



40 BY 22

# ADVANCING YOUNG WOMEN OF COLOR IN TECH CAREERS

IMPACT REPORT MARCH 2020

**npower**

WITH SUPPORT FROM  
Citi Foundation

**citi**





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# THANK YOU

In March of 2018, NPower announced a commitment made possible by a partnership with Citi Foundation to become a partner and catalyst for change to advance young women of color in tech careers. What began as a program goal to increase the number of young women enrolled in our programs to 40% by 2022 and increase the representation of women among our teaching staff to 40% by 2020, has become a larger movement. The 40 by 22 initiative was born and we have seen the impact in incredible ways.

As the need for tech talent explodes, the presence of women, particularly women of color, in IT roles is steadily declining. In order to change this trend and diversify the industry, we have listened and learned. Awareness of our mission has grown and we have united with allies to show how intentional efforts can be put to work and scale.

It's been an extraordinary two years for all who have been involved with 40 by 22 and there are countless opportunities for others to join and share in this experience. We have learned a great deal about the obstacles young women of color face in tech and we are uniquely prepared share our findings in a culmination research paper which is schedule to be released in April 2020.





## FOR YOUR TRUST IN OUR MISSION AND COMMITMENT TO CHANGING THE FUTURE OF TECHNOLOGY TOGETHER.

NPower's partnership with Citi Foundation was a merger of aligned missions. Citi has been a partner and advocate of NPower for several years, they are represented on our national and regional boards and they are a leading employer of NPower students. Through the generous support of the Citi Foundation, we have made significant strides in the past two years including:

### **Increased the percentage of young women in the classroom to 31%**

and helped 378 women to launch tech careers, making significant strides in our goal to reach 40% by 2022

A dedicated marketing campaign inspired action with

**over 1M impressions**

Conducted internal and external research

**with 100+ stakeholders  
and thought leaders**

### **Generated \$8.5 Million**

in annual salaries for women graduates, nearly a threefold increase from pre-program salaries

### **Our teaching staff is now 31% women**

and we are confidently on our way to 40% by the end of 2020

Hosted three convening events which brought together nearly

**400 individuals**

for deep community conversations



# Facts on a Growing Problem


According to the Bureau of Labor, in 2015, women held 57% of all professional occupations, yet held only 25% of all tech related occupations. Furthermore, while under-representation of minorities in the U.S. tech industry is endemic, it is particularly pronounced for Black females and Latinas—representing just 4% of technology professionals.


Worse still, many women of color do not see a future for themselves in the technology sector, feeling an acute sense of isolation and lack of career advancement opportunities.





## THE 40 BY 22 SOLUTION


NPower's women of color-focused initiative is the change-agent that transforms and diversifies the industry by removing key barriers that prevent women from entering IT careers: lack of female mentors and role models, gender bias in the workplace, unequal growth and pay. 40 by 22 bridges these challenges in five important ways:

 **EXPAND** NPower's female young adult talent pipeline from 25% to 40% from recruitment through job placement by 2022

 **IMPLEMENT** gender and culturally sensitive trainings for NPower staff, students and partners to create a gender-aware and inclusive community

 **CONNECT** the executive network to develop and nurture a corps of mentors to support, develop and sponsor young women of color

 **RESEARCH** internal and external findings through interviews, surveys, focus groups and observations to continuously improve the NPower programming and partnerships that support young women

 **PUBLISH** a culminating white paper, in collaboration with Citi Foundation, to help the industry improve parity and the intersection of race, gender and class

Through these and our strategic recruiting efforts, high-impact regional events, an extensive social media campaigns, and series of important convening events, we are rapidly moving toward meeting our goal.





## LIVING AND BREATHING THE 40 BY 22 INITIATIVE

At the launch of the 40 by 22 mission, we committed to bringing new intention and focus to the work across our organization. NPower's locations in New York, New Jersey, Maryland, Missouri, Michigan and California have learned to look at their communities differently. Our marketing has sharpened with better understanding of the challenges young women of color face, and we have looked within to address our own biases and micro cultures. Where 40 by 22 has become the catalyst for a larger movement, it has also reshaped NPower in a profound and exciting way.



