

The Atlanta University Center: Fostering Minority Talent for Atlanta

June 2020



Presentation Overview

1. Who We Are

2. Data Science and Data Analytics

3. Career Services and Career Placement

The Atlanta University Center

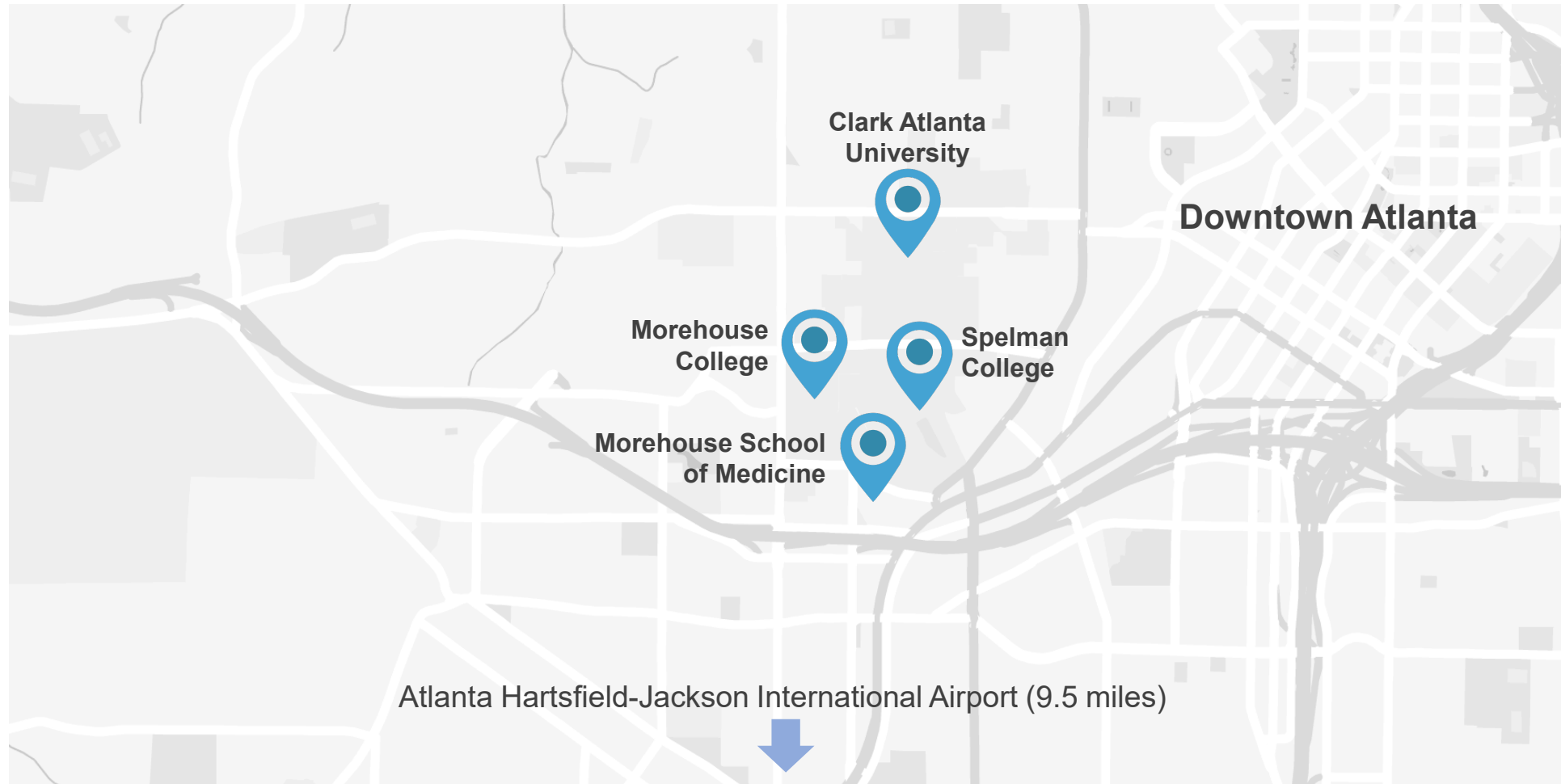
A 90-year-old unique combination of prestigious higher ed institutions serving approximately 9,000 (primarily African American) students



