tech-moms

ANNUAL REPORT
2024

Tech-Moms Overview

Annual Report

Tech-Moms is dedicated to helping women transition into better careers and achieve long-term success by centering a lifelong learning model that is essential in the rapidly evolving world of tech.

Since its inception in the fall of 2020, Tech-Moms has successfully facilitated 33 foundational programs, two AI certificates, and two 2.0 (deeper dive training) cohorts in partnership with Utah Valley University, Weber State University, Salt Lake Community College, the University of Utah, and Mountainland Technical College.

As of mid-2024, more than 500 women have graduated from our programs, with an additional 55 students enrolled in Fall 2024.

In addition to our in-person programs, we also provide online cohorts on a consistent basis. We've launched 2.0 Programming for more advanced skill development and are currently offering our third program specifically designed for Women of Color.

Moreover, we have introduced a Tech-Moms Returnship focused on Salesforce, and launched Ready to Work online training, a program aimed at workforce returners that is relevant to any industry.

Tech-Moms is proud to be a registered 501(c)(3) organization.

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?

97%

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Program Delivery & Impact

Tech-Moms Programs	2020	2021	2022	2023	2024	Total
1.0 Tech-Moms Core	2	7	9	8	7	33
Ready to Work Course				2	1	3
2.0 Programs (Cyber & Data Analytics)					2	2
Salesforce Returnship					1	1
Total Programs	**2**	**7**	**9**	**10**	**11**	**39**

Students Served	2020	2021	2022	2023	2024	Total
1.0 - Tech-Moms Core	27	101	150	134	140	552
2.0 - Cybersecurity					15	15
2.0 - Data Analytics & AI					27	27
Hired Returnships					6	6
Ready to Work Course				21	25	46
Total Students Served	**27**	**101**	**150**	**155**	**213**	**646**

Tech-Moms Demographics

39%
Single mothers or head of household

42%
Women of color

44%
Household income of $50K or less

1272
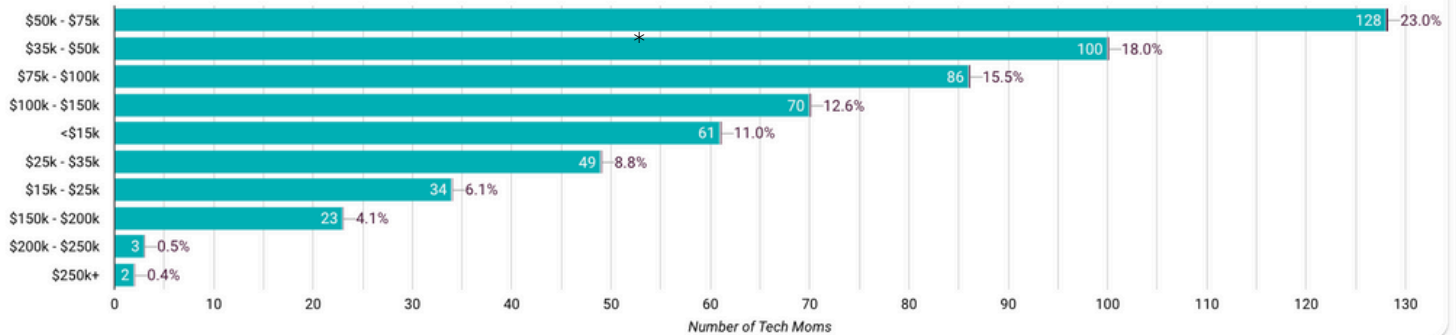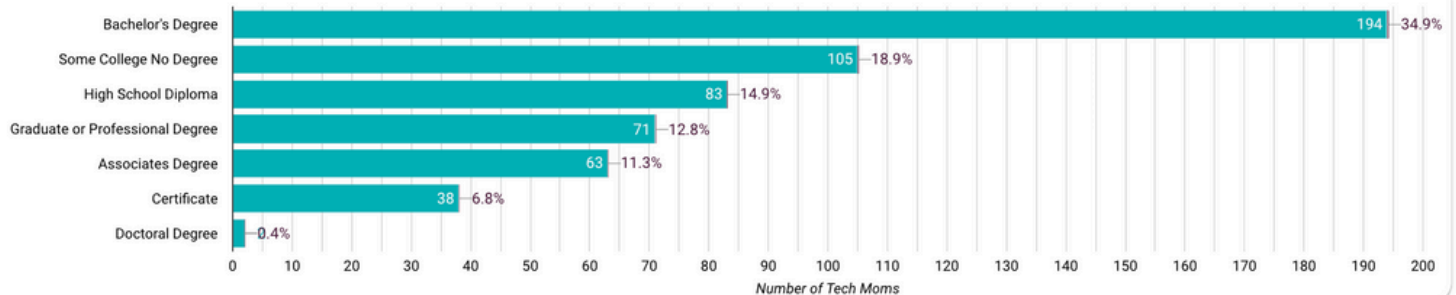Children supported

