



# ANNUAL REPORT

2023

# Tech-Moms Overview



## Annual Report July 2022-July 2023

*Tech-Moms' mission is to help women transition into tech careers and to diversify the overall tech talent landscape.*

Since the program launched in the fall of 2020, Tech-Moms has run 26 cohorts in partnership with Utah Valley University, Weber State University, Salt Lake Community College, and MountainLand Technical College.

Tech-Moms has had 350+ women complete the program as of mid-year 2023, with an additional 90 students enrolled for courses in Fall 2023.

In addition to our standard in-person cohorts, we offer online cohorts regularly. We have had an all Latina cohort and are currently running *Tech-Moms in Color*, a program designed specifically for Women of Color.

We also offer *Ready to Work*, a program for workforce returners that is industry neutral.

Tech-Moms is a registered 501(c)3.

[tech-moms.org](https://tech-moms.org)

## Net Promoter Score

How likely are you to refer others to Tech-Moms?

91%

## Satisfaction Rating

How would you rate your overall experience with the Tech-Moms staff?

98%

# Program Statistics



	2020	2021	2022	2023	Total
<b>TECH-MOMS COHORTS</b>	<b>2</b>	<b>7</b>	<b>9</b>	<b>8</b>	<b>26</b>
<b>READY TO WORK COHORTS</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>2</b>
<b>STUDENTS SERVED</b>	<b>27</b>	<b>102</b>	<b>179</b>	<b>180</b>	<b>488</b>

In 2020 we launched TECH-MOMS to help women transition into technology roles. We provide technical training, career exploration, networking, and a solid community to assist this underutilized and highly capable talent pool of women as they transition into the digital economy.

In addition, we work closely with companies and other organizations to provide training and consulting to help leaders and decision-makers understand the benefits of promoting and advancing diversity in the workforce.

Our graduates thrive in new roles and educational paths where they bring unique skills, talents, and perspectives to their teams and organizations.

