DEONTE HALL-COLLINS
SERVICENOW INSTRUCTOR

Impact Report 2023

CREATING CODING CAREERS

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LETTER FROM THE FOUNDER

Dear Partners,

I am thrilled to share with you the remarkable impact we have made in 2023. Our mission to empower individuals to embark on high-wage, high-growth careers as software engineers has yielded tremendous results this year thanks to the unwavering support of people like you.

One of our proudest achievements of 2023 has been creating countless new opportunities for individuals to land their first jobs in the tech industry as software engineers.

We have been scaling our capacity at an impressive rate. Bringing several new Fortune 500 clients on board this year not only validates the quality of our training programs but also opens up even more opportunities for our learners to connect with top-tier employers.

Our success would not be possible without the exceptional efforts of our team, partners, and funders who help us advance work-based learning. Day in and day out, our internal and external champions put our learners and team members above all else, tirelessly coaching, advocating, and using social capital to create life changing opportunities.

I am excited to share what we are doing and explore the possibilities ahead. With your continued support, we can transform the lives of countless more individuals.

Thank you for believing in our vision and for your generous contributions of time, talent, and treasure.

Warm regards,

Mike Roberts

MIKE ROBERTS
Founder and CEO

COMPANY OVERVIEW

Creating Coding Careers is a non-profit organization dedicated to building a more inclusive and diverse technical workforce.

We believe that everyone in America should have access to high-wage, high-growth **#newcollar** careers. To achieve this vision, we recruit, hire, and train individuals from historically excluded communities in the field of technology. Our mission is to cultivate a more inclusive and diverse technical workforce by creating employer-driven earn-and-learn pathways.

We partner with premier software companies to provide training and employment opportunities for our participants. By doing so, we're reshaping the tech industry to reflect the diversity of our communities

Our participants enter the tech industry as engineers, bypassing the traditional entry-level service desk positions. They graduate with in-demand skills and are on the fast track to career growth. Best of all, our apprentices never pay us a dime and graduate 100% debt-free.

At CCC, we're committed to enhancing lives and enriching local communities. We're proud to be building the playbook for technologists through company-driven earn-and-learn pathways.

UNIQUE OFFERINGS

Creating Coding Careers is registered with the California Division of Apprenticeship Standards (DAS) and the U.S. Department of Labor (DOL), where we work to create industry-driven, high-quality career pathways by empowering employers to develop and prepare their future workforce.

Creating Coding Careers offers a California DAS registered on-demand pre-apprenticeship that is free for participants and provides foundational technology and job readiness skills that position learners to successfully start a technology apprenticeship.

SkillBridge is a DOD program that helps service members transition to civilian careers during their final 180 days of military service. They are assigned to attend our training program and can transition seamlessly into an apprenticeship when they end their service. CCC also supports companies that are looking to establish a SkillBridge program.

Adaptive curriculum suited to evolving roles that aren't widely taught, including a deep partnership with ServiceNow.

Proprietary training architecture built around the xAPI standard, including a Learning Management System, Learning Record Store, apprenticeship tracking software, grant management, and mentorship tools. This is used internally and is available to our clients.

The dream of a four-year college education is becoming increasingly out of reach for many. Rising tuition costs, ballooning student debt, and prolonged time commitment are significant barriers for countless students. The traditional path to a degree is fraught with financial strain and uncertainty, leading many to question whether it's the right choice for their future.

IS A DEGREE NECESSARY?

As these challenges grow, **apprenticeships are emerging as a powerful alternative, gaining support across political divides.** This enthusiasm is rooted in the practical, hands-on experience apprenticeships provide, making them an appealing option for those seeking immediate entry into the workforce. Apprenticeships offer a solution that is both accessible and effective, bridging the gap between education and employment.

At CCC, we are dedicated to being a high-intervention intermediary, actively bridging these gaps. We collaborate with programs like the Career and Technical Education (CTE) courses offered at **SOUL Academy** to provide comprehensive support to our students. Our partnerships are designed to equip learners with the skills and knowledge they need to succeed in today's job market.

Our vision is clear: to create pathways for students while they are still in high school, allowing them to develop #newcollar skills. We bring an affordable career pathway to individuals, ensuring that all our students graduate debt-free and never pay any tuition. Instead, they learn directly from industry professionals and emerge from our programs job-ready in a fraction of the time it would take to complete a four-year degree.

