



**BTM**  
**FORUM**

Leaders of the  
Digital Transformation

# ITAC Talent

## Division of ITAC

- 2014: merger with Canadian Coalition for Tomorrow's ICT Skills (CCICT)
- Proactively address the long-term talent and skills requirements
  - Create the skills for the digital economy and growing the talent pipeline
  - Inspire young people to choose technology careers
  - Help transform education to accelerate the flow of talented people from all backgrounds into technology careers
  - Support diversity in the industry
  - Help shape public policy to support the growth of talent.

# Why BTM? ICT Talent Shortage

## Demand side issues

- Shortage – business/ICT skills (25%+ of the labour market) across all sectors
  - 200,000+ are already employed in BTM jobs – twice as many as 10 years ago – and demand continues to grow.
  - Employers will need to fill more than 50,000 BTM-related jobs in the next few years.

# Why BTM? ICT Talent Shortage

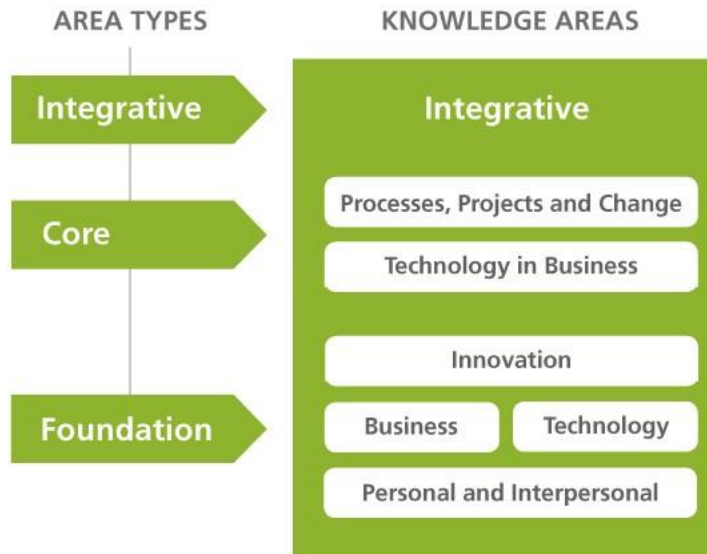
## Supply-side challenges

- ICT enrollments low
- Female enrollments low
- Programs lacked right combination of business+tech skills
- PSI only partially mapped to needs

# Business Technology Management



- Developed in 2009 through a collaborative effort involving academic institutions, industry and sector associations.



- Early wins 2010: Around 6 Programs in Ontario, Quebec, BC

# 2014 ESDC Funded BTM Expansion Initiatives

Refresh



Undergraduate

Expand



Other types of PSI

Enhance

5+

Specialties

Professionalize



BTM Certification

Support



BTM Association

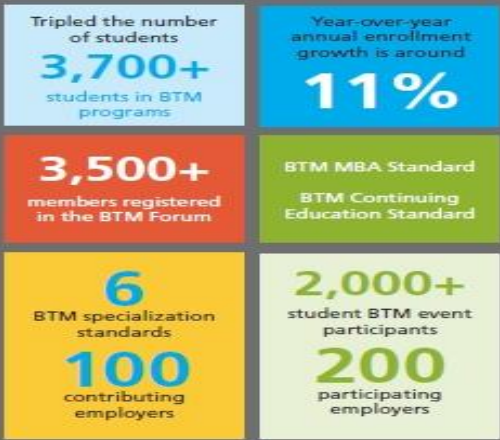
Promote



Marketing/Events

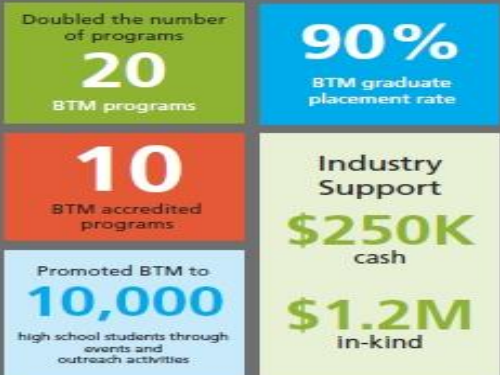
# P R O G R E S S

## Delivering Impact – 2014 - 2017 in numbers



Source: Learning Management, Global Program Update - March 2017

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# BTM programs as of January 1, 2018



