



Reboot Representation Impact Report Fiscal Year 2024

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OUR CHIEF EXECUTIVE OFFICER

When the Reboot Representation Tech Coalition launched in 2018, the share of Black, Latina, and Native American (BLNA) women receiving computing degrees was declining, and corporate philanthropic investments to support these technologists were negligible. That's why we set out to double the number of BLNA women graduating with computing degrees by 2025.

In our second Annual Impact Report, we have exciting news. In late 2024, the National Center for Education Statistics (NCES) released its 2023 [Integrated Postsecondary Education Data System](#) (IPEDS) completion survey results. From 2017 to 2023—two years ahead of our 2025 goal—the number of BLNA women graduating with computing degrees more than doubled.

This work didn't happen overnight, and we didn't do it on our own. Since 2018, coalition members have contributed more than \$27 million to creating a more inclusive tech industry. 37 grantee programs and more than 1,000 Reboot Scholars have benefited from this generosity. We are endlessly grateful for the collective effort of advocacy organizations, grantee partners, educators, coalition members, and BLNA women and girls themselves. But we're far from done.

First, the number of BLNA women computing graduates has grown from 2,533 in 2017 to 5,553 in 2023. This progress is worth celebrating, but 5,553 graduates is still a miniscule number for a national total. And, even as this number has crept up, BLNA women computing graduates' share of total computing degrees hovers around just 5%.

Second, while the total number of BLNA women receiving computing degrees has doubled, the number of Native American women hasn't doubled—yet. When we disaggregate our data, we can better see where more work is needed. We are already intensifying our focus on Native American women and girls in computing.

OUR CHIEF EXECUTIVE OFFICER

Lastly, we're still feeling the full impacts of the COVID-19 pandemic on learning and educational attainment, and we're monitoring for a potential dip in computing degree completions for BLNA women.

We know it takes sustained commitment, creativity, and collaboration to stay the course. The longer term impact of our work at the post-secondary level relies on a workforce that is ready to receive and support new talent. We made big strides this year with the launch of the Cornerstone Pilot Program—a corporate policy initiative to help companies work smarter, not harder, to keep their talent. We will be sharing resources and research to further this work in 2025 via our Culture Unlocked Library.

In 2024, we achieved our doubling goal and registered our 1,000th Reboot Scholar. In 2025, we're ready to roll up our sleeves and support the next thousand scholars in 2025 and beyond. We will have more to share about the new path we're charting to make computing fields more inclusive in the months to come. Until then, thank you for following our journey—we can't do this work without you.

Onward,

DWANA FRANKLIN-DAVIS
CHIEF EXECUTIVE OFFICER



OUR COALITION CHAIR

The world of technical work is rapidly evolving, and it's critical that we evolve with it. As LinkedIn's Head of Strategic Partnerships for Diversity, Inclusion, and Belonging, I've been proud to work alongside incredible partners like Reboot Representation to do just that.

Six years ago, LinkedIn hosted one of the first meetings of the newly launched Reboot Representation Tech Coalition. I remember being struck by how bold and clear Reboot's mission was: to double the number of Black, Latina, and Native American (BLNA) women graduating with computing degrees by 2025.

Five years later, I've been honored to serve as the fifth Coalition Chair. Reboot's work aligns perfectly with LinkedIn's mission to spur economic opportunity, productivity, and success for the world's workforce through building connections. As Reboot's Chair, I've had the opportunity to collaborate with like-minded partners and peers to transform tech for the better. I've gleaned unique insights from the work of incredible nonprofit organizations supported by our collective grantmaking. And I've had the chance to celebrate the achievements of the incredible young women who form the Reboot Scholars cohort, including those graduating in 2025.

Reboot's approach to building connectivity and collaboration is working. From 2017 to 2023, the number of BLNA women graduating with computing degrees more than doubled. While there is clearly more work to do, I'm excited to celebrate the tremendous collective effort—and Reboot's leadership—in getting us here and am eager to recommit to this crucial work in 2025 and beyond.



More than ever, the world needs human connection. From classroom to career, Reboot is making that possible.

Warmly,

JACQUELINE JONES
LINKEDIN

Reboot's Journey in 2024

Formed in 2018, the Reboot Representation Tech Coalition is a group of leading companies with technical workforces who are committed to doubling the number of Black, Latina, and Native American (BLNA) women receiving computing degrees by 2025. In 2024, Reboot welcomed two influential companies—Cadence and Okta—to its Coalition, bringing the total number of members to 20.

The Coalition has supported collective philanthropic investments in the often overlooked programs and institutions that make education and careers in computing more equitable. From 2017 to 2023, the number of BLNA women graduating with computing degrees more than doubled. Read on to learn more about the power of collaboration in making this work possible, and what's next.

This report shares updates from the four key pillars of Reboot's operations:

- **Grantmaking**
- **Talent Engagement**
- **Impact**
- **Communications**

Partners in Progress

The Reboot Representation Tech Coalition

Thank you to all of Reboot's Tech Coalition members and partners for an extraordinary year and your contributions towards making computing more inclusive for BLNA women and girls.

Senior Executive Members



Executive Members



General Members



Ally Members



Meeting the Mission

Lessons Learned from Seven Years of Targeted Grantmaking

In late 2024, the National Center for Education Statistics (NCES) released its 2023 [Integrated Postsecondary Education Data System](#) (IPEDS) completion survey results. The results were exciting –the total number of BLNA women graduating with computing degrees in 2023 doubled since 2017. This wouldn't be possible without sustained commitment and partnership between members of the Reboot Representation Tech Coalition, grantee partners across the country strengthening the computing ecosystem, and advocacy organizations offering tailored support to today and tomorrow's technologists.

There's a lot to celebrate, even while keeping in mind a few sobering realities. Firstly, when Reboot first started this work in 2017, there were just 2,533 BLNA women graduating with computing degrees. While that number has more than doubled in the last eight years, it's still very small. So while BLNA women's representation in the pool of computing graduates has grown substantially, they are still chronically underrepresented in computing education and the technical workforce.

