2022
Impact Report

CREATING CODING CAREERS

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Visit us on the web:
https://cccareers.org

ORIGIN STORY

MIKE ROBERTS, CEO

From the day I unboxed our family's first home computer I knew I wanted to spend the rest of my life in technology. This is my ticket to making interesting things, solving complex problems, and always being on the cutting edge.

It's 1994 and I'm in the kitchen and I'm talking to my dad about what I want to do when I graduate. So my dad asks, "all right, what are you planning to go to school for?" And I say, "Dad, I want to be a programmer." Silence. Dad gives me the look... It's the one filled with anger and disappointment and it always terrifies me. And he says, "no one goes to school to become a programmer." My heart sinks, and I think as fast as I can... well, I like money, I like business. I blurt out "Maybe I will go to school for accounting." Dad emotionlessly says, "ok." I am relieved to not continue to feel like a disappointment to my parents.

Fast forward to my first day in accounting class. The professor is handing huge packets and what feels like a mountain of work that will be required to pass this first class. I feel like I am having a panic attack, and the reality of what it takes to become an accountant, something I have only a passing interest in doing suddenly feels impossible. I get up and walk out of the class. I am not going to be an accountant.

I start taking random classes and six years later I still haven't finished school. I'm working three part time jobs, as I have been doing since graduating High School. I am still young but I am getting tired of the grind of dead end jobs and school which just seems to drag on with no end in sight. The only thing I get excited about is my secret hobby which is coding.

One day I get an assignment from my boss to help build a small peice of software. Even though I'm not working at a tech company, I quickly realize I'm pretty good at the task. Good enough to figure out a way to make some extra money writing code part time. Within a few months I am doing well enough to quit my job and take on a few more programmers to do projects. My side hustle suddenly propels me into a career as a software engineer.

Within 6 years I no longer freelance and have been working at a tech startup as a senior software engineer... a dream job, in a fancy office, with Dogs, catered meals, and all the "Big Tech" perks. I've finally finished my degree in Computer Science. I am starting to share my journey at meetups with anyone who will listen to how amazing it is to code. But, even though I have a chance to do what I love I hardly see anyone that looks like me at my company. I am one of the only Black people in the room at nearly every tech company I visit. It feels strange to have this privilege and not see anyone else like me living this lifestyle.

A few years later I take a job at a coding bootcamp thinking hopefully I can change the culture and get more people into tech from a variety of overlooked backgrounds. At the program we start to really make progress creating opportunities for people, and then the bootcamp gets shut down. In that moment I experience unemployment for the first time. I realize I have to go back to a career as a software engineer, or step into entrepreneurship and keep pushing for change. I am so scared that I won't be able to make it work. I just turned 40. I have no savings to start a business. I only have my previous business experience running a small agency. I have a young son and family obligations. The safe thing is to get another job as a software engineer, but I also remember the safe choice I made in the kitchen with my Dad.

I took a leap of faith and chose to start Creating Coding Careers. Now not only am I doing what I was meant to do but I'm helping others. Which proves that when we dare to trust ourselves, that's when we can live a life where we are not only fulfilled, but we position ourselves to help many others live the life of their dreams. And now it's my life's work to show people that there are many pathways into tech. There is an opportunity right here, right now to change the trajectory, not only of the lives of so many overlooked Americans but also to shift corporate culture in America to live up to the racial and economic dreams of our society. This is why we are building the front door into tech. We are creating generational wealth, through employer driven earn and learn pathways for people historically excluded from tech.

BUILDING THE FRONT DOOR

Photo: LaTricia Hunter (graduate) was a mammography tech and now she works as a software engineer at NewRocket, an Elite ServiceNow Partner.

MISSION

Creating Coding Careers (CCC) recruits, hires, and trains individuals across America who may have otherwise felt a career in tech was unattainable. We are building the front door into tech, to create generational wealth, through employer driven earn and learn pathways. We're committed to enhancing lives and enriching local communities. And by successfully placing highly trained, top-quality candidates at premier software companies, we are doing our part to reshape the tech industry to reflect the diversity of our communities.

