in the C-Suite" series that appears therein. He served on the business steering committees for Microsoft's Office 365 product and for Sun Microsystems' J2ME platform.

Joseph held various faculty roles at Colorado State University, the University of Montana, New Mexico State University, and Bucknell University during his professor days. He also worked at Exxon, Destiny Oil, and JD Edwards. Along the way Joseph has been involved in 4 tech startups, 3 of which had successful exits.

Dr. Williams earned his Ph.D. in Business and his MBA from the University of Texas-Austin, his M.A. in Communications from the University of Wisconsin-Madison, and his B.A. in Economics and in Rhetoric from the University of California-Berkeley. Joseph is the author of 3 books and over 50 articles; his article on using technology for modern workplace redesign won the "Best Paper" award at the 2014 Performance Management Association's international conference in Aarhus, Denmark.

INDUSTRY SNAPSHOT

Governor Inslee's top priority is to create an economic climate where innovation and entrepreneurship thrive and create good-paying jobs in every corner of our state. Washington is an international leader in information and communications technology (ICT), with world-class talent, a competitive and cooperative business climate, strong private and public research institutions, and a great quality of life.

HOW DO WE DEFINE THE ICT SECTOR

Washington's ICT sector launched the wireless revolution in telecommunications in the 1990s, and we have stronger competition today in broadband than many states.

With established software leaders such as Microsoft and growing companies like Tableau, we are an intensely app-centric state.

We are the home of the cloud, with data management and online retail companies such as Amazon and Zulilly.

WASHINGTON ICT FACTS

- 1st in software publishers by 2012 employment

- 2nd in total state-level payroll coming from tech industry with 18.4 percent

- 2nd in high-tech average annual wage vs. private sector annual wage at 124.7 percent

- 3rd in average annual wages $110,240

- 5th in high-tech workers per 1,000 private sector workers with 82

- 10th in tech employment numeric Change from 2011 to 2012 (+2,099)

- 10th in total high-tech by 2012 employment with 154,522

- 11th in high-tech annual payroll numeric change 2011 to 2012 ($299)

- 13th in Internet and telecommunications services by 2012 employment with 34,889

WHAT'S NEXT?

- Put high-tech entrepreneurship at the top of the agenda

- Support startups through equity crowd funding

- Develop the workforce needed to advance our technology leadership

- Training more professionals to code (e.g. AdaDevelopersAcademy.org)

- Coding curriculum in schools (Youth Apps Challenge)

- Connecting veterans with top tech jobs

- Tell our story better - with data, in partnership

- Partnering with the sector to study and promote the state of innovation
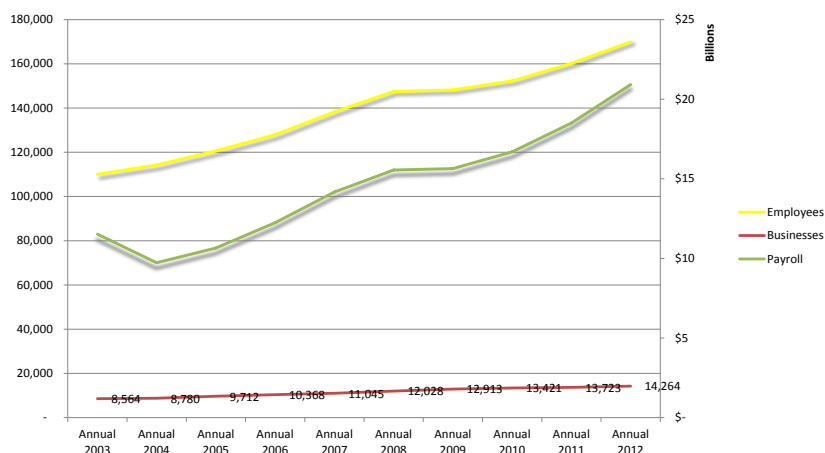
IMPACTS OF INDUSTRY IN WASHINGTON