Second, while the total number of BLNA women receiving computing degrees has indeed doubled, the number of Native American women graduating hasn't—yet.

A Note on the Numbers

All our data is pulled from the National Center for Education Statistics (NCES) [Integrated Postsecondary Education Data System](#) (IPEDS) completion survey results. For the purposes of our calculations, the total number of 'BLNA women computing graduates' means the total number of Black, Latina, American Indian and Alaska Native, Native Hawaiian, and Pacific Islander women graduating with computing degrees between 2017 and 2023.

Due to the categorization of demographic data in IPEDS, and the educational outcomes, barriers, and opportunities Native Hawaiian and Other Pacific Islander scholars share with BLNA women in computing, Reboot is deliberately and intentionally including Native Hawaiian and Other Pacific Islander (NHPI) scholars in our data collection.

This number grew from 2,533 in 2017 to 5,553 in 2023, i.e. more than doubled.

Finally, while the progress so far is promising, it's crucial to recognize the continued challenges the COVID-19 pandemic presents for learning, attainment, and data collection. This is especially true for the Class of 2025, many of whom were high school juniors in March 2020. Reboot will continue to track this data as it becomes available.

Over the past seven years, we've been working with our partners towards a shared goal. Here's a snapshot of what we've learned that may be helpful to others looking to harness philanthropy strategically.

1. Philanthropic dollars are more powerful when pooled.

Tech is a fast-moving sector that thrives on a competitive edge. But industry-wide inclusion demands that we look outside our own four walls. As a coalition, we have the power to better track our impact, test our innovations, and raise our voices in a way that individual companies can't. Since the Coalition's inception, it has helped multiply investment in BLNA women, from the \$335,000 invested in BLNA women in 2017.

From 2018 to 2021, the Coalition's investments in BLNA women grew by 106%; by contrast, corporate giving for broader racial equity efforts has only grown by ~10% between 2018 to 2021.

Representatives from more than 20 coalition companies meet three times a year to discuss grant recommendations identified by the Reboot team. With deep knowledge of their company's own philanthropic investments in the technical workforce and a strong focus on inclusion and belonging, these representatives collaborate to make sure Reboot's investments create lasting change.

2. Collaboration deepens field knowledge and accelerates progress.

Since 2020, 4,000-5,500 BLNA women have completed undergraduate computing degrees in the US each year, so there are likely 13,500-16,500 BLNA women undergraduates in computing pathways at any given time.¹ However, Reboot and its network only engage around 2,500 of them.²

To bridge this gap, Reboot is partnering with the National Center for Women & Information Technology on a research study. Although the study has not yet been published, its initial findings already include two insights:

- Several Reboot partners were often present in the same educational institutions.
- Our programs have a robust presence on the coasts, leaving expansion opportunities in the Rockies and Plains.

1. FROM 2020-2023, THE NUMBER OF BLNA WOMEN COMPLETING COMPUTING UNDERGRADUATE DEGREES INCREASED FROM 3,832 TO 5,553. THUS THE TOTAL ESTIMATED NUMBER OF BLNA WOMEN 2ND, 3RD AND 4TH YEAR STUDENTS AT ANY GIVEN TIME WOULD BE 13,500-16,500 (4,500 X 3 = 13,500 AND 5,500 X 3 = 16,500).

2. IT IS NOT CURRENTLY POSSIBLE TO GENERATE AN UNDUPLICATED COUNT ACROSS REBOOT'S PORTFOLIO, BECAUSE OF STUDENT PRIVACY CONCERNS. HOWEVER, AT LEAST ONE REBOOT GRANTEE SERVES MORE THAN 2,500 BLNA WOMEN UNDERGRADUATE WOMEN, SO REBOOT'S LARGEST UNDUPLICATED STUDENT COUNT IS 2,500.

Both insights underscored a key need: creating conditions for more and better collaboration among advocates. Thanks to Reboot’s unique funding model, we’ve been able to step into a convener role –co-creating grants, fostering cross-organization partnerships, and sharing solutions across the sector to enhance impact. While our partners have worked together informally for years, we’re increasingly funding formal partnerships, which strengthens an ecosystem of actors supporting BLNA women and girls in computing (refer to page 14).

True progress demands collaboration—nonprofits and corporations alike must work together to learn, grow, and adapt.

3. Targeted investments are a force multiplier for impact.

Despite increased conversation and media attention on diversity in tech, the share of Black, Latina, and Native American women receiving computing degrees had dropped by one-third by 2017. Reboot believes that blanket efforts to support “all women” help some and harm many.

BLNA women face a unique set of barriers at the intersection of race and gender that are often forgotten and must be specifically targeted and accounted for. In the short term, Reboot’s goal was to double the number of BLNA women receiving computing degrees by 2025. That has meant a laser focus on programs that had clear, concrete strategies to support BLNA women from classroom to internship to career.

While BLNA women’s representation among computing degree holders is smaller than their representation among undergraduate students, it has grown steadily since 2019, almost reaching five percent in 2023. And while BLNA women are still underrepresented in the total share of computing degrees received, their growth in undergraduate computing degree attainment is outpacing that of BLNA women’s representation in all undergraduate degrees.

In order to unpack decades of inequities, we must rewrite the playbook—together. We’re energized by what we’ve learned from Reboot’s work so far, and look forward to continuing to rewrite the playbook for transforming tech with all of you.

