

Communicating Trends: Providing ICT Intelligence to the Community

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Abstract

In September 2010 the first posting of a monthly analysis of 'ICT Education and Job Trends' was uploaded onto the [CITRENZ](#) [Computing & Information Technology Research & Education NZ] web site. These monthly reports are designed to keep the broad ICT community informed about the latest trends in tertiary ICT enrolments and ICT job vacancies.

The release of each edition of the report is communicated to the NZ ICT community in a variety of ways, including direct mail out and the utilisation of Web 2.0 social networking sites.

This poster uses extracts from selected reports, uploaded over the last 12 months, to illustrate how the wider ICT community is kept informed about key trends.

Keywords

ICT, trends, enrolments, jobs, CITRENZ

Introduction

The main purpose of keeping the NZ ICT community informed about NZ and global ICT trends is to emphasise the growing skills shortage and hence, the unlimited employment opportunities. This continuing shortage of ICT knowledge and skills has been well documented in various past and recent national and international publications.

Community members include secondary school teachers [and students], staff and managers in tertiary institutions [and students], professional organisations and industry employees and managers.

Anecdotal feedback received by the author from this broad community indicates a sincere appreciation of the value of the information contained in these monthly publications.

Content

[Seek ICT](#) job adverts, together with those on Trademe, are accessed on or about the 15th of each month. The resulting data is processed, reproduced as a PowerPoint presentation and uploaded in PDF format to the [CITRENZ](#) web site.

Data concerning enrolments and completions is derived from the [Ministry of Education](#) web site, and salary information is sourced from a variety of locations, such as [Trademe IT](#), [Absolute IT](#) and [Hudson Recruitment](#).

Figure 1, as an example, illustrates the overall monthly Seek ICT job advert trends for the last 2 years, beginning

January 2010. Figure 2 illustrates IT salaries derived from the Trademe Salary Guide accessed in July 2011.

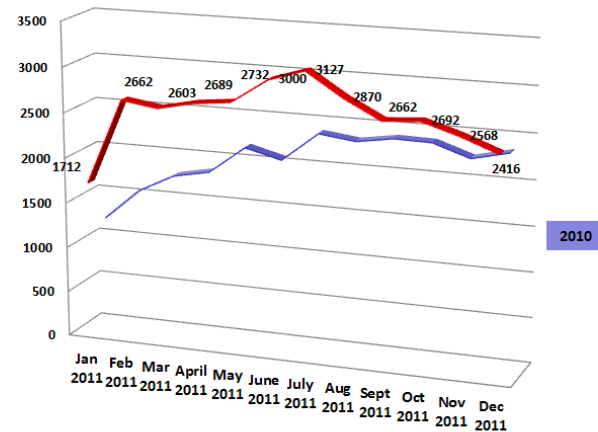


Fig. 1 Seek ICT job advert trends from Jan. 2010 to Dec. 2011

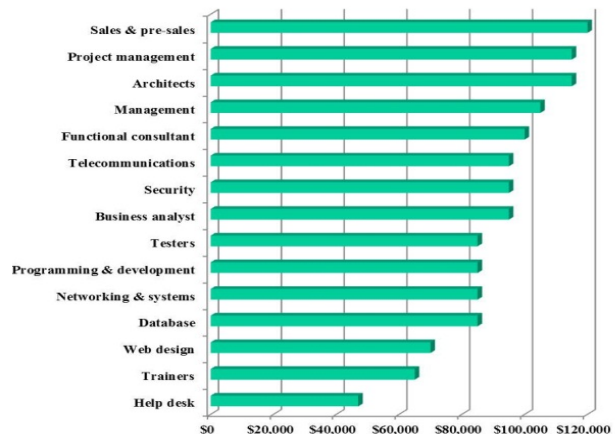


Fig.2 Trademe Salary Guide July 2011

Conclusion

The monthly ICT education and job trends reports posted on the CITRENZ web site appear to be reaching the intended audience. Comments received from a wide variety of ICT community members, both from within NZ and from overseas, including the USA, are very complementary.

The author is encouraged by this positive feedback. It appears to indicate that the ICT community members are utilising the content of the reports to help them understand the implications of the long term enrolment and job trends.

References

- [Trademe IT Job Adverts](#) (Accessed April 2012)
- [Seek ICT Job Adverts](#) (Accessed April 2012)
- [MoE Education Counts](#) (Accessed April 2012)