

Conectad@s IT

In Colombia, information and communications technology (ICT) is **driving significant transformations** across various sectors. Companies have increased their investments in digital solutions, recognizing the importance of technology for innovation and operational optimization.

A study by the Ministry of Information and Communications Technology (MinTIC) revealed that the ICT sector is growing at annual rates of 3% in Medellín and 4% in Bogotá. However, this progress presents an urgent challenge: **the lack of individuals with the appropriate skills to fill vacancies in the sector.**

In 2020 were recorded:

36,184 vacancies were registered in the ICT sector,

26,017 students were qualified to fill them.

This disparity highlights the **need to strengthen educational and training processes** to close the talent gap and meet the sector's growing demand.

"The program has significantly impacted my life. I'm grateful for the opportunity it provides us. Among the things I've learned most and that have most changed my life is self-management."

Maribel
Program Participant



What makes Conectad@s IT unique?



Transformative Training

300 hours of intensive learning over 12 to 14 weeks, with a practical and dynamic approach.



Flexible Access

A virtual format that combines live activities and self-paced learning, with personalized tutoring in each area of training.



Commitment to Inclusion

Encourages the participation of women and promotes diversity in roles traditionally dominated by men.

Based in Bogotá, Conectad@s IT contributes to bridging the gaps in the ICT sector while promoting diversity and opportunities for all participants, **thanks to the support of the PriceSmart Foundation.**



The Program's Contribution to Bridging Talent Gaps



Google Professional Certificate

Training to obtain a professional Google certificate in IT Support, Data Analysis, Project Management, or UX Design, through a combination of online and in-person courses.



Socioemotional Skills

A curriculum that develops socioemotional and life skills, along with career guidance through IYF's "Discover Your Vocation" (DTV) initiative.



Complementary Activities

Activities and skill-building opportunities to help young participants consolidate knowledge and prepare for job searching, entry, and retention in formal IT sector employment.

Results Transforming Lives and the ICT Sector

250

Young People Enrolled



Each participant represents a story of overcoming challenges and a step toward a future full of possibilities in the ICT sector.



Achieving this gender parity empowers young women and helps break stereotypes in the technology sector.



175

Graduates Ready to Lead Change

70% of participants who began the program successfully completed their training, surpassing the initial goal and reaffirming the program's effectiveness.

"The greatest challenge I've faced is precisely proving that youth is not a limitation; instead, it's a position where we can see things differently and bring value to environments rich in experience and wisdom, where we can respect and contribute to them."

Linda Patiño

Communications Manager at Google



Juan Carlos Hernandez A

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