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We recognize that career pathways are not binary. Dual enrollment options can and will make sense for many students, allowing them to blend traditional education with hands-on experience. However, CCC will continue to advocate for more options and increased funding to support learner-centered pathways, ensuring that every student has the opportunity to choose the path that best suits their needs and aspirations.

> *"Creating Coding Careers shows how a high-intervention intermediary that offers the **flexibility and expertise** to meet the needs of technology hiring managers can make a critical difference, especially as **early career roles are evolving faster** than traditional educational pathways can adapt."*
> -Vinz Koller, Apprenticeshipographer

In order to make these pathways available for more students we need to invest in high intervention intermediaries like CCC.
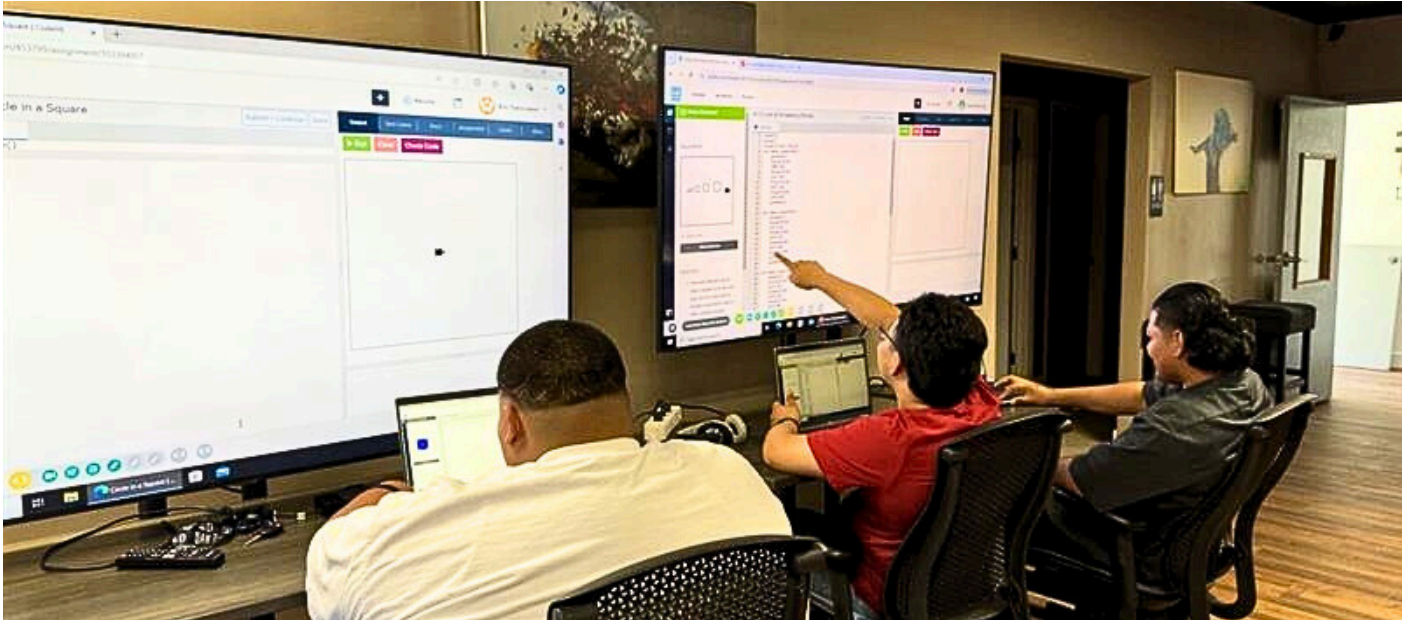
In *Apprenticeship Nation*, Ryan Craig states: "*Skeptical as to whether America can afford to spend $5 to $12 billion on apprenticeship (or, adjusted for population, $20 to $60 billion)? Look at how much money flows to one type of intermediary standing between high school and a good first job: **colleges** receive about $170 billion each year from the federal government (and another $321 billion from states supporting public colleges). President Biden's changes to income-driven repayment programs will cost at least another $300 billion, and the proposed loan forgiveness plan would add another $400 billion to the mounting tally. And in the absence of any alternative, states continue to throw money at colleges. State support for public universities rose nearly seven percent in 2022-23 and increased by more than 10 percent in fourteen states; **California added $600 million in funding to the UC, CSU, and California Community College systems.**" (pp. 186-7)

As the landscape of education evolves, CCC is at the forefront of providing innovative, practical solutions that meet the needs of today's learners. By championing apprenticeships and advocating for diverse educational pathways, **we are making a tangible impact on the lives of our students,** empowering them to achieve their career goals without the burden of debt. Together, we are creating a future where education is accessible, affordable, and directly aligned with the demands of the modern workforce.

