



2018

IMPACT REPORT

AIM INSTITUTE



MESSAGE FROM THE PRESIDENT & CEO

Last year we improved thousands of lives across the Silicon Prairie through our career development and educational programs. We are proud to serve our community at every step along the way. As you know, AIM is the hub of the Silicon Prairie—a vibrant ecosystem of technology experts, leaders, start-ups, tech educators and corporate giants. And while our region continues to garner well-earned attention from the national tech industry, AIM continues to play a key role in attracting more jobs and technology-based businesses to our region. We make what's good about Omaha's tech community even better.

AIM ignites a lifelong pathway of opportunity in technology for individuals from all walks of life, from underserved and underrepresented youth to adults who need to change careers to remain employable. In addition, we strive to serve organizations by finding talent, managing technology, and connecting to relevant resources. The result? AIM benefits hundreds of thousands of students, career seekers, professionals, and companies through our youth programs, online talent recruitment portal, and professional programs that help people of all ages stay on the leading edge of a changing digital landscape.

We do this because we refuse to accept the status quo. As new inventions and new platforms reshape and reinvent our society, technology remains one of the most dynamic sectors of our economy. Employment in the tech industry is growing at twice the rate of the national average, according to the Bureau of Labor Statistics. Median wage for these jobs is more than twice the median annual wage for all occupations.

Locally, however, AIM has identified a shortage of almost 1,200 technology workers, with an estimated loss of more than \$102 million to the region's businesses and residents as a direct result of this shortfall. (Unfortunately, these are conservative estimates, and they alarm us.) A recent Omaha World-Herald article dedicated to the local tech workforce crisis quoted Nebraska Chamber of Commerce and Industry President Bryan Sloane in no uncertain terms: "This is now the most pressing economic issue in the state." The crisis will only compound in coming years. The UNO Center for Public Affairs Research has found that the prime-age workforce here peaked in 2018 and is set to decline over the next decade.

But all is not lost. AIM is more committed than ever to turning the tide for Omaha's businesses and for its youth and adults who seek meaningful and rewarding careers in technology. We offer programming that starts as young as age seven and continues through adulthood. Although we face a fewer total number of workers on the horizon, AIM works diligently to ensure that the proportion of skilled tech workers will be higher than ever before.

Since AIM was founded, we have been helping talented people stay in Omaha and achieve the simple dream of living a good life. More than 142,000 youth have been served through our education programs; 11.1 million job seekers have applied for jobs with our assistance; 16,438 attendees have participated in our events; and more than \$14 million dollars have been raised for technology and the arts.

I'm proud to see how far AIM has come in the past 26 years. With our multitude of programs and events serving individuals and businesses from all ages and all facets of the Silicon Prairie, we have created a diverse tech ecosystem here. We are truly a catalyst for the community.

My passion for the work AIM does stems from my personal experiences. From the start of my career here, I was mentored. Working at AIM was fun, engaging, and enriching. That hasn't changed, even today.

My personal mission with AIM is to ensure that individuals have the same great experience that I have had. Our goal today, and going forward, is to do all we can to help build a robust tech talent community and enhance the lives and careers of as many people as possible.

We are grateful for all of the support we have received from businesses, partners, collaborators, foundations, and individual donors. Without your help, we could not have improved so many lives and positively impacted our economic landscape. Our commitment to you is to ensure that the Silicon Prairie region continues to be the dynamic, growing tech hub for current and future generations.

With Sincere Gratitude,

Dr. Kandace Miller
President & CEO, AIM Institute

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*"Serving as AIM
Board Chairman
allows me to
make a direct
impact on the
lives of so many
in the region.*

*It is very rewarding knowing that
any person can benefit from AIM's
technology programs, at any time
in their lives."*

*- Stephen G. Kaniewski
AIM Board Chairman*

MISSION STATEMENT

The AIM institute is an innovative nonprofit that grows, connects, and inspires the tech talent community through career development and educational programs. Through these efforts we improve thousands of lives across the Silicon Prairie.

Our educational programs provide life-changing learning experiences and mentoring to grow future tech talent.

Our career development services deliver inspirational, leading-edge training and career resources dedicated to advancing and converting talent into rewarding technology careers.