PEOPLE IMPACT

FIRMS	JOBS	PAYROLL	AVG. WAGE	% OF TOTAL STATE PAYROLL
9,265	154,522	$21.1 B	$110,240	18.4

ECONOMIC IMPACT

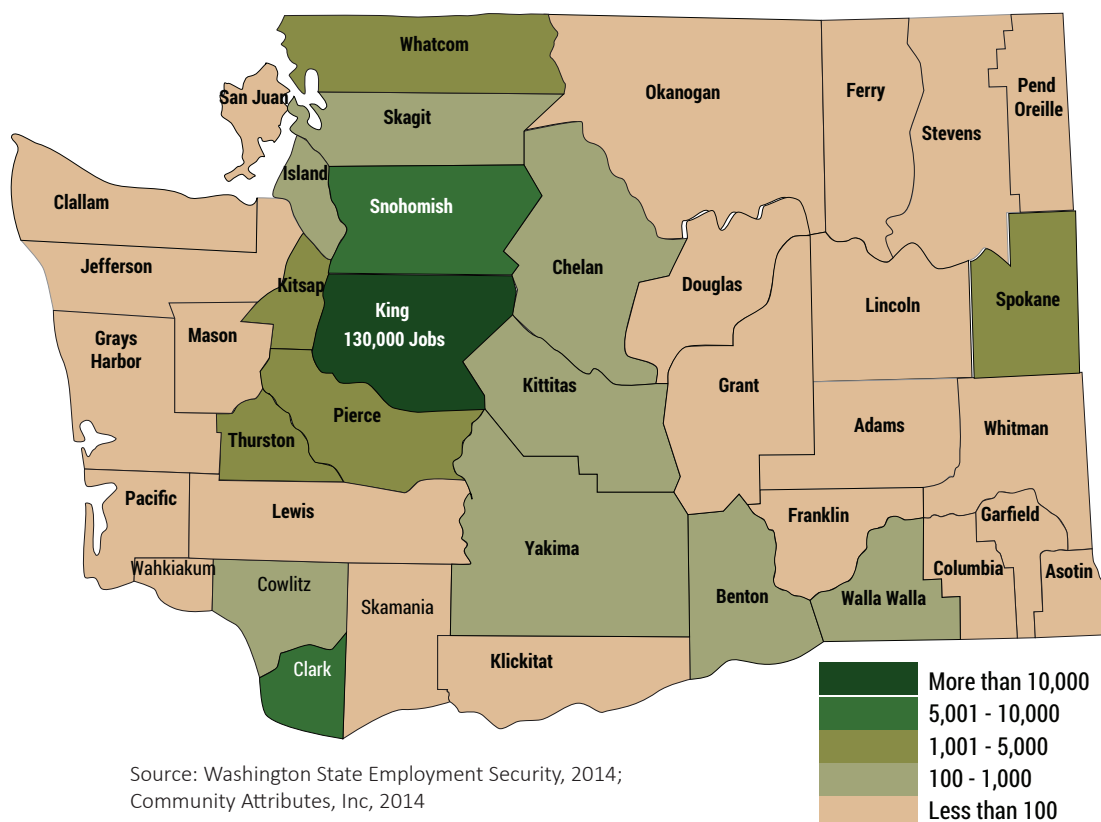| INDUSTRY	GROSS BUSINESS INCOME IN 2012
Software publishing	$5 Billion (approx)
Wired and wireless telecommunications	$8.3 billion (approx)
Electronic shopping and auctions	$3.6 billion
Data processing, hosting	$1.7 billion

ICT SECTOR INDICATORS

INFORMATION COMMUNICATIONS TECHNOLOGY SECTOR
WASHINGTON STATE DEPARTMENT OF COMMERCE

ICT SECTOR INDICATORS

Employees
Businesses
Payroll

8,564 | 8,780 | 9,712 | 10,368 | 11,045 | 12,028 | 12,913 | 13,421 | 13,723 | 14,264
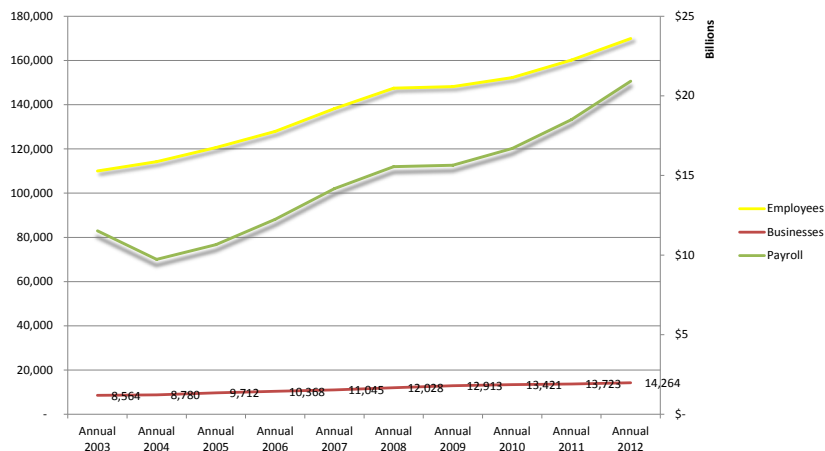
TOTAL ECONOMIC IMPACTS OF ICT ACTIVITIES IN WASHINGTON STATE 2013

	TOTAL
Jobs	878,400
Labor Income (mils $)	57,805
Revenue (mils $)	179,759

Source: Wa State Office of Financial Mgmt, 2013; Community Attributes, Inc 2014

ICT JOBS IN WASHINGTON BY COUNTY 2013

King 130,000 Jobs

More than 10,000
5,001 - 10,000
1,001 - 5,000
100 - 1,000
Less than 100

Source: Washington State Employment Security, 2014; Community Attributes, Inc, 2014

INDUSTRY SECTOR BASED ECONOMIC DEVELOPMENT STRATEGIES

Governor Inslee's top priority is to create an economic climate where innovation and entrepreneurship can continue to thrive and create good-paying jobs in every corner of our state. Our sector- based economic development strategy is a reflection of the fact that we face intense international and interstate competition for good jobs. We have to be constantly vigilant about identifying opportunities and strategies for supporting existing employers

and cultivating new ones in Washington - we can't rely on luck for the next Boeing, Microsoft or Amazon to land here.

