

2021 IMPACT REPORT







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The past two years of living in and navigating through a global pandemic have taught us a lot, not only about ourselves but also about those we work to serve. In 2020, we were forced to think and work differently, so as 2021 approached, AnitaB.org was able to not only face but also challenge the barriers keeping us from achieving our goal of a diverse and equitable future for all women and nonbinary technologists.

The AnitaB.org scope of work is actively addressing the lack of diversity and equity in the tech ecosystem from every angle...individuals, organizations, policy, and so much more. We launched and executed the first Apprenticeship Pathway Program, in partnership with Intuit, providing the opportunity for women to train, be paid to train, and ultimately obtain full-time employment. The AnitaB.org Membership program is shaping Members of all career levels through events, mentorship, content, resources, and so much more. Our Top Companies Report, which assesses equitable policies and programs of participating companies to guide them in creating more inclusive workspaces for technologists, exposed the significant dip in the overall representation of women technologists. The USofTech Collective brings more technologists into public service, resulting in a well-represented and efficient government. And our virtual events, like Virtual Grace Hopper Celebration 2021, allowed us to push the boundaries of diversity like never before and truly provide more equity than we ever could prior to the pandemic.

I hope you enjoy reading about our impact over the past year and see how the AnitaB.org mission is driven by our passion and dedication for those we champion. Together with you, we can create an inclusive tech ecosystem that values women and non-binary technologists and includes those who are systemically excluded. I'm deeply grateful for your continued support and advocacy.

Brenda Wilkerson

Brenda Darden Wilkerson President and CEO of AnitaB.org





- 30

145 +

144

3.4 + BLLON PEOPLE ENGAGED GLOBAL THROUGH PROGRAMMING

PEOPLE ENGAGED GLOBALLY AND MEDIA

MEETINGS WITH 58,050 MEETINGS WITH SPONSORS FACILITATED

55,835 PEOPLE DIRECTLY SERVED

ACTIVITIES INCLUDING EVENTS, CELEBRATIONS, **PROGRAMS + WEBINARS**

NUMBER OF COUNTRIES REPRESENTED



OUR AUDIENCE: 93% WOMEN

76% OF PEOPLE SERVED ARE FROM THE U.S.

15%

HISTORICALLY-EXCLUDED RACIAL/ **ETHNIC GROUPS**

6%

LGBTQIA+

1% NON-BINARY









EVENTS VIRTUAL GRACE HOPPER CELEBRATION INDIA (VGHCI) FEBRUARY 19,26 MARCH 5,12, 2021

4,573 **REGISTRANTS**





22% **SPEAKERS GHC SCHOLARS** SESSIONS 105 **SPONSORS**

"GHCI exposed me to very powerful talks and sessions presented by colleagues around us. This empowers all that they can also endeavour to represent their work in such forums if they plan and work towards it." - vGHCI Attendee



Read the 2021 **vGHCI** Impact Report







EVENTS VIRTUAL GRACE HOPPER CELEBRATION INDIA (VGHCI)

FEBRUARY 19,26 MARCH 5,12, 2021



of respondents said vGHCI met or exceeded their expectations.



of respondents indicated they are likely or very likely to attend a future inperson GHCI.



of respondents rated their overall vGHCI experience as good or excellent.



of respondents:

- feel more inspired about the career opportunities ahead of them.
- increased commitment to the field of tech.
- increased level of knowledge about new technologies.
- increased level of knowledge about the field of tech and careers.
- felt like people like them were well represented.



JOB-SEEKING MEETINGS 2,447 WITH SPONSORS BOOKED

TOTAL 311 **CANDIDATES***

> **AVERAGE NUMBER OF SPONSOR MEETINGS BOOKED BY CANDIDATES**



of candidates booked at least **1 meeting** with a Sponsor.

"I learned about the immense opportunities in the field of technology and the impact I, as an individual, can have on the changing world and how I could contribute to this amazing community of people." - vGHCI Attendee

*Candidates include any individual who submitted their information to book meetings with sponsors during the Celebration.







"Inspired by the **breadth and depth of the contributions of women in technology**. We can, **are**, and will do amazing and wonderful things to enhance the human experience through technology, regardless of ethnicity, age or background. Women in tech rock!!"