CODING FOR A BRIGHTER FUTURE

CCC'S PARTNERSHIP WITH SOUL ACADEMY

At SOUL Academy, a unique community school in San Diego, Creating Coding Careers has partnered with the San Diego County Office of Education Juvenile Court And Community Schools **to bring coding education as a CTE for credit class to high school students.**

SDCOE's Juvenile Court and Community Schools (JCCS) provide a fully accredited educational program for school-age youth who are either wards of the court or have been referred by social services, probation, or one of the 42 school districts in San Diego County.

Through this program, CCC has been **teaching Python programming to students as a Career Technical Education elective class.** Having this class for credit is moving students closer to High School graduation with a valuable skill set that can open doors to high-wage, high-growth careers.

For these students, the impact of coding goes beyond just learning a new skill. It's about gaining confidence, building self-esteem, and developing a sense of purpose. By teaching in a

professional work environment, CCC is empowering these High School students to envision what it is like in a technology workspace. Young folks have an opportunity to **take control of their own futures**, to pursue their passions, and to see themselves represented in Tech.

Creating Coding Careers is also helping to bridge the gap between education and industry, providing students with the **skills and knowledge needed to succeed in the modern workforce**. By partnering with the Juvenile Court and Community Schools, CCC is demonstrating its commitment to creating a more inclusive and diverse tech industry, and to providing opportunities for underrepresented groups to succeed. Our hope is that in years to come we can launch pre-apprenticeships and youth apprenticeships. The opportunity to engage our most vulnerable youth and provide them with work-based learning opportunities is critical to providing pathways to high-wage, high-growth technology careers.

TIFFANY FIGUEROA
NEXTGEN TA

What's remarkable about this group is that many of the TAs were new to the tech industry, and this opportunity was a significant milestone in their careers.

This was their first role in the tech industry and the experience was a game-changer. They brought their unique perspectives and skills to the table, and through this partnership, they gained valuable experience, built their confidence, and developed a deeper understanding of the tech industry, not to mention they were getting paid to gain more experience.

In 2023, Creating Coding Careers partnered with ServiceNow to support their **RiseUp with ServiceNow** initiative, a global program aimed at skilling 1 million people on the ServiceNow platform by the end of 2024. As part of this partnership. CCC recruited, hired and trained a team of skilled Teaching Assistants and Instructors to train individuals on the ServiceNow platform. These NextGen instructors and Teaching Assistants piloted a brand new Hybrid Training program that was able to train over **750 NextGen students in Q4 2023.**

SMILE BESTBAY
NEXTGEN TA

As they worked alongside CCC's Instructors and ServiceNow's experts, they were able to learn from the best and develop the skills and knowledge needed to succeed in the industry. This opportunity not only helped them break into the tech industry but also empowered them to make a meaningful impact in the lives of others.

CCC's TAs and Instructors worked tirelessly to equip trainees with the skills and knowledge needed to succeed on the ServiceNow platform. Their expertise and dedication helped to break down barriers to learning, expand opportunities for developing high-demand technical skills, and place newly skilled talent in jobs with ServiceNow customers and partners.

VALARIE RICHARDSON
NEXTGEN INSTRUCTOR

A SUSTAINABLE FINANCIAL MODEL

Creating Coding Careers is committed to creating a sustainable financial model that allows us to continue making a meaningful impact in the lives of individuals and communities. In the past year, we've made significant strides in achieving this goal, with a majority of our income coming from earned revenue.

This shift towards earned revenue is a critical milestone for our organization, as it allows us to reduce our reliance on external funding and create a more stable financial future. By generating revenue through our training programs and services, we're able to invest in our mission and continue to drive impact.

We believe in earned revenue that demonstrates our ability to create a sustainable and self-sufficient organization. Funders looking to amplify our work can be confident that their investments will have a lasting impact, without the need for ongoing funding. And as we look to the future, we're committed to continuing to build on this momentum, leveraging our earned revenue model to maintain sustainability and adding philanthropic support for growth. With the support of more philanthropic partners and established ecosystem partners like ServiceNow, we're confident that we can create a more inclusive and diverse tech industry, while also ensuring the long-term financial stability and growth of our organization.

