Funds Distribution Report

Recipient Organization:
Ada Developers Academy

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Organization's General Goals:
Ada Developers Academy is a non-profit organization committed to closing the tech skills gap through free programs that teach coding fundamentals and intensive full-stack software development. We empower adult learners of all backgrounds to start their coding journey, equipping them with the skills to build thriving, successful careers in tech.

Date of Award:
2024 Q2

Level:
$500 to $2,500

For more information, please read the attached report from Ada Developers Academy.

TDS-6832

Report to Tulalip Tribes Charitable Contributions – Grant code Q2 2024 14.2
https://adadevelopersacademy.org/

Ada Developers Academy (Ada) is deeply grateful for the Tulalip Tribes Charitable Contributions' support of our mission to prepare women and gender expansive adults to be software developers, while advocating for inclusive and equitable work environments. Thank you for your commitment to changing the face of tech with us! Below is an overview of Ada's accomplishments and challenges of 2024, and a look ahead at what we are working on for 2025.

2024 Programmatic Results
- Served 801 unique students/alum across Core, preparatory, and alumni programming
  - 178 students participated in Core program
    - 127 students who completed the program, and 90 newly enrolled
    - 72% were students of color, 40% are racial minorities underrepresented in tech (Black, Latinx, Indigenous, Native Hawaiian/Pacific Islander), 34% were LGBTQIA+, and 84% were low income
    - 95% graduation rate
    - 50% of graduates in 2024 were hired into full-time software developer jobs within six months of graduation
    - Average base salary was $119,485– more than triple the average salary prior to Ada
  - 301 students participated in our preparatory program
  - 322 alumni participated in continuing education workshops

One of the most significant achievements was the successful launch of our AI curriculum, integrating tools like ChatGPT, GitHub Copilot, and OpenAI API into our program. This addition not only equips our students with technical skills but also serves as a strong engagement tool for corporate partners. By incorporating AI, we have deepened existing relationships, reengaged dormant partners, and revived stalled conversations, reinforcing Ada's value in preparing future technologists for the evolving workforce. Additionally, partnerships with Google, Social Finance, and Ascent have provided financial support through a zero-percent loan program, while collaborations with STEMM Opportunity Alliance, Mobile Citizens, Apprenti, and The Washington Tech Workforce Coalition have expanded resources for students.

Additionally, following Interim CEO Shawna Young's transition to lead Camelback Ventures, Tina-Marie Gulley, a longtime board member with extensive experience in tech, marketing, and STEM education nonprofits, stepped into the CEO role at Ada. Tina-Marie and Shawna implemented a carefully planned transition strategy to ensure a smooth change in leadership. Their approach prioritized stability, financial solvency, and continuity for staff, funders, corporate partners, adult learners, and alumni, ensuring that every stakeholder felt supported and aligned with Ada's mission.

2024 Challenges
Ada is actively working to expand beyond the tech industry into sectors such as finance, healthcare, manufacturing, insurance, and retail. At the same time, economic headwinds and shifting public attitudes toward diversity, equity, and inclusion (DEI) present additional challenges. The downturn in the tech industry has made sustainability efforts more difficult, yet Ada has remained resilient, successfully maintaining its ideal cohort size - at 50 participants per cohort. However, increased scrutiny of DEI initiatives has required Ada to

refine its messaging and communication strategies to ensure continued support and impact. Ada must navigate these dynamics with transparency and intentional language, ensuring that its mission remains strong while minimizing unnecessary risks to the organization.

Another growing challenge is the extended timeline for job placement in the current market. With fewer opportunities for early-career engineers in tech, students often need more time to secure full-time roles after completing their internships. To support graduates through this transition, Ada has expanded its career development resources through partnerships with organizations like WeVise and Career Village, offering mentorship and AI-powered career coaching. Additionally, mock interviews, resume review sessions, and hiring events with corporate partners provide students with hands-on experience to enhance their competitiveness.

Lastly, relocation costs continued to be one of the most significant obstacles for students pursuing internships, particularly in Seattle, which remains the top market for opportunities. Many students have expressed concerns about the financial burden of moving to high-cost areas. While we began exploring potential partnerships to provide relocation stipends, more comprehensive and sustainable solutions are necessary to alleviate this burden.

Looking Ahead

Organizational Stability: With a new administration in place, we're becoming more proactive in strengthening internal processes, securing sustainable funding, and creating a supportive work environment for our team. This shift ensures resilience and adaptability, laying the groundwork for long-term success and enabling us to tackle challenges head-on.

Mindful Communication: Prioritizing clear, transparent, and thoughtful communication both internally within the organization and externally with various stakeholders, partners, and the community we serve. This ensures that our goals, values, and activities are well understood and aligned with those we collaborate with.

Program Evolution: Continuously improving and adapting our programs to meet the changing needs of our community and corporate partners. By evaluating the impact of our initiatives through measurable outcomes such as increased participant engagement, skill development, and satisfaction rates and incorporating feedback, we will ensure our programs remain innovative, relevant, and effective.

Mission-Centric Approach: Staying true to our core mission by aligning all strategies and actions with our primary purpose. Every decision will be guided by our commitment to creating meaningful, lasting impact to change the face of tech while keeping our mission at the heart of everything we do.

In 2025, we anticipate serving 144 newly enrolled participants directly in our Core program, in the following geographies: Washington, Virginia, Georgia, Texas, and Remote; and 525 in our preparatory program We anticipate a decrease in numbers for our program, due to our limited staff capacity, we adjusted our instructor to student ratio accordingly, to ensure quality instruction and support for our participants.

We are deeply grateful to Tulalip Tribes Charitable Contributions for supporting our mission this past year.