- vGHC EMEA Attendee





EVENTS VIRTUAL GRACE HOPPER CELEBRATION: EUROPE, MIDDLE EAST, AFRICA (VGHC EMEA)

MAY 25-27, 2021





EVENTS VIRTUAL GRACE HOPPER CELEBRATION: EUROPE, MIDDLE EAST, AFRICA (VGHC EMEA) MAY 25-27, 2021



of attendees rated their overall vGHC EMEA experience as good or excellent.



of attendees felt more **inspired** about the career opportunities ahead of them as a result of attending vGHC EMEA.



of attendees felt like they increased their network within the technical community during **vGHC EMEA**.



of attendees say vGHC EMEA was about the same or more satisfactory than other virtual events they attended.



JOB-SEEKING MEETINGS 1,900 WITH SPONSORS BOOKED

TOTAL 346 CANDIDATES*

> **AVERAGE NUMBER OF SPONSOR MEETINGS BOOKED BY CANDIDATES**



of candidates **booked at least 1 meeting** with a Sponsor.

"Incredible. Eye opening. I felt so **inspired by such amazing women**. There were many career opportunities I wasn't aware of. Getting to know a broad spectrum of what can be done in computer science has given `me huge motivation in the field. Didn't feel that being a woman was an obstacle to achieve the things I want to." - VGHC EMEA Attendee

*Candidates include any individual who submitted their information to book meetings with sponsors during the Celebration.







In 2021, AnitaB.org held three virtual celebrations in India, Europe, Middle East, and Africa (EMEA), and the United States.

EVENTS VIRTUAL GRACE HOPPER CELEBRATION (VGHC) SEPT 27 - OCT 1, 2021

To honor Grace Hopper's legacy and inspire future generations of women in tech, Dr. Anita Borg and Dr. Telle Whitney founded Grace Hopper Celebration (GHC) in 1994. The AnitaB.org flagship event brings the research and career interests of women and non-binary in computing to the forefront and highlights the contributions of women to the tech world. The Celebration results in collaborative proposals, networking, and mentoring for our attendees. GHC presenters are leaders in their respective fields who recognize the importance of diversity in tech. The Celebration also offers professional development through a variety of activities.

Today, GHC is the world's largest gathering of women technologists, where women from around the world learn, network, and celebrate their achievements. vGHC 21, our second year to host the Celebration virtually, was another exceptional year of inspirational speakers, networking opportunities, innovative sessions, and much more. Here's a glimpse at vGHC 21:

29,120 REGISTRANTS





AnitaB.org co-presents GHC with the Association of Computing Machinery (ACM).



EVENTS VIRTUAL GRACE HOPPER CELEBRATION (VGHC)

SEPT 27 - OCT 1, 2021





of attendees say vGHC was about the same or more satisfactory than other virtual events they attended.



of attendees were inspired by the career opportunities ahead of them as a result of attending vGHC.



of attendees rated their overall vGHC experience as good or excellent.



report sharing something they learned during vGHC with a friend or colleague.

LEARN MORE:



2021 vGHC Impact Report



2022 GHC Website





43,102 JOB-SEEKING MEETINGS WITH SPONSORS BOOKED TOTAL CANDIDATES* 5,145 **AVERAGE NUMBER OF SPONSOR MEETINGS BOOKED BY CANDIDATES**



of candidates **booked at least 1 meeting** with a Sponsor.



of recruiters said vGHC helped their organization connect with potential new talent.

"I truly appreciated how real and "raw" keynote speakers were in their addresses to the conference and how that was encouraged by vGHC. This was my first time attending a GHC, and I found it to be the **best conference I've ever attended** because of the topics covered and for the norms that were so strongly and eloquently challenged." - vGHC Attendee

*Candidates include any individual who submitted their information to book meetings with sponsors during the Celebration.







Gina M. Raimondo, U.S. Secretary of Commerce



Dr. Kai Two Feathers Orton, AnitaB.org Fellow in Residence

renda Darden

CEO of AnitaB.org

86%

/ilkerson, President anc

Miss any Conversations? Catch the recordings!

