hack the hood
strategic plan
economic mobility community
seeing yourself in tech
I feel inspired on my journey to use technology for good and addressing social justice issues because I learned that technology is advancing more every day and there are things that we can do to make technology better.

— HACK THE HOOD LEARNER
Hack the Hood trains early career youth and communities of color through data and tech skill building programs grounded in justice that lead to career opportunities and support economic mobility.
We serve early career Black, Latino/a, AAPI, and Indigenous learners, ages 16-25, who experience the greatest barriers to accessing tech-based learning and careers.

We also train learners to leverage their data and technology skills to serve as consultants to local small business owners of color.
Racial Justice Drives Our Every Decision
We are unapologetic about who we serve.

Our Work Has Generational Impact
We believe technology can be leveraged as a tool for economic mobility for communities of color, changing paths for families and small business owners of color.

There Ain’t No Tech Without Us!
The advancement of technology is indebted to the cultural capital and ingenuity of communities of color. Honoring these ongoing contributions with true equity and ownership is long overdue.

Tech Justice is Necessary
We approach every learning experience with a justice-centered mindset, grounding our tech education through a socio-political lens.

Data is Power
We believe that, when equipped with data literacy skills, learners will be positioned for long-term career opportunities across industries.
By the end of high school, just 16% of students who participate in AP Computer Science are Black, Latinx, or Native American/Alaskan Native, affecting participation in computing in higher education.
Community colleges serve 56% students of color. Yet, less than 15% of those students graduate within six years and fewer than 2% graduate with degrees in STEM.

Black and Latinx communities make up only 7% to 8% of people working in computing and mathematical occupations. Indigenous people only make up .7% of the high tech workforce.
In 2019, the National Association of College & Employers released a report highlighting the disproportionate number of paid interns, across gender and race.

Women, Black & Latinx students, as well as first generation college seniors were less likely to have paid internships, impacting experiential learning opportunities (and real world work experience).
Jobs in data science and analytics are among the **twenty fastest-growing careers over the next decade** with a median income of $98,000.

97 million new job categories will arise from automation and 40% of workers will require reskilling.
Exposure to role models and immersion in supportive networks are significant predictors of computing education engagement and aspirations.

The mentorship relationship between learners and Small to Medium Business (SMB) owners provides a sense of community within the learning environment is critically important.

SMBs are seeing a post pandemic boom, but will need more investment to ensure sustainability.
66% of youth polled by the Equitable Futures Project said that police violence and racial justice have changed their thinking about future career goals and 68% said that being engaged in promoting change around racial justice feels like an opportunity.
Attract and serve early career youth and small business owners of color who are often not engaged in tech education and creation.

Design engaging curricula to motivate learners of color to leverage data and tech for change.

Develop learners’ technical skills by delivering free tech and data science skill-building programs and engaging them as “tech consultants” for SMB owners.

Prepare learners to navigate tech-based career pathways via advising, ongoing learning, and the cultivation of preferred partnerships with education partners and employers.
Free tech support for SMBs that:
• Provides experiential learning and portfolio building opportunities for learners
• Creates double impact for the SMBs while demonstrating to our learners how tech can be used to benefit their community

An emphasis on tech justice that:
• Contextualizes technical skills in the lived experiences of our learners via a unique tech justice curriculum
• Centers the experiences and contributions of communities of color in technical learning
• Empowers learners to make meaningful contributions to society by becoming the architects of more inclusive and just tech as they step into tech-based careers
Computer science is a powerful tool that allows me to use few resources to make large, positive impact on my community.

— HACK THE HOOD LEARNER
1000+ Total hours of training across 13+ programs

475 SMBs reached with web design and tech support

1200 Learners upskilled with foundational tech skills
54% Continue Their Education

38% Gain Employment

9% Pursue Advanced Training

impact to date
PHASE 1

Focus on evolving the direct service model, tech exposure, SMB support, and developing deep community connections.

PHASE 2

Focus on deepening commitment to tech justice, strengthening technical rigor, creating stronger career pathways, open-source curriculum, and scaling impact.
our next phase of growth

Winner of Google Impact Challenge, securing $500K in start-up funding; motivating $600K in additional investment

Launch of pilot program with 3 yr OFCY grant in Oakland

MILESTONE
2,700 learners empowered
750 SMBs supported
2 regions served

Piloted partnership model; interim ED

First permanent, non-founding ED; switch to virtual programming during COVID

Launch of Tech Ladder Academy with NovaWorks; step-down of founder as CEO

Pilot and expand reach of resources nationally via YouthBuild Philly partnership; launch of tech justice curriculum

MILESTONE
1,200 learners empowered
450 SMBs supported
1 region served


2019

2016

2018

2017

2015

2014

2013

2019
our theory of change

**ACTIVITIES**

**Recruit** early career youth and SMB owners of color to engage in tech and data science education.

**Design, deliver, and share** values-aligned, industry-informed tech and data science curricula that emphasizes tech justice.

**Create** preferred partnerships with employment and education partners who demonstrate a commitment to recruiting, training, and retaining our talent.

**Provide** a year-long cohort experience for alumni that helps them navigate their chosen career paths with ongoing mentorship, advising, and internship opportunities.

**INTERMEDIATE OUTCOMES**

**National education organizations** deliver tech justice curricula to their learners and encourage them to continue their engagement with HtH.

**More learners leave HtH programs** with in-demand tech and career mobility skills that empower them to become architects of more just and inclusive tech design.

