

# THE 2030 PROTOCOL



Knoxville-area businesses need to be forward-thinking in order to succeed in the Imagination Age, where creativity and innovation are paramount.

By fostering a pioneering culture and encouraging entrepreneurial thinking, organizations can stay ahead of the curve and meet the demands of an increasingly inventive market.

# AVERAGE ANNUAL PAY

*Knoxville's average annual pay is growing at a nominal rate below many of our peer communities.*

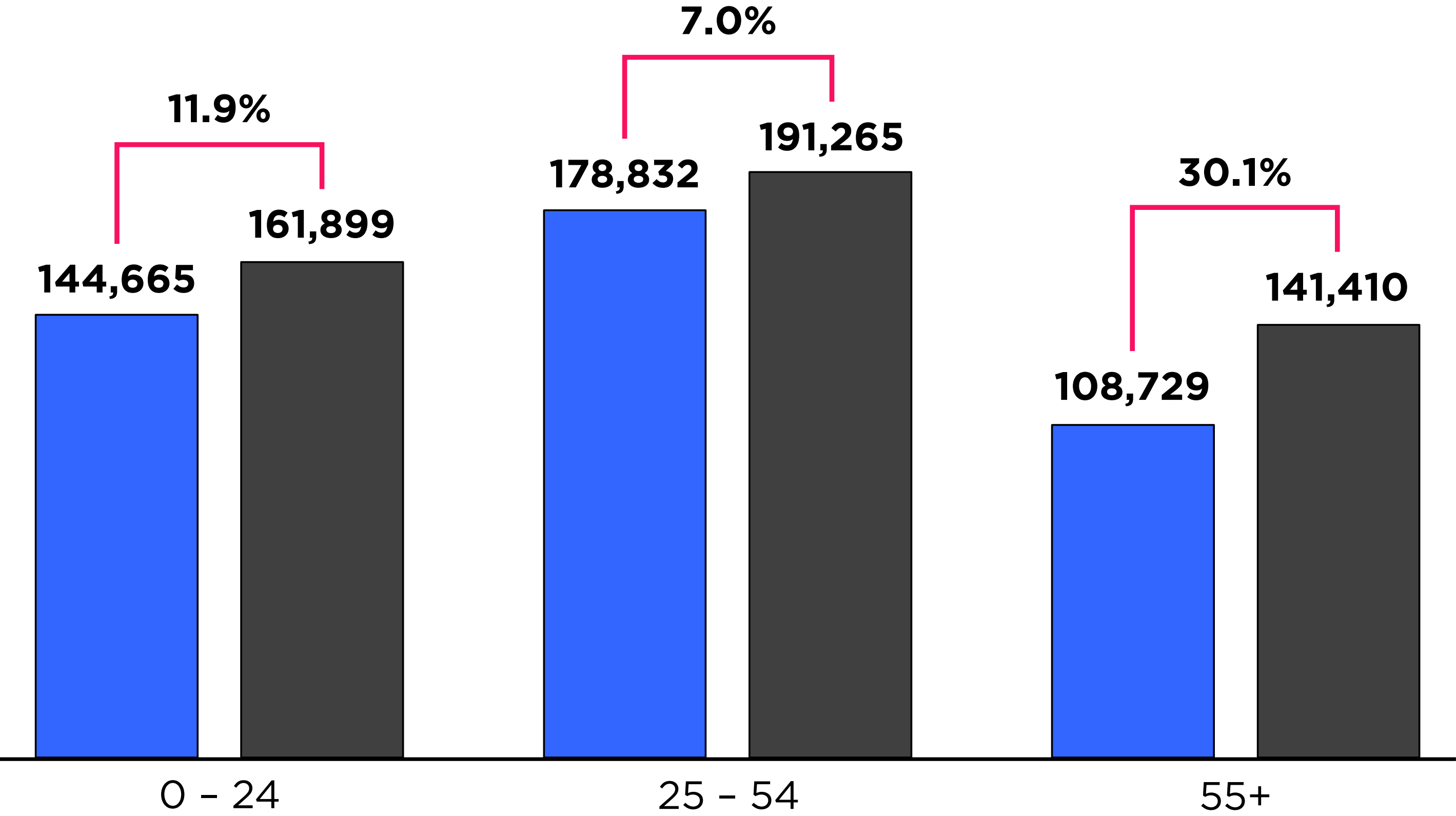
Community (County)	Avg. Annual Pay - 2021	Avg. Annual Pay - 2022	YOY Variance (%)
Durham-Chapel Hill	\$83,177	\$86,327	\$3,150 (3.8%)
Nashville	\$72,360	\$76,252	\$3,892 (5.4%)
Raleigh	\$69,248	\$72,142	\$2,894 (4.2%)
Huntsville	\$69,132	\$71,596	\$2,464 (3.6%)
Memphis	\$66,463	\$67,142	\$679 (1.0%)
Chattanooga	\$58,969	\$62,919	\$3,950 (6.7%)
Lexington	\$57,060	\$60,245	\$3,185 (5.6%)
<b>Knoxville</b>	<b>\$57,331</b>	<b>\$59,987</b>	<b>\$2,656 (4.6%)</b>
Greenville	\$55,030	\$58,107	\$3,077 (5.6%)
Asheville	\$50,435	\$53,483	\$3,048 (6.0%)