	2020	2021	2022	2023
EARNED REVENUE	$131,742	$954,794	$1,638,886	$1,461,747
DONATION REVENUE	$154,264	$355,593	$106,453	$358,659
TOTAL REVENUE	$286,006	$1,310,386	$1,745,339	$1,820,406
% EARNED REVENUE	46.1%	72.9%	93.9%	80.3%
% DONATIONS	53.9%	27.1%	6.1%	19.7%

ENROLLMENTS AND OUTCOMES

2023

	2023	SINCE 2020
PRE-APPRENTICES	1,322	2,103
SERVICENOW	750	950
APPRENTICES	30	79
TOTAL TRAINED	2,102	3,132

LEXIUS WALTAR
FRONTEND DEVELOPER, APPFOLIO

97%
STILL EMPLOYED
ONE YEAR LATER

$82,000
AVG STARTING
SALARY

79%
COMPLETE
APPRENTICESHIP

62%
APPRENTICES
PLACED AT END

90%
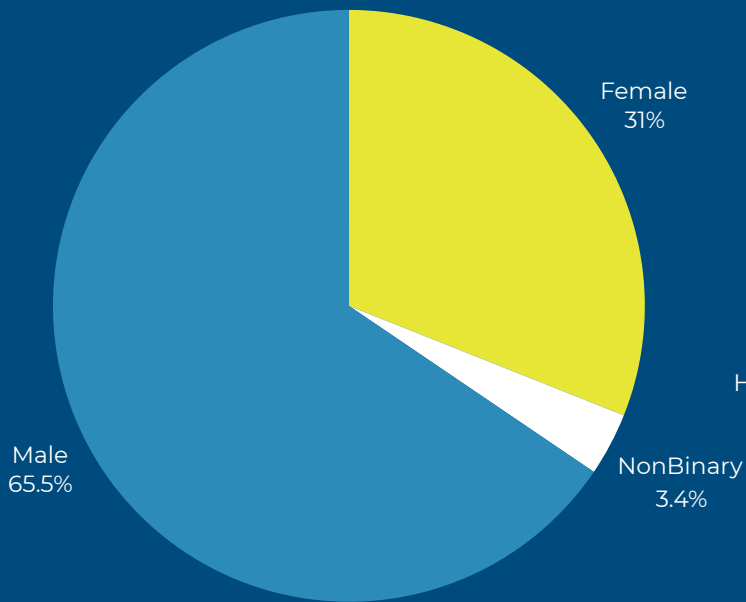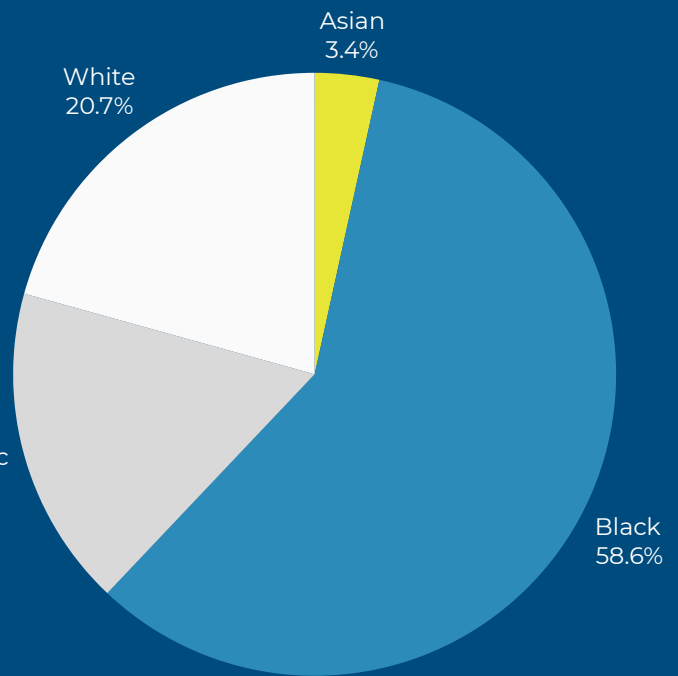EMPLOYED
WITHIN 6 MONTHS

DEMOGRAPHICS

GENDER

Female
31%

Male
65.5%

NonBinary
3.4%

ETHNICITY

Asian
3.4%

White
20.7%

Hispanic
17.2%

Black
58.6%

OUR APPRENTICE GRADUATES

CHARTING NEW HORIZONS

JULIAN'S PATHWAY WITH CREATING CODING CAREERS

Julian's Journey

In a tough job market, Julian faced the daunting task of breaking into web development despite his passion for the field. However, during the pandemic, he found hope through Creating Coding Careers.