Our participants enter tech as engineers so they don't have to work their way up from the very bottom. All our participants graduate with in demand skills and on the fast track for career growth. Apprentices never pay us a dime and graduate 100% debt free.

"Learning to code has made a positive impact on my career journey and has put me on a path to achieve more."

Yahshemi Walters
Instructor

INVESTING IN TALENT

- Participants earn 2.5x more upon graduation
- +95% Graduates land full time roles as engineers
- +16,000 hours of instruction delivered
- +1,000 people skilled through alternative routes
- +$40,000 invested in each apprentice.
- Multiple organizations looking to replicate our solution in other cities.

CREATING CODING CAREERS

HOW WE MAKE IMPACT

This year we helped our corporate partners recruit, hire, and train overlooked people from all across the US. All of our apprentices earned a living wage of at least $20 per hour plus benefits while training. Employers including several Fortune 500 companies pay us to deliver highly skilled diverse talent.

Generated +1.8 MM in revenue in 2022

Public Funds	$257,745	14%
Private Grants	$367,496	20%
Sales	$1,213,822	66%
Total Revenue	$1,839,063	

Apprentice Software & Data Engineers participate for 12 months and get:

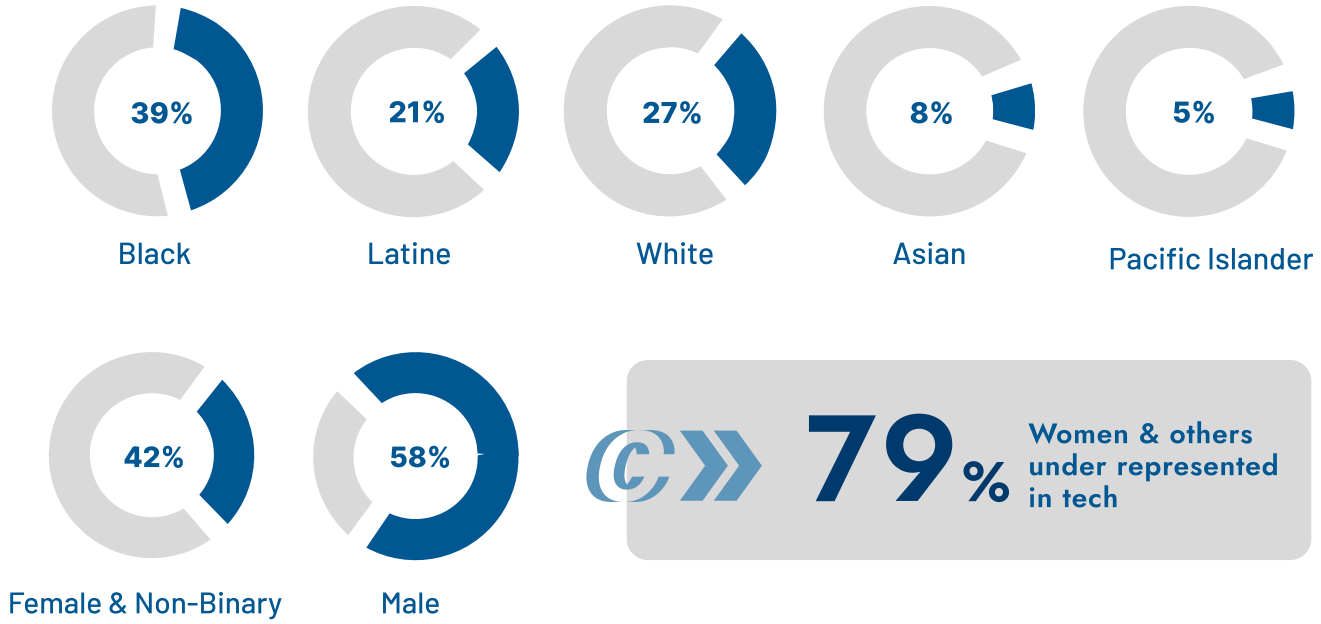
- 40 hour a week to earn and learn
- PTO, Paid Holidays, Medical, 401k
- Career Services and meaningful work experience as engineers
- Opportunities to serve our community