As such, Washington's industry sector economic development program's primary mission is to grow and strengthen communities through statewide industry sector strategies. While every industry has unique needs and ways of accomplishing their vision for growth, the Industry Sector Development

Program focuses our efforts across three common efforts:

- Fostering Collaborative Public/ Private Partnerships
- Growing and Diversifying Washington's Industry Sectors with a Strong Business Climate
- Encouraging a 21st Century Workforce Ready to Meet Industry Needs

A BALANCED REGIONAL ECONOMIC DEVELOPMENT STRATEGY WILL HAVE ACTIVITIES AND INVESTMENTS IN EACH OF THE FOCUS AREAS.

BRAINPOWER

To compete globally, a region needs 21st-century brainpower—people with the skills to support globally competitive businesses. Economic development starts with sound education and imaginative, entrepreneurial educators.

INNOVATION AND ENTREPRENEURSHIP NETWORKS

A region needs business development networks to convert this brainpower into wealth through innovation and entrepreneurship. These networks include cluster organizations, angel capital networks, mentoring networks, and so on.

QUALITY, CONNECTED PLACES

Third, a region needs a strategy to develop quality, connected places. Skilled people and innovative companies are mobile; they can move virtually anywhere. They will choose to locate in places that have a high quality of life and that are connected to the rest of the world.

BRANDING EXPERIENCES

Next, a region needs to tell its story effectively through defining its most distinctive attributes and communicating them. These stories are important, especially for regions facing a "brain drain." Young people want to live in regions with a future, and they can see this future most clearly through the stories they hear about a region.

CIVIC COLLABORATION

Finally, a region needs leaders skilled in the art and discipline of collaboration. The economy demands the ability to collaborate to compete. Economic and workforce development investments involve multiple partners. A region that understands how to collaborate will be more competitive.

ABOUT THE INDUSTRY
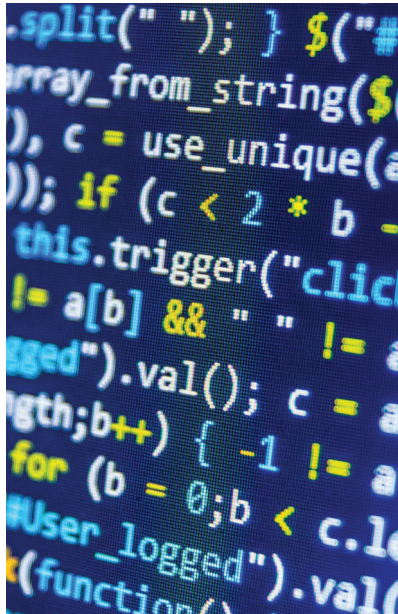
MISSION STATEMENT

To foster the State of Washington as a global leader in the ICT industry that is fueled by the innovative, inclusive, and resilient spirit of its citizens and strengthened by public / private partnerships that grow quality jobs and support livable communities.

STRENGTHS

- Two of the world's ICT industry powerhouses
- A strong ICT economy
- Top rankings as alternative to Silicon Valley
- A thriving entrepreneurial ICT community
- No Income or Capital Gains tax
- A large community of non-ICT companies that are innovating the use of ICT to differentiate and create value
- A deep and broad talent pool
- A world class university with a world-class computer-science department
- Strong adjacent sectors (Life Science, Aerospace, Military, Clean Tech) with cutting-edge ICT components
- A major player in the datacenter space due to low cost and eco-friendly power
- World class interconnect (SIX)

OPPORTUNITIES

- Gateway to Asia; attracting foreign ICT companies and talent to the state
- Broad communities of immigrant communities with ICT talent and connection
- Blockchain, VR/AR, UAV, Big Data subsectors emerging
- Seattle becoming the major player in online retail
- Collaborate with ESD and SBCTC on addressing workforce development, especially for workforce diversity

WEAKNESSES

- Available workforce unable to meet talent demand
- Insufficient numbers of CS graduates from UW
- STEM education in WA not meeting demand
- Insufficient apprenticeship programs for attracting and developing diverse talent
- High costs of labor and housing
- Transportation
- Lack of state economic incentives
- Poor support for hardware incubation (talent, incentives, production costs)
- Venture capital depth
- Insufficient ICT critical mass outside of King County to enable 2nd or 3rd tech hubs in the state

THREATS

- Oregon's lack of sales tax and its package of economic incentives
- Texas economic incentives, lower costs
- MA & DC talent pools
- Vancouver, BC as H1B alternative hub
- State's non-compete statutes stifle startup growth
- Failure to expand UW CS program perceived as lack of prioritized commitment to ICT sector
- Black swan transportation infrastructure failure destabilizes area

Current and accurate data that tells the most compelling story about Washington's ICT industry