## British Columbia

University of British Columbia  
Simon Fraser University  
BCIT  
Kwantlen Polytechnic University

## Alberta

University of Calgary  
University of Alberta  
Athabasca University

## Manitoba

Red River College

## Ontario

University of Waterloo  
Ryerson University  
Wilfrid Laurier  
York University  
University of Toronto (Miss)  
Seneca College  
Trent University  
McMaster's University  
University of Ottawa  
Lakehead University  
University of Ontario Institute of Technology  
McMaster University

## Quebec

Laval University  
Université du Québec a Montreal  
Université du Québec a Outaouais  
Université du Québec a Rimouski  
Concordia University  
Sherbrooke University

## Nova Scotia

Acadia University





The BTM Forum is the leading organization for professionals with Business+Technology+Management acumen



# What is the BTM Forum?

The BTM Forum was founded in 2016 by the Information Technology Association of Canada (ITAC), Canada's national ICT business association, as an autonomous marquee umbrella organization to build on the Business Technology Management (BTM) initiative.

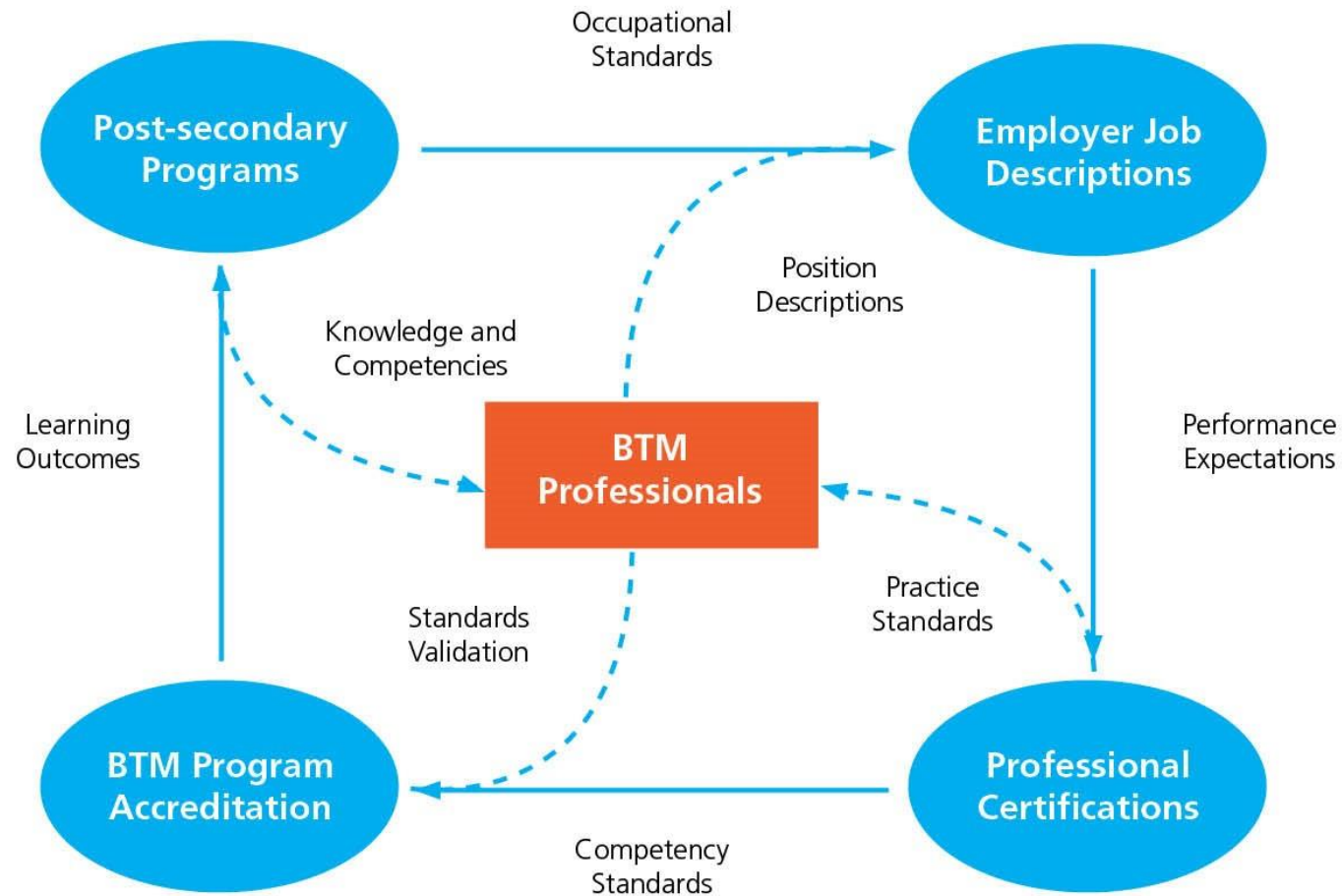
# What is the BTM Forum?