WHO WE SERVE

CREATING CODING CAREERS

TOUGH, DIVERSE, INDUSTRY READY

There is an undeniable lack of diversity in tech positions, particularly in leadership roles as well as investment opportunities that drive change. Across technology Black people hold less than 2% of engineering roles. Our outcomes show, it doesn't have to be this way. The industry doesn't need to create an isolating and unwelcoming environment for those historically excluded from tech. To change the system are committed to actively seeking out and recruiting overlooked talent from diverse backgrounds. Our team leverages our lived experiences to promote inclusive hiring and provide ongoing support to ensure that diverse talent is both attracted and retained in the tech industry.



A MODEL THAT SCALES: EMPLOYER DRIVEN PATHWAYS

14%
Public Funding

20%
Private Gifts

66%
Sales of Services

CCC leverages an innovative nonprofit model that allows businesses to invest early in talent. Broadening horizons for both companies and applicants by promoting, prioritizing, and modeling an equitable work landscape is a step in the right direction. Delivering highly skilled talent into the market place with braided funding drives our business and makes social good scalable.

SALES
1.2
MILLION

Sales of services alone is not enough to invest in hiring apprentices and staff at scale. Public and Private grants close the gap and help us provide the working capital needed to grow our high intervention programs. Thank You to all our partners who have provided financial support for our continued growth:

Microsoft
Qualcomm
United Way
mission driven finance
Girard Foundation
servicenow
San Diego Workforce Partnership
SKILLUP
bit Blacks in Technology Foundation
JFF
ETP Employment Training Panel

PROGRAM OUTCOMES

The MOST important numbers

All of our apprentices start with a paid opportunity to "earn as they learn" and gain real world experience working along side industry professionals. They typically transition from project based training, to on-the-job training, to a full time offer in less than 12 months. They launch new collar careers in tech as software or data engineers. They graduate debt free.

40	GRADUATES HIRED
12	IN LEARNING PHASE
7	ON THE JOB TRAINING
3	DID NOT COMPLETE

2.5X	AVERAGE SALARY INCREASE
82K	AVERAGE OFFER

60k
lowest salary offer received

130k
highest salary offer made

HIRED APPRENTICES

The Creating Coding Careers US Department of Labor Registered Apprenticeship program has hired participants from across the US including 8 states and 10 cities in 2022.

COMPANIES HIRING OUR GRADS

servicenow

NEWROCKET

CDW

BD

numberbarn

Pathways Consulting Group PCG

NORTHROP GRUMMAN

MENTORSHIP

Often Women, Black and other marginalized people find it hard to build professional networks with peers in software engineering that look like them. It's critical that they have access to professional mentors that share similar backgrounds and experiences to build confidence. These mentors provide personalized guidance tailored to the individual needs of early career software engineers, along with a unique understanding of what it feels like to be the only one in the room.

We actively curate and support a mentor network that matches apprentice engineers with very experienced industry professionals. We are a catalyst making introductions and lifelong connections to help apprentices easily expand their network.

Additionally, many of our mentors have given inspiring fireside chats and provided valuable feedback to our leadership team about our early career software engineer's work and progress. This helps to ensure that the training we deliver is always up to date with industry standards.