- ICT Industry / Commerce consensus on what to measure

- Identification of appropriate NAICS Codes, strategy for filling gaps

- Identification of how and where to collect the data

- Analysis of the data

- Reporting of the data, including a communication plan developed in consultation with industry groups, ADOs, and state agencies

- Comparison of data with other states / cities of interest
  o Potential issue: data acquisition
  o Potential issue: data analysis

WASHINGTON STATE MOBILE WIRELESS EXPANSION JUNE 2012- JUNE 2013

Service Availability as of June 30, 2012
Service Availability as of June 30, 2013
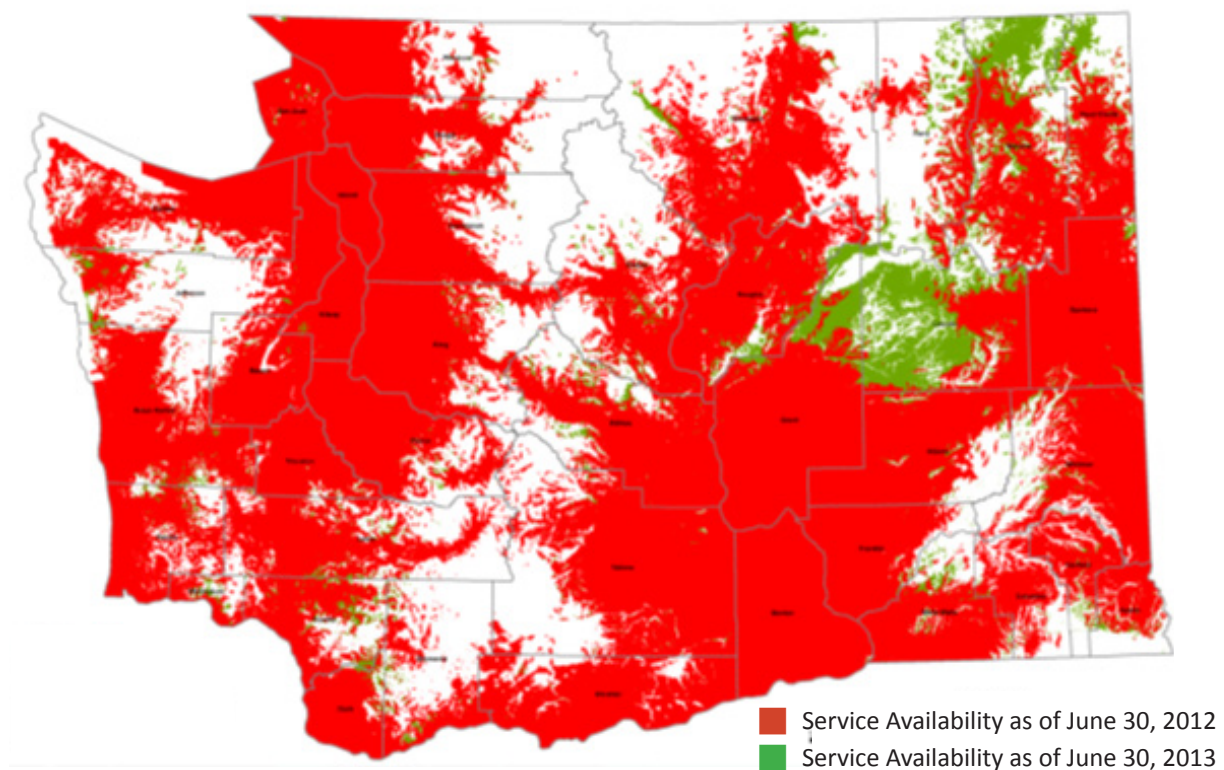
MARKING PLAN

PRIORITIES

1. Show that the Governor "cares" about this industry (more face time, more messaging) [demonstrate]

2. Tell the ICT industry much more about what is going on [illustrate]

3. We need to tout our rankings and advantages [celebrate]

4. More communication about the size and importance of ICT to the State's economy [commemorate]

KEY AUDIENCES

- Trade Associations: WTIA, WIN, TechAlliance
- Equity / VC community leaders
- Incumbent ICT companies
- Potential ICT companies (relo's or startups)
- Legislators and policy makers
- Citizens in underrepresented communities who might find ICT an attractive career path
- Taxpayers and voters
- K-12 and community / technical college students
- Press (local, national, international)