## LOOKING FORWARD

Lead researcher, Seema Shah, PhD., spent over a year conducting a deep, internal analysis of our programs including staff, current student, and alumni interviews, focus groups and, more than 100 stakeholder interviews. In that time, Seema interviewed nearly 75% of the regional staff and 23 female students/alumni to understand what is working well and the ways in which NPower and like-minded organizations can improve programmatic work—especially as it pertains to the engagement, recruiting, and retention of young women of color in tech.

In April 2020, NPower will release a comprehensive culmination paper. The objective of this research is to share our learnings and best practices across the sector to aid policy makers, companies, and nonprofit practitioners in supporting the tech career journeys of young women of color. NPower was honored to be invited to present the research at 2020 SXSW EDU, which was pre-empted by the COVID-19 crisis.



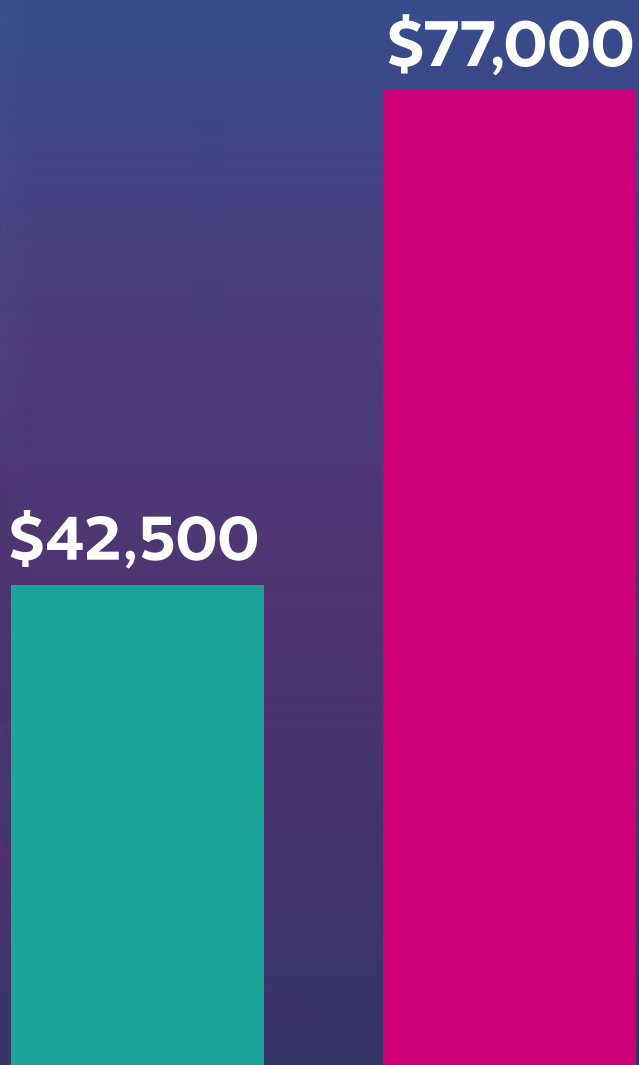
Average post-program  
salary of women in  
Tech Fundamentals who were  
previously unemployed.

44% of young women are  
unemployed before NPower.

\$0

**\$8.5 MILLION**  
**FROM CITI FOUNDATION**





Average post-program salary of female graduates of advanced programs.

NPower's tech programs seek to future-proof our students' success by training for the careers of today and tomorrow. Since the 40 by 22 initiative began, over 200 Tech Fundamentals female alumni have earned \$8.5 million annually based on starting salaries. In addition, a number of alumni have enrolled in our advanced trainings on cybersecurity and cloud computing where their earning potential soars even higher.

# ON IMPACT

## TION'S INVESTMENT



# RESULTS

Through our 40 by 22 initiative, we've launched tech careers for more young women of color than ever before.