AIM'S PROGRAMS & AUDIENCES



TECH TALENT: AIM PROGRAM MODEL



GENERAL AUDIENCE >

YOUTH >

TEENS >

COLLEGE >

TECH ENTRY >

TECH PROS

PROGRAMS

AIM Tech Celebration >

Brain Exchange >

Infotec >

Heartland Developers Conference

Graduate Twice >

Tech Concierge >

Leadership Academies

Brain Exchange >

Tech Concierge >

Interface

Tech Concierge - Connect to tech talent, resources, programs, jobs and opportunities.

DIGITAL

Set Your AIM >

Silicon Prairie News / AIM tech content, community

Giglink: Connecting talent to projects

Careerlink Job Board (Connect talent to jobs)

TWO LOCATIONS PROVIDING SERVICES

The **AIM Exchange** building at 1905 Harney Street in downtown Omaha is home to the AIM Institute and approximately 50 other key players in the tech and innovation community. Formerly the Omaha Grain Exchange, the building has been one of the pillars of Omaha's business community dating back to 1916.

The **Brain Exchange**, a tech learning space at neighboring 1902 Howard Street, is home to free STEAM learning experiences for youth ages 7-17, as well as AIM Interface, which provides accelerated adult tech training that converts non-tech workers into tech careers.

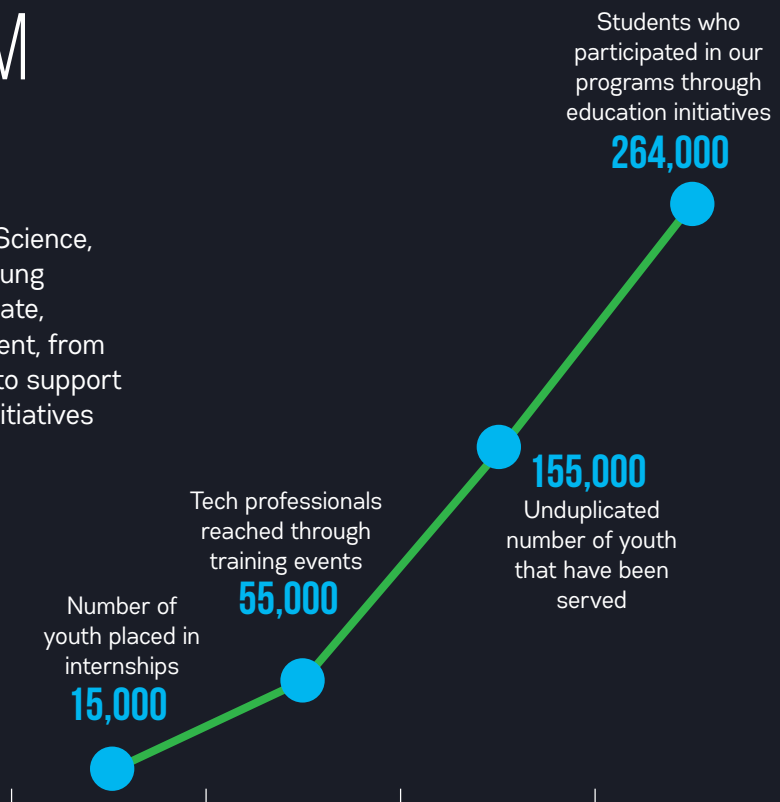
"...I get to utilize my creative skills and coding skills together. Every day, I feel like I gain more knowledge in such an amazing field. I would highly recommend AIM Interface School."

- Kelly Stark
Interface Foundations Graduate



THE IMPACT OF AIM SINCE 1992

From building excitement about STEAM (Science, Technology, Engineering, Arts, Math) in young people to helping low-income youth graduate, from career exploration to talent recruitment, from continuing education for IT professionals to support for innovation and entrepreneurs, AIM's initiatives fill the IT talent pipeline.



GROW NEW TECH TALENT

- 142,739 students served in schools through coding programs
- \$85.2 million in grants received for programs

CONVERT & ATTRACT TECH TALENT

- 250 total AIM Interface graduates
- 95% of AIM program graduates were hired by businesses
- 345,000 jobs filled through Careerlink
- 16,196 local internship positions offered via Careerlink

ENHANCE EXISTING TALENT

- 16,438 attended AIM events
- 67,928 training in specialized IT fields

BUILD COMMUNITY

- \$213 million in grants received for use in the local community
- 24 million people connected through AIM programs

2018'S RECORD OF SUCCESS

AIM Institute is the only nonprofit dedicated to building a connected community for tech talent. For more than 26 years, we have engaged with our community partners to provide life-changing education and career development to grow, connect and inspire the tech talent community across the Silicon Prairie.