PERFORMANCE GOALS

1. Traditional media metrics

2. Key speaking roles / participation in industry / trade association meetings

3. T&E and BRRE metrics, looking for increase in performance against

OBJECTIVES

1. State of Washington prioritizes and values the ICT industry

2. State of Washington has a plan to help grow the ICT industry outside of King County

3. Celebrate all the exciting things going on in ICT in Washington

4. Articulate what makes Washington such an attractive place to be for career and company

5. Articulate an ICT workforce development strategy that is inclusive and effective
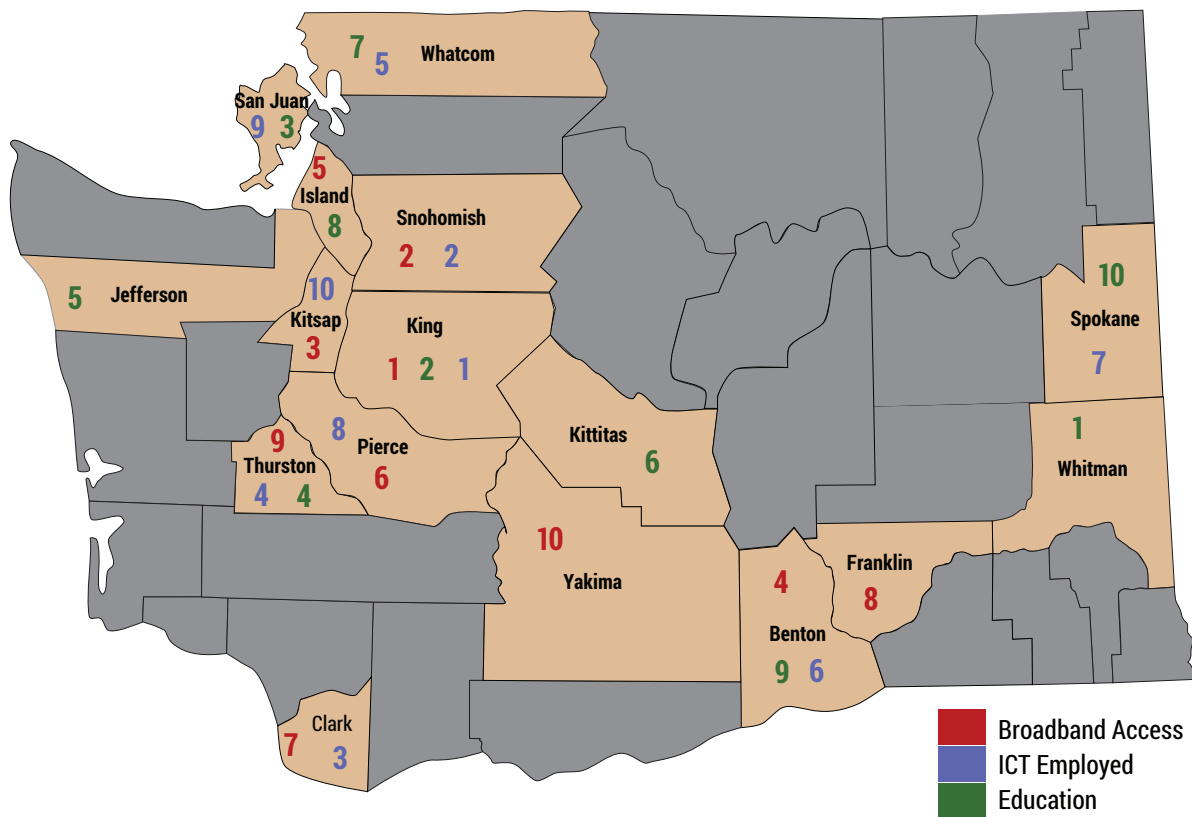
IMPLEMENTATION

STRATEGY	TACTICS	PARTNERS
Governor	• Speaking / networking at key industry / company event • PR / social media • Commentary pieces	• Governor's communications / calendaring executives • Trade associations • Press
Reports from Commerce	• Provide newsworthy data on ICT industry • Commentary pieces	• Trade associations • Press
Public engagement from ICT Sector Lead	• Network with ADO / EDC • Network with U's and SBCTC • Collaborate with ESD, WaTech • Speaking at events • Social Media • Commentary	• ADOs • Chambers of Commerce, Rotary, etc. • Press • Agency directors • Comms directors
T&E and BRRE	• More visibility on events and outcomes	• Press • Trade Associations

WHO SPEAKS FOR THE SECTOR?

Working to ensure those communities with large ICT industry clusters and the public infrastructure that enables the industry to grow our economy must be a high priority and requires a broad strategic perspective that must take into account the needs of the public, private and social sectors. Through coordinated stakeholder engagement we will have significant impact on Washington's ICT sector and the people who live in our communities.

Joseph Williams

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7 **5** Whatcom

San Juan **9** **3**

5 Island **8**

Snohomish **2** **2**

5 Jefferson

10 Kitsap **3**

King **1** **2** **1**

10 Spokane **7**

1 Whitman

Kittitas **6**

9 **8** Pierce **6** Thurston **4** **4**

10 Yakima

4 Franklin **8** Benton **9** **6**

Clark **7** **3**

	Broadband Access
	ICT Employed
	Education

FOSTERING COLLABORATIVE PUBLIC/PRIVATE PARTNERSHIPS

ACTION STEP 1
Support the UAV initiative in the aerospace sector [Event, convene the Unmanned Systems Industry Council (USIC)]

WHO WILL DO IT?	BY WHEN?
John Thornquist, lead Convene USIC Joseph Williams, support	Commercial Drone event September 19, 2016 (Seattle)

