

Reboot Representation

An opportunity to change the game for women of color represented in tech

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**REBOOT
REPRESENTATION**



Reboot Representation Tech Coalition

Closing the gender gap for women of color represented in tech

Reboot Representation, a partnership of 15 leading tech companies, is taking on one of the U.S. tech sector's most significant talent challenges – the chronic underrepresentation of women of color in the sector.

Supporting underrepresented women of color along the tech journey is especially pressing.

This is a major opportunity for tech companies – but no one company can do it alone. Individual companies have faced difficulties in their efforts making progress on this, given the limited existing knowledge and efforts around underrepresented women & girls of color in particular. We see significant potential in using tech's **collective resources** to drive a sea change in women of color's representation in tech.

If we can design a solution to include the *most* underrepresented communities, we will have built a model that will have a positive impact on *all* underrepresented groups in tech. This is why we are focusing first on designing solutions for Black, Latinx, and Native American women.

Our goal is to identify the vanguard of activist-minded companies that will lead the charge on this effort – for the benefit of women and the sector alike

The Reboot Representation Tech Coalition multiplies the impact of its member companies



Pooling corporate dollars in order to make strategic investments

in organizations that provide rigorous computer science education for Black, Latinx, and Native American women

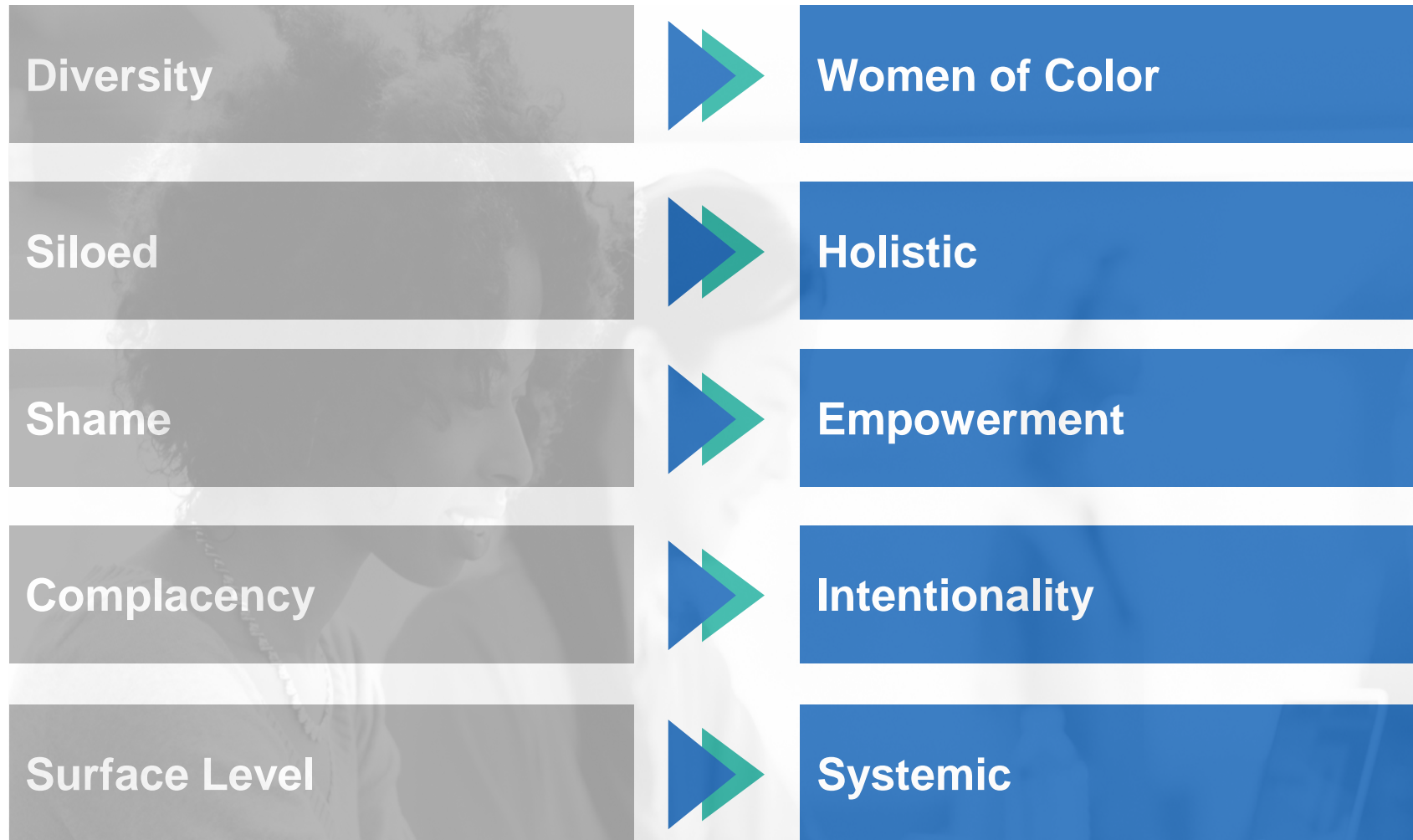


Raising the profile of the issue of underrepresentation of women of color in computing through frequent communications activities



Bringing companies together to share best practices and lessons learned and to use one unified voice

Reboot is taking a different approach to framing our initiatives



Reboot's investments are guided by the following principles

Focus on the goal

We **focus our investments on reaching the Coalition goal** of doubling the number of Black, Latinx, and Native American women earning computing degrees

Foster collaboration

We look to bring together players in the space and **foster collaboration and alignment** across the field to maximize impact

Highlight lived experience

We amplify the **voices of those with lived experience** of the challenges we seek to address and prioritize investment in organizations led by those who reflect the groups we seek to serve

Leverage research

We take an **evidence-based approach** and use research to inform our grant-making, building off of **existing, successful models** whenever possible

Reach critical mass

We prioritize investment in organizations and programs with the potential to **reach a significant number** of Black, Latinx, and Native American women

Take calculated risks

We take calculated risks, seeking opportunities to **accelerate progress** toward our goal and **seeding innovation** to move the field forward

Track progress with data

We **systematically collect data to track progress** toward our goal and interim indicators

Our investment strategy focuses on the recruitment and retention of underrepresented women of color in computing programs

1

Recruit women to declare a major in computing

2

Retain women from major declaration to graduation

Potential intervention plays

Connections from high school	Targeted efforts to expose women to computing and tech careers early in their higher-ed academic careers
Community college pathways	Support transitions from associate's to bachelor's programs
Academic support	Support positive experiences with computing courses
Community of peers / mentors	Strengthen and build student, faculty, and mentorship communities
Career planning resources	Bolster internship opportunities, career-planning, and job-seeking support
Completion incentives	Incentivize and enable students to complete their degree

Reboot realizes opportunities to enhance success



Focused Investments



Earlier exposure to CS and were more prepared for fundamentals



True partnerships between community colleges and 4-year institutions



Broadband is as essential as running water

Call to Action

Industry Leaders

- Grant making strategies
- Diverse candidate pools and sources
- Disaggregate data

Corporate Grantmaking/Philanthropy/Social Impact

- Strategy and program design aligned with corporate goals
- Track current investments
- CS entry point investments