# Student Demographics

**40%**

Single mothers  
or head of  
household

**37%**

Women of  
color

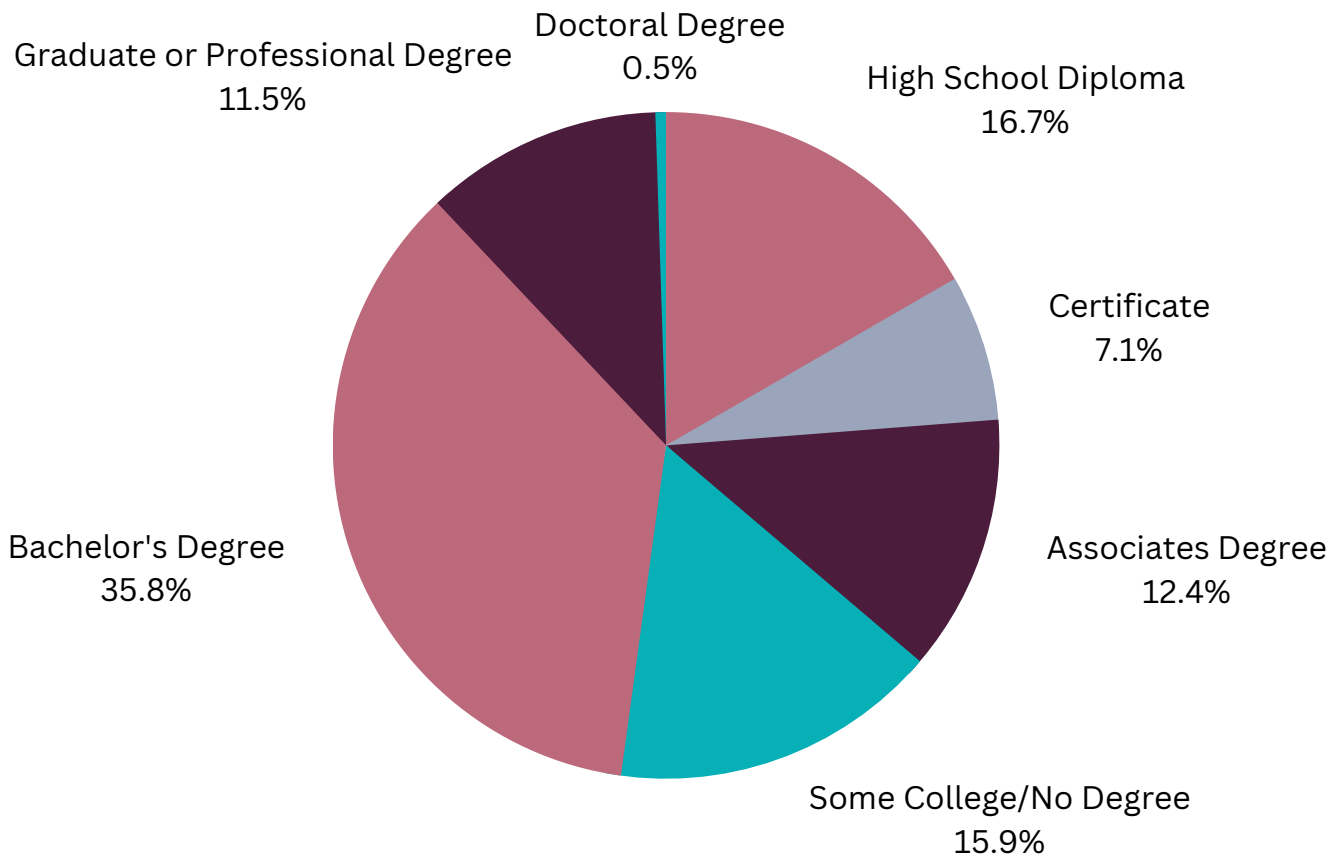
**42%**

Household  
income of 50K  
or less

**977**

Children  
supported

## Education Level upon Entering Tech-Moms



# Alumni Survey Results

In July 2023, we surveyed Tech-Moms' alumni who had finished the program at least 6 months prior. 142/280 graduates responded (51% response rate). Of these 142 alumni we saw:

**48%**

**Graduates that have taken a new job since finishing the program**

**23%**

**Graduates that have received a promotion since finishing the program**

**46%**

**Graduates actively seeking a new role**

**45%**

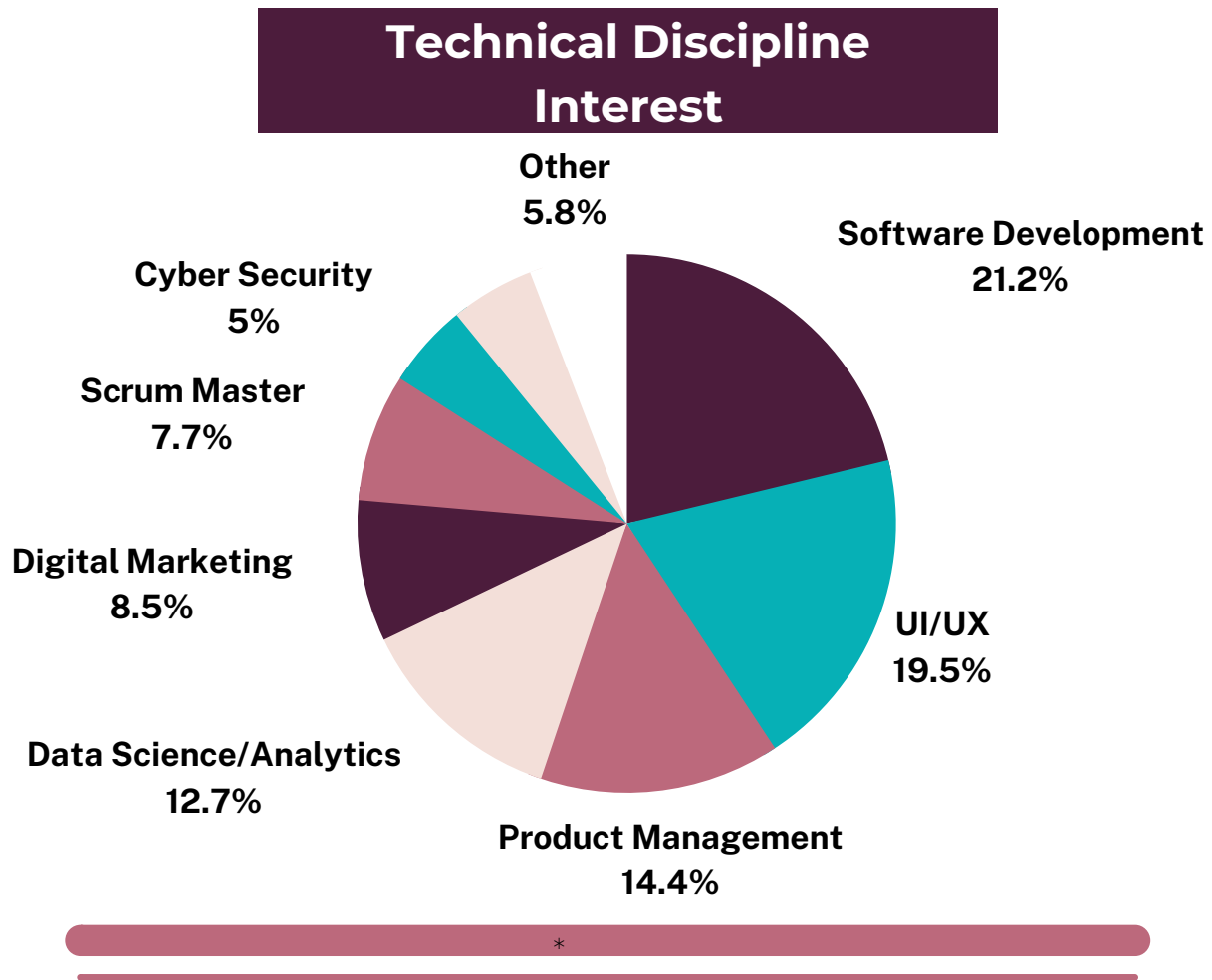
**Graduates that have received a pay increase since finishing the program**