RESOURCES	POTENTIAL BARRIERS	COMMUNICATIONS PLAN
Intern assigned to project Collaborate with K&L Gates, which will provide the program and help convene the audience	None foreseen	Working with K&L Gates UAV team out of DC and their marketing team PSBJ has agreed to cover; GeekWire is tentative. Will be working with Penny Thomas

ACTION STEP 2
Support the Global Health initiative in Life Sciences sector (to build a data analysis cluster in Washington that supports Global Health)

WHO WILL DO IT?	BY WHEN?
Maura Little, lead Joseph Williams, support	Unscheduled at this point

RESOURCES	POTENTIAL BARRIERS	COMMUNICATIONS PLAN
Global Health initiative in Life Sciences sector	Large dependency on Gates Foundation; if they get distracted this may not get off the ground (relying on their ability to convene)	Undetermined

ACTION STEP 3
Assess and begin to address potential commercial obstacles to healthy growth of ICT industry in King County
• Commercial space (quantity, quality, cost)   • Cost of living
• Housing (HALA)   • Transportation
• Workforce shortfalls

WHO WILL DO IT?	BY WHEN?
Joseph Williams	January 2017

RESOURCES	POTENTIAL BARRIERS	COMMUNICATIONS PLAN
ADOs, industry and trade associations, municipalities, business	Data is difficult to get; good data is extremely difficult to get	Undetermined

FOSTERING COLLABORATIVE PUBLIC/PRIVATE PARTNERSHIPS

ACTION STEP 4

Assess and begin to assess potential commercial obstacles to healthy growth of ICT industry outside of King County
• Suitable commercial space
• Workforce /entrepreneurial environment
• Transportation (airports)

WHO WILL DO IT?	BY WHEN?	
Joseph Williams	June 2017	

RESOURCES	POTENTIAL BARRIERS	COMMUNICATIONS PLAN
Intern assigned to the project ADOs, industry and trade associations, municipalities, business	Data is difficult to get; good data is extremely difficult to get	Undetermined

ACTION STEP 5

Review, assess, and articulate, in collaboration with industry, trade, higher education, and business interests, future opportunities and risks for the ICT sector in the State possible in the 2017-2020 timeframe.

WHO WILL DO IT?	BY WHEN?	
Joseph Williams	January 2017	

RESOURCES	POTENTIAL BARRIERS	COMMUNICATIONS PLAN
Industry, trade, higher education, and business interests	This will take a lot of time; consensus positions could be difficult to arrive at	Position paper. Dissemination through trade associations and other stakeholders. Speaking points for Governor, policy makers and legislature

ACTION STEP 6

Promote the Blockchain subsector [Event].

WHO WILL DO IT?	BY WHEN?	
Joseph Williams	August 16, 2017	

RESOURCES	POTENTIAL BARRIERS	COMMUNICATIONS PLAN
Intern assigned to the project Collaborate with Perkins Coie, which will provide the venue and help manage attendance	Need to find a $2,000 sponsor to fund travel for one of the speakers	Working with Perkins Coie Blockchain practice, leveraging their marketing department. PSBJ has agreed to cover; Geekwire is tentative. Will be working with Penny Thomas

EVIDENCE OF SUCCESS

- Successful convening of the two events
  - Hit attendance targets
  - Press coverage
  - Follow-up steps articulate
- Position paper delivered by Jan 08, 2017
- Some media metric TBD
- Partner feedback

EVALUATION PROCESS

- Partner / trade association feedback. Actual measures TBD
- Some media metric TBD

GROWING AND DIVERSIFYING WASHINGTON'S ICT INDUSTRY SECTOR WITH A STRONG BUSINESS CLIMATE

ACTION STEP 1

Identification of ICT clusters and potential clusters that can be promoted outside of King County

WHO WILL DO IT?	BY WHEN?
Joseph Williams	June 2017

RESOURCES	POTENTIAL BARRIERS	COMMUNICATIONS PLAN
Collaborate with ADOs, departments of economic development, higher education Engage with industry leaders / equity investors on diversifying the ICT industry beyond King County (including more development in south King County)	Biggest barrier is the size and scope of this assignment, given limited resources	ADOs and Trade Associations Direct discussion As information is determined

ACTION STEP 2

Identification and promotion of ICT clusters that will attract and retain companies and talent

WHO WILL DO IT?	BY WHEN?
Joseph Williams	Ongoing. Near-term:Aug 16 Blockchain Sept 19 Drones

RESOURCES	POTENTIAL BARRIERS	COMMUNICATIONS PLAN
"Cloud City" (IaaS, PaaS, SaaS Online retail) VR/AR Mobile payments / Blockchain Cybersecurity Enterprise software Consumer and mobile software Data Analytics	Trade associations / industry clusters need to be bought-in that these events are purposeful and productive	Partner marketing teams Local press (PSBJ and Geekwire; others, as suggested by Penny Lead story ahead of the event followed by event reporting, event follow-up stories