Reflecting on Reboot's Grantmaking

Welcoming 2024 Grantees

Reboot proudly welcomed six new grantees in 2024:

- Academic Data Science Alliance
- CodeHouse
- Computing Talent Initiative at California State University, Monterey Bay
- National Center for Women and Information Technology
- University of Texas at Austin / Texas Advanced Computing Center's Computing Educator Diversity Initiative
- Women in Data Science (in partnership with National Society of Black Engineers – Boston Chapter)

The Reboot Coalition also approved renewal grants to six current grantees:

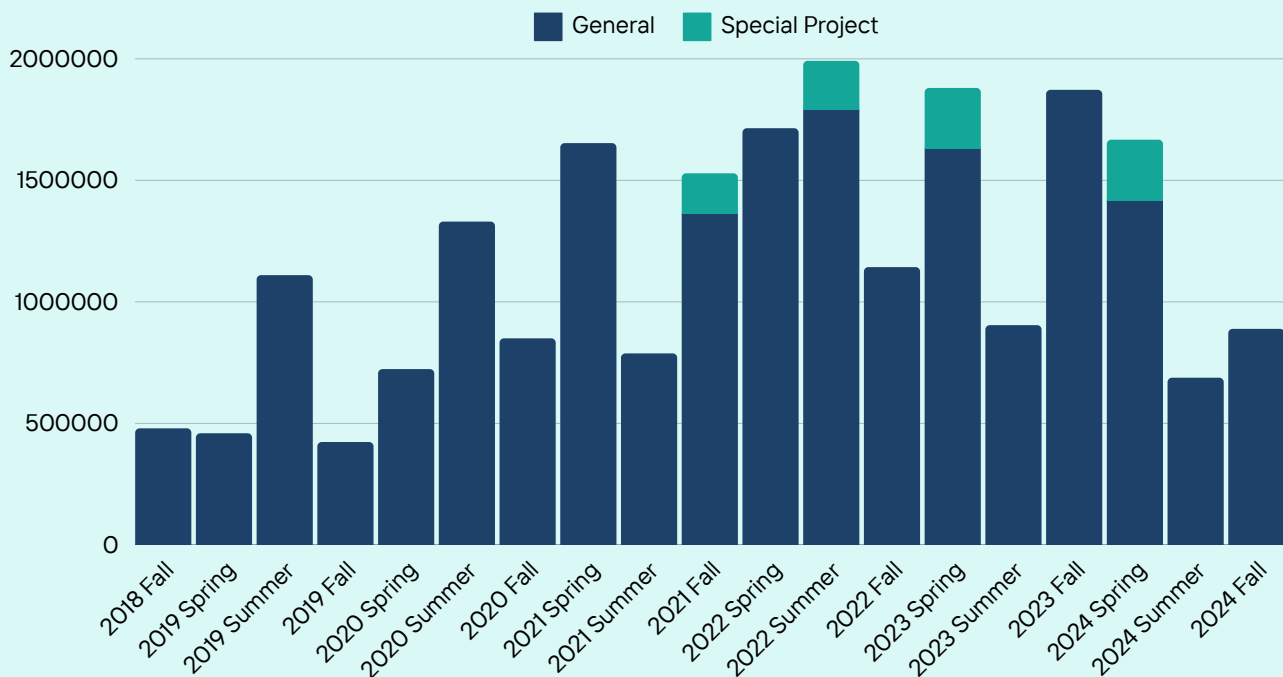
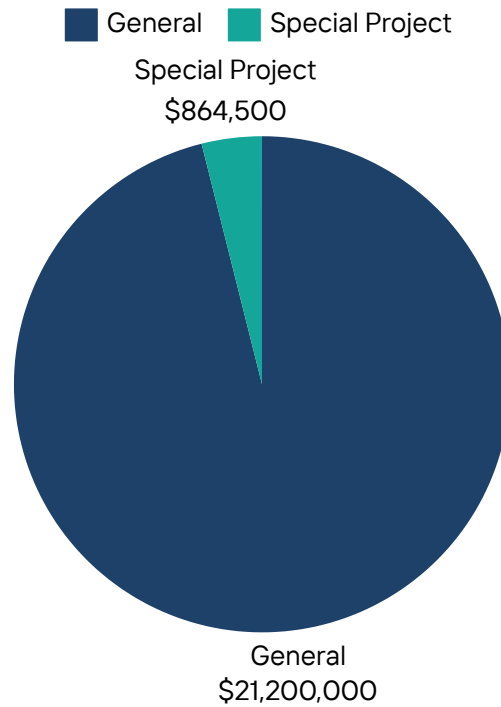
- CodePath
- Computing Alliance of Hispanic Serving Institutions
- Management Leadership for Tomorrow
- Rewriting the Code
- Society for Hispanic Professional Engineers
- University of Florida

With these additions, Reboot's grantee portfolio includes 43 organizations—representative of a diverse range of programs and resources supporting BLNA women and girls in computing, from classrooms to the workplace.

Grantmaking by the Numbers

Of Reboot’s \$22 million portfolio, \$21.2 million grants are from the collective grantmaking pool, while \$864,500 are special purpose grants directed by individual member companies.

Reboot’s Grantmaking Portfolio by Grant Type



From Strategy to Impact

Since 2018, Reboot’s mission has been to double the number of BLNA women achieving computing bachelor’s degrees by 2025. While Reboot initially focused on recruiting BLNA women to major in computing, it has increasingly prioritized retaining them through graduation.

Many Class of 2025 students are now in their last year of postsecondary education—some transferred from community college to a bachelor’s degree-granting institution; others are rounding the corner into their final term. In pursuit of the 2025 doubling goal, most Reboot investments more heavily focus on community building, academic support, and completion incentives to ensure success for this cohort.

This year, Reboot made two major intentional changes to its grantmaking portfolio.

First, Reboot co-designed two programs with the Academic Data Science Alliance and Women in Data Science to engage BLNA women in data science. Some evidence suggests that the interdisciplinary nature of data science is already attracting a more racially and gender-diverse student body. The meteoric rise of artificial intelligence (AI) these last two years has also made it increasingly clear that Reboot needs to support data science as an academic pathway to computing degrees and careers.