Our educational programs provide vital learning experiences and mentoring to grow future tech talent, and our career development services deliver inspirational, leading edge training and career resources dedicated to advancing and converting talent into tech.

Together with our community partners, in 2018 we:

- Connected more than 11,700 youth to STEM education programs in local elementary, middle and high schools;
- Grew the local tech talent community by converting nearly 300 people into IT careers through our Interface Web School programs and Tech Concierge services;
- Inspired more than 3,000 tech professionals through our HDC and Infotec conferences, IT leadership academies, Tech Celebration awards ceremony, and events hosted at The Exchange in downtown Omaha.

CONVERTING & CONNECTING	2018 GOAL	2018 ACTUAL
CONVERSIONS		
Converted to IT Careers	303	294
Interface Students	200	167
Brain Exchange Conversions	10	24
Careerlink Conversions	70	78
Graduate Twice Grads Entering Tech	23	25
Graduation Rate	95%	98%
CONNECTIONS		
Youth in All Programs	13,944	11,781
Youth in IT Programs	4,500	7,508
Event Attendance	3,161	3,188
Tech Awards	500	553

PR & MEDIA REACH

In 2018 AIM set goals to involve and place more individuals in rewarding tech careers, educate youth at the AIM Brain Exchange building and engage more under resourced individuals in our community. To do that, AIM invested in public and media relations services with local firm, Lukas Partners.

Through AIM's relationship with Lukas Partners, those goals were more than met—they were exceeded. AIM reached more people in the community than ever before through television and radio broadcast, print media including magazines and newspapers, and an increase in web presence and traffic. AIM and Lukas Partners are continuing to work together and have set the bar even higher for 2019.

COVERAGE TYPE	NIELSEN AUDIENCE	AD EQUIVALENCY VALUE	PUBLICITY VALUE
Broadcast	901,005	\$39,020.87	\$117,062.61
Print	760,904	\$31,891.84	\$95,675.51
Web	8,531,715	\$860,108.45	\$2,580,325.34
TOTAL:	10,193,264	\$931,021.15	\$2,793,063.46

2018 GROW NEW TECH TALENT



"I really like science and technology. We don't have a computer at home, so I like to come [to the AIM Brain Exchange]. Right now we're working on underwater robots. It's really cool. You get hands-on with the technology."

- Peyton
AIM Brain Exchange participant

Graduate Twice

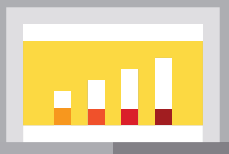
For more than 18 years, AIM has partnered with the U.S. Department of Education and organizations such as the Iowa West Foundation to provide a pathway to college for at-risk youth – encouraging them to stay in school, obtain scholarships and graduate from high school to pursue a college degree and a rewarding career. AIM is making dreams come true for teens who never imagined they would go to college.

Served
2,261
low-income and first-generation
college-bound teens

98% of the youth we serve
complete their high
school degree

2/3 of participants are
low-income, first
generation

27%
of our graduate
youth are on tech
career paths



Colleges have awarded
our graduating seniors
\$8,848,961
in scholarships.

55%

female participants

45%

male participants

Set Your AIM

Set Your AIM is a career exploration launchpad for anyone thinking about a future in technology. The site targets two distinct audiences along the tech talent pipeline: students and professionals. Offering career path assessment tools, summaries of different tech job categories, an education planner, and a personalized concierge service that connects users to experienced AIM Institute career coaches for one-on-one guidance, Set Your AIM is perfect for students and career changers.



The AIM Brain Exchange is our answer to the long-term stability of the tech talent pipeline and a route for under resourced youth to realize a career in STEAM. We believe that the development of the workforce begins in childhood, and we start by engaging our youngest students in authentic, real-life projects rich with creativity and the application of technology. The facility is home to free STEAM learning experiences for youth, ages 7 to 17.

