CITY OF SHREVEPORT
MAYOR ADRIAN PERKINS

City of Shreveport Launches Software Development Bootcamp

The City of Shreveport and Tech Talent South announced today the launch of a software development bootcamp, CodeSHV.

CodeSHV is a four-month, full-time, immersive technology training program. Leveraging the proven curriculum of Tech Talent South, the program features a mix of virtual classroom instruction and small group project work. Participants will learn the basics of front-end and back-end software development -- how to make websites, mobile apps, and the digital systems that power today's businesses. Recruitment specialists will help prepare graduates to apply and compete for entry-level technology roles. Nationally, the average entry-level software developer earns $75,000 per year.

This launch represents a critical step in the expansion of Shreveport's technology ecosystem. It will create a workforce more capable of remote work, enable digital startups to take root here in Shreveport, and make it easier for technology-centric companies to take advantage of Shreveport's pro-business environment and low cost of doing business.

"I campaigned on a smart-city platform, and CodeSHV is an important step toward a 21st Century economy," said Mayor Adrian Perkins. "Shreveport has one of the most productive workforces in the country, but the modern economy necessitates new skills and, therefore, new training. CodeSHV will equip Shreveport residents with the skills they need to attract exciting employers and high paying jobs."

Using federal funds made available through the CARES Act, the City of Shreveport will cover the cost of tuition for the entire first class of CodeSHV attendees -- up to 100 participants in all. Classes will meet virtually, given the need for social distance at this time. Laptops will be made available to a limited

number of students who need them. The first class will kick off in mid-November 2020 and run through March 2021.

Shreveport residents of all ages and backgrounds are invited to apply, including workers laid off due to the COVID-19 pandemic, recent high school graduates, and anyone looking for a path to a new career. The application is now live and accessible at www.codeshv.com. Students will be selected on a rolling basis, so interested residents are encouraged to learn more and apply as soon as possible.

"You don't need a college degree or a background in technology to apply," said Tech Talent South CEO and Founder Betsy Hauser. "Some of our most successful talent have been high school graduates with a trade or service job, who want to break into the tech industry and try something new. We're looking for hard-working folks who have a desire to be in demand and build a new future for themselves and their city."

"We plan to recruit a diverse class of software developers that truly represent the Shreveport population," said Shreveport Economic Development Director Brandon Fail. "Tech Talent South is the perfect partner for this initiative because of their proven track record, which includes successfully recruiting and serving in other markets, from New Orleans and Dallas to Phoenix, Charlotte, and Hartford."

Tech Talent South is an approachable and inclusive technical recruiting, training, and staffing company that exists to build and connect local tech and entrepreneurial ecosystems. The company offers experiences and resources for individuals, corporations, local economies, and talent pipeline partners. It currently operates in twelve cities around the US. Program graduates have been hired at prominent companies such as Bank of America, Amazon, Wayfair, McKinsey & Company, Accenture, Gap, and Home Depot. They can be found in a wide variety of technology roles, such as Software Engineer, Business Analyst, Application Developer, Quality Assurance, Salesforce Administrator, and more.

####