

# Google is proud to support Louisiana

Creating economic opportunity across the Bayou State

## \$1.83B of economic activity

In 2023, Google helped provide \$1.83 billion of economic activity for tens of thousands of Louisiana businesses, nonprofits, publishers, creators, and developers.

## 248,000+ Louisiana businesses

More than 248,000 Louisiana businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers.

## 109,000+ Louisianans trained

Grow with Google has partnered with 140 organizations in the state like Louisiana SBDC at McNeese State University and Shreve Memorial Library (Hamilton/South Caddo Branch) to train more than 109,000 Louisianans on digital skills, including organizations such as public libraries, chambers of commerce, community colleges, and more.

*“There are 134,000 people who have actually seen our Google Business Profile just in the last six months. That is remarkable.”*

*-Prince Lobo  
Co-owner of Addis NOLA  
New Orleans, Louisiana*



## Helping Louisiana's small businesses and startups thrive

Louisiana business owners are leveraging digital tools to find new customers and grow amidst economic challenges, like inflation and talent shortages. To help Bayou State businesses like Addis NOLA, Google is increasing access to capital, trainings, and free resources.

### 6,720+

small businesses trained by a Louisiana Digital Coach

### [Grow with Google Digital Coaches](#)

are local experts who help diverse small businesses grow. Our Louisiana Digital Coach offers live training and hands-on coaching – for free – to small businesses.

### \$250M+

in venture capital raised by Google for Startups Founders Fund recipients in the U.S.

### [The Google for Startups Founders Funds](#)

provide cash awards and hands-on help to support underrepresented entrepreneurs throughout the U.S.



*This course helped me to understand the skill set that is needed to become a data analyst. I was able to understand the basics of SQL, Tableau, Excel, and R Studio. Once I completed this course, I was promoted to a senior data analyst with my current employer.*



**LaShonda McKnight**

Google Data Analytics Certificate graduate

Senior Fraud Informatics Analyst at Blue Cross and Blue Shield of Louisiana  
Baton Rouge, Louisiana

## Helping Louisianans develop digital skills to grow their careers

50% of the workforce will need to reskill by 2025<sup>1</sup> and 1 in 3 American workers have very limited or no digital skills.<sup>2</sup> We're working to help people advance their careers and pursue new opportunities by making digital skills accessible to everyone. To date, we have helped over 300,000 Americans find new employment and increase their income through digital skills training.

**250,000+**

Google Career Certificate graduates in the U.S.

[Google Career Certificates](#) help people develop skills for new jobs in fields like cybersecurity, data analytics, project management, and more in just three to six months. After completing the program, graduates are able to connect with 150+ top employers. 75% of graduates report a positive career outcome within six months.<sup>3</sup>

Google has also partnered with 11 Louisiana educational institutions like University of Louisiana System and Louisiana Tech University to make Google Career Certificates available to students and to increase employment opportunities.

**134,000+**

Louisiana students trained in computer science to date

Google is helping address inequities in computer science education by offering no-cost products and programs, like [CS First](#) and [Code Next](#), to students across the U.S. To date, Google has invested over \$263 million toward computer science skilling including Google.org grants to organizations like National 4H Council and Hidden Genius Project.

## Supporting Louisiana nonprofits and local organizations

Local organizations and nonprofits across Louisiana are doing great work to support their communities. Google is proud to partner with trusted community organizations to further that work, and bring digital skills training, grant funding, and other resources to more Louisianans.

**\$5M+**  
in funding

Since 2006, Google.org has awarded over \$5 million in funding to Louisiana organizations and nonprofits.

**\$111,000+**  
in charitable giving

Since 2012, our employees based in Louisiana – including matching contributions and philanthropic giving from Google.org – have donated over \$111,000 to nonprofits.

**\$403,000+**  
in Google Workspace

Since 2011, Google for Nonprofits has supported more than 440 nonprofits in Louisiana. In 2023 alone, Google.org provided more than \$403,000 in Google Workspace for Nonprofits.

**\$3.21M**  
of free search advertising

In 2023, Google.org provided \$3.21 million in donated search ads to Louisiana nonprofits through the Google Ad Grants program.

Learn more about Google in Louisiana at: [g.co/economicimpact/louisiana](https://g.co/economicimpact/louisiana)

<sup>1</sup>The Future of Jobs Report 2020, World Economic Forum, Oct. 2020

<sup>2</sup>Digitalization and the American Workforce, Brookings Institute, Nov. 2017

<sup>3</sup>Based on program graduate survey responses, United States 2023