**29%**

**Increase in annual pay among those who have received a raise**

\*Based off 51 of 142 respondents that provided pay detail

# Student Outcomes



Our graduates have moved into entry-level roles of all types including software developer, data analyst, scrum master, UX designer, digital marketer, technical salesperson and recruiter. Our women have been hired at these and many other companies:

- Adobe
- BAE Systems
- Bamboo HR
- Entrata
- Health Catalyst
- MarketStar
- NetDocuments
- StubHub
- Tomo
- Via
- Western Governors University
- 1-800-CONTACTS

# Additional Training

After graduation, the majority of our students (62%) have chosen to continue their education and training. They are earning degrees, certifications, and similar credentials. Our students have found success at universities, tech colleges, boot camps, and online learning programs, including these institutions:

## Colleges & Universities

- BYU-Idaho
- Eastern University
- Mountainland Technical College
- Ogden Technical College
- Salt Lake Community College
- University of Utah
- Utah State University
- Utah Valley University
- Weber State University
- Western Governors University

## Bootcamps

- DevMountain
- Memorisely
- Soft Innovas
- U of U
- V School

## Online Learning

- AWS Amazon
- MarketStar - Tech Sales
- Pluralsight
- ReadyTrack at WGU
- Udemy

# Looking Ahead...



**We are proud of what we have accomplished since launching Tech-Moms in 2020.** We look forward to serving thousands of additional women through our programs in the coming years.

## **Tech-Moms 2.0**

In addition, we plan to expand our offerings by facilitating a deeper dive into specific technical pathways for our graduates who want to continue learning together. In 2024 we will launch a **“Tech-Moms 2.0”** program (boot camp style) that will train women in **IT and cybersecurity** skills and prepare them to enter directly into these tech roles. We welcome industry partners who want to help with this initiative. We need your insights as we create the program and we'd love to fill your candidate pipeline with our graduates.

## **Giving Back**

One of the most gratifying aspects of this program is watching our Tech-Moms give back to our community as they refer new students, make introductions, share job leads, hire their fellow graduates, and volunteer to serve in our program. As one of our alumni recently shared on our slack channel, Tech-Moms is “the most supportive community you will ever join.”

## **Get Involved**

We can't do this work alone. We need volunteers, coding coaches, mentors, job leads, and sponsors so we can continue to expand this program. If you want to learn more, please reach out to [info@tech-moms.org](mailto:info@tech-moms.org).



# Engage With Us



<https://www.instagram.com/tech.moms/>



<https://www.linkedin.com/company/tech-moms/>



<https://www.youtube.com/@tech-moms1448>



<https://www.facebook.com/techmomsorg>



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