EVENTS ELEVATING CONVERSATIONS

This illuminating series addresses current industry trends and the most pressing issues facing women and non-binary technologists and the innovation ecosystem. *Elevating Conversations* brings together tech leaders and experts to discuss how to lead and navigate through challenges and opportunities in today's environment. *Elevating Conversations* is made possible with the support of AnitaB.org Pioneering Partners.

SESSIONS:

- 2021 Reflections
- Democratizing Chip Design
- Navigating Your Career in Product
- Transforming Workplace Culture
- Creating an Infrastructure for Inclusive Innovation
- Innovate for Equity:
 Approaches to Inclusive
 Engineering of AR/VR
 Products





"You have been right on point with all these topics, please keep these events coming!" - Elevating Conversations Attendee

OF EVALUATION RESPONDENTS WERE SATISFIED WITH THE ELEVATING CONVERSATION EVENTS.





ANITA B.ORG





PROGRAM OPEN SOURCE DAY

Open Source Day (OSD) is an all-day hackathon (including workshops), in which participants of all skill levels learn about Open Source while contributing to projects designed to solve real world problems.

It's a painful truth that diversity in the Open Source community is worse than diversity in tech overall. A study by tech talent site TopTal analyzed active GitHub profiles and found that just 6% of the randomly sampled profiles and 5.4% of profiles with over 10 contributions belonged to women.¹





of respondents reported OSD is worth the time they invested in attending.



of respondents rated their overall OSD experience as good or excellent.

"I like how the environment is so friendly and supportive. Everyone willing to help one another, it's immensely inclusive. Amazing work, please keep organizing such events." - OSD vGHC Attendee



ATTENDEES

3,608 OSD vGHC 21

1,250 OSD SUMMER

OSD vGHC 21 SPONSORS

Craig Newmark Philanthropies













¹Beneschott, B. (2015, September 21). Is open source open to women? Toptal Engineering Blog. Retrieved from https://www.toptal.com/open-source/is-open-source-open-to-women



PROGRAM ANITAB.ORG MEMBERSHIP

AnitaB.org Membership is a network of women and non-binary people who are changing the landscape of technology.

It is specifically designed to elevate, expand and support the careers of women in technology, putting and keeping more women in technology roles, at all levels and at equal pay.

Our Premium Membership moves women and non-binary people ahead in their careers with technical expertise, career growth, community, and advocacy. Through our 365 resources, it addresses the holistic needs of wellness, finances, and confidence through a technical lens. Research shows that increased access to mentorship, professional development, and a supportive network must happen to achieve equality in the workplace.

The Membership Pillars are: Technical Expertise, Career Growth, Community and Advocacy









52,851+MEMBERS



PROGRAM ANITAB.ORG MEMBERSHIP



Become a Premium Member TODAY!



90+ EVENTS INCLUDING:

- SPEED MENTORING
- MENTORING CIRCLES

HIRING EVENTSFUN FRIDAYS

COMMUNITY + CAREER DEVELOPMENT

- **26** LOCAL COMMUNITIES
- 23 SYSTERS AFFINITY GROUPS
 - **TECHSPERTISE GROUPS**
 - COMMITTEES
 - MEMBERS IN 4 MENTORSHIP PROGRAMS

200+ PROGRAMS IN THE CONTENT LIBRARY

- 52 MEMBERSHIP MEMOS SENT
- 23 COACHES: Wellness Coaches Financial Coaches Career Coaches DEI Coaches

















PROGRAM APPRENTICESHIP PATHWAY PROGRAM

AnitaB.org partnered with Intuit and Treehouse to launch the Apprenticeship Pathway Program (APP) focused on increasing the representation of historically excluded individuals in tech.

BEGINNER-FOCUSED

No previous programming experience was needed to participate.

This program was free and participants were paid to learn software development.



















FOUNDING PARTNER



LEARN & EARN

VIRTUAL PROGRAM

This program was 100% remote. Participants received hardware, software, and other technology tools to create an accommodating virtual learning environment.

LAUNCH A NEW CAREER

Upon completion, many apprentices received job offers to start full-time tech careers.

