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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.
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

For your trust in our mission and commitment to changing the future of technology together.

Thank You
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.
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.
$8.5 MILLION IMPACT FROM CITI FOUNDATION’S INVESTMENT

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

44% of young women are unemployed before NPower.

ADVANCING YOUNG WOMEN OF COLOR IN TECH CAREERS
Transforming Lives and the Tech Industry
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.
RESULTS

Through our 40 by 22 initiative, we’ve launched tech careers for more young women of color than ever before.
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% of 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
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.”
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.”
LEADING BY EXAMPLE
WOMEN IN NPOWER’S INSTRUCTOR’S INSTITUTE

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.

HIRED 9 WOMEN INTO OUR INSTRUCTORS INSTITUTE
800% GROWTH

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.”
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**
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.
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.

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.

Watch the video at https://youtu.be/fgT4av7-na8
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
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.

**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.
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 NPW
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

“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

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