For every thousand dollars we can increase average annual pay, an estimated \$1.8 million in economic impact is generated.

Average annual pay will be our primary key performance indicator for the new strategic economic direction.

# AGING POPULATION

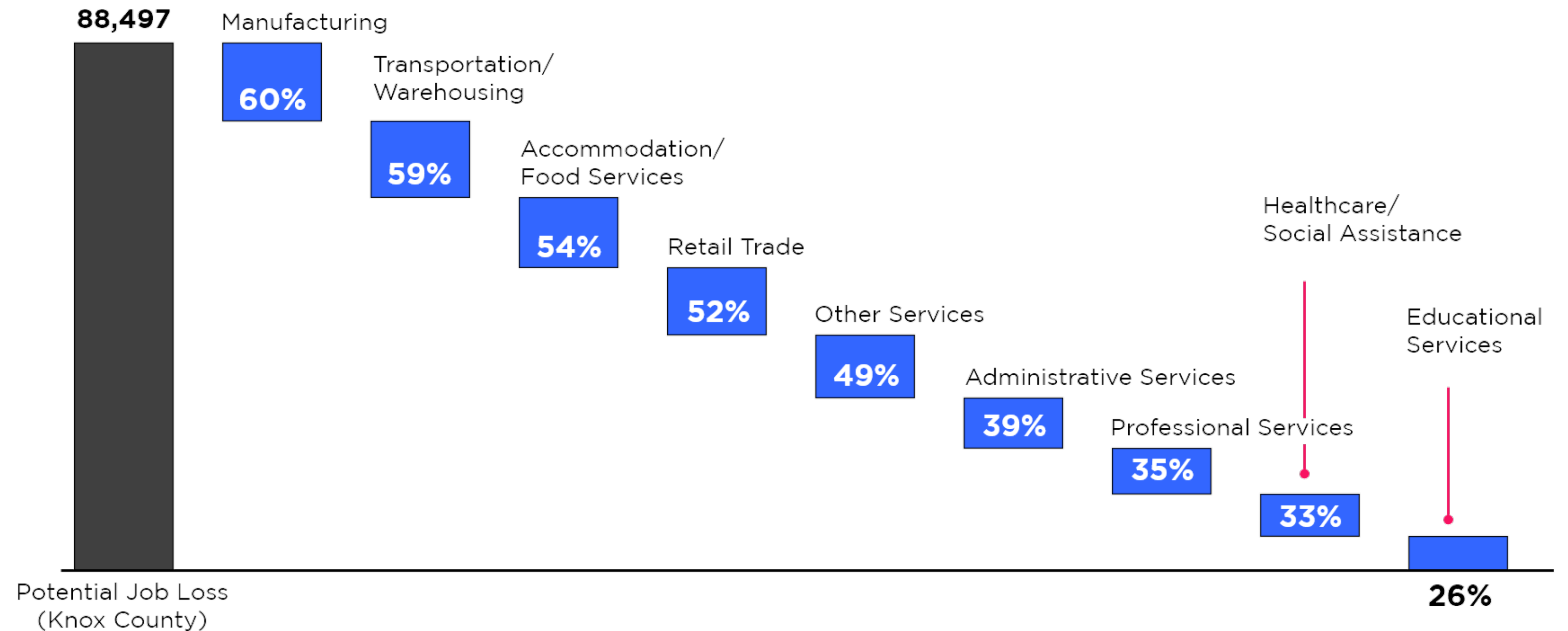
*Knoxville's growth in the 25-54 age range is being far outpaced by the the 55+ age group.*



