



Reboot Representation Impact Report Fiscal Year 2025

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A LETTER FROM...

OUR CHIEF EXECUTIVE OFFICER

Since launching Reboot, we knew 2025 would be an important milestone in our story. It was the timeline we set to reach our first mission – doubling the number of Black, Latina, and Native American (BLNA) women graduating with computing degrees. Thanks to the collective investments of the Reboot Tech Coalition, we did it. And we did it ahead of schedule.

This victory is more than just a number. It represents thousands of new pathways created and futures rewritten for BLNA women and girls. It's proof of what's possible when companies unite with a common purpose – pooling philanthropic resources, sharing wisdom, and partnering actively to expand who gets to build, design, and lead the future of emerging tech.

To our partners, grantees, and allies: thank you. You made this model of collective action real – and successful.

As we celebrate, we're also looking ahead. The next, more complex challenge is ensuring these graduates – and the generations behind them – don't just enter the tech industry but thrive within it. That's why Reboot is evolving its strategy to focus on collective investments in the success of BLNA women and girls in emerging technological fields.

We have proven that we can solve the "pipeline" problem. Now, we are applying that same collective power to solve the "pathway" problem.

Our next phase will:

1. Deepen impact through place-based grantmaking, beginning in New York, New Mexico, California, and Oklahoma, to strengthen local ecosystems of support connecting K-12 education, higher education, and workforce opportunities.
2. Bridge the gap from education to industry by expanding support for students through professional development, a Scholars Resource Hub, a dynamic resume database that connects our partners with ready-to-hire talent.

As we look ahead to 2026, we are filled with renewed purpose. Together, we're building a more equitable and innovative future – and this next chapter is just beginning. I'm honored to walk into it with you.

Onward,

DWANA FRANKLIN-DAVIS
CHIEF EXECUTIVE OFFICER,
REBOOT REPRESENTATION



A LETTER FROM...

OUR COALITION CHAIR

As the 2025 Chair of the Reboot Representation Tech Coalition, I am honored to share a historic milestone. We achieved our founding mission – to double the number of Black, Latina, and Native American (BLNA) women graduating with computing degrees by 2025 – ahead of schedule.

This success is a testament to the effectiveness of Reboot's model. It shows the value of shared investment and collective action. Together, we can overcome systemic barriers faster and more efficiently than any one organization acting alone. To every member company: this achievement is a direct measure of your leadership and commitment to building a stronger, more capable talent pipeline.

With our success strengthening and scaling the education pipeline, we're shifting our focus to the workforce. The technology landscape is moving fast, driven by AI, machine learning, and data science. Our next collective challenge is ensuring students not only graduate, but thrive in their careers.

Reboot's new mission creates a powerful mechanism to connect this emerging talent directly to you. This transition involves two primary areas of deeper collaboration:

- From funder to active partner: The Coalition is enhancing its role to provide you with high-value access to talent. This includes building regional ecosystems in key U.S. markets (New York, New Mexico, California, Oklahoma) where your local teams can engage, volunteer expertise, and directly source candidates.
- Direct talent access: The Reboot Talent Engagement team is actively curating the Reboot Scholars Resume Database and hosting targeted career readiness events to connect highly-qualified graduates directly with your talent teams for internships and early-career roles – providing a valuable return on your Coalition investment.

This next chapter depends on deeper collaboration – not just through funding, but through actively mentoring, hiring, and championing these incredible women. This is more than a philanthropic effort. It's an opportunity to future-proof our industry by ensuring the systems we create are built by the people who know it best.



Thank you for your trust and partnership. Together, we're not just improving graduation outcomes; we are actively shaping an inclusive, resilient and innovative future for the tech industry – and it's a future I'm excited to be part of.

Warmly,

JEFFREY BURRELL
GLOBAL HEAD OF SOCIAL
IMPACT AND SUSTAINABILITY,
RIOT GAMES

COALITION MEMBERS

2025 Members and Partners

The Reboot Representation Tech Coalition

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



DoubleVerify



Grantmaking: A Strategic Evolution

In 2025, Reboot reached a major milestone. From 2017 to 2023 – two years ahead of our 2025 goal – the number of Black, Latina, and Native American (BLNA) women graduating with computing degrees more than doubled. This moment marked both a celebration and a turning point. Encouraged by our success, Reboot's grantmaking strategy has evolved to address where progress has been uneven and where our investments can drive the greatest impact long-term.