ACTION STEP 3
Review of State of Washington competitiveness

WHO WILL DO IT?	BY WHEN?
Joseph Williams	Ongoing

RESOURCES	POTENTIAL BARRIERS	COMMUNICATIONS PLAN
Review of State of Washington assessment and comparison of economic incentives / costs of doing business versus key competitive states. Also, specifically,	Biggest barrier is the size and scope of this assignment, given limited resources	Trade Associations
	Will BRRE want to share this deliverable?	Direct discussion with private companies
• Oregon: Data Centers	Will T&E want to collaborate?	
• Oregon: Transpacific cable landings		
• Continue to work with BRRE on helping recruit and retain ICT companies to Washington		
• Work with BREE to leverage local economic clusters in local ex pat communities to attract international ICT companies to Seattle.		
• Work with Industry and trade associations to elevate Washington and Seattle to where they should be in geographic rankings underserved and tribal communities.		
• Work with underserved and tribal communities to ensure they have a plan to ensure they have the communications infrastructure to support their economic development		
• Continue to support start-up and early-stage companies through the T&E program to expand internationally		

ACTION STEP 4

Business Development

WHO WILL DO IT?	BY WHEN?	
ADOs & BRRE	Ongoing	

RESOURCES	POTENTIAL BARRIERS	COMMUNICATIONS PLAN
Existing program	ICT Sector lead role is support	TBD by primary lead

ACTION STEP 5

Trade Export

WHO WILL DO IT?	BY WHEN?	
Rob Fiddick	Ongoing	

RESOURCES	POTENTIAL BARRIERS	COMMUNICATIONS PLAN
Existing program	ICT Sector lead role is support	TBD by primary lead

ACTION STEP 6

Small Business

WHO WILL DO IT?	BY WHEN?	
Joseph Williams	November 2017	

RESOURCES	POTENTIAL BARRIERS	COMMUNICATIONS PLAN
Determine issues the State can address that could improve SB growth • R&D Tax Credit • Non-competes	Lack of consensus	ADOs and Trade Associations VCs and Equity advisor

EVIDENCE OF SUCCESS

• June 2017 report on ICT economic ecosystem outside of King County produced on time

• The specific events will take place as scheduled and as forecasted

• The other activities are ongoing. Stakeholder feedback would be one measure, but I lack any means to effectuate.

EVALUATION PROCESS

• Reports / events are used and/or generated buzz

  • Traditional media metrics

  • Stakeholder feedback

ENCOURAGING A 21ST CENTURY WORKFORCE READY TO MEET ICT INDUSTRY NEEDS

ACTION STEP 1
Identify and quantify workforce gaps

WHO WILL DO IT?	BY WHEN?
Joseph Williams	TBD

RESOURCES	POTENTIAL BARRIERS	COMMUNICATIONS PLAN
Last workforce gap study was funded $100,000 by WTIA. They don't have the resources this time around. WIN is working on a similar study for Interactive Media	Funding, consensus on what is being measured	TBD

ACTION STEP 2
Work with industry, trade associations, and universities on increasing the number of computer science degrees granted in Washington

- Priority: new Computer Science building at UW
- GIX (Global Innovation Exchange): Building complex in Bellevue
- Work with WSU and WWU to expand their impact

WHO WILL DO IT?	BY WHEN?
Joseph Williams	June 2017 UW CS Building funded appropriately in 2017 budget

RESOURCES	POTENTIAL BARRIERS	COMMUNICATIONS PLAN
Industry, trade associations, and universities on GIX (Global Innovation Exchange) WSU and WWU	State-level funding WSU and WWU may not want to or have the ability to update their curriculum There are a lot of unknowns with GIX, not the least of which is that it is not fully funded	TBD

ACTION STEP 3

Work with industry, trade associations, businesses, and community colleges on refining the "apprentice" model for graduates of 2-year programs

WHO WILL DO IT?	BY WHEN?
Joseph Williams	Ongoing
ESD	
WTIA	
SBCTC	

RESOURCES	POTENTIAL BARRIERS	COMMUNICATIONS PLAN
Industry, trade associations, businesses, and community colleges	BCTC just landed TechHire grants for Seattle Central and Everett – might be hard to get attention until those programs have a track record.	Commerce WTIA SBCTC Seattle Central Bates Technical College
	Bates is committed, has some funding / traction issues	TBD

ACTION STEP 4

Work with non-profit and for-profit organizations developing their own specialized programs (e.g., Galvanize, CodeAcademy, ADA) that productively add to the ICT workforce

WHO WILL DO IT?	BY WHEN?
Joseph Williams	Ongoing

RESOURCES	POTENTIAL BARRIERS	COMMUNICATIONS PLAN
Non-profit and for-profit organizations (e.g. Galvanize, CodeAcademy, ADA)	PSBJ just ran a cover story on this very topic. There is a large disconnect that needs to be addressed	PSBJ will continue to cover This is a big issue for WTIA Seattle Central is using LaunchCode for its TechHire program
		Need to keep this story developing and in the news. TBD

ENCOURAGING A 21ST CENTURY WORKFORCE READY TO MEET ICT INDUSTRY NEEDS

ACTION STEP 5
Work with industry, trade associations, higher education, and businesses on increasing diversity and inclusion in the ICT workforce in Washington