The 25-to-54-year-old age group has only grown 7% in the last twelve years. During the same time period, Asheville grew 12%, Greenville grew 14%, and Raleigh grew 23.5%.

# AUTOMATION IMPACT

*Knox County is on track to lose nearly 90,000 jobs to automation in the next six years.*



McKinsey Global Institute has calculated the potential number of jobs that could be lost to automation by 2030. The chart above applies those calculations to Knox County's industry sectors.

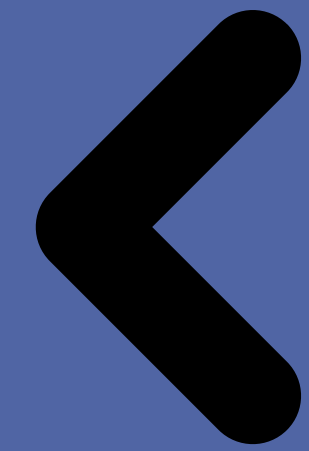


According to the U.S. Bureau of Labor Statistics' Occupational Outlook Handbook:

“Overall employment in **computer and information technology occupations is projected to grow much faster than the average for all occupations from 2022 to 2032**. About 377,500 openings are projected each year, on average, in these occupations due to employment growth and the need to replace workers who leave the occupations permanently.

The **median annual wage for this group was \$100,530** in May 2022, which was higher than the median annual wage for all occupations of \$46,310.”