Our founding mission has taught us the value of targeted investments. Our laser focus on supporting BLNA women and girls from classroom to internship to career has helped us support clear, concrete strategies. Now, our grantmaking is evolving in two interrelated ways: expanding place-based investments and moving further upstream in the talent pipeline.



Why Invest in Places?

While the number of Black and Latina women earning computing bachelor's degrees had doubled, Native American and other Indigenous women have not experienced the same gains. To address this gap, Reboot is taking a place-based approach that centers community context, cultural knowledge, and the role local institutions play as critical drivers of educational pathways.

By investing deeply in a few places, Reboot can effectively work alongside Tribal Nations, local colleges, and community-based organizations to support Native American women and girls in ways that are responsive to local strengths and realities. And because many policy decisions are made at the state and local level, place-based investments allow Reboot to engage directly with the systems that shape access to education in real time.

At the same time, changes in the tech labor market, including a growing emphasis on return-to-office policies, have reinforced the importance of geography in accessing career opportunities.

We believe this strategy enables deeper investment in the programs, infrastructure, and critical relationships needed for lasting change.

Why Invest Earlier?

Although Reboot achieved its original degree-completion goal, BLNA women remain significantly underrepresented among computing graduates and within the tech workforce overall. We know that addressing this gap requires stronger efforts at the top of the funnel.

This is why we are directing a portion of our grantmaking toward high-school aged students:

- Early exposure works. Recent research has indicated that exposure to computing education in high school has a dramatic effect on the likelihood of students pursuing it in college.¹ Yet millions of students, including many BLNA young women, still lack access to computer science or other tech education during these formative years.²
- Early interventions are more cost efficient. Removing barriers earlier – by training teachers, guidance counselors, and school leaders – costs less than later-stage interventions like college retention programs or scholarships.
- Belonging starts early. Feeling like you belong in computing plays a big role in whether students persist and see a future for themselves in tech. While that strong sense of identity can develop later, building technical skills earlier helps students feel more confident and grounded – and better able to weather moments that make them question whether they “fit” once they reach college.

We recognize that investing earlier requires a longer time horizon. However, we believe that pairing upstream investments with a place-based strategy is the most effective way to build on the success of Reboot’s foundational strategy.

Reboot’s Initial Place-Based Investments

With strong input from our Member Companies, Reboot selected four regions for our initial round of place-based grantmaking:

- Northern New Mexico
- Central California Coast
- Northern Oklahoma
- New York City



REBOOT REPRESENTATION

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1. LIU, JING, CAMERON CONRAD, AND DAVID BLAZAR. (2024). COMPUTER SCIENCE FOR ALL? THE IMPACT OF HIGH SCHOOL COMPUTER SCIENCE COURSES ON COLLEGE MAJORS AND EARNINGS. (EDWORKINGPAPER: 24 -904). RETRIEVED FROM ANNENBERG INSTITUTE AT BROWN UNIVERSITY: [HTTPS://DOI.ORG/10.26300/K0W5-PG15](https://doi.org/10.26300/k0w5-pg15).

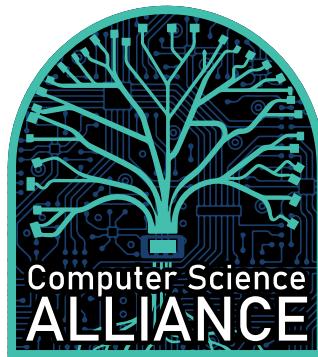
2. 40% OF PUBLIC HIGH SCHOOLS DO NOT OFFER AT LEAST ONE FOUNDATION COMPUTER SCIENCE COURSE. CODE.ORG. STATE OF COMPUTER SCIENCE EDUCATION, 2025.