Second, Reboot expanded its grantmaking to once again include programming to recruit BLNA girls in high school—and more educators—into the computing field. This fall, the Reboot Coalition approved a grant to the Computing Educator Diversity Initiative led by We Teach CS, at the University of Texas at Austin—a project to increase the number of high school educators trained to teach computer science and serve as role models for BLNA girls in the “Four Corners” states: Arizona, Colorado, New Mexico, and Utah. In these states, BLNA students represent 58%, 41%, 76%, and 24% of the K-12 student population,³ respectively, but BLNA individuals represent only 18%, 19%, 33%, and 13% of the computer science teachers.⁴



3. NATIONAL CENTER FOR EDUCATION STATISTICS, DIGEST OF EDUCATION STATISTICS, 2022.

4. THE COMPUTER SCIENCE TEACHER LANDSCAPE: RESULTS OF A NATIONWIDE TEACHER SURVEY, KAPOR CENTER, 2021.

Strengthening Grantee Partnerships

Beyond financial support, Reboot actively engages with grantees by providing technical and in-kind support, including reading scholarship applications, co-developing outreach materials, and connecting organizations serving the same population. Reboot also hosts meetings on common program elements, like mentoring, and critical topics, like understanding federal education data.

In 2024, Reboot was especially proud to fund a new partnership between two partners: Rewriting the Code and CodePath. This summer, 72 undergraduate students completed CodePath's virtual Technical Interview Prep program—40 hours of synchronous coursework focused on mastering technical interview skills through hands-on problem-solving and interactive group-based projects. To strengthen the virtual coursework, Rewriting the Code engaged participants through a dedicated Slack channel and hosted two in-person meetups in New York City, including one hosted by Reboot Senior Executive Member, Google. The gatherings allowed Reboot Scholars to meet in-person and network with professionals.

While other Reboot grantees continue to partner informally, this program marked the first time Reboot funds supported a formal joint project providing services to enhance each other's impact.

Engaging Talent

Supporting Today and Tomorrow's Technologists

Celebrating 1,000 Reboot Scholars

This has been a landmark year as Reboot proudly celebrates the registration of its 1,000th Reboot Scholar. Reboot's grantmaking efforts have empowered these talented tech professionals to pursue their dreams in the industry—through cultivating meaningful connection and collaboration between Reboot Scholars and coalition member companies, and ensuring that Reboot Scholars are not only technically prepared, but positioned to thrive in their careers.

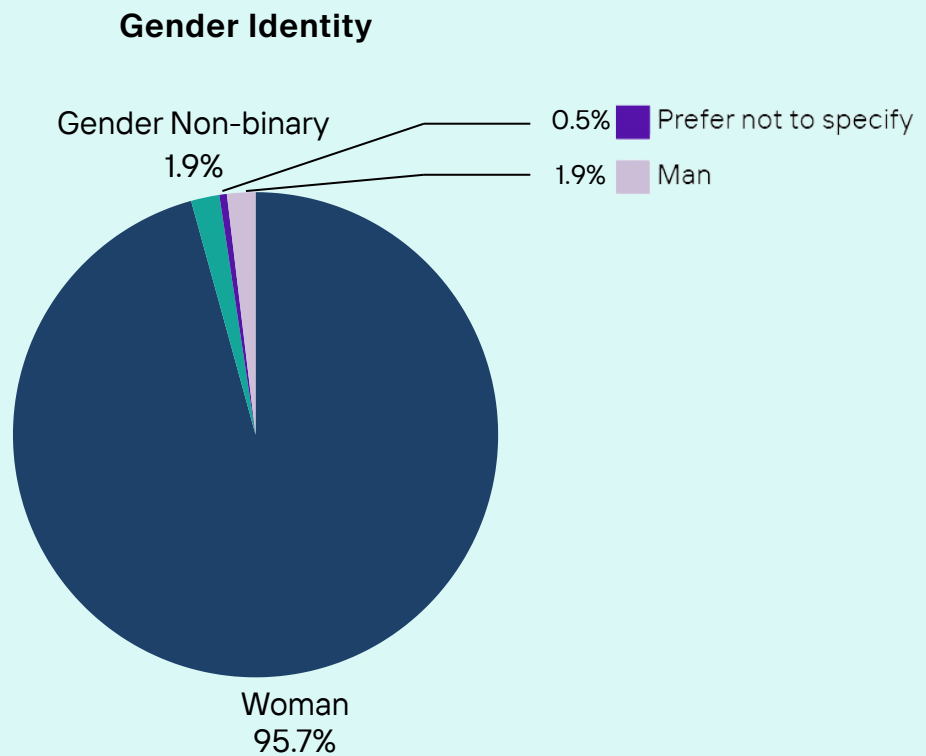
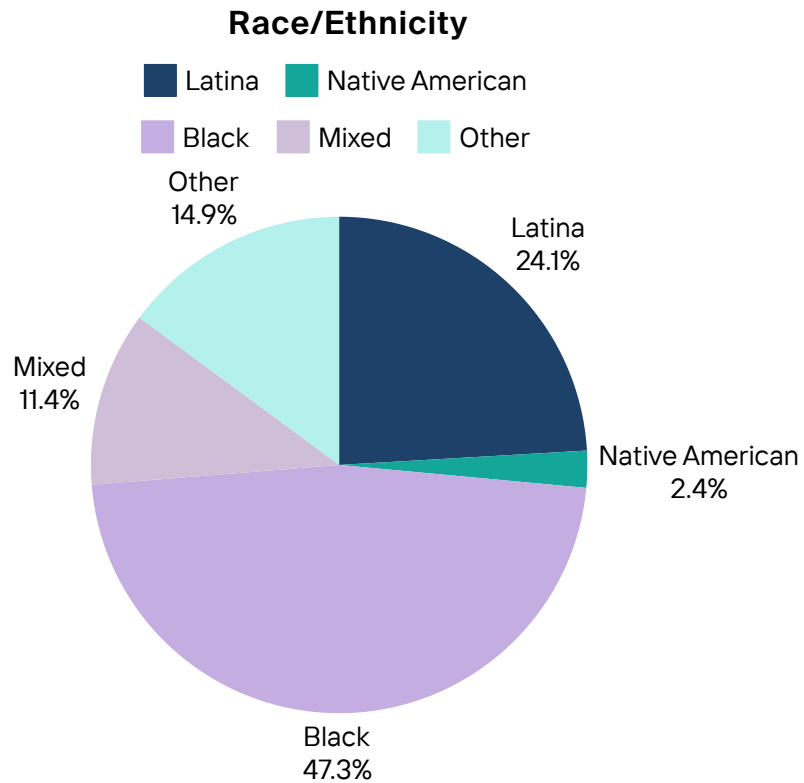
Reboot's Talent Engagement team focuses on creating accessible opportunities for interaction between Reboot Scholars and coalition companies:

- Reboot hosted in-person events and exclusive gatherings, some during major conferences, where scholars can network with industry leaders and potential employers.
- The Reboot Scholars Resume Database has provided coalition members with direct access to top-tier tech talent.
- Companies have been able to engage with scholars in specific locations because of Reboot's Internship Roadshow and bespoke activations, further strengthening relationships between scholars and their future employers.