# THE GOAL

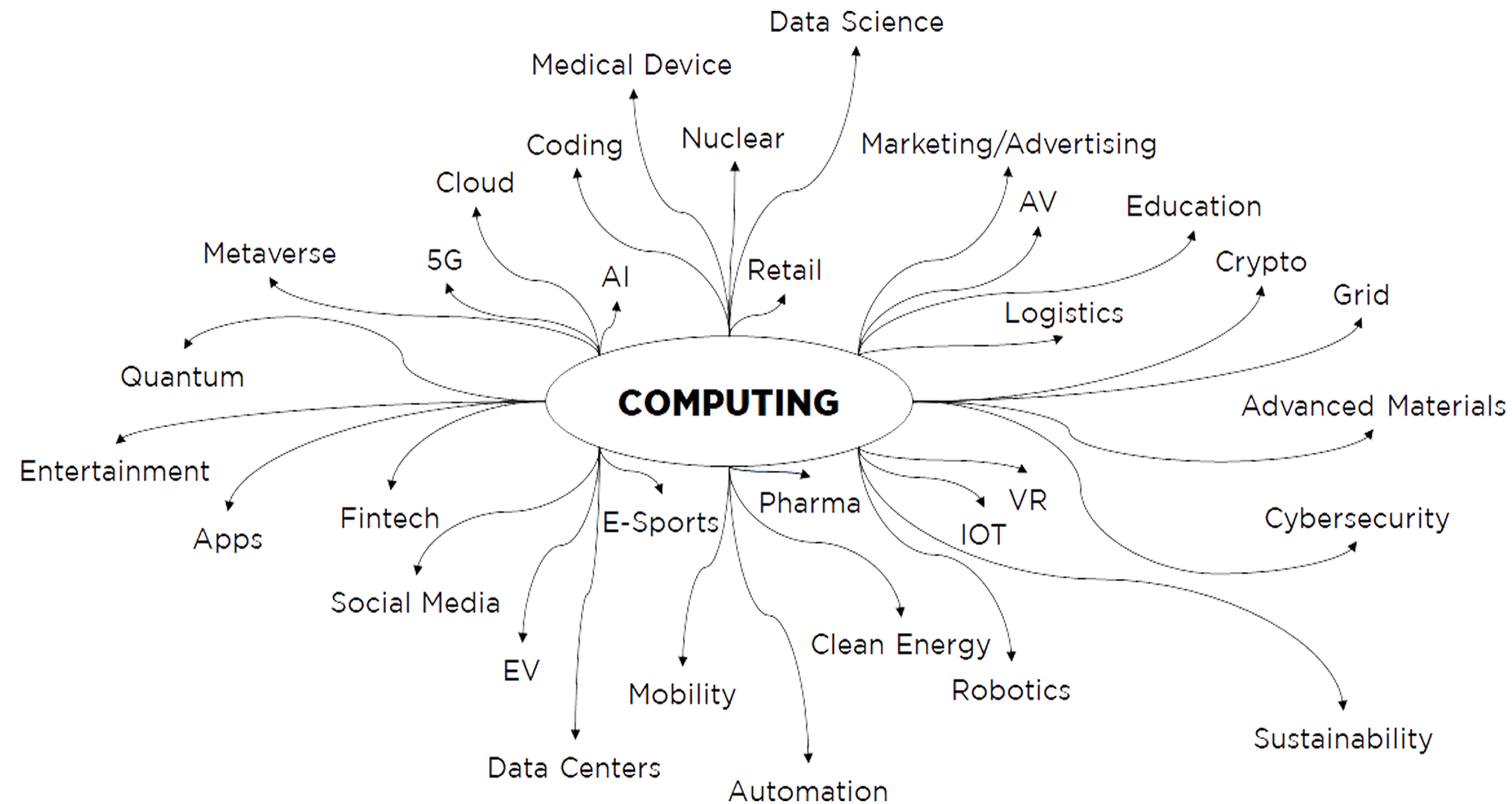
Create a computing-focused economic environment that positions Knoxville for the impending industrial revolution (i.e., the Imagination Age) by 2030.