89.8% of Tech-Moms Alumni Live in Utah

44% of Applicants Household Income < $50k/year

Income Range	Number of Tech Moms	Percentage
$50k - $75k	128	23.0%
$35k - $50k	100	18.0%
$75k - $100k	86	15.5%
$100k - $150k	70	12.6%
<$15k	61	11.0%
$25k - $35k	49	8.8%
$15k - $25k	34	6.1%
$150k - $200k	23	4.1%
$200k - $250k	3	0.5%
$250k+	2	0.4%

Number of Tech Moms

40.6% of Applicants No Degree

Degree	Number of Tech Moms	Percentage
Bachelor's Degree	194	34.9%
Some College No Degree	105	18.9%
High School Diploma	83	14.9%
Graduate or Professional Degree	71	12.8%
Associates Degree	63	11.3%
Certificate	38	6.8%
Doctoral Degree		0.4%

Number of Tech Moms

Alumni Survey Results

In July 2024, we surveyed Tech-Moms alumni who had completed the program at least six months earlier. Out of 412 eligible alumni, 247 responded, giving us a 60% response rate. Among these 247 respondents, we observed the following:

47% Graduates that have accepted a new position since finishing the program

28% Graduates that have received a promotion since finishing the program

49% Graduates who have started additional education since finishing the program

44% Graduates that have received a pay increase since finishing the program

42% Increase in annual pay among those who have received a positive increase

*Based off 106 of 247 respondents that provided pay detail

Promotion Trends & Outcomes

The top technical disciplines where respondents reported the most promotions are:
- Data Science / Reporting & Analytics
- Technical Project Management / Scrum Master
- Digital Marketing
- Product Management / Tech Business Analysis
- UI / UX and Software Development

Promotion Based on Initial Employment Status:
- Respondents who were not employed when they started the program have a promotion rate of 32.69%.
- Respondents who were employed at the start have a slightly higher promotion rate of 38.35%.

Promotion Based on Job Change:
- Respondents who did not take a new job since completing the program have a much lower promotion rate of 12.86%.
- Those who did take a new job have a significantly higher promotion rate of 51.30%.