71
active mentors

700+
hours

Photo: Apprentice Developers:
Leandra Peterson and Dameon Webb

PARTNERING FOR CHANGE

servicenow

STARS AND TEACHING ASSISTANTS

The STARs (Skilled Through Alternative Routes) program is an innovative collaboration that was meticulously crafted over two years. Our shared vision was to offer aspiring software developers an experiential learning pathway to a career in the industry. For the pilot Creating Coding Careers was tasked with sourcing, training and upskilling motivated candidates to fill a variety of engineering roles. Meanwhile, ServiceNow provided the invaluable opportunity for these candidates to gain hands-on work experience, further their expertise, and ultimately integrate apprentices into engineering teams. We are proud to report that all three participants of the first cohort have been converted to full-time engineers at ServiceNow.

Creating Coding Careers has also forged an exciting and productive partnership with the NextGen team at ServiceNow. In the past we have worked closely together to train cohorts of individuals as Systems Administrators and Application Developers. This year, our partnership reached a new level of commitment as we provided Teaching Assistants to the NextGen team to help them expand the capacity in the ServiceNow SkillBridge training program for 2022 and beyond.

Our apprentices worked for 16 weeks at a time as TAs for ServiceNow, helping transitioning service members master the fundamentals of the platform. This provided our apprentices with a unique opportunity to solidify their platform knowledge coaching others while simultaneously giving back and supporting those people just a little bit earlier in their ServiceNow learning journey.

Elena Mudrakova
Software Developer

Marjorie Cobero
Software Developer

Bernadette Bolaños
Software Developer

I'd like you to meet three extraordinary people: Elena who came to the US in 2016 with experience in sales. She was working part time on a degree in computer science. Marjorie, an artist with experience working in the food industry, and Bernadette who had started college studying computer science but left that major and spent several years doing social work to support people in crisis and survivors of domestic violence.

It's early 2022 and all three apply for our registered software apprenticeship program. While this career path seems unobtainable, one by one they are accepted into the program. And once inside the program, everything is smooth and easy, right? Actually no. They each experience moments of paralyzing doubt. They constantly wonder if they made a good or bad decision. Are they really going be able to get a tech job? Can they learn enough to be self sufficient and not constantly feel the need to ask questions? Learning to code is grinding on them. With friends and family questioning what they are doing, having no understanding of software engineering, and the struggles of rewiring their brains to think like programmers, they are all perilously close to throwing in the towel.

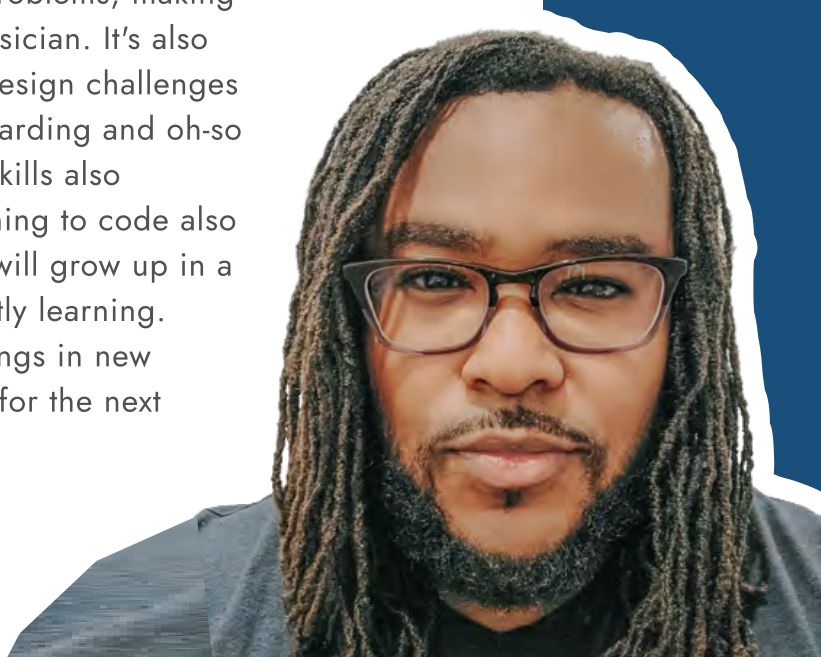
Finally, after months of preparation, they are given an opportunity to interview at ServiceNow for a new engineering apprenticeship program. This comes as a huge relief, and they are all selected for various teams, but very quickly they fall back into doubt. The first few weeks they are drinking out of a fire hose. They can barely keep up with technical jargon during meetings. They have countless questions for Sr. engineers. It takes days to setup a development environment on their machines and slowly the anxiety starts to build. They haven't secured a permanent job yet. How they perform will determine whether they get an offer, and people are getting laid off in Big Tech right and left. They continue on the emotional roller coaster until finally in December they get offers for full time jobs.