**HtH Alumni are connected to a tech career pathway** that supports them through graduation and into tech-based careers.

**Industry partners train, hire and retain HtH alumni**, increasing inclusivity and diversity in their workforces.

**ULTIMATE OUTCOME**

Early career youth and communities of color understand how to leverage tech for community impact, continue their tech education, and secure tech-based careers.
Technical & Professional Skill Building

Increased technical skills, programming knowledge, confidence.

Increased professional knowledge, skills, and confidence.

Positive Tech Identity Formation

Increased awareness of technology career pathways and next steps.

Increased sense of belonging in tech careers and community.

Economic Mobility & Career Advancement

Increased interest in or plans for a post secondary degree or certificate.

Increased interest in or plans for continued education or training.

Increased interest in or plans for a technology career or other high wage/high demand career.
The tech justice curriculum content provides an introduction to social justice topics that arise within the tech industry and positions learners to take informed action. The focus is on projects and an educational approach that emphasizes social justice tech solutions that are for and by the community.

All learners graduate with fundamental Python skills, an introductory Github portfolio, and information about career pathways in technology. At Level 2, learners can opt in to data science or web development, and will complete their training w/ a College Math Essentials course.

Learners receive foundational career mobility skill workshops, such as resume & technical interviewing sessions. Level 2 learners also have the opportunity to leverage their tech skills to consult with small business owners.

Evidence suggests underrepresented students who persist in STEM rely on longitudinal networks to mitigate social isolation in their major programs (“Peer Networks,” McAlear, Scott, Martin, Koshy, 2014). To create this community, HTH engages alumni and role models in tech to host small group mentorship & fireside chats.

Learners interested in taking their education to the next level can opt into UX Design, Data Visualization or other elective workshops offered.
I learned that as time goes on, the importance of people of color being included in the tech industry is extremely important.

— Hack the Hood Learner
program and career pathways

- **Tech Foundations**
  - Entry point for all new learners
  - Python fundamentals
  - Github basics
  - Introduction to career pathways in tech

- **Data Science Track**
  - 8 weeks
  - R / SciKit basics
  - Data project for SMBs
  - Small group mentorship

- **Web Design Track**
  - 8 weeks
  - Python / Django Level 2
  - Web design project for SMBs
  - Small group mentorship

- **Data Science Career Cohort**
  - 12 months
  - Connection to community college, internship, apprenticeship, or certification
  - Monthly Career Development Support
  - Mentorship
  - Living stipend

- **Web Design Career Cohort**
  - 12 months
  - Connection to community college, internship, apprenticeship, or certification
  - Monthly Career Development Support
  - Mentorship
  - Living stipend

- **POTENTIAL PATHWAYS FOR:**
  - Data Analyst
  - Business Intelligence Analyst
  - Software Engineer
  - 4 year CS degree
● **Strengthen** our technical curriculum and educational program model to more effectively teach core programming languages and data science skills to 1,500 additional learners and provide free tech support to 300 additional SMBs

● **Design** a unique tech justice curriculum that deepens our racial justice lens that is integrated across all of our programming, and share it widely via partners to reach and recruit more learners

● **Develop** a year-long cohort model to support career navigation for alumni while continuing to build professional skills, social capital, technical expertise, and peer learning communities

● **Strengthen** our support for post-program career advancement by creating preferred partnerships with education partners and employers

● **Become a national resource** for tech skill-building and learning by sharing our tech justice curriculum widely to motivate and empower youth and communities of color across the U.S.
In the next three years, we will reach 1500 additional learners and 300 SMBs

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<th>2022</th>
<th>2023</th>
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<tr>
<td>Youth Reached via Curriculum Sharing</td>
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<td>Youth in Core Edu Programs</td>
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<td>Youth in Career Cohorts</td>
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<td>150</td>
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<tr>
<td>SMBs served</td>
<td>75</td>
<td>80</td>
<td>145</td>
<td>300</td>
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To serve 1,500 learners and 300 SMBs in 3 years, we have to invest $6.2M:

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<th></th>
<th>2021</th>
<th>2022</th>
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Technology will be our future, so it would be our duty as the next generation to ensure that technology is being used for good and addressing social justice issues.

— Hack The Hood Learner
our team

Tiffany Shumate
Executive Director

Anina Tweed
Director of Development

Ayana Ivery
Small Business & Entrepreneur Program Manager

Jaisha Encarnacion
Operations & Finance Manager

Samia Zuber
Programs Operations & Partnerships Manager

Lauren Thomas
Quigley, Ph.D.
Technology Curriculum & Training Consultant

Jose Guaro
Career Pathways Technical Instructor

Sascha Rosemond
Senior Manager of Development

Henry Bowe
Technical Curriculum Instructor

Mayra Vega
Senior Manager of Career Pathways

Ne’Quwan Taylor
Alumni and Program Associate
Conducted **over 50 learning conversations** to inform this plan

- Alumni
- Tech Recruiters
- Software Engineers
- Funders
- Community College Experts
- Computer Science Educators

**Lessons Learned**

- If we want to truly empower our learners, it is not enough to simply “expose” them to tech.
- Non-traditional pathways into tech are incredibly varied and difficult to identify and navigate.
- This is long-term work that is as much about soft skills, bravery, and persistence as it is about technical rigor.
- Tech-based workplaces are not welcoming for people of color and require other support systems to thrive.
Thank you to those who helped inform & develop this plan:

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Fred Mathieu, Asana
Jessica Garcia-Kohl, Westly Foundation
Beti Gathegi, AirBnb
Jenna Ritten, IBM
Jonathan Potter, City College of San Francisco
Micah Berman, Google.org
Sandy Li, Gusto
Johnnie Williams, Laney Community College
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