Co-ed (3,500)	Men (2,200)	Co-ed (520)	Women (2,150)
<p>Comprehensive Research University</p> <p>School of Business confers undergraduate, and masters degrees in a broad range of disciplines including finance, decision science, accounting, management, marketing, and economics</p> <p>Schools of Social Work and Education have consistently strong track records with placements in a wide range of careers</p>	<p>Liberal Arts College</p> <p>#1 producer of black men who receive their doctorate in the STEM fields</p> <p>#3 among the nation's Historically Black Colleges and Universities in the U.S. News & World Report 2019 rankings</p> <p>Business program focused on graduating men of character, strong leaders, and individuals who possess an entrepreneurial mindset</p>	<p>Medical School</p> <p>The #1 medical school in the nation in fulfilling its social mission</p> <p>MSM is home to world-renowned centers and institutes, including: The Cardiovascular Research Institute; The Center of Excellence on Health Disparities and the National Center for Primary Care.</p>	<p>Liberal Arts College</p> <p>One-third of students enter graduate or professional school immediately after graduation. One of the nation's leading producers of doctoral candidates in science, technology, engineering and mathematics.</p> <p># 51 in the U.S. News and World Report Best College's National Liberal Arts Colleges 2018 rankings.</p>

The Atlanta University Center

Geographic Co-location, Cross-Registration



ATLANTA UNIVERSITY CENTER SNAPSHOT

(Includes Clark Atlanta University, Interdenominational Theological Seminary, Morehouse College, Morehouse School of Medicine, Morris Brown College, Spelman College)



AUC is the locus of Thought Leadership on issues impacting Black America

(Stakeholders: Students, Faculty, Staff, Alumni, Trustees, Atlanta, National & Global)

Excellence in education AND broad-based **educational experiences** preparing graduates for a modern and global economy

Producer of **innovative and impactful interdisciplinary research**, especially focused on minority populations

Respected **convener on relevant topics** including disparities across a range of dimensions

Catalyst for innovation and **economic development** in our community

Efficient and innovative **operations**



The Case for Data Science

Emergence of Hybrid Economy:
Organizations in All Sectors Have Become Increasingly Digital-Intensive

Jobs will increase faster than the skilled practitioners can be trained- estimated **200,000 positions** unfilled (McKinsey)

Annual job openings to rise steadily to **2.72 million postings** for data science and analytics roles in 2020.



In 2015 there were **more jobs asking for DSA skills** than the total number of postings combined for registered nurses and truck drivers.

69% of employers expect candidates with DSA skills to **get preference for jobs** in their organizations

High demand for analytics-enabled professionals who possess hybrid skills: deep knowledge in a particular domain with strong ability in the use of data, analytics, and visualization tools

Data Science Will Drive the Economy of the Future

Transcends Industries and Organizational Function



Shelf-space Optimization
Pricing
Product Bundling
Promotions
Up-sell/Cross-sell



Clinical Trials of New Drugs
A/B Testing
Genetics Analysis
Epidemic Forecasting & Control



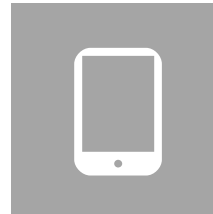
Risk-Modeling
Fraud Prediction
Customer Segmentation
Portfolio Optimization



Customer Acquisition Strategies
Churn Analysis & Control
Up-sell/Cross-sell
Product Bundling



Market Basket Analytics
Marketing Mix Analysis
Product Pricing
Sales Forecasting
A/B Testing



A/B Testing
Recommendation Engine
Media Mix Analytics
Advertisements Optimization
Customer Acquisition