Now each of these amazing people are earning six figure salaries as software engineers. All the doubts have been cast aside and all of them have completely changed their lives. And that is what happens when we dare to learn how to code.

Deonte Hall-Collins | Apprentice, Teaching Assistant
"After my mother passed, I worked at warehouses, department stores, and outdoor events usually very long hours just to put some food on my own table. To me that was just going to be "life", because I simply wouldn't be able to do any better with the socioeconomic environment I was born and raised in. However, this apprenticeship with [Creating Coding Careers] opened for me the opportunity to break the poverty cycle and common stigmas towards people that dress, talk, and walk like me, and expose the hidden talent that we sometimes need help finding in ourselves!"

Manuel Carbajal | Apprentice, Teaching Assistant
"Learning ServiceNow has been instrumental to my professional future. I have learned many new skills but I have also made many new connections that I will take with me for many years to come."

William Broxton | Apprentice, Teaching Assistant
"Coding has helped me find new ways of solving problems, making me more creative as a designer, developer, and musician. It's also helped me think differently about how I approach design challenges when working with others on projects. It's been rewarding and oh-so challenging! Coding requires creativity and logic, skills also necessary for design and creative expression. Learning to code also allows me to create a legacy for my children. They will grow up in a home with a father constantly tinkering and constantly learning. They'll have a father who is always building new things in new languages. To me, that's a powerful legacy to leave for the next generation of brilliant black minds."



CASE STUDY

San Diego Workforce Partnership

TRANSITIONING TO THE CLOUD

The San Diego Workforce Partnership required several data engineering solutions and was looking to support the development of several early career data engineers. Qualcomm provided funding and mentors to a four person team of Creating Coding Careers apprentice data engineers to complete several projects to help the local workforce investment board.

Shannon Moran | COO, San Diego Workforce Partnership
"The Apprentices accomplished quite a bit over the ten-month collaboration and their hard work helped to improve San Diego Workforce Partnership's data analytics infrastructure. We were honored to have aided in the Apprentice's growth as coders and IT professionals. The work included five projects each with a distinct data focus: GIS data, call center data, finance data, training outcomes data, and case management data. Each project had specific requirements, brought different benefits to our organization, and each required the apprentices to learn different aspects of coding and the Microsoft Azure cloud environment."

Laura Roderickz | Personal Experience
"Before working on this project sponsored by Qualcomm, I had no direct experience working on cloud software or any coding experience. I had previously only worked on data-related projects in an analyst capacity. I knew having no previous technical experience this would be a challenge, but with the support that this opportunity provided I knew it was something I could do."

Woodrow Jackson | Personal Experience
"The whole experience with SDWP was great and helped build me more as a Data engineer. I am thankful to Qualcomm for sponsoring this project. As this sponsorship not only affects me but other future budding apprentices that wish to become data engineers. As this will help them gain the skills and knowledge to be good data engineers."

Thank you to Qualcomm for the generous support of these projects that are improving our workforce development ecosystem and providing the resources needed for our apprentices to gain real world experience.

Qualcomm

DISCOVERY

LEVEL UP PROGRAM

This year Creating Coding Careers began our first discovery program designed specifically for teens in the San Diego Unified School district ages 13 – 16 years old. We provided programming classes after school and during breaks as part of the LevelUp program at the Jackie Robinson YMCA in Southeast San Diego, CA. The program was staffed by apprentices and instructors from our team.