90%

satisfaction rate across all Brain Exchange programs

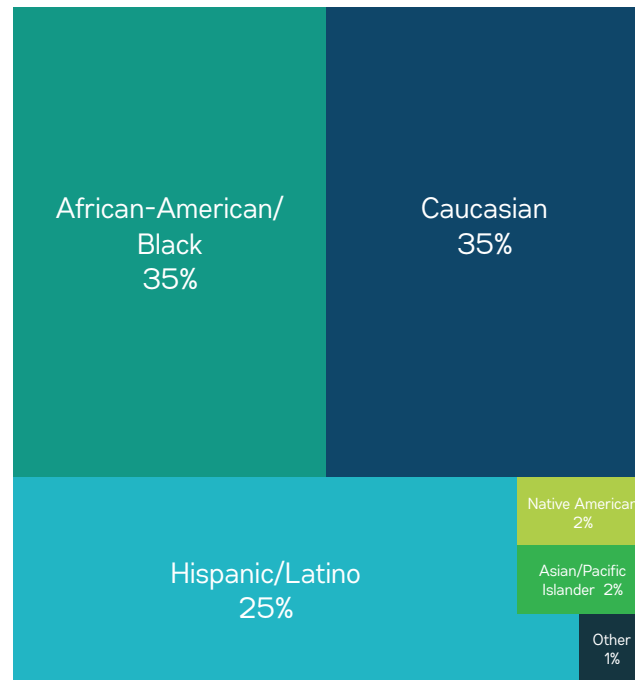
70%

of students express a desire to continue learning about STEAM fields and/or select a STEAM major in college

40%

of students are from under-represented populations

Students identified as:



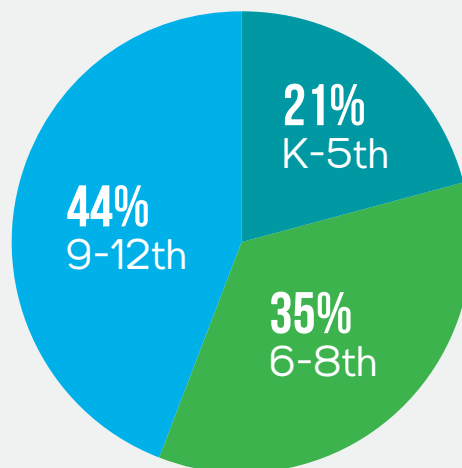
Students served:

6,990

between 2016-2018

4,392 so far in 2019

K-12 Grade Breakdown



2018 **ENHANCE** EXISTING TALENT



AIM HDC (Heartland Developers Conference) is a three-day software development event for tech professionals, consisting of hands-on workshops, keynotes and other speakers, breakout sessions and networking events. Attendees learn from national industry experts, plus regional and local leaders, who share the latest knowledge and demonstrate new techniques.

HDC was established as a home-grown community conference. It has become a network hub for software innovation strengthening our growing design and development community.

792
attendees in 2018

16
YEARS the region's longest running
software design and
development conference

Tech Training

AIM Institute works with organizations to develop and deploy custom training that takes teams and businesses to the next level.

"When I was asked to speak at HDC, I had heard it was this great underground event in Nebraska. It's not anymore. I tell everyone I meet about HDC! It's an incredible atmosphere with top-notch programming and top-notch talent. You're lucky to have HDC in the region!"

*-Karyn Simpson
Web Architect, Tools, Google*

INFOTEC

AIM Infotec combines the best of big conferences and small networking events, focusing on the intersections of technology, business, and innovation. Attendees get inspired and gain insight on leading-edge tech trends with breakout session topics, keynote speakers, and specialized training.

686
attendees in 2018

IT Leadership Academies

As today's IT managers increasingly deal with the challenges of global competition and a changing workforce, effective management and leadership skills are needed more than ever. To address this growing need, AIM and its business members have collaborated to create an annual IT Leadership Academy. The goal of the Academy is to help IT managers develop and enhance their leadership skills to more fully leverage the talents and contributions of the local IT workforce.

over
450 tech professionals
have participated in a
Leadership Academy
course

2018 CONVERT & ATTRACT NEW TECH TALENT



AIM Interface Web School is an immersive learning program for adults led by industry experts and a professional network that connects students and businesses throughout the Midwest. Since its founding in 2014, Interface has graduated hundreds of talented adults with the training they need to expand in-demand skill sets and find rewarding internships and careers in tech.

95%

have expanded their roles or landed a new position, with a median post-graduate salary of \$51,000

NOW ACCREDITED
by the state of Nebraska

tech concierge

The AIM Tech Concierge program is a free service for job seekers to establish a pathway to a successful career in tech. We offer one-on-one guidance provided by experienced AIM career coaches.



"I didn't know much about how to start in the tech world; I was just interested in it. I took a front-end development course that solidified my knowledge and understanding about the web."