## THE 40 BY 22 FOOTPRINT

HARLEM, NEW YORK  
BROOKLYN, NEW YORK  
JERSEY CITY, NEW JERSEY  
NEWARK, NEW JERSEY  
BALTIMORE, MARYLAND  
ST. LOUIS, MISSOURI  
DETROIT, MICHIGAN  
*(Launched 2020)*  
SAN JOSE, CALIFORNIA

## SUCCESS NOTES

**378 young women**  
served to date

**105% increase**  
in young women's enrollment  
since initiative began (February 2018)

Young women represent  
**31% of our class**  
composition (as of 11/25/2019)

**Three-fold increase**  
in post-program salaries

**80% of young women**  
have graduated with a  
**CompTIA IT Fundamentals**  
**certification**

**100% of young women**  
in our advanced programs have earned  
**advanced certifications**

9 women have been hired on our  
instructional team, representing  
**800% growth**

## PROGRAM DEMOGRAPHICS

**23**  
average age

**71%**  
have no college degree

**82%**  
**Women of color**  
(Black/Hispanic/Multiracial)  
**76% Black or Hispanic**

\*Of all young women served in the Tech Fundamentals program within the 40 by 22 initiative footprint





**HARLEM, NEW YORK**



**BROOKLYN, NEW YORK**







**JERSEY CITY, NEW JERSEY**

## **DANEY FORBES**

NPower New York

*Intermediate Associate IT Business Analyst at Citi*

Daney is a shining example of the talent that exists throughout the NPower network which will continue to transform the IT industry, creating a richer and more diverse workforce. After graduating, Daney began her professional technology career with an internship at Citi after which she was hired full time as an Intermediate Associate IT Business Analyst.

*“Finding NPower completely changed my life. I discovered I have the mental discipline to pursue something completely unknown to me. Getting my CompTIA A+ certification has shown me that hard work pays off.”*







**BALTIMORE, MARYLAND**



## **SAKINA GOODE**

NPower Maryland

*Help Desk Specialist at LEARN Behavioral*

Sakina was introduced to the A/V tech field from a friend, but was stuck in a waitressing position at a local restaurant while trying to find her path forward. She took a leap of faith and joined NPower to develop her technical skills. After completing Tech Fundamentals at NPower, she overcame obstacles to land an internship with the University of Maryland Baltimore. After a year with UMB, Sakina had built relationships across the campus and secured stellar references to move ahead. She advanced from her year-long internship to her new full-time tech position with LEARN Behavioral. NPower offered an alternative path to success and Sakina seized the opportunity to create her own future.

*“Throughout the program, I learned a lot about myself. Recognizing the kind of learner that I am really helped to adjust to different environments.”*





**ST. LOUIS, MISSOURI**



**SAN JOSE, CALIFORNIA**





# LEADING BY EXAMPLE

## WOMEN IN NPOWER'S INSTRUCTOR'S INSTITUTE

HIRED 9  
WOMEN  
INTO OUR INSTRUCTORS  
INSTITUTE  
800% GROWTH

Through the National Instructor Institute, we've expanded our recruitment strategies to attract more female instructors and increased support for all instructional staff to have the coaching and mentorship needed to promote an equitable learning environment. We focused our efforts to hire female instructors or assistant instructors to ensure that women have role models in the classroom.

### DIAMOND STALEY

*Assistant Technical Instructor at  
NPower Maryland*

Diamond is one of 8 women who have graduated from NPower programs and been hired onto the instructional team. Her knowledge, commitment, and compassion have made the difference in the Baltimore classrooms.

*"I came to NPower with the most basic knowledge about tech, I didn't think that I would even last in the program. With the help of my peers, I kept pushing and became certified. NPower gave me the opportunity to stop working dead-end jobs that had no promise of advancement."*



## LISSETE VENTURA

NPower New York

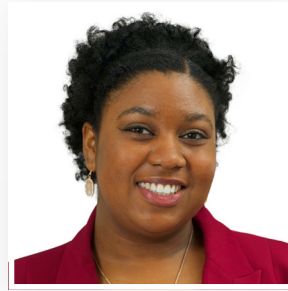
*former Assistant  
Technical Instructor*