These regions were selected based on several factors, including the presence of existing or promising partners, proximity to Member Company operations, and opportunities to leverage additional local funding.

Across these investments, local partners will collaborate to strengthen pathways for all students, including BLNA women and girls, into postsecondary education and careers in emerging technological fields. Together, these efforts will support programs that:

- Expand access to technology education for high school students
- Increase persistence in postsecondary computing majors
- Improve access to professional and career-building experiences for undergraduates

With Reboot's support, the Computer Science Alliance is leading New MexiCodes, a statewide effort to spark interest in emerging technologies among high school students – especially Latina and Native American girls. The program trains undergraduate students to serve as near-peer mentors, helping local students see themselves more clearly in tech pathways in college and beyond. The work is starting at Northern New Mexico College, with plans to expand to other colleges across New Mexico.



Develop for Good supports teams of talented, diverse college students, and industry professionals as they design and build software for nonprofits. With Reboot's funding, DfG is able to offer stipends to more students participating in this hands-on, mentored experience. This support ensures students can get more opportunities to build technical solutions in real-world settings.

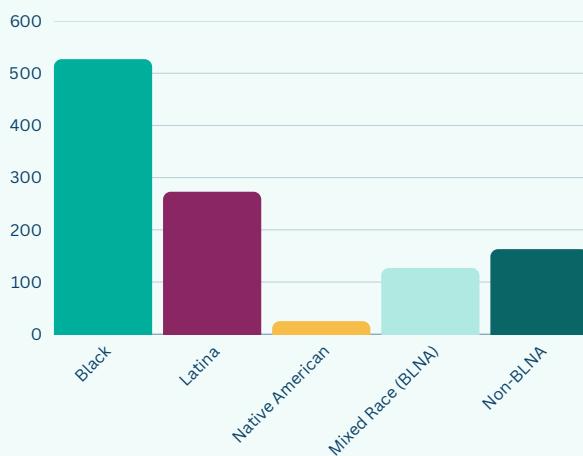


2025: A Milestone Year for Reboot

Our commitment to empowering BLNA women to lead the next wave of innovation in tech translated into tangible impact, through expanded programming for our community of Reboot Scholars. We define Reboot Scholars as undergraduate computing students in programs funded by the Reboot Tech Coalition's collective investments.

In 2025, we supported the Scholars by amplifying career readiness resources and celebrating the Class of 2025's incredible achievements.

85% Identify as Black, Latina, and/or Native American



MEET A SCHOLAR



"As a first-generation Latina student and Reboot Scholar, I've learned the importance of embracing your unique journey and leveraging your perspective as a strength."

Elizabeth Caona
Cleveland State University



View the Class of 2025 Reboot Scholar Yearbook [here](#).

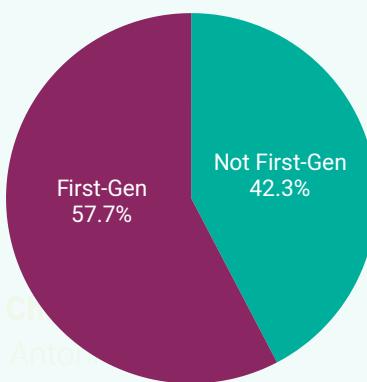
95% Identify as Women



Kaylee C.
UT San Antonio

Over Half Identify as First-Generation Students

Their achievements remind us that the next era of tech will be created by those who dared to go first.



SUPER SCHOLARS

Reboot Super Scholars are students who are enrolled in three or more Reboot-funded programs, benefitting from an ecosystem of support.

79% are Super Scholars



Building Community and Career Pathways

This year, our Talent Engagement team prioritized creating spaces for scholars to connect, learn, and grow through strategic partnerships and immersive experiences. Over three hundred scholars participated in career-focused events, building networks and gaining actionable guidance for internships and full-time roles.

S&P Global Partnership

We hosted an in-person event at S&P Global's New York offices for thirty-five Reboot Scholars. This day was packed with resume workshops, internship exploration, and networking with tech professionals – empowering Reboot Scholars to take the next step in their careers.