- Jordy Becerril
AIM Interface Web School graduate
and an App Developer at Omaha
application lab, Appsky

careerlink

AIM has transformed Careerlink.com into a technology and career hub to help meet the demand for tech workers and further establish Omaha as a tech landmark on the Silicon Prairie. Careerlink is now a career hub where aspiring and established professionals in the Midwest can get connected through events and networking opportunities.

Helped more than
11.1 MILLION
job seekers apply for jobs

140,000
unique visitors each month at
Careerlink.com

giglink

Giglink is AIM's proven vendor project management system that provides a streamlined way for vendors and companies to connect, start, and complete projects.

2018 BUILD COMMUNITY

TECH CELEBRATION

AIM Institute's Tech Celebration is not only an award ceremony that celebrates the accomplishments of local individuals and businesses in the field of technology but is also our annual fundraising gala. This event helps fuel our nonprofit mission while coming together for an evening of networking and celebrating amazing achievements.

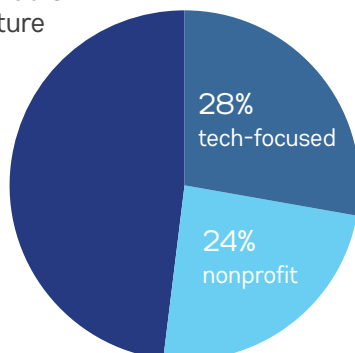
\$85,000
raised in 2018

NOV 14, 2019
save the date



AIM provides a beautifully decorated collaborative infrastructure that businesses need to succeed in the 21st-century knowledge economy. Our professional infrastructure and amenities create a community that is revolutionizing the nature of work.

Our tenants are:



spn

Silicon Prairie News (SPN) is an online news site that covers tech startups in the "Silicon Prairie" region of Nebraska, Iowa, Kansas and Missouri. The mission of SPN is to grow, connect and inspire the tech innovation communities of the Midwest, and help entrepreneurs, innovators, investors and talent find one another.

In 2018, AIM and SPN launched a growth plan to reach new markets. Because of those efforts, SPN saw tremendous platform growth:

42%

growth in overall page views for the year

40,000-50,000

page views per month

900+

clicks per job posting per month

OPPORTUNITIES TO SUPPORT OUR MISSION

GIVING OPPORTUNITIES

- We can take a student through an entire year of programming at the Brain Exchange for just \$500, including instructors, technology, and even snacks during the programs.
- The AIM Brain Exchange accepts donations of tech-related equipment (computers, robotics, electronic gear, and more), both working and non-working, for use in youth training programs.
- Sponsor an AIM event and help grow the tech talent community.
- Become an AIM community member.
- Sponsor an Interface student's education.
- Hire a career-ready Interface graduate.

VOLUNTEER OPPORTUNITIES

- Mentor a student--We have year-round volunteering opportunities available at The Brain Exchange, our youth education center, which provides free tech educational experiences to more than 6,900 students ages 7-17.
- Teach an Interface class or mentor an adult student--Share your expertise and build students' knowledge and skills for the web. Your teaching contributions can increase the supply of technology talent for startups, small businesses, and corporations in the Midwest.

COMMUNITY OPPORTUNITIES

- Host an event at The Exchange. Our seven rental facilities include access to our professional infrastructure and amenities.
- Schedule a meeting with our Community Outreach team to talk about the local tech community and find ways for you or your organization to contribute to our tech future.

PARTNERS, CONTRIBUTORS, & GRANTS

Cox Business

Blue Cross Blue Shield of Nebraska

Heartland Workforce Solutions

Mutual of Omaha Companies

First Data

Learning For Life

Kiewit Technology Group

First Data Corporation

Werner Enterprises

Team Software

Google, Inc.

Valmont Industries, Inc.

First National Technology Solutions

Omaha Public Power District

Farm Credit Services of America

Physicians Mutual Insurance Company

Deliveron Consulting Services

Union Pacific Railroad

CSG International

Don't Panic Labs

ProKarma

TD Ameritrade

Bellevue University

Hayneedle

Yahoo/Oath

ADVENT, LLP

Millard Public Schools

Tenaska, Inc.

Metropolitan Community College

Capstone Consulting

Client Resources Inc.

Diversified Solutions

Dynamo, LLC

Hewlett Packard Enterprise

IBM

PayPal

Sandhills Publishing

Sitel

WoodmenLife

Black Hills Corporation

HDR Inc.

C&A Industries

Confluent

Pomerol Partners, LLC

Scott Data Center

Nebraska Department of Labor - CONNECT

Department of Education - TRIO

NSA - GenCyber



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