WESTERN NEW YORK TECH SKILLS INITIATIVE

RESKILL AND KICKSTART YOUR TECHNICAL CAREER

Free Education + Technical Skills

THE NEED FOR TECHNOLOGY TALENT

Even as Western New York faces job losses resulting from COVID-19, the prospects for data and tech-enabled jobs are strong. This is why the Western New York Tech Skills Initiative — a coalition of local business, civic, government, and tech leaders — has joined forces to invest in you. **Take the first steps toward learning new skills in high-growth career tracks such as data analysis, software engineering, or related technology roles through this exclusive training opportunity at General Assembly (GA).** A variety of course format options and topics will be available. Most courses do not require tech experience.

GA's virtual programs are **FREE** for Western New York residents who qualify. Preference will be given to candidates who have experienced job or financial impact due to COVID-19. **Eligible candidates must be residents of Western New York** (Erie, Niagara, Allegany, Cattaraugus or Chautauqua counties).

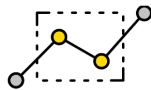## APPLY FOR THIS EXCITING OPPORTUNITY NOW

For more information and to register:

Text "SKILLS" to (716) 710-6901

or visit www.techbuffalo.org/wny-tech-skills-initiative/

COURSE TOPIC DISCIPLINES:

Coding
Jump into a promising tech career by learning coding languages that make computers, websites, apps, and more work for consumers and businesses. Start from little-to-no experience!

Data Analysis
Learn how to use data to draw conclusions and make predictions important for business growth. Take on new skills with digital tools like Excel, SQL and Tableau that can help you illustrate data through storytelling.

UX Design
Learn the research and design skills vital to User Experience Design, the process of designing products that are useful, easy to use, and fun to interact with.
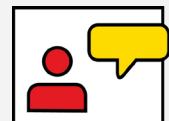
Digital Marketing
Learn how to develop marketing strategies that drive business results through creative thinking and customer data analysis.

COURSE FORMATS:

online, self-led learning

virtual classes, workshops, and events