Promotion Based on Salary Ranges:
Respondents earning less than $20/hour have a promotion rate of 25%.
Those earning between $20-40/hour have a promotion rate of 37.61%.
Those in the $40-60/hour range have a higher promotion rate of 42.31%.
Respondents earning $60-80/hour have the highest promotion rate of 62.50%.
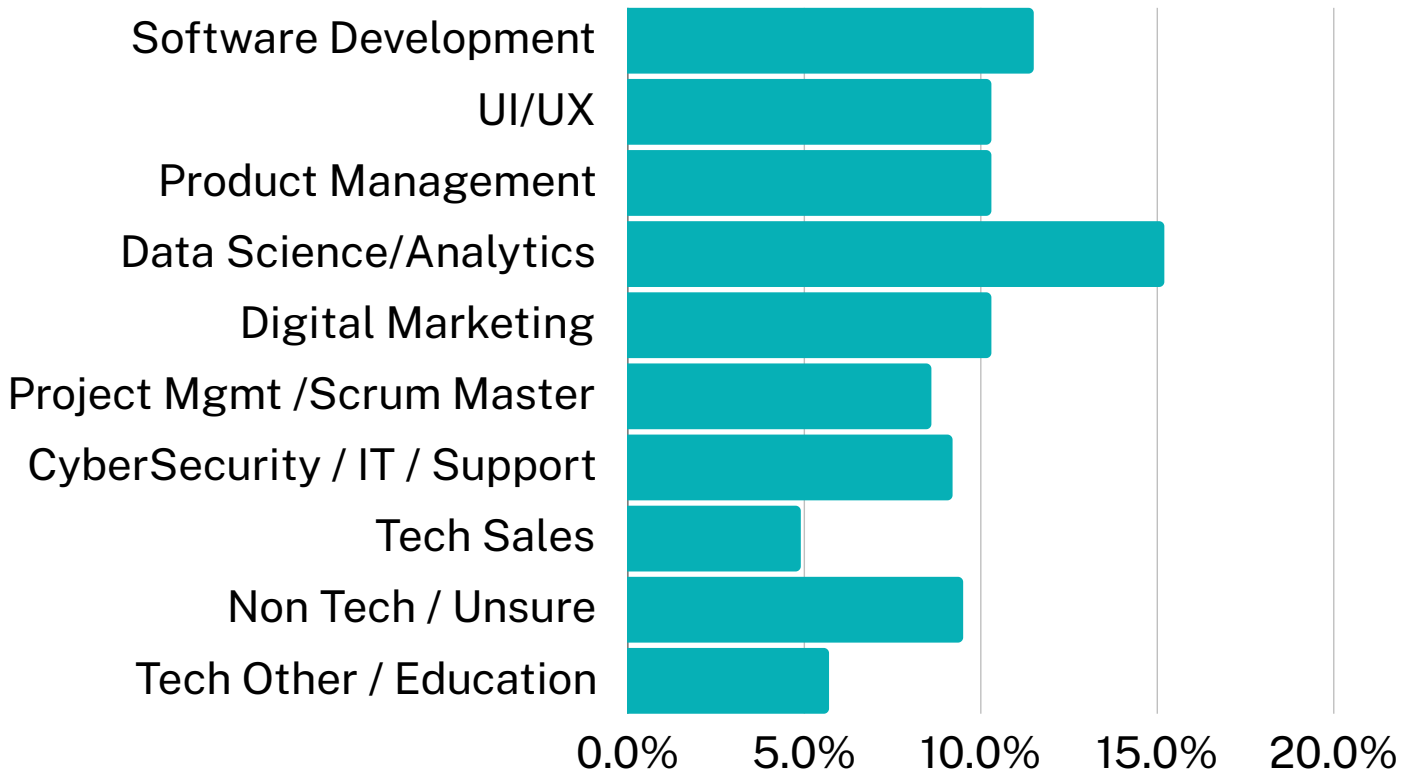

Our graduates have moved into entry- to senior-level roles of all types including software developer, data analyst, UX designer, digital marketer, technical salesperson and recruiter. Our women have been hired at these and many other companies & organizations:

- Adobe
- Awardco
- BAE Systems
- Bamboo HR
- Beyond.com
- Dept. of Defense
- Entrata

- Health Catalyst
- Higher Ed (BYU, U of U, UVU, WEBER, WGU)
- Instructure
- Kenect
- Larry H. Miller

- MarketStar
- Morgan Stanley
- MX Technologies
- Nelson Labs
- NetDocuments
- Seekwell (1-800-Contacts)
- Zions

Career Interest

Technical Discipline Interest

Discipline	Percentage
Software Development	~11.5%
UI/UX	~10.3%
Product Management	~10.3%
Data Science/Analytics	~15.2%
Digital Marketing	~10.3%
Project Mgmt /Scrum Master	~8.7%
CyberSecurity / IT / Support	~9.2%
Tech Sales	~5.0%
Non Tech / Unsure	~9.5%
Tech Other / Education	~5.5%

0.0% 5.0% 10.0% 15.0% 20.0%

*

The top technical disciplines that respondents were focused on developing as their career in 2024:

- Data Science / Reporting & Analytics - 35 respondents
- Digital Marketing – 25 respondents
- Software Development – 25 respondents
- Product Management / Tech Business Analysis – 25 respondents
- UI / UX – 23 respondents

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Education Expansion

Following graduation, a significant number of our students (49%) have opted to further their education and training. They are pursuing degrees, certifications, and other credentials. Our alumni have achieved success at universities, technical colleges, boot camps, and online learning platforms, including the following institutions:

Colleges & Universities

- BYU-Idaho
- Eastern University
- Mountainland Tech
- 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

Returnships & Rural Outreach

About *one-third* of Tech-Moms are returners, meaning they are not in the workforce when they first join our community. Career re-entry has unique challenges, so we've created extra support for these specific women. Our online Ready to Work course is self-paced and comprehensive, teaching women everything they need to know to re-enter the workforce.

As an additional support, we created a number of return-to-work positions within our own organization this year, hiring six returners into that elusive "first job" after a break. Each of these returners is gaining significant real-world experience in addition to earning certifications and building their professional networks.