Comcast NBCUniversal Collaboration

A virtual information session gave scholars early access to competitive internship opportunities in Cybersecurity and Software Engineering.

Great Minds in STEM

We spoke at the CAHSI Luncheon where the latest cohort of CAHSI Student Scholars were recognized for their accomplishments in their communities and schools. This was followed by a networking coffee hour for the Reboot Scholars where we dove deep into conversations about career development skills.

AfroTech

We attended an invite-only lunch gathering to kick off AfroTech 2025 and brought sixty students and key partners for a morning of connection, celebration, and opportunities to learn from professionals in the field.



Celebrating the Class of 2025

We recognized almost five hundred graduates' success and helped them gain visibility across our network of tech professionals and coalition members through:

Virtual Yearbook Launch

Our dynamic digital yearbook spotlighted Scholar accomplishments through interactive storytelling and a LinkedIn Ad Grant campaign.

In-person Graduation Events

We fostered community and inspired future emerging tech leaders by bringing students, families, mentors, and industry partners together in Dallas, Atlanta, and Miami.

Expanding Career Readiness

We delivered innovative resources and experiences to prepare students for success beyond graduation, and as they search for their first full time roles.

Riot Games Immersive Experience

Twenty-five Reboot Scholars visited Riot Games' Los Angeles headquarters to gain hands-on guidance, exposure to the industry, and network with gaming professionals.

Game Developers Conference

25 Reboot Scholars received full scholarship support to attend the conference and we also hosted a reception with corporate partners.

Scholarship Support

Five Reboot Scholars attended BaddieCon 2025, a premier conference empowering women of color in tech. They participated in skills-based workshops, listened to inspiring panels, and explored job opportunities at leading tech companies.

"Flip the Script on the Interview Process" Workshops

Delivered at major summits like ColorStack's Stacked Up and CodePath's Emerging Engineer, Reboot hosted sessions to equip students with strategies to navigate interviews authentically and confidently. These sessions earned widespread engagement and praise from our Reboot Scholars.

Reboot Scholars Resource Hub

Launched in Fall 2025, this centralized web-based resource provides scholars with comprehensive tools for internship and full-time application journeys, with close to 500 engagements from Reboot Scholars to date.



Looking Ahead

While 2025 was a milestone year, our work is far from over. We are committed to ensuring that students don't just enter emerging technological fields but thrive as innovators and leaders. Beyond graduation, we envision a robust ecosystem of support that includes access to cutting-edge learning opportunities in AI, cybersecurity, and data science.

Culture Unlocked Freshly Launched

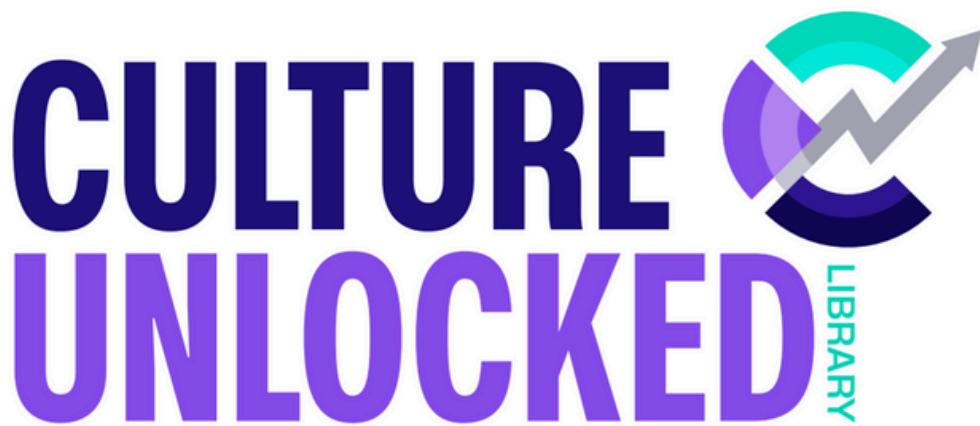
In 2024, Reboot Tech Coalition members shared they were overwhelmed by the sheer volume of resources available on cultivating inclusive workplace cultures. In response, we partnered with researchers to conduct a landscape analysis and assemble content on culture and inclusion.