## Our Mission

Make BTM the most educated, capable, and recognized profession in the world.

- BTM Forum works to accomplish this by advancing proven standards and best practices that help BTM professional in their daily jobs and help organizations to best utilize BTM professionals in executing their technology strategies.
- The BTM Forum strives to enable individual BTM professionals to set a career path and follow that career path across organizations

# BTM Professional Ecosystem



# Who do we represent?

Areas	Job Roles in traditional BTM Areas
Governance	Portfolio Management, Risk Management, Regulatory Compliance
Integration	Enterprise Architecture, Business Process Management, Change Leadership
Development	Business Analysis, Quality Assurance, Project Management
Applications	Information Management, Business Analysis, End-User Experience
Operations	Service Management, Infrastructure Management, Cyber Security

Areas	Job Roles in IT that require a high level of Business and Management acumen
Start-Ups	Entrepreneurs and CIO's, Development Team Leads, IT Product Managers
Multi-media	User Experience Innovator, Creative Team Lead, Digital Product Manager
Consulting	Strategic Management, Digital Transformation, Project Management
Community	Industry Analyst, Open Source Leaders, Public Interest Leaders, Educators

# Our Key Offerings

## BTM TalentMash

BTM TalentMash is the annual event designed to connect employers with BTM students, spread awareness about the BTM program



## Certifications

BTM Forum administers two certifications: the [BTM Associate](#) (BTMA), [BTM Professional](#) (BTMP)

## Program Accreditation

Our accreditation program assures that programs meet national standards to produce graduates ready to enter Business Technology Management (BTM) related fields that are leading the way in innovation, competitiveness and emerging technologies.



# Our Key Offerings

## Standards and Guidelines

The BTM Forum works with academic institutions and employers to advance BTM practices through the development of standards and guidelines within a voluntary, non-proprietary and consensus-based process.

## Networking

Building relationships within the BTM community is one of the most valued BTM Forum offerings. Our members connect globally, 24/7. Through our [btm-forum.org](http://btm-forum.org) we offer a full fledged social network capability. The thriving online community keeps members and BTM practitioners connected..

## Professional Development

BTM offers a range of professional development opportunities to ensure security practitioners are prepared to meet any challenge. From webinars and online learning to classroom programs. BTM programs are designed to support career advancement and success.

# Membership

- Our membership model is simple. Create a community of practicing Business Technology Management (BTM) professionals and allow that collective body to drive standards according to their needs.
- Basic Membership (**Free**) level allows people new to the organization to explore an unlimited selection of benefits and learn more about the BTM Forum.



# Why Join?

Student, recent graduate, mid/late career professional, academic?

Membership in the BTM Forum offers benefits to all:

- Opportunities to build relationships, exchange ideas, and share insights and best practices with peers.
- Education and professional development opportunities that help you be more effective in your job and that support you at every stage of your career.
- Attain a BTM specific professional certification.
- Have an opportunity to be involved in the direction and work of the BTM Forum.
- Join the movement to create a profession for BTM; be an advocate for it and have a positive impact on the profession.