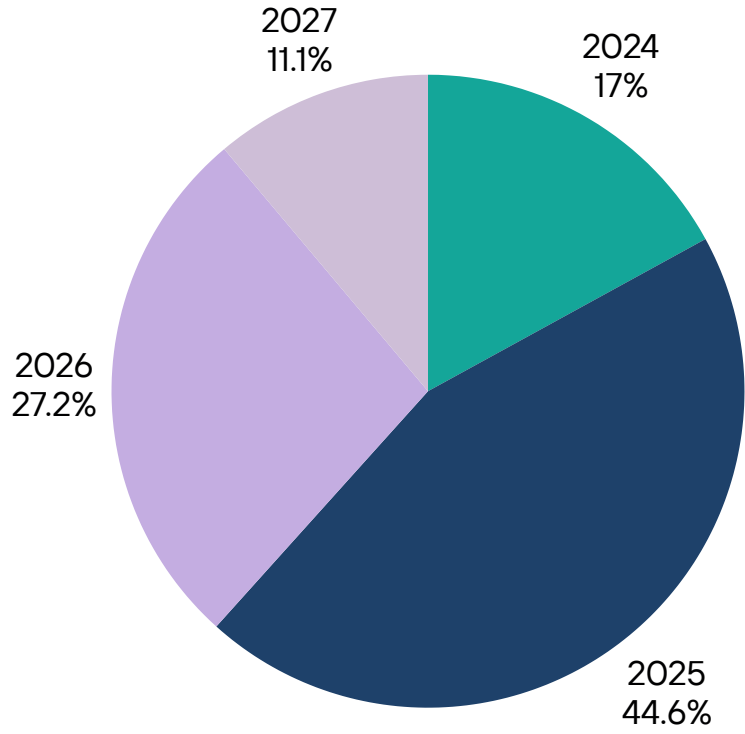
Together, they are not only shaping the future of the tech industry, but also creating a more inclusive workforce.

Reboot Scholars by the Numbers

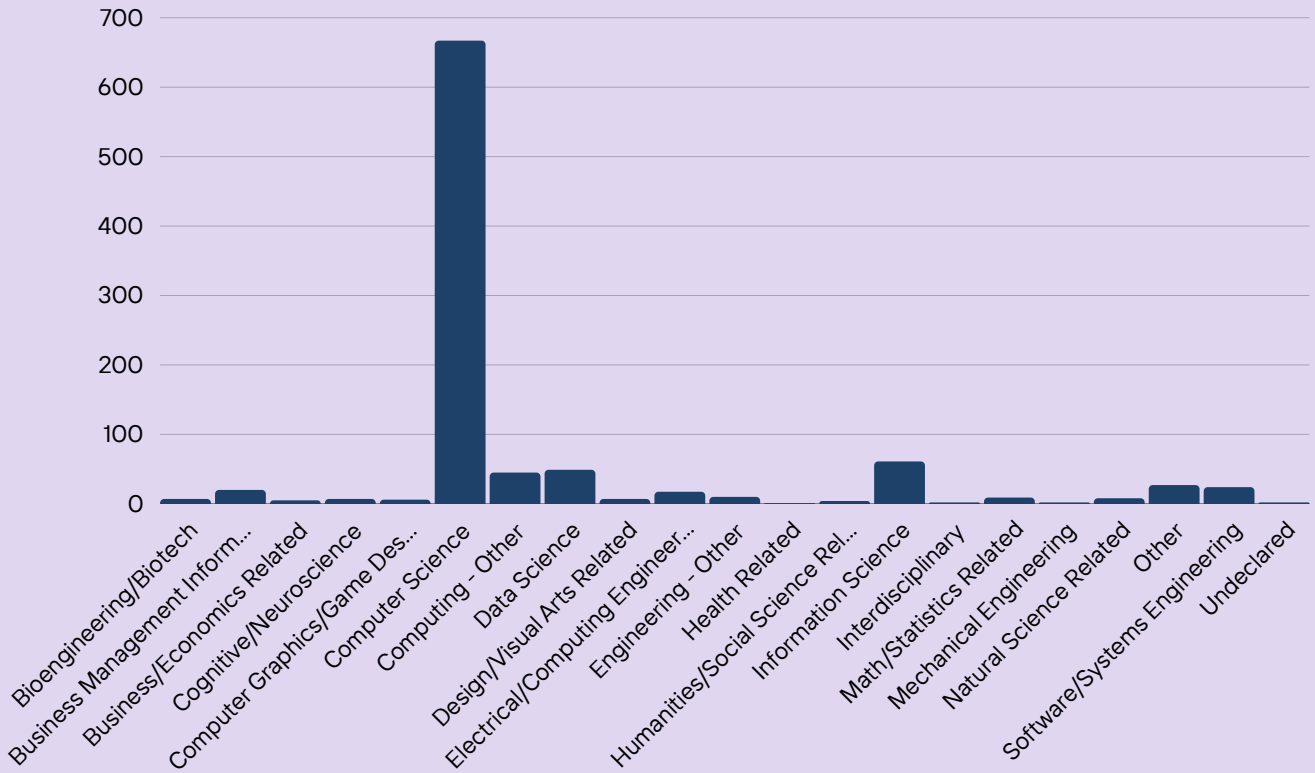
The data below provides an overview of the Reboot Scholars population. This reflects only those students who have completed the Reboot Scholars intake form and not all the BLNA women served by Reboot grantees.