Tech-Moms returners are being hired by companies across the state. Here are some of the jobs currently held by women who were not working at the start of the program but are now employed:

- Analytics Engineer
- Business Intelligence Architect
- Computer Science Instructor
- Digital Marketing Manager
- Multimedia Account Executive
- Product Manager
- Program Manager, Advisory Boards
- Scrum Master
- UX Designer
- Web Developer

In 2024, we also launched a major initiative to expand our core offerings to rural areas across the state. Through our outreach to community organizations, county chambers, library systems, economic development offices, and other rural agencies, we are currently building partnerships that will help us spread the word about the valuable training and employment opportunities available to rural women through Tech-Moms.

Tech-Moms Impact
Confidence, Adaptability & Skills

The Tech-Moms program successfully aids workforce entry and enhances technical skills, as shown by annual survey results. Participants reported increased confidence and adaptability, feeling better prepared for professional challenges due to the program's comprehensive skill development approach. These findings highlight Tech-Moms' vital role in empowering individuals and creating a supportive community for those re-entering the workforce.

Percent Not Working at Enrollment

40%

Alumni Currently Working

76%

Total Increase in Job Placement

36%

Overall Confidence Increase After Tech-Moms

Adaptability Increase After Tech-Moms

Technical Skills Increase After Tech-Moms
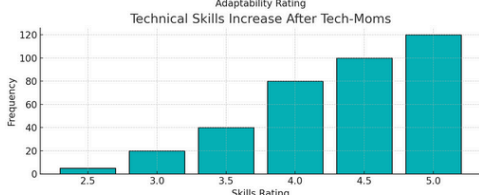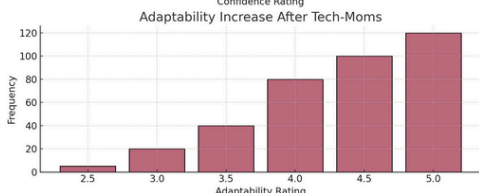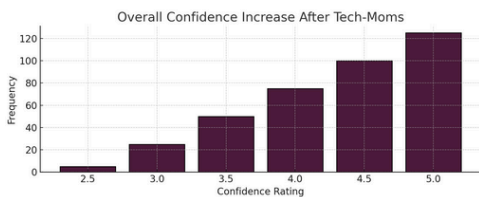
Overall Confidence Increase After Tech-Moms:
The majority of respondents rated their increase in confidence at a 4 or 5 after completing the Tech-Moms program, indicating a significant boost in confidence.

Adaptability Increase After Tech-Moms:
Most respondents also felt a notable increase in their ability to pivot and adapt, with ratings of 4 and 5 being the most common.

Technical Skills Increase After Tech-Moms:
Similarly, the survey results show that respondents experienced a marked improvement in their technical skills, with the majority giving a rating of 4 or 5.

Looking
Ahead...

We take great pride in our achievements since the launch of Tech-Moms in 2020, and we eagerly anticipate serving thousands more women through our programs in the years ahead.

Tech-Moms 2.0

Additionally, we have broadened our offerings by providing a more in-depth exploration of specific technical pathways for graduates who wish to continue their learning journey together. In 2024, we introduced "Tech-Moms 2.0" programs (boot camp style) that equipped women with essential IT, Cybersecurity, Data Analytics & AI skills.

These new **Data Analytics** and **AI certifications** are preparing our graduates to step into the *future of technology* roles. We encourage industry partners to collaborate with us on future initiatives, as your insights on critical skills are invaluable as we expand programs. We would love to help fill your candidate pipeline with our graduates through internships and direct placement within your company.

Giving Back

One of the most rewarding aspects of this program is witnessing our Tech-Moms give back to the community by referring new students, making introductions, sharing job leads, hiring fellow graduates, and volunteering within our program. As one of our alumni recently mentioned in our Slack channel,

"Tech-Moms is the most supportive community you will ever join."

Tech-Moms Testimonials

Appreciation for the Program:

"I love Tech-Moms!"

"Super grateful for Tech-Moms and the foundation it gave me."

Impact on Career Direction and Motivation:

"Thank you so much to Tech-Moms for helping me see what was possible and giving me the confidence to make that leap. I am forever grateful."

"Tech-Moms opened my eyes to a field I didn't know I would love!"

"I truly feel like I've come across something so special that I can hardly believe it's real. Women helping other women to gain a hand up. I've never been so excited about my future."

Get Involved Today!

We cannot accomplish this mission alone. We are in need of volunteers, coding coaches, mentors, job leads, and sponsors to help us continue expanding this program. Learn more, donate, and get involved by contacting us at
info@tech-moms.org

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