## MAILIEN NGUYEN

NPower New Jersey

*former Assistant  
Technical Instructor*



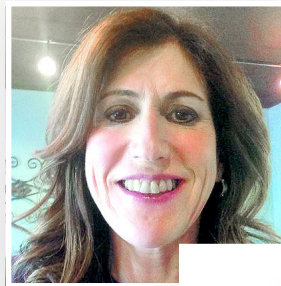
## COURTNEY WALKER

NPower Missouri



## RUBIELA CROWDER

NPower Texas



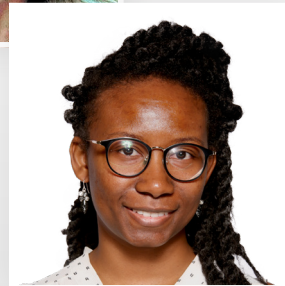
## ALICIA PEARLMAN

NPower Michigan



## LATIFAH THOMAS

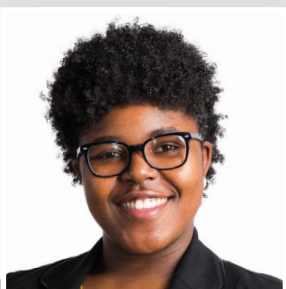
NPower New York



## BRIANNA GOODRUM

NPower Missouri

*former Assistant  
Technical Instructor*



## SHANNON BURT

NPower Maryland



## ADELAIDE ABOAGYE

NPower Missouri

*former Assistant  
Technical Instructor*



## DIAMOND STALEY

NPower Maryland



**434**  
TOTAL POSTS

**REACHED**  
**670,631**  
INDIVIDUALS

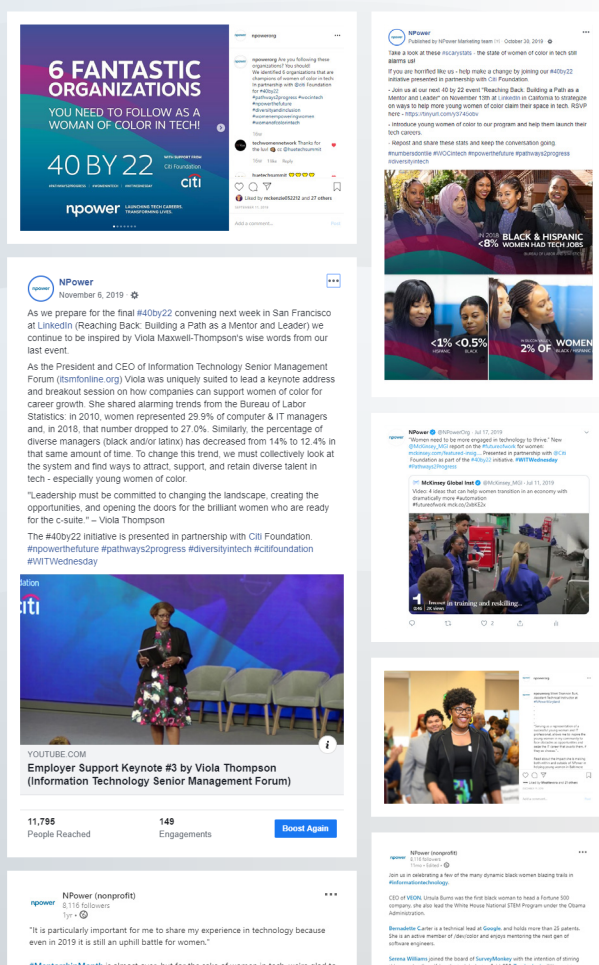
**1,043,381**  
IMPRESSIONS

**46,375**  
ENGAGEMENTS

# DRIVING an Important Conversation

The #WomeninTechWednesday campaign commandeered a day, every week for over a year to share out curated and custom content that elevates the advancement of women of color in tech. Each week, we published a unique piece of content to engage and inform a far-reaching network of young women of color and allies. From inspirational stories of success to personal interviews with young women in our program to shared articles, videos & resources, each post enriched the conversation.

By building on the importance of representation, we have attracted interest from prospective female students, aligned organizations, thought leaders, and advocates. The campaign's key objectives were met: to drive interest to our work and enhance recruitment strategies to find more women of color to serve.