Julian seized the opportunity to Apprentice with us and had an opportunity to gain hands-on experience and bolster his portfolio with projects. Julian was a fast learner and completed the curriculum in record time. And, during his time in the apprenticeship program, Julian also discovered a nurturing community that recognized and supported his potential.

As his apprenticeship came to an end, Julian had to navigate the challenges of the tech job market. Julian found his footing early and put in the work to get to where he is today.

Navigating the Tech Terrain

Despite his qualifications, landing a role in entry-level web development proved elusive at first amidst a very competitive landscape.

However, the real hurdle lay in the unfamiliar territory of backend development and navigating the complexities of professional team collaboration. Recognizing the need for guidance and a structured learning environment, Julian sought to bridge the gap between his aspirations and the industry's demands.

JULIAN GONZALEZ

DEVELOPMENT CONSULTANT AT PATHWAYS CONSULTING GROUP

THE RESULT

...IN JULIAN'S WORDS

"My experience with CCC has been pivotal. From job uncertainty to professional fulfillment, CCC has provided me with the tools and support needed to thrive in the tech industry. I'm grateful for the opportunity and excited for what the future holds."

— Julian Gonzalez

Julian landed a job as a software developer in the ServiceNow ecosystem. As he embarks on his role at Pathways (a ServiceNow Elite Partner), Julian carries invaluable lessons learned during his time as an apprentice at Creating Coding Careers.

With aspirations to advance to senior developer status and beyond, Julian's future is bright. Beyond a career, Julian found a supportive community.

Through CCC, Julian also discovered the power of networking and collaboration within the tech industry. Engaging with like-minded peers and mentors, Julian expanded his professional network, opening doors to new opportunities and insights.

ELENA'S EXPERIENCE AT CCC: A SUCCESS STORY

Elena's career journey reflects a significant change, driven by her determination to tackle intellectual challenges and communicate effectively. Originally from Russia, she started her professional life in sales in the United States. However, her passion for stimulating roles led her to explore web design and eventually software engineering. Elena found her true path when she joined Creating Coding Careers through the apprenticeship program for tech enthusiasts.

She was drawn to Creating Coding Careers' emphasis on both technical skills and communication abilities. Joining CCC's apprenticeship program was a turning point for Elena. She found herself in a supportive environment where she honed skills beyond coding, such as patience, persistence, humility, and clear communication.

Elena learned the value of asking questions, staying resilient, and continuously learning—a mindset that prepared her for success at ServiceNow. Armed with technical expertise in JavaScript and NodeJS, Elena embarked on a fulfilling journey as a software engineering apprentice, leveraging her CCC experience to navigate challenges effectively.

NAVIGATING ENTERPRISE CHALLENGES: ELENA'S ODYSSEY AT SERVICENOW

Before joining CCC, Elena struggled in her transition from sales to software development. The shift to a more intellectually stimulating career path was daunting, particularly because Elena lacked experience in the tech industry.

As she delved into the world of software development, she found that she needed to develop her coding skills from scratch. Additionally, Elena struggled to find her footing in the fast-paced and competitive tech landscape, where she felt uncertain about her abilities to thrive as a professional.

In addition to her technical challenges, Elena faced difficulties in adapting her communication skills from the sales domain to software development. While she was accustomed to interacting with people in sales, communicating effectively as a software developer presented a new set of challenges.

