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 provides youth and communities of color with tech skill building programs and career navigation support that are grounded in justice and ensure 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 for 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 re-skilling.
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 for justice that:

- Contextualizes technical skills in the lived experiences of our learners via a unique tech for 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

1200
Learners up-skilled with foundational tech skills

475
SMBs reached with web design and tech support

impact to date
54% Continue Their Education

38% Gain Employment

9% Pursue Advanced Training
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 for 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

Piloted partnership model; interim ED

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

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

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

MILESTONE
2,313 learners empowered
634 SMBs supported
2 regions served

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

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

Learners interested in taking their education to the next level can opt into UX Design, Data Visualization or other elective workshops offered.

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.
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

**12 WEEKS**

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

**12 WEEKS**

**Build**
- Data Science Track
- Intermediate Python
- Data Structures
- Data Science Career Exploration
- Data Analysis Project for SMBs
- Small Group Mentorship

**12 MONTHS**

**Drive**
- Connection to community college, internship, apprenticeship, or certification
- Monthly Career Development Support
- Mentorship
- Learning Stipend

**POTENTIAL PATHWAYS FOR:**
- Data Analyst
- Business Intelligence Analyst

**12 WEEKS**

**Build**
- Web Design Track
- Software Engineering Principles
- Coding
- Software Engineer Career Exploration
- Web Design project for SMBs
- Small Group Mentorship

**12 MONTHS**

**Drive**
- Connection to community college, internship, apprenticeship, or certification
- Monthly Career Development Support
- Mentorship
- Learning Stipend

**POTENTIAL PATHWAYS FOR:**
- 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 1,113 additional learners and provide free tech support to 184 additional SMBs.

Design a unique tech for 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 for justice curriculum widely to motivate and empower youth and communities of color across the U.S.
In the next three years, **we will reach 1,113 additional learners and 184 SMBs**

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<tr>
<th>Participant Reach</th>
<th>2021</th>
<th>2022</th>
<th>2023</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>Youth Reached via Curriculum Sharing</td>
<td>62</td>
<td>120</td>
<td>200</td>
<td>382</td>
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<tr>
<td>Youth in Hustle and Build Programs</td>
<td>106</td>
<td>200</td>
<td>350</td>
<td>656</td>
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<tr>
<td>Youth in Drive Programs</td>
<td>0</td>
<td>25</td>
<td>50</td>
<td>75</td>
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<tr>
<td>SMBs served</td>
<td>47</td>
<td>50</td>
<td>87</td>
<td>184</td>
</tr>
</tbody>
</table>
To serve 1,113 learners and 184 SMBs in 3 years, **we have to invest $5.8M:**

<table>
<thead>
<tr>
<th></th>
<th>2021</th>
<th>2022</th>
<th>2023</th>
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<tbody>
<tr>
<td><strong>Total Organization Budget</strong></td>
<td>$1,274,884</td>
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<td><strong>Programs</strong></td>
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<td>$1,733,817</td>
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<td>$267,341</td>
<td>$181,615</td>
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<td><strong>Operations</strong></td>
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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
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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