FULL-TIME JOBS OFFERED` PARTICIPANTS \rightarrow $\mathsf{APPLICANTS} \longrightarrow \mathbf{1}$ **UPON COMPLETION**

"I'm incredibly grateful for my experience in the Apprenticeship Pathway Program (APP) -- It continues to open up so many new avenues of experiences and possibilities for me! Thank you, thank you, THANK YOU for all the hours that all the program leaders have given to the planning and execution of this amazing program. Your vision made my dreams, and the dreams of my fellow apprentices, so wonderfully real." - APP Participant



PROGRAM **APPRENTICESHIP PATHWAY PROGRAM**

MENTORSHIP:



of APP participants felt like they have a strong relationship with a mentor in the field of technology after the apprenticeship phase.



of the program participants rated their experience as good or excellent.



difference from baseline.

PROFESSIONAL NETWORK:



of APP participants felt like they have a robust professional network in the field of technology after the apprenticeship phase.



difference from baseline.

"My only real recommendation would be to expand the Apprenticeship Pathway **Program** (APP) and help tech companies replicate it elsewhere. I've had multiple people perk up when I mentioned my apprenticeship, curious to learn more about my journey and similar opportunities. There's so much fantastic talent out there, and the tech industry will only benefit from creating more pathways and on-ramps for contributors with non-traditional backgrounds." - APP Participant









PROGRAM **APPRENTICESHIP PATHWAY PROGRAM**

SKILLS AND EXPERTISE DEVELOPMENT:

On average, participants increased their expertise in using the **React** front end framework to build complex user interfaces by 61%.

Highest rated skill:

Intellectual curiosity and resourcefulness

On average, participants increased their skill in self-compassion by 48%.

From baseline to post-program, participants saw an increase in expertise in all of the following:

- Retrieving, storing and updating databases using SQL
- Creating responsive and interactive web pages with JavaScript and jQuery
- Debugging techniques to identify and fix coding problems
- Communicating with web site APIs to grab information from other sites
- Using common professional tools like text editors, the command line, Git and GitHub
- Creating REST APIs to provide information and services
- Server-side programming with Node.js, npm and the Express framework





WHAT'S NEXT?

- We are expanding our Intuit partnership to operate a 2022 Apprenticeship Program with up to 30 program participants.
- We are **exploring** additional public and private sector partnerships to scale the Apprenticeship Pathway Program.

Connect with APP!

Apprenticeship@AnitaB.org





PROGRAM USofTech

The United States of Technologists (USofTech) is a collective effort to bring a diverse group of 10,000 technologists into the public sector across state, local, and federal government. We are part of the growing movement of public interest technologists, "adopting best practices in human-centered design, product development, process re-engineering, and data science to solve public problems in an inclusive, iterative manner—continuously learning, improving, and aiming to deliver better outcomes to the public."¹

Together, as stakeholders affiliated with 45+ entities, this collective is advancing public interest tech in government. We aim to inspire, support, and place technical and tech adjacent talent across data science, customer experience, cybersecurity, IT, design, software, and other modern tech disciplines into public service.

Together, we stand as a united voice in advancing governments' tech talent workforce. In 2021, USofTech focused on strengthening hiring pathways into state and federal government to help agencies gain critically needed immediate hires and build capacity to bring a diverse group of 10K technologists into government. Created a USofTech YouTube channel and **produced 14 episodes of The Download,** a bi-monthly video series where technologists share their experiences working in the public sector.

Built and grew the USofTech LinkedIn and Instagram accounts, eventually surpassing 1,500 followers. Through content creation and amplification, we generated over **1.1M impressions across social** between April and October 2021.

Received **4,573 organic views** on the videos across Youtube & Instagram.

Members listserv - **established open lane for member-tomember communications**. Currently has 163 members.



C US fech

November Funder Showcase had 120 funders and influencers invited.

AnitaB.org collaborated with the Partnership for Public Service to **host three hiring related webinars** (two for jobseekers and one for HR managers in government).

There was a total of **326 attendees** across the webinar series.

We also recorded the webinars to make them available as resources on the USofTech website and shared them across our social media channels for further amplification.



