

Tech Sector E-Letter

“ S C H O O L ’ S O U T F O R S U M M E R ”

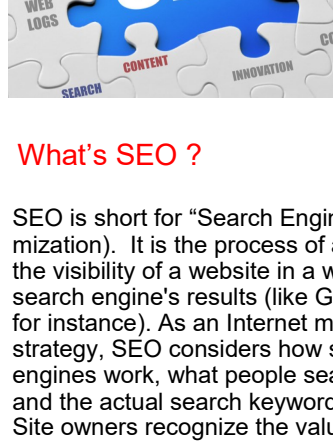
- A L I C E C O O P E R

Beat the heat with these summer tips!

June 2017

The WSO tech team has pulled together some fun ideas to make your summer a little less . . . HOT!

[If you know someone younger who is into tech Get out in the garden!](#)
[A necessity for the next week in PDX . . .](#)
[Lay your head to rest on these chill pillows](#)
[Become your own biggest fan . . .](#)
[Jump right in!](#)
[Put on your seatbelt and take a ride](#)
[Grab a seat and a cold drink!](#)



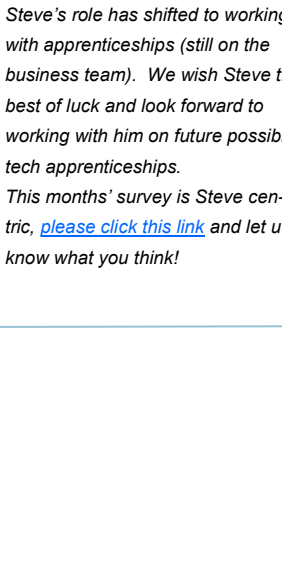
What's SEO ?

SEO is short for “Search Engine Optimization). It is the process of affecting the visibility of a website in a web search engine's results (like Google, for instance). As an Internet marketing strategy, SEO considers how search engines work, what people search for and the actual search keywords typed. Site owners recognize the value of a high ranking in search engine results. This creates opportunity for skilled SEO practitioners.

Tech Talent Strategy Plan:

During the past 6 months the Portland area tech community has been meeting to tackle one of the biggest issues facing the community today, the need for qualified talent. This series of meetings focused on diversity of talent, how to properly educate talent, and entry level jobs for the talent pipeline.

Click this link for more info: [Talent Plan](#)



Editor's Note:

The tech team would like to bid a fond “see ya around” to our Regional Business Team member, Steve Strain. This is not a good-bye, as Steve's role has shifted to working with apprenticeships (still on the business team). We wish Steve the best of luck and look forward to working with him on future possible tech apprenticeships.

This months' survey is Steve centric, [please click this link](#) and let us know what you think!

The Elusive “MPC”
(Most Place-able Candidate)

We'd appreciate a notice from you out there in the field offices if you come across this awesome-ness:

Currently seeking: **SEO Specialist**

The ideal candidate will possess:

- ◆ Skills to create digital content
- ◆ Skills to build strong client relationships
- ◆ Advanced knowledge of Google Adwords and page ranking
- ◆ Experience in creating monthly work reports
- ◆ Skills to manage and research large data pools
- ◆ Strong organizational ability

Questions, comments or Super Star

Candidates? [Click here](#) to email us!