Intended Graduation Year



Major



Top 10 Universities attended by Reboot Scholars



1. University of Maryland-College Park
2. Miami Dade College
3. Georgia State University
4. University of Washington-Seattle Campus
5. The University of Texas at San Antonio
6. Florida International University
7. University of California-Los Angeles
8. University of Puerto Rico-Mayaguez
9. Columbia University in the City of New York
10. The University of Texas at El Paso

Reboot Scholars in Focus

The student spotlights below showcase just a few of the inspiring Reboot Scholars in the network.



As a first-generation Latina in Computer Science, support networks like MLT were crucial in helping me keep going when times got tough. Being around all these students from similar backgrounds with similar hopes, dreams, and drives continuously pushed me to be better. Further, free resources, access, and exposure from programs like MLT were essential. I would not have participated in MLT if it wasn't for their fee waiver and Career Prep's Transportation Assistance Program. MLT gave me the opportunities, and I was able to run with them and succeed.

Kelly Bonilla Guzman
Management Leadership for Tomorrow (MLT)

AISES is the sole reason why I have not had to take out loans for my undergraduate education at Yale, allowing me to focus on my studies instead of working to keep up with loan payments and school bills. The National Conference also exposed me to so many amazing Indigenous women in STEM that I wouldn't have gotten to meet otherwise, forming a new and powerful community. AISES's impact is truly amazing for students around the country and I am so grateful for the financial, community, and professional support they provide.

If I could give a piece of advice to younger students on my journey, I would tell them to spend more time enjoying the ride. As someone almost finishing their degree, I look back at the wonderful memories and amazing opportunities that have been open to me and hope the next person along that path can also stop and reflect on their accomplishments.



Madeline Gupta
AISES

Reboot Scholars in Focus



Xandria Crosland

Colorstack and Rewriting the Code (RTC)

My institution, Western Governor's University, and Rewriting the Code have been the largest beacons of support as I complete my degree program, by the abundance of resources and opportunities they have connected me with. I am on track to graduate with my bachelor's degree and a full-time position as a Software Engineer thanks to these organizations.

One piece of advice I would give to a younger student in a similar career path is to prioritize networking and consistently apply yourself to opportunities in your school or community. These connections are essential to supporting you as you attain your career goals.

Events

In 2024, the Reboot Talent Engagement team facilitated a series of events that provided invaluable opportunities for students to engage directly with industry leaders, gain exposure to diverse career paths, and expand their professional networks. These experiences highlighted the importance of empowering students to connect with potential employers, explore new opportunities, and build foundations for successful careers.

S&P Global Foundation in NYC

The S&P Global Foundation launched a series of events in New York City for Reboot Scholars to explore career paths and roles available to them. These half-day activations offered an immersive experience, allowing students to gain a deep understanding of the company's culture and the significance of building meaningful professional connections. Out of the 20 students who participated, eight were selected for internship interviews, and two outstanding candidates secured internships with S&P Global in New York City for the summer of 2024.



Colorstack

Reboot and Colorstack co-hosted an in-person event in New York City for Reboot Scholars to network, mingle, and learn from each other. The event was filled with engaging conversations, shared experiences, and valuable insights, creating a sense of community among attendees.

Networking events like these are incredibly beneficial for students looking to build their social capital. They provide a platform for students to connect with peers, mentors, and industry professionals, fostering relationships that can lead to future opportunities and collaborations. Students can also develop essential soft skills, enhance visibility, access valuable resources, and find inspiration from achievements of others in their field—all crucial for their career growth and success. By having a space to share their own experiences and achievements as well, students can gain more confidence in the value of their unique contributions to the field.

BaddieCon

Reboot awarded 12 students scholarships to attend BaddieCon 2024, a conference that focuses on advancing the careers of women of color in tech. The four-day event full of learning, inspiration, and connection included panels, keynotes, technical workshops, and networking opportunities. The conference drew a sold-out crowd of 315 attendees, 39% of whom were students or at the junior level.

Tapia Celebration of Diversity in Computing Conference

Reboot presented a session at the Tapia Celebration of Diversity in Computing Conference in San Diego called “Flip the Script on the Interview Process.” The room was filled to capacity, with highly engaged participants actively contributing to discussions and asking insightful questions.

The session went beyond traditional interview tips and tricks, focusing on empowering candidates to take an active role in their interviews. Reboot and participants explored strategies to shift from a passive to an active stance. Additionally, they delved into nine research-backed cornerstone policies outlined in Reboot’s 2023 System Upgrade report, focusing on how candidates can use them to find the right company fit. These insights helped participants understand how to excel not only in interviews, but also in their careers.

Many participants left feeling ready to take on interviews—they expressed appreciation for the actionable strategies and empowering approach of the session, and found the content highly relevant and valuable for their career development.



Grace Hopper Celebration (GHC)

At the Grace Hopper Celebration, Reboot had the privilege of hosting a special lunch and greet for 33 Reboot Scholars. This event provided an invaluable opportunity for students to connect with one another, share experiences, and build a supportive community as they navigated the conference together.

During the GHC, Comcast generously hosted eight Reboot Scholars at the Comcast Center based in Philadelphia. During the visit, students had the chance to speak with alumni from Comcast's early career rotational program who successfully transitioned into full-time roles. They also connected with a senior recruiter who shared their non-traditional path into the tech industry and experiences working at Comcast, including the exciting opportunities the company has to offer. GHC was inspiring and enriching for Reboot Scholars, and it's thrilling to see how these connections will continue to empower them throughout their professional journeys.



GMiS Conference

Twenty students received scholarships from Reboot to attend the GMiS Conference, a renowned STEM event. Held over four days, the conference included over 40 workshops, a graduate school and career fair, and numerous networking sessions, providing students with extensive exposure to career growth opportunities in STEM fields. Over 2,580 people attended, representing a wide range of universities and organizations.