Our vision came to life in June 2025 through the Culture Unlocked Library, a free online platform that provides business leaders with curated resources to build and sustain inclusive workplace cultures. The platform serves as a centralized hub where leaders can quickly access expert guidance, best practices, and actionable resources without subscription fees or time-intensive searches.

The Culture Unlocked Library features learning modules on a variety of topics:

- Mentoring and Sponsorship highlights the transformative impact of these practices in professional development and talent advocacy.
- Cornerstone Policies for Impact identifies nine essential policies companies can prioritize to attract and retain a diverse workforce.
- Employee/Business Resource Groups focus on how these communities drive innovation, improve employee engagement, and align organizational goals with community and cultural insights.

Corporate professionals can spend between 11 to 42 minutes exploring modules, making it an accessible, quick stop for busy leaders seeking immediately applicable strategies.



A Year of Mission-Driven Communications

This year, Reboot used strategic communications to amplify key milestones for the Coalition, grantees, and BLNA women and girls.

As we expanded our mission to focus on emerging technological fields, we reflected on how we can support BLNA women and girls to thrive and lead the next wave of technologies that stand to shape workforce opportunities, alter the economy, and recalibrate our industries.

The Class of 2025 holds a special place in Reboot's story – not just for their achievements, but as a reminder that our work doesn't end at graduation. We celebrated their accomplishments through 'Success, Our Way', a multimedia campaign featuring videos and a digital yearbook.

That's why we closed out the year with an exploration of what's happening with entry-level work amid the AI boom, and what it means for the future of emerging tech, with our latest Dear Tech Companies piece.

To read all Reboot's publications this year, visit our Medium page.

We continued to connect with partners and allies through our quarterly newsletter. Each newsletter included the latest Reboot initiatives, events, and publications, and celebrated Reboot coalition members, grantee partners, and students.

Maximizing Impact on LinkedIn

Since 2021, Reboot has run advertising campaigns on LinkedIn thanks to LinkedIn nonprofit ad grants totaling over \$785,000.

This year, we successfully deployed the 2024-25 LinkedIn ad grant, amplifying Reboot's milestones like the achievement of our original goal, announcing our evolved mission, and launching the Class of 2025 Reboot Scholar Yearbook. Using evidence-based findings, we leveraged ad formats that we know perform best to reach current and new audiences – including K-12 and higher education mentors, corporate leaders, and students. Running seven campaign flights, we exceeded U.S. benchmarks across ad formats and consistently improved our own performance.

In October, we received a \$150,000 grant from LinkedIn for 2025-26. We've already used this funding to share our learnings with peer funders, continued engaging K-12 and higher education mentors around their role in students' journeys, and provided corporate decision-makers with resources, tools, and insights to recruit and retain BLNA women. We also elevated our over seven years of expertise among peer funders, sharing key learnings on directing pooled funds to high-impact, often-overlooked programs.

CLOSING

Looking Ahead

2025 marked a defining moment for Reboot Representation. Together with our partners, we achieved the mission we set out to accomplish back in 2018. This milestone is not just a measure of progress, but a reflection of what's possible when collective action is sustained, strategic, and grounded in shared purpose.

Reaching this goal has also helped us dream big about what comes next. Expanding access to tech is and will always be essential, but we have long known that access alone is not enough. Lasting change requires continuity, community, and deeper investment in the places and moments that shape opportunity over time. It requires strengthening pathways that help BLNA women and girls not only achieve tech education, but also persist, advance, and build lasting careers.

As we look ahead, Reboot is building on what we have learned: investing earlier, working more deeply in place, and aligning education, workforce, and industry partners around long-term, shared outcomes. This next chapter is about depth over breadth, relationships over transactions, and impact that endures.

We are deeply grateful to every coalition member, partner, grantee, and peer who made this year possible, and who continue to shape what comes next. The work ahead is complex, but our purpose is clear. Together, we can build a future where increased opportunity in tech is not just possible – but inevitable.