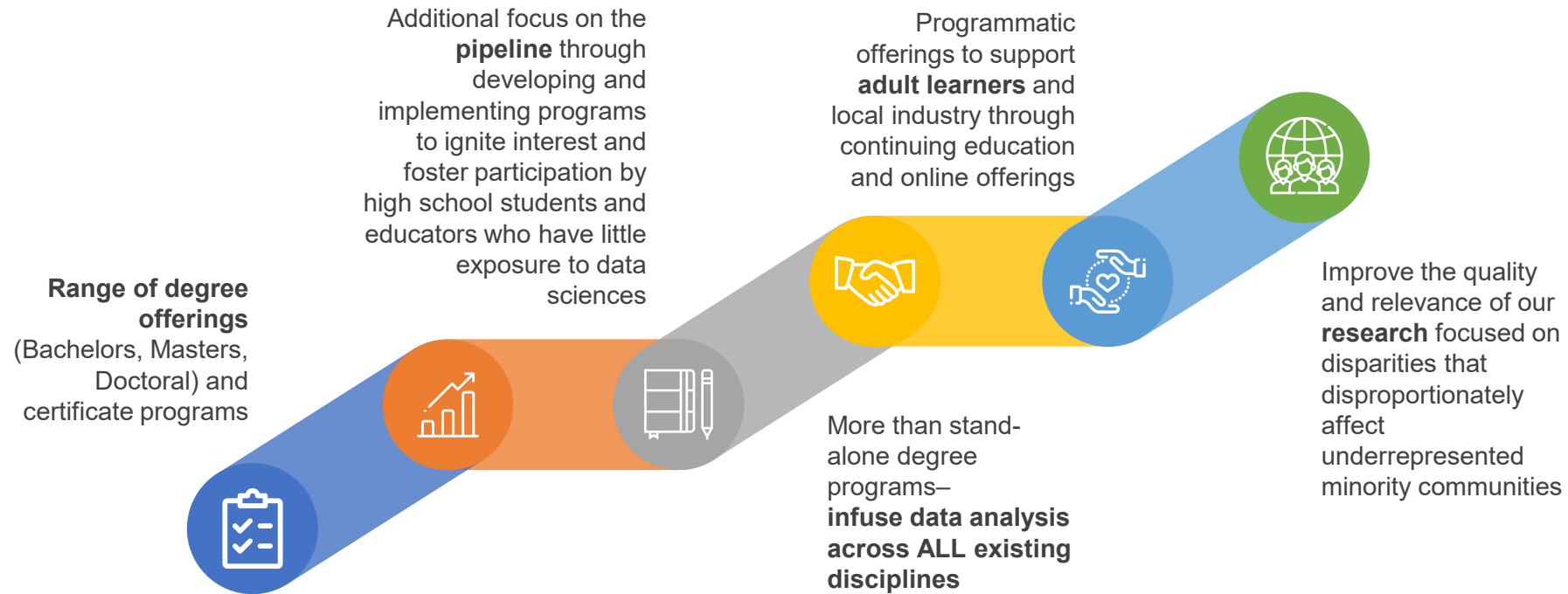


Analytics is used by almost all industries and functional areas



Our Vision for Excellence in Data Science

- Largest Producer of Minority Data Science Graduates
- Hub for Minority Data Science Education and Research



Computer Coding Bootcamp



Morehouse College is partnering with tech industry talent developers to offer the institution's first coding bootcamp and continuing technology education program, Momentum@Morehouse, for career starters and career changers who want to thrive as software developers

The 12 week bootcamp began in May 2020 and is supported by a partnership with experts at the Raleigh-Durham, N.C.-based Momentum, innovators at OHUB, a national ecosystem building platform that cultivates and places diverse talent, entrepreneurs and investors in high growth tech careers and corporate innovation opportunities

Is open to professionals in Atlanta and beyond who want to build new programming skills or change careers.

Four of the top five occupations on Glassdoor's "Best Jobs in America in 2020" list are tech jobs, with salaries ranging from nearly \$84,000 to \$107,000.

"African Americans are scarce in tech, the field ranked nationally as having among the highest starting salaries and the most opportunity for future growth.

Momentum@Morehouse recognizes this missed opportunity and is dedicated to bringing much-needed diversity to the computing landscape



AUCC Career Planning and Placement Services

- Provides access to resources to facilitate experiential learning, such as **internships, co-operative, research opportunities, and access to permanent career opportunities** for its member-institutions.
- Centralized entity through which corporations, non-profit organizations, government entities and graduate and professional schools **can interact with AUC students for the purpose of hiring and the pursuit of post-graduate employment.**
- Coordinates on-campus recruiting which includes, but, is not limited to career planning events for those outside **entities who are interested in recruiting from more than one of our member institutions.**
- CPPS sponsors annual **career and graduate/professional school recruitment fairs.**



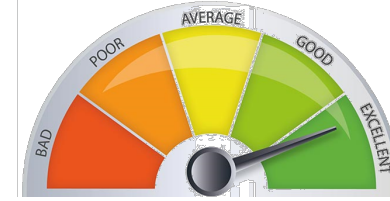
Keys to Success for 21st Century Career Service Centers



Technology Integration



Creating Career Pathways



Efficiency



Return on Investment





ATLANTA UNIVERSITY CENTER

2020 VIRTUAL CAREER FAIR

TALENT MEETS OPPORTUNITY.

- ▶ CLARK ATLANTA UNIVERSITY
- ▶ MOREHOUSE COLLEGE
- ▶ SPELMAN COLLEGE



SAVE THE DATE

Friday, September 18, 2020

More information at www.aucenter.edu/careerfair