## MEDIA COVERAGE

The 40 by 22 mission earned amplifying press across multiple channels resulting in **OVER 137 MILLION IMPRESSIONS**

**#NPOWERTHEFUTURE**

**#PATHWAYS2PROGRESS**

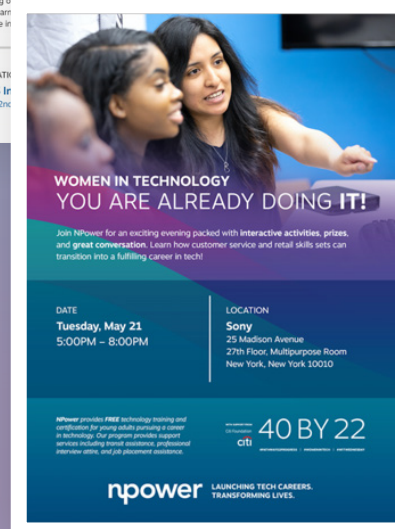
**#40BY22**

**#WITWEDNESDAY**



**60-SECOND Q&A WITH LAINIE MARTE**  
Recruitment Manager, NPower New York

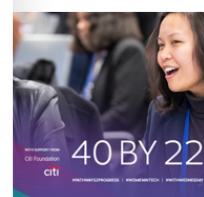
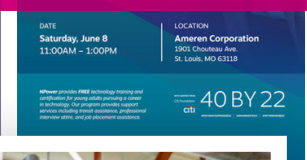
Watch the video at <https://www.facebook.com/npower.org/videos/2157672884282701/>



# NATIONAL MOVEMENT, LOCAL ENGAGEMENT

## 40 BY 22 AWARENESS EVENTS

Each region produced women-centric recruitment events to help field applications and deepen relationships with community partners. In all instances, the local team partnered with referring organizations to invite program-eligible young women for an information session and opportunity to apply. Through national efforts and grassroots actions at the regional level, female enrollment increased by 34% as compared to the prior period.







# THOUGHT LEADERS IN GENDER PARITY

## CONVENING EVENTS

NPower has leveraged the Citi Foundation's investment to spearhead conversations on gender parity in the workplace through targeted events, and media outreach, in concert with national and local-level partners. Following a young woman's career trajectory in technology, these community conversations serve as platforms to drive continued dialogue, share ideas and challenge the status quo.

The series of three events sought to uncover and identify barriers limited young women's attraction and involvement in the technology industry and develop ideas and actions that can shared broadly to tackle the issues and find inspiration in the solutions.



# BREAKING THROUGH

## TACKLING BARRIERS FOR YOUNG WOMEN OF COLOR IN IT

OCTOBER 2ND 2018

NEW YORK CITY

HOSTED BY GOOGLE

### THOUGHT LEADERS

- › Kim Davis, *NHL*
- › Racheal Ankrah-Fosu, *Broadridge*
- › Caryn McCarthy, *Google Code Next*
- › Damaris Schneider, *Deloitte*
- › Regina Dombkowski, *Citi & NPower alumna*
- › Viola Thompson, *ITSMF*

The discussion took a deep dive into how to encourage young women to advocate for themselves, what it will take to diversify the industry as well as how to make space for women of color in IT.



Watch the video at [https://youtu.be/fgT4av7\\_na8](https://youtu.be/fgT4av7_na8)

### KEY TAKEAWAYS

- › “If you can see it, you can be it”—if young women of color can see example of the career path they hope to follow occupied by people that look like them, they can, in turn, believe in their ability to occupy those spaces.
- › Young women need to find their own diverse “personal board of directors” who mentor, support and create a space for them to grow and advance.
- › In order to really impact the number of women of color in tech, more organizations need to provide wraparound services that better support their unique challenges.

# RISING UP

## PROPELLING CAREER GROWTH & WAGE EQUITY

MAY 22ND 2019

ST. LOUIS

HOSTED BY WORLD WIDE TECHNOLOGY

This time, we challenged participants to delve into the issues young women face once they have secured a role in technology: how advance in their careers, and provide real-world examples and advice for navigating professional growth and wage equity. Leading the way were three dynamic keynote speakers who also co-led distinct and impactful breakout sessions, where more intimate conversations ensued.

### THOUGHT LEADERS

- › Nicole Tate, *World Wide Technology*
- › Ann Marr, *World Wide Technology*
- › Shai'Kenya Williams-Brown, *U.S. Department of Defense*
- › Viola Thompson, *ITSMF*

### KEY TAKEAWAYS

- › The key in advocating for yourself, is the belief that you are just as worthy of opportunity as your male and/or white counterparts.
- › Difficult conversations, like salary negotiations, is a special skillset that comes down to: proving your value first, preparation, getting in the right mindset, confidence, and timing.
- › Companies are lacking in representation of women of color on their executive teams. When surveyed, senior women of color are interested in c-suite positions but the road there is not clear, they do not feel the internal support to get there and they oftentimes feel undeserving.