Igniting Impact

A year of Groundwork and Growth

There's a new pipeline of technical talent ready to enter the workplace—and companies that aren't poised to receive and retain them will be missing an opportunity. As more and more BLNA women get workforce ready, Reboot's Impact function is helping the workforce be graduate-ready through a suite of intentional, talent-centric recommendations.

Early in the year, Reboot launched the Cornerstone Pilot Program. A robust suite of resources for industry leaders to prioritize inclusion will also be launched in the Culture Unlocked Library, slated for a 2025 rollout.

From Policy to Practice: The Reboot Representation Cornerstone Pilot Program

In 2023, in partnership with McKinsey & Company and Pivotal Ventures, Reboot conducted extensive research of over 2,000 BLNA women and their peers to identify the policies and practices that most effectively support the recruitment, retention, and advancement of technical talent in the workplace. The research highlighted nine cornerstone policies and practices that, when implemented effectively, were most impactful to technical talent's ability to join, stay, and/or advance at their company.

Reboot's Cornerstone Pilot Program helps employers act by updating current policies and implementing new policies and practices that support retention, growth, and development within their technical workforce—for BLNA women and for all employees.

The Cornerstone Pilot Process

Participating pilot companies moved through a process to first audit unique organizational needs. This included identifying key partnerships and leaders who need to be involved in the process, thoroughly assessing organizational culture, and honing in on the policies they felt would be most impactful. Mapping this work to companies' bottom-line business goals was a critical step to ensure policy longevity.

Finally, a critical component of the process was defining what success looks like. Companies identified potential obstacles and envisioned what success looks like before launching into execution.

To assist companies in the implementation of the Cornerstone Pilot, Reboot created [Policy Spotlights](#) for each of the nine policies. These include data about each policy, personas to help leaders visualize impacts of the policies on talent, and design questions to consider while implementing and amplifying each policy.

The pilot officially closed in fall of 2024, and we are hopeful that other companies will see the long-term benefits of this work and leverage these resources to keep their talent thriving.

Resources for Inclusion: The Culture Unlocked Library



Last year, members of the Reboot Tech Coalition shared valuable feedback on the key resources they rely on to guide their strategic workforce development initiatives. While these leaders turn to credible research to help cultivate inclusive workplace cultures, they expressed feeling overwhelmed by the sheer volume of digital data and reports available. In response, Reboot committed to supporting our partners and others dedicated to the work of inclusion through the development of the Culture Unlocked Library—an open-source digital toolkit designed to simplify access to the most reliable research and data on critical workplace inclusion topics.

Reboot’s Chief Impact Officer partnered with researchers to conduct a landscape analysis and curate resources and content on culture and inclusion. In fall of 2024, development of the Library began, with a planned launch in 2025. Reboot’s vision is that this Library will serve as a centralized hub of information tailored to the needs of HR and inclusion professionals. With a user-friendly interface with opportunities to both skim and go deeper on a variety of issues, the Culture Unlocked Library is meant to provide a launchpad for organizations of all sizes as they set and advance their inclusion goals.

Upon its launch, users will have access to a wide array of resources, including:

- The nine cornerstone policy spotlights from Reboot Representation’s System Upgrade report
- Best practices for Employee Resource Groups (ERGs) and Business Resource Groups (BRGs)
- Insights on Recruitment and Talent Acquisition
- Mentorship and sponsorship strategies
- Advancement practices for underrepresented groups in tech
- Business cases for DEIB (Diversity, Equity, Inclusion, and Belonging)

Extending the System Upgrade Report’s Impact

When we launched our 2023 report, [System Upgrade: Rebooting Corporate Policies for Impact](#), we quickly saw its significant impact on HR and corporate leaders. The report highlights crucial strategies for all organizations to attract and retain top talent, especially in today’s highly competitive job market.

This year, we also recognized that the broader potential our report has to benefit students, as evidenced in the well-received session we delivered at the annual Tapia Conference (see pp. 22 for more details). Reboot is also exploring how to incorporate the cornerstone policies into a suite of Inclusive Leadership Trainings. Starting with a pilot company, we are offering to partner with companies on modules that train leaders on the power and potential of good workforce policies. Companies want to retain talented workers and they want to have strong, diverse workforces that tackle tomorrow’s challenges. It’s critical that inclusion-minded leaders understand policy inside and out, and Reboot Representation’s training will help leaders situate workforce policy at the center of their personal, team, and organizational roadmaps to growth.

Communicating to Catalyze Change

This year, Reboot leveraged its communications to spotlight critical challenges and opportunities for decision-makers to help BLNA women and girls enter, stay, and excel in computing.

Reboot's content footprint this year included four Dear Tech Companies pieces focusing on provocative calls to action for corporate decision-makers to prioritize belonging in tech. The stories Reboot shared highlighted key policies and practices—such as [professional development](#) and [flexible work](#)—providing [actionable strategies](#) for companies, organizations, and institutions to reconsider their practices and offer a clear path forward.

Reboot also wrote two What We've Learned pieces, which offer insights into the systemic challenges within the tech industry by diving deeper into critical issues. This year, Reboot partnered with Reboot Scholar Vrtreena Jenkins and Comcast Vice President of Accessibility Thomas Wlodkowski to discuss the importance of incorporating a disability lens in efforts to [build belonging in tech](#) and [create better products for everyone](#).

To read all Reboot's publications this year, visit this [Medium page](#).

Quarterly newsletters continued to serve as a key tool to engage the Reboot community with latest field updates and achievements. Each edition highlighted Reboot's current initiatives, featured free tools and resources, and celebrated Reboot coalition members, grantee partners, and allies.

A New Hub for Resources: Reboot's Website Update

Earlier this year, Reboot partnered with Posture Interactive to revamp its website, creating a dynamic new hub for Reboot Scholars, grantees, coalition partners, and allies. The updated site is designed to provide seamless access to reports, tools, and resources that support equity and inclusion in the tech industry.