Learn more about USofTech



Follow USofTech on Instagram

²Davidson, A., White, M., & Fiorille, A. (2018). (rep.). Building the Future. New America. Retrieved from https://d1y8sb8igg2f8e.cloudfront.net/documents/Building_the_future.pdf.



MARKETING





MARKETING MARKETING REACH & METRICS

BUILDING AWARENESS

795,924 2,940,164

TOTAL VISITS TO THE ANITAB.ORG WEBSITE

TOTAL VISITS TO THE GHC WEBSITE

SOCIAL MEDIA ENGAGEMENT

Increased total **impressions** on all social media platforms by 162% to **over 16 million**, surpassing 2020 by June 2021.

Grew total audiences for social media platforms by 8,065 followers to **130,178 total followers**.

Total engagement on all social media platforms: **202,635**





MEMBERSHIP AWARENESS

Drove nearly 6 million users to the AnitaB.org Membership website, increased by 307% from 2020.

WEBSITE TRAFFIC

AnitaB.org website traffic increased by 215% in 2021.

500,000+ homepage visits in 2021.



MARKETING PUBLICITY & MEDIA REACH

CREATING CONNECTIONS3.4 BILLIONTOTAL
MPRESSIONS\$15 MILLIONAD
EQUIVALENCY166PLACEMENTS25INTERVIEWS10CEO SPEAKING

MEDIA SPOTLIGHT



Tech's Post-hiring Diversity Problems

AXIOS Discussion with Brenda Darden Wilkerson and Timnit Gebru Making Tech Accessible For Disabled And Nondisabled People In Conversation With Haben Girma And Rachel Arfa FORBES







RESEARCH SPOTLIGHT





RESEARCH TOP COMPANIES FOR WOMEN TECHNOLOGISTS

Top Companies for Women Technologists is a national program from AnitaB.org that identifies key trends around the equity of women technologists in the workforce.

First launched in 2011, the program helps organizations identify areas where they can improve and signals a commitment to diversity, equity, and inclusion that women look for in an employer. **Top Companies** is the only benchmarking program that looks specifically at technical employees and awards companies that are making the most progress toward equity.

IN 2021, WE MEASURED:

552,751 TEC 141,038 WO TEC 79,163 WO TEC

TECHNOLOGISTS

WOMEN TECHNOLOGISTS

WOMEN OF COLOR TECHNOLOGISTS

COMPANIES



KEY FINDINGS:

Decline in Overall Representation of Women Technologists

The total **representation of technical women decreased by 2.1 percentage** points between March 2020 and January 2021. **26.7% January 2021 28.8%** March 2020 26.2% March 2019

Congratulations to the 2021 Top Companies for Women Technologists



SMALL TECHNICAL WORKFORCE <1,000





LARGE TECHNICAL WORKFORCE >10,000

These three companies had the highest overall score within their respective technical workforce size category.



RESEARCH TOP COMPANIES FOR WOMEN TECHNOLOGISTS





PERCENT OF TECHNOLOGISTS WHO WERE PROMOTED

2.2 more women promoted 16.9% 14.7% 16.9% 15.7% 16.9% 15.7% 2020 2021 WOMEN MEN



15 of the Top Companies for Women Working in Tech CNBC



Read the 2021 Key Findings and Insights Report

Explore the Key Findings Dashboard



RESEARCH Technical Equity Experience Survey (TechEES)

The **Technical Equity Experience Survey (TechEES)** is an annual global survey from AnitaB.org of the individual experiences of people in the field of technology. TechEES examines the ways in which women and non-binary technologists experience equity and inclusion in the field, and provides insights on the state of gender inequity in tech over time, as well as recommendations to the tech ecosystem about how to foster intersectional tech equity. The next study will launch in September 2022.

2021 RESPONDENT UNIVERSE





2021 KEY FINDINGS:

Gender harassment increased by 23.2% since 2019 for women and non-binary technologists.

Women and non-binary technologists who are **Black** have the **lowest sense of belonging** in their workplace.

Across all career levels, **women and non-binary** technologists who are **Black** continue to be **paid less** than their peers.