The teens participated in immersive VR experiences in the teen drop in center one day per week in the spring and summer. Teens were very excited to learn more about careers in STEM. They loved the VR headsets, games, and learning activities. They had lots of hands on activities to learn the foundations of web development and build a few small applications that they could share with friends and family. One of the unique challenges was keeping students of various grade levels engaged. We adapted our curriculum and focused on small modules that students could work through at various intensities.

Instructors made the learning practical and interesting including topics like how to read an analog clock. Then took it up a level by helping students to build their own analog clock on a webpage. One young woman entrepreneur with a small business making jewelry was able to improve her Shopify website with the help of our team. Thank you to our program sponsors:

United Way

the YMCA

CASE STUDY

NEWROCKET

WINNING THE TALENT WAR

As the skilled labor market is tightening in 2022, Nathan Firth and Todd Bashor of NewRocket have continued to prioritize hiring from Creating Coding Careers. NewRocket, a premier ServiceNow partner, achieves low-risk developer recruitment and gains. NewRocket fast-tracks engineers into the ServiceNow ecosystem and by consistently investing in early career talent they meet the demands of a growing agency.

NewRocket has been consistently tapping into CCC's emerging tech talent pool, hiring apprentices in waves through out the year. They know our apprentices have the grit, problem-solving skills and determination to be ready for projects from the get-go. On a recurring basis, NewRocket has been converting apprentices to full-time Rocketeers, allowing CCC to consistently open up new positions for additional apprentices. This partnership has been a win-win, providing a low-risk recruitment process while creating a more diverse tech-hire ecosystem.

"

As NewRocket grows, finding talented development staff is always a challenge. It has been great partnering with CCC in this area. The apprenticeship program enables us to reduce risk while increasing capacity.

Todd Bashor, Vice President - NewRocket

COMMUNITY

COMMUNITY PARTNERS

Thank you to our community partners that provide support, refer participants, and provide real world projects for our apprentices to work and sharpen their skillls. It takes a village and we appreciate all that you do to help us.

BIT Foundation Pre-apprenticeship Partnership

Creating Coding Careers had over a thousand people enroll in our pre-apprenticeship program in 2022. Through our new partnership with Blacks In Technology Foundation we are better positioned to rapidly expand into communities where talent exists, but opportunities do not. With BIT chapters now in cities all over the world, as well as more than 24,000 members, this partnership creates a large potential audience of Black people globally that can benefit from earn and learn pathways into tech.

At BITCON2022 we announced the Creating Coding Careers collaboration with BIT. Through generous grants from BIT Foundation and ServiceNow we will be paying selected participants up to $2,100 stipends to learn the fundamentals of software development in our pre-apprenticeship program. In 2023 and beyond we want to empower individual communities with technical support and the playbook to replicate our process and scale apprenticeships.

1,195
pre apprentices enrolled in 2022

OPPORTUNITIES

Ronald Paschal, Apprentice Software Developer

DODSKILLBRIDGE

US Department of Defense SkillBridge Program

In 2022 Creating Coding Careers was awareded SkillBridge program approval and we are now able to develop robust earn and learn programs to support service members that are transitioning to civilian life and looking to launch new careers.

SkillBridge designation will allow us to impact more people at a lower cost by reducing one of our largest expenses in training apprentices (paying a salary). While participants complete their last 180 days of service, they will train with Creating Coding Careers while they earn their military pay and benefits. Then as veterans transition directly into an apprenticeship to finish off learning process. We anticipate this will allow us to train more than 30 veterans as new apprentices in early 2023 and we will add much more capacity over the next several years.

200,000
Servicemembers transition annually

OPPORTUNITIES

Dameon Web, Veteran, Graduate 2022

READY TO LEARN MORE?

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