Catalyzing Reboot's Digital Footprint: 2024-2025 LinkedIn Ad Grant

Through LinkedIn nonprofit ad grants between 2021 and 2023, Reboot has been able to run in-kind advertising campaigns on LinkedIn totaling over \$635,000. Throughout those campaigns, Reboot's multi-format advertising has exceeded all U.S. benchmarks on engagement rates, clickthroughs, and views. These ads have garnered over 24 million impressions, reaching almost 5 million unique users, and generated 235,752 engagements.

This year, Reboot received another generous \$125,000 nonprofit ad grant from LinkedIn. Beginning in December 2024, this campaign will run until July 2025 and help Reboot share free tools and resources to persuade and motivate corporate decision-makers to build belonging in corporate culture. Reboot is also using this grant to engage and support BLNA computing students, early career professionals, and their mentors and educators.

Towards 2025: What's Next

2024 was a monumental year for us at Reboot Representation. This year has reinforced the power of community, collaboration, and commitment in changing the future of computing for BLNA women and girls. But the work is far from done.

As the tech industry continues to evolve, we need to ensure our work does too. With our doubling goal achieved, we're excited and ready for what's next. We look forward to continuing to harness the collective power of the Reboot Representation Tech Coalition and our growing network of grantee partners, so BLNA women and girls can enter, stay, and excel in computing.

We will have more to share soon on our work beyond 2025. Till then, let's continue reimagining what's possible for today's and tomorrow's technologists—together.



Program	Grant Summary
AI4ALL	AI technical skill building and professional development programs via a newly developed program
American Indian Science and Engineering Society (AISES)	Scholarships for Native American women on track to graduate with computing bachelor's degrees in 2024 and 2025
American Indian College Fund	Scholarships and wrap-around services for American Indian and Alaska Native women pursuing a bachelor's degree in computing
A Vision of Electronic Literacy & Access (AVELA)	Stipends for BLNA women undergraduates to teach CS and Engineering courses to K-12 students in greater Seattle
Break Through Tech NY (Women in Tech NY)	Summer Guild: 6 one-week sessions of tech immersion program for two years at CUNY
Break Through Tech AI Program	Stipends and operational support for BLNA women in the AI Fellowship Program
CodePath	Support for cohort of Black, Latina, and Native American Women to take CodePath courses, Internship Connection Program and Technical Interview Prep
ColorStack	Toolkit components; staffing; scholarships (emergency and travel) for BLNA women students
Computing Alliance of Hispanic Serving Institutions (CAHSI)	Peer Allyship Program, Student Advocates, and scholarship support to retain and advance Latina women in computing degree programs across CAHSI campuses

Program	Grant Summary
Edlyft	Academic support program with small cohorts of students
Equal Opportunity Schools	Incentivize participation of young women of color in AP CS in Chicago Public Schools and develop capacity to scale nationwide
Georgia State University	Cohort-based professional development program for Black women in Computer Science and Computer Information Systems departments
Information Technology Senior Management Forum (ITSMF)	Mentorship program, tuition support, speaker series, and cohort sessions to support, encourage, and retain Black women majoring in information technology. Second grant includes access to mental health services
Kapor Center / American Indian Science and Engineering Society	Year 1: Development of curricula focused on Native American students Year 2: Piloting curricula in 2 high schools
KIPP Charter Schools	Year 1: Training for KIPP AP CS P teachers; incentives for attaining gender parity in AP CS P classrooms Year 2: Expand programming to include AP CS A and increase AP CS P adoption across KIPP and additional Charter School network
Last Mile Education Fund	Emergency, Bridge, or “Last Mile” funding for BLNA women students with 4 or fewer semesters remaining in computing bachelor’s programs. Emergency and Bridge Grants for students who are about to transfer or have transferred into a bachelor’s computing program
Management Leadership for Tomorrow	Cohort of BLNA women to undergo the computing track of MLT’s Career Prep fellowship program for rising juniors
Miami Dade College/ Florida International University	Community college to 4-year bachelor initiative for underrepresented women of color in computing facilitated by Miami Dade College and Florida International University

Program	Grant Summary
Natives Rising	Funds to start up an organization to build community and support Native American women pursuing computing bachelor's degrees
Reboot Mentoring Program	Software, marketing, and survey incentives for mentoring program to support BLNA women
Rewriting the Code (RTC)	Virtual community, mentorship, skill development, and career development for BLNA women in computing through Black Wings, and Latinas de RTC, and Tech Natives affinity groups
Sisters Rise Up	Year 1: 7 universities implementing the Rise Up program, coordinated by U of Michigan Year 2: Redesigned Sisters Rise Up Program with remote help sessions for AP CS A delivered by U of Michigan; continued programming at U of Maryland
Society for Hispanic Professional Engineers	Tutoras Program - SHPE members tutoring other computing / engineering students
Spelman College	Summer Bridge Programs for rising 1st and 2nd year students. Funds for faculty to improve curriculum; for outreach to local communities; to support Black women in computing who will graduate in 2025
Univ of Maryland at College Park (RESET Scholars)	Multiple interventions, including scholarships, peer mentoring, and a cohort program
Univ of Massachusetts at Amherst / Harvard University Leadership Academy	Funding for BLNA students to participate in intensive leadership development summer program and year-round mentoring cohort

Program	Grant Summary
University of Texas at San Antonio	Physical lounge for students; peer mentoring program; scholarships
University of California at Irvine and Community Colleges	Community college to 4-year bachelor initiative for underrepresented women of color in computing facilitated by the U of California, Irvine
United Negro College Fund (UNCF)	Innovative online platforms for targeted academic and career planning support, scholarships, and 1:1 mentoring for Black women pursuing computing degrees. Second grant is scholarships for Black women in computing
University of Florida	Funding for in-service (working) teachers to earn a graduate level certificate and prepare for teaching computer science.
University of Houston	Physical lounge for women; peer mentoring program; scholarships
Western Governors University	Multiple interventions (transcript fees, alumni mentors, dropout prevention, college readiness programs) for BLNA women at a flexible, low-cost university