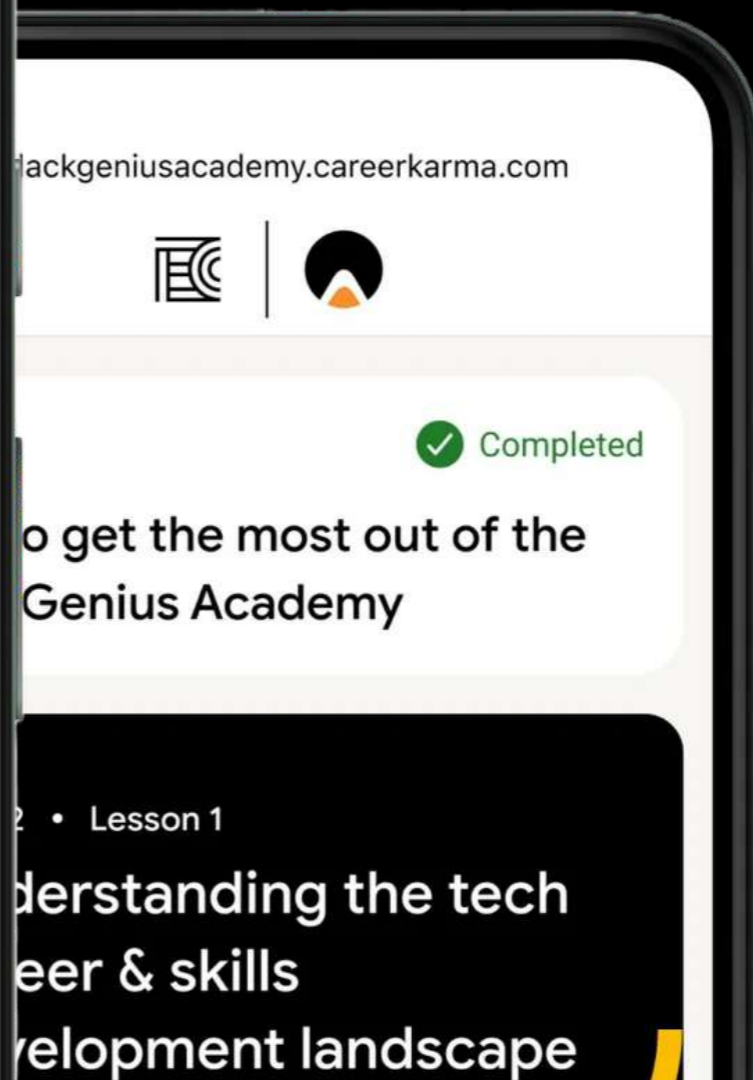