See the highlights at [https://www.youtube.com/playlist?list=PLR2b-0cgKWvrM64CdhGycvwaWAw\\_5Piwz](https://www.youtube.com/playlist?list=PLR2b-0cgKWvrM64CdhGycvwaWAw_5Piwz)



# REACHING BACK

## BUILDING A PATH AS A MENTOR AND LEADER

NOVEMBER 13 2019

SAN FRANCISCO

HOSTED BY LINKEDIN

This event featured a powerhouse panel of leading women in tech and workplace consulting. Together, they shared their experiences and recommendations, navigating a conversation that covered successful strategies for strong mentors, the impact of allyship, and how to secure intersectional support. This convening sought out to unpack the ways in which companies can level the playing field for young women of color in tech through inclusive cultures, policies, and mentorship & sponsorship practices.

### THOUGHT LEADERS

- › Jaqueline Jones, *LinkedIn*
- › Molly Q. Ford, *Salesforce*
- › Gwath Kroma, *Accenture*
- › Ripa Rashid, *Culture@Work*



Watch the video at  
[https://youtu.be/Ovd8v7u\\_ZbY](https://youtu.be/Ovd8v7u_ZbY)

### KEY TAKEAWAYS

- › Diversity without the addition of inclusion is meaningless.
- › It's the responsibility of companies to level the playing field for young women of color in tech through the use of inclusive cultures, policies, and mentorship and sponsorship practices. Employers must be intentional and thoughtful about how they can create an inclusive workplace culture.
- › Four core dimensions of business culture lend itself to fostering an inclusive environment: inclusive leadership, authenticity, networking and career pathways.



# CORPORATE COMMUNITY ENGAGEMENT

Citi has led the charge in co-creating and hosting unique women-centric programming:

## EXECUTIVE ROUNDTABLES

Breakfast group mentoring sessions bring together senior, female technologists and the young women of color currently enrolled in NPower programs. Mentors and mentees engage in conversations about their career trajectories, navigating a male-dominated field, building a professional network and a host of other topics. During these events, intentionally organized during the first month of the program, our students meet with the women who have held the tech roles they aspire to and act as a constant reminder that there is a place for them in the tech industry.

## SPEED MENTORING

Career professionals met with young women prior to their internships allowing them to practice their elevator pitches, expand their professional networks, and receive advice and guidance on how to maximize their next career move.





OVER  
**15,000**  
**VOLUNTEER HOURS**  
dedicated to the recruitment,  
retention, and advancement of  
young women of color in tech.

*Citi volunteers represent 13%.*

**\$2.25**  
**MILLION SOCIAL**  
**VALUE\***

*\*Social value calculated as 1hr = \$150.*

## WOMEN'S CENTRIC TECH CHALLENGES

In our mock tech challenges, young women are broken up into teams and work with a female tech advisor on a nonprofit's technology challenge. Teams create their technical solutions and present their ideas to a group of "clients". In these events not only are students putting their technical skills into practice, but they also developing their ability to confidently present, defend and make recommendations based on their technical work.

*"Participating in women-centric events has given me the opportunity to provide advice based on my experience, learn from my peers, and answer questions around being a woman in a male-dominated industry. These events are so important because they provide an opportunity for industry professionals to act as mentors, allowing us to help the amazing women at NPower realize the ways their past experience has prepared them to take on roles in technology and cybersecurity!"*

**Victoria Serra, VP Global Cyber Threat Exercise Team, Citi**



*NPower's first women-centric tech challenge; hosted by and with exclusive engagement from Citi employees.*

*"I enjoyed and appreciated having the opportunity to use what I learned in class to work on a solution that would've helped an actual organization—all while being guided by a technology expert."*

**Student Participant**

**CHANGING THE FUTURE  
OF TECH TOGETHER.**

**npower**



New York | New Jersey | Texas | California | Maryland | Missouri | Michigan | Canada

[npower.org](https://npower.org)