APPCON
2019
Workforce Development and
Computer Science Education

The App Economy
Dollars and Cents

- **The app economy is a $1.3 trillion ecosystem led by U.S. companies.**
- **Consumers are expected to spend over $120 billion globally in app stores in 2019.**
- **Worldwide spending on the technologies and services that enable the digital transformation (DX) of business practices, products, and organizations is forecast to reach $1.97 trillion in 2022, with the United States and China leading in spending.**

The App Economy – Jobs, Jobs, Jobs

App developers and related companies directly and indirectly employ 5.7 million Americans.

The app marketplace is growing in areas outside traditional tech hubs. In the United States, more than 83 percent of app companies are located outside of Silicon Valley, and 13 percent operate in rural and suburban areas.

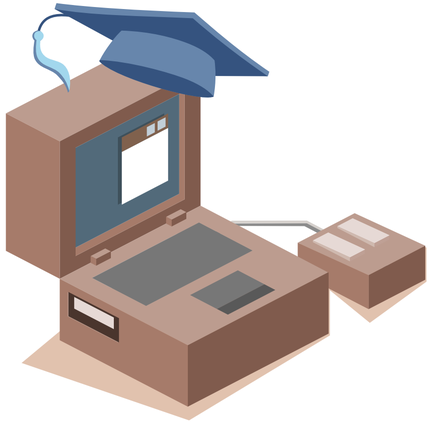
Average salary exceeding $86,000.

Workforce Development

But. more than 500,000 computing jobs remain unfilled in America.

For every eight available computing jobs, there's only one computer science graduate to fill it.

And computing jobs are projected to grow at double the rate of all other jobs over the next few years.



In 2017, only 59,000 U.S. college graduates earned a computer science degree.

And the pipeline isn't looking great either – only 40 percent of all K-12 classrooms teach computer science skills. And only 25 percent of schools offer a dedicated computer science class.

Now Some Good News

Your work at home has paid off: apprenticeship programs, mentorships, and local school engagement.

Your work in DC has paid off too: legislative success.

More Work to Do

- **Ask the MoC to pass the CHampioning Apprenticeships for New Careers and Employees in TECHnology Act (CHANCE in TECH Act, H.R. 1733).**

- **Ask the MoC to exercise their soft power.**

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THANK YOU