2021 CHNICAL EQUITY EXPERIENCE SURVEY

Read the 2021 Technical Equity Experience Survey Report Women and non-binary technologists with disabilities have the lowest job satisfaction in the workplace. Job satisfaction is driven by belonging, perceived stress, and psychological safety.





RESEARCH **TechEES: 2021 Key Findings**

PERCENT OF WOMEN & NON-BINARY TECHNOLOGISTS WHO EXPERIENCED THE FOLLOWING



PREDICTORS OF JOB SATISFACTION FOR WOMEN AND NON-BINARY TECHNOLOGISTS

+

Psychological Perceived + Safety **Stress**



INTERSECTIONAL FINDINGS FOR WOMEN & NON-BINARY TECHNOLOGISTS

SENSE OF BELONGING AT MY PLACE OF WORK	56.6% Asian	46.3% BLACK	62.9% LATINX	73.5% WHITE			
AVERAGE SALARY IN U.S. DOLLARS							
A1.1	¢125 200	¢07504		¢1110F0			

ALL	\$125,209	\$87,531	\$104,357	\$141,853
ENTRY	\$96,145	\$50,665	\$78,718	\$99,336
MID	\$135,887	\$103,531	\$133,000	\$131,153
SENIOR	\$201,679	\$129,500	\$187,857	\$181,720
	ASIAN	BLACK	LATINX	WHITE

JOB

Belonging SATISFACTION



RESEARCH Investigating Compounding Impacts of Racism & COVID-19 on Learning & Employment in Computing & Technology

AnitaB.org, The National Center for Women & Information Technology (NCWIT), and the STARS Computing Corps (STARS) received a National Science Foundation grant to study the impact of the global pandemic & systemic racism on the conditions of work and educational environments related to computing and technical degree programs and professions.

Through the Investigating Compounding Impacts of Racism & COVID-19 on Learning & Employment in Computing & Technology (CIRCLE-CT) Study, we are gathering responses from individuals across the computing and technical ecosystem including K-12 teachers; post-secondary program leaders, educators and students; and individuals in the computing and technical workforce and tech startup communities.





KEY FINDINGS:

Our **respondents**—working largely in computing and technology—**have not been subject to layoffs** we've seen in other industries.

The pandemic is having disproportionately negative impacts on the LGBTQIA+ community and individuals with a disability, especially those with a disability related to mental health.

While the racial justice movements across the country during the past year have included a push for equity for all minoritized persons, so much violence and activism has centered on Black people specifically that this group has likely experienced the past year differently than others. **Black technologists** report significant increases in being **singled out by their school or workplace** for their race/ethnicity and being asked to be a **spokesperson for their race/ethnicity**.



Survey 1 Report Link

Survey 2 Report Link

Survey 1 Dashboard

Survey 2 Dashboard









ANITA B.ORG **SEPT** 20-23 GRACE HOPPER 2022

VIRTUAL + IN-PERSON / ORLANDO. FL











ABOUT ANITAB.ORG

AnitaB.org is a nonprofit social enterprise inciting a movement to achieve intersectional equity in the global technical workforce by 2025. AnitaB.org/365 programs empower women and historically excluded communities in technical fields, guide the organizations that employ them, and support the academic institutions training the next generation.

Founded in 1997 by our namesake, computer science visionary Anita Borg, and her co-founder and fellow computer scientist, Telle Whitney, AnitaB.org is driving a future where the people who imagine and build technology will mirror the people and societies for whom they build it.

SPONSORSHIP OPPORTUNITIES

For information on Sponsorship Opportunities, contact: BusinessDevelopment@AnitaB.org

DONATION OPPORTUNITIES

To discuss ways to make an impact through a tax-deductible donation, contact: Giving@AnitaB.org

Your donation advances the mission of AnitaB.org, by supporting programs that build community, promote advocacy, and increase access to opportunities in the tech ecosystem.



ENGAGE WITH ANITAB.ORG

DONATE TODAY

Your donation directly supports programs that build community, promote advocacy and increases access to opportunities in the tech ecosystem.

For Partnership inquiries: emailaddress@anitab.org

For Sponsorship inquiries: emailaddress@anitab.org



CONNECT WITH US ON SOCIAL