**ELENA MUDRAKOVA
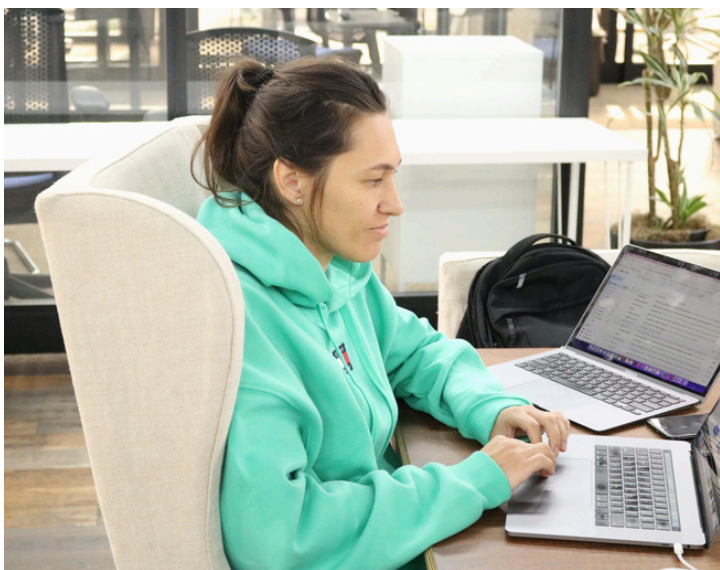SOFTWARE DEVELOPER
AT SERVICENOW**

The Solution

Elena found CCC while seeking a way to switch from sales to software development. She was drawn to its apprenticeship programs, hoping to improve her technical skills and communication abilities. Joining CCC, Elena aimed to bridge the gap between her career aspirations and the opportunities in the tech industry. Entering the program, she looked forward to gaining practical experience and networking with professionals, seeing it as a step towards her goal of becoming a successful software developer.

A Brighter Future for Elena

Elena's time with CCC brought significant results, paving the way for a brighter future. Within a short period of 2-3 months, she landed an apprenticeship at ServiceNow through CCC's program. Equipped with newfound skills in patience, persistence, humility, and effective communication, Elena tackled the challenges of enterprise software development confidently.

Despite initial fears, she dove into projects like developing Flow Designer at ServiceNow, gaining valuable experience and learning to communicate with senior developers through the training and guidance from Creating Coding Careers.

Elena's journey at CCC was marked by overcoming challenges and adapting to new environments. Despite feeling intimidated, she learned to ask questions and seek guidance, navigating obstacles with determination. Her experience highlighted the importance of persistence and continuous learning. Through her journey, Elena became an inspiration for aspiring tech professionals, showing how CCC can shape career paths.

MESSAGES FROM OUR ALUMNI

Samuel Warren, @Red Hat
''CCC's apprenticeship program was pivotal in my career transition. It provided me with the skills and confidence to pursue a career in technology, despite my limited background.''

Ronnie Freeman, Command Master Chief USN
"This was the best company to match my direction and goals. CCC was a perfect environment to learn new skills and grow as a coder, developer and SecOps tester."

Elena Mudrakova, ServiceNow
"CCC gave me a chance, it gave me a foot at the door. People say to work hard, but not everyone gets the opportunity. I was very lucky to have this at CCC."

Eric Dalmau, Pathways Consulting Group
"Going to CCC was a game-changer for me... It opened doors to the tech world and put me in a position to succeed, even without a traditional background in computer science."

Partnership in Action

ServiceNow's ESG Group Supports CCC's Mission

In a significant demonstration of their commitment to our shared mission, ServiceNow's ESG Group made a generous in-kind donation to Creating Coding Careers. The group gifted CCC with ServiceNow application licenses and instances of the Now platform valued at over $300,000. This generous contribution will enable us to further skill up our internal team on the ServiceNow platform and to run our business on the Platform of Platforms.

In the years to come we will build tools and processes using the platform to facilitate collaboration and automate many manual workflows. We'll be able to streamline our operations, increase efficiency, and focus on what matters most - making an impact by upskilling individuals and organizations.

We're thrilled to have ServiceNow as a partner and we are grateful for their support. This donation is a testament to the power of collaboration and the impact that can be achieved when organizations share a common goal.

We're excited to see the positive impact that this donation will have on our organization and the individuals we serve.

WHAT WE ARE LOOKING FOR

1

Our current business model has been based on fees and braided funding sources. We are now looking for philanthropic partners to scale our programs and grow our impact across California and New York. We have no shortage of opportunity, but a significant shortage of capital to expand and realize our dream.

Successful apprenticeships focus on meeting the hiring companies' needs. We are seeking companies that recognize the value of growing their own talent pipeline to efficiently fill tech workforce gaps.

2

3

Creating Coding Careers is flexible and responsive to the changing demands of the tech industry and apprenticeship landscape at both regional and national levels. We actively pursue mutually beneficial partnerships with like-minded organizations to deliver impactful programs as a high intervention intermediary.

CONTACT US

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