WHO WILL DO IT?	BY WHEN?
Joseph Williams ESD WTIA SBCTC	Ongoing

RESOURCES	POTENTIAL BARRIERS	COMMUNICATIONS PLAN
Industry, trade associations, higher education, and businesses	PSBJ just ran a cover story on this very topic. There is a large disconnect that needs to be addressed	PSBJ will continue to cover. This is a big issue for ICT employers and for WTIA

EVIDENCE OF SUCCESS

- Washington will have success stories about workforce enablement and an inclusive workforce
- Commerce is only an influencer here – evidence of success will manifest in constituent organizations

EVALUATION PROCESS

- ICT workforce closes gap to position availability. This is almost impossible to measure in real-time; working with ESD on identifying possible approaches

NEW COMPUTER SCIENCE BUILDING AT UW

ACTION STEP 1
Background research

WHO WILL DO IT?	BY WHEN?
Joseph Williams	August 1

RESOURCES	POTENTIAL BARRIERS	COMMUNICATIONS PLAN
A. WTIA	A. Competing legislative priorities	WTIA
B. UW CS Department	B. Competing higher ed priorities	UW CS Department
		Various legislators
		Monthly direct meetings

ACTION STEP 2
Proposal

WHO WILL DO IT?	BY WHEN?
Joseph Williams	Sept 18

RESOURCES	POTENTIAL BARRIERS	COMMUNICATIONS PLAN
A. WTIA	A. Competing legislative priorities	WTIA
B. UW CS Department	B. Competing higher ed priorities	UW CS Department
		Various legislators
		Weekly direct meetings

ACTION STEP 3
Socialize Internally

WHO WILL DO IT?	BY WHEN?
Joseph Williams	Oct 15

RESOURCES	POTENTIAL BARRIERS	COMMUNICATIONS PLAN
A. OEDC	A. Competing legislative priorities	WTIA
B. WTIA	B. Competing higher ed priorities	UW CS Department
C. Governor's policy staff	C. Issues surrounding UW	Various legislators
		Weekly direct meetings

ACTION STEP 4
Proposal

WHO WILL DO IT?	BY WHEN?
Governor	TBD

RESOURCES	POTENTIAL BARRIERS	COMMUNICATIONS PLAN
A. OEDC	A. Competing priorities	TBD
B. WTIA		
C. Governor's policy staff		
D. Joseph Williams		

ACTION STEP 5
Appropriations

WHO WILL DO IT?	BY WHEN?
Legislature	TBD

RESOURCES	POTENTIAL BARRIERS	COMMUNICATIONS PLAN
A. WTIA	A. Competing legislative priorities	TBD
B. TechAlliance	B. Competing higher ed priorities	
C. Joseph Williams	C. Issues surrounding UW	

EVIDENCE OF SUCCESS
$17.5 million appropriated (fully funds the $32.5 million commitment by pulling "allocated" but unavailable funding out of the UW Building fund)

EVALUATION PROCESS
Funded or alternatives found. This is a "commitment" issue for WTIA – so if the State does not deliver there will be concerns regarding how ICT is valued

2015 – 2017 ACCOMPLISHMENTS

SUPPORT / ASSISTANCE PROVIDED

CLIENT

KITSAP COUNTY ADO

PUBLIC/PRIVATE PARTNERSHIP
Analysis of ICT opportunities after Avalara moved from Bainbridge to Seattle

BUSINESS CLIMATE	WORKFORCE DEVO	NOTES
Desire is to attract a mid-stage ICT company to Bainbridge	Leverage on-island mid-management, attract younger devs	Avalara's former HQ is largely leased-out; issue will be finding appropriate offices

CLIENT

BLOCKCHAIN ECONOMIC DEVELOPMENT EVENT (AUG 16)

PUBLIC/PRIVATE PARTNERSHIP
Recruited Perkins Coie, Microsoft, Disney, Expedia, BitBank to event

BUSINESS CLIMATE	WORKFORCE DEVO	NOTES
Show that there is a business / tech cluster in WA for FinTech		

CLIENT

DEFINING THE "CLOUD ECONOMY"

PUBLIC/PRIVATE PARTNERSHIP
Working with King County ADO, GeekWire

BUSINESS CLIMATE	WORKFORCE DEVO	NOTES
Try to define and scope the cloud economy in WA		Data proving impossible to accurately gather given NAICS limitations; now examining impact of Geekwire 200 on revenue & jobs

CLIENT

DRONE ECONOMIC DEVELOPMENT EVENT (SEPT 19)

PUBLIC/PRIVATE PARTNERSHIP
Recruited K&L Gates, Insitu, UW, WSU to event

BUSINESS CLIMATE	WORKFORCE DEVO	NOTES
Show that there is a business / tech cluster in WA for UAVs.		In collaboration with John Thornquist

CONCLUSION - FINANCIAL AND JOBS IMPACT OF YOUR WORK

Department of Commerce