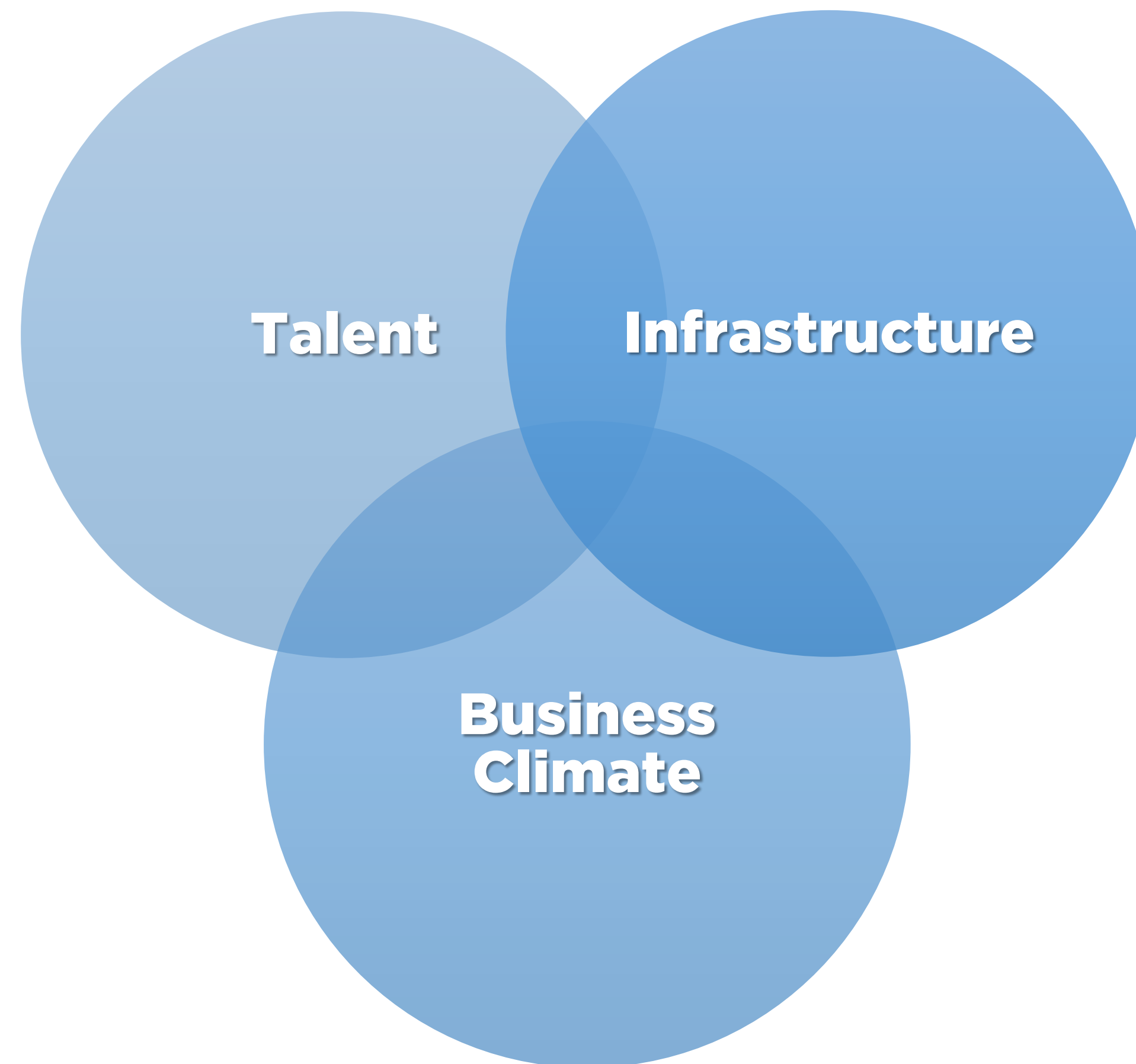
# COMPUTING REACH

Digital literacy skills apply to and spur growth in a multitude of industries. Computing skills are highly applicable in the business market as they enable professionals to analyze data, streamline processes, improve communication, and make informed decisions, ultimately contributing to organizational success and competitiveness.



# STRATEGY FOCUS AREAS

Talent attracts skilled individuals who can drive innovation, productivity, and growth. Infrastructure provides the necessary foundation for businesses to operate efficiently and enable economic activities to flow smoothly, while a favorable business climate fosters investment, entrepreneurship, and competitiveness.







# TALENT

---

- Increase the number of undergraduate/graduate college of engineering programs enrollment at The University of Tennessee (UTK) to 9,500 by 2030
- Increase the number of undergraduate/graduate computer-related enrollment at UTK to 2,000 by 2030
- Increase the number of engineering and related fields enrollment at Pellissippi State Community College (PSCC) to 1,000 by 2030
- Increase the number of computer and information sciences enrollment at PSCC to 500 by 2030
- Ensure that Knox County Schools is integrating computing-related programming into its Academies
- Create an applied computing degree program at UTK
- Advocate for the state to fund community and technical college workforce programs at the same rate as degree programs
- Expand the eKnox digital literacy initiative



## BUSINESS CLIMATE

---

- Include innovation and entrepreneurship as a UTK tenure track component for all colleges/departments
- Encourage every area postsecondary institution to require an entrepreneurial elective for all majors
- Recruit high-profile faculty/eminent scholars in high-performance computing and/or computational science areas
- Advocate for the addition of computing-related jobs to the state's franchise & excise tax credit program without the tiered system



## INFRASTRUCTURE

---

- Develop an innovation-centered physical space at Pellissippi Corporate Center
- Install a quantum network from Oak Ridge National Laboratory to Pellissippi Corporate Center to UTK
- Make a community-wide commitment to investing in civic furniture projects

**SUPPORT US IN THE  
ADVANCEMENT FROM  
GOOD TO GREAT.**