# Membership Benefits

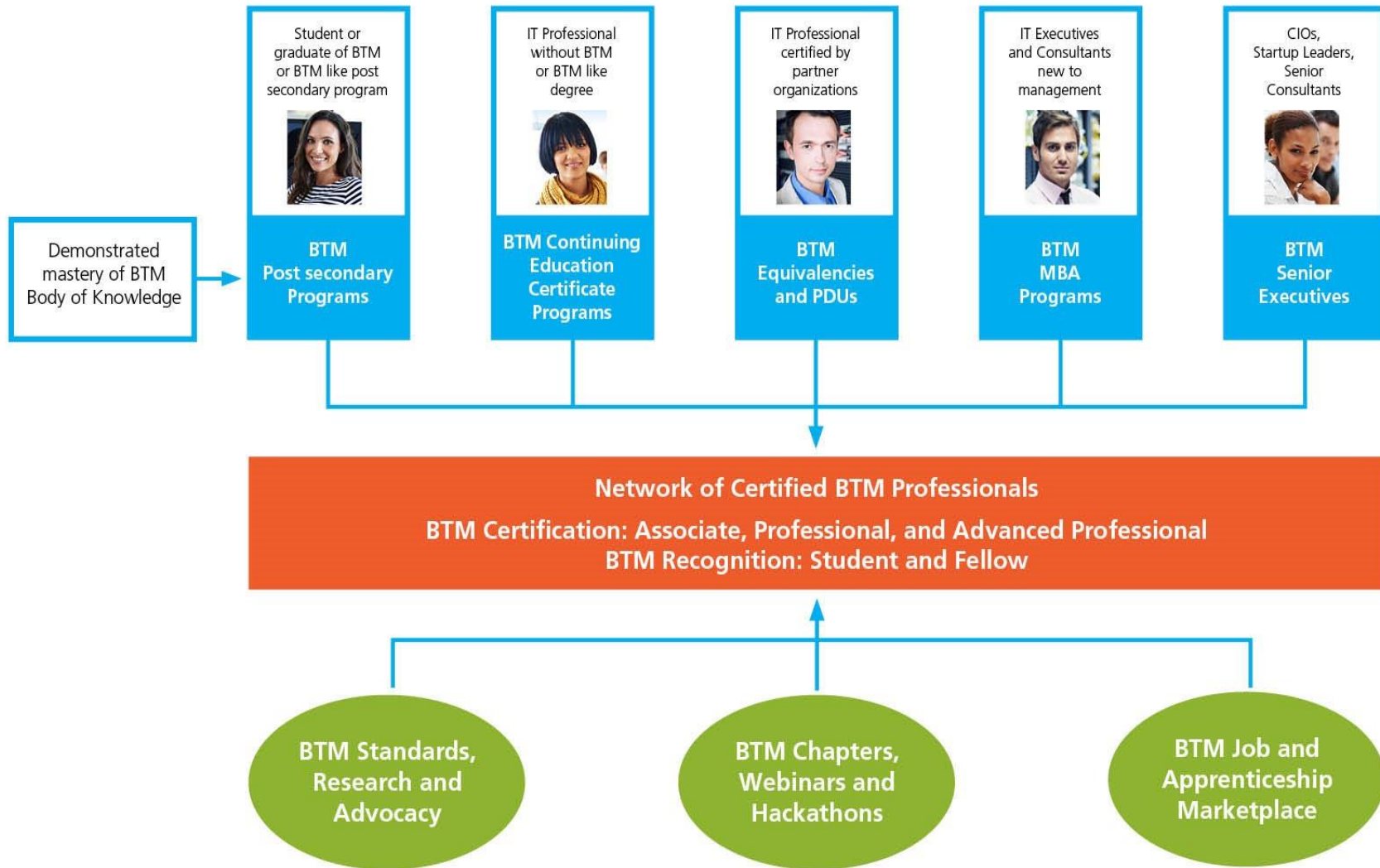
- Downloadable BTM Body of Knowledge (BoK) and National Occupational Standards (NOS)
- Ability to conduct a self-assessment against the BOK and NOS
- Webcasts on variety of subjects
- Online membership directory
- Certification ability (and digital means to display your credentials)
- Chapter benefits
  - Access to regular chapter events and meetings
  - Special interest group meetings
  - Speaking and networking opportunities

# Certification

- BTM Forum certifications are **the first** certification that are based on a Business+Technology+Management Body of Knowledge.
- They are completely vendor independent and run only by practicing BTM practitioners.
- BTM Forum provides two levels of certification which describe the major milestones in an Business Technology Management (BTM) career.
- A digital certification badge will be available to all holders. A digital badge is an online representation of a credential you've earned and allows you to verify your skills, interests and achievements by hard-coding the metadata for future access and review.



# BTM Forum Member Community



# Next Steps

- Are you a student? Visit our website [btm-forum.org](http://btm-forum.org) and join the BTM Forum at no cost and no annual renewal fees.
- Are you a recent BTM graduate? Be “grandfathered” into Associate Class at a cost of \$50. That is a \$350 cost-savings and there are no annual renewal fees
- Are you faculty member?  
Consider becoming a Fellow

# Contact Us

For more information about how you can become involved in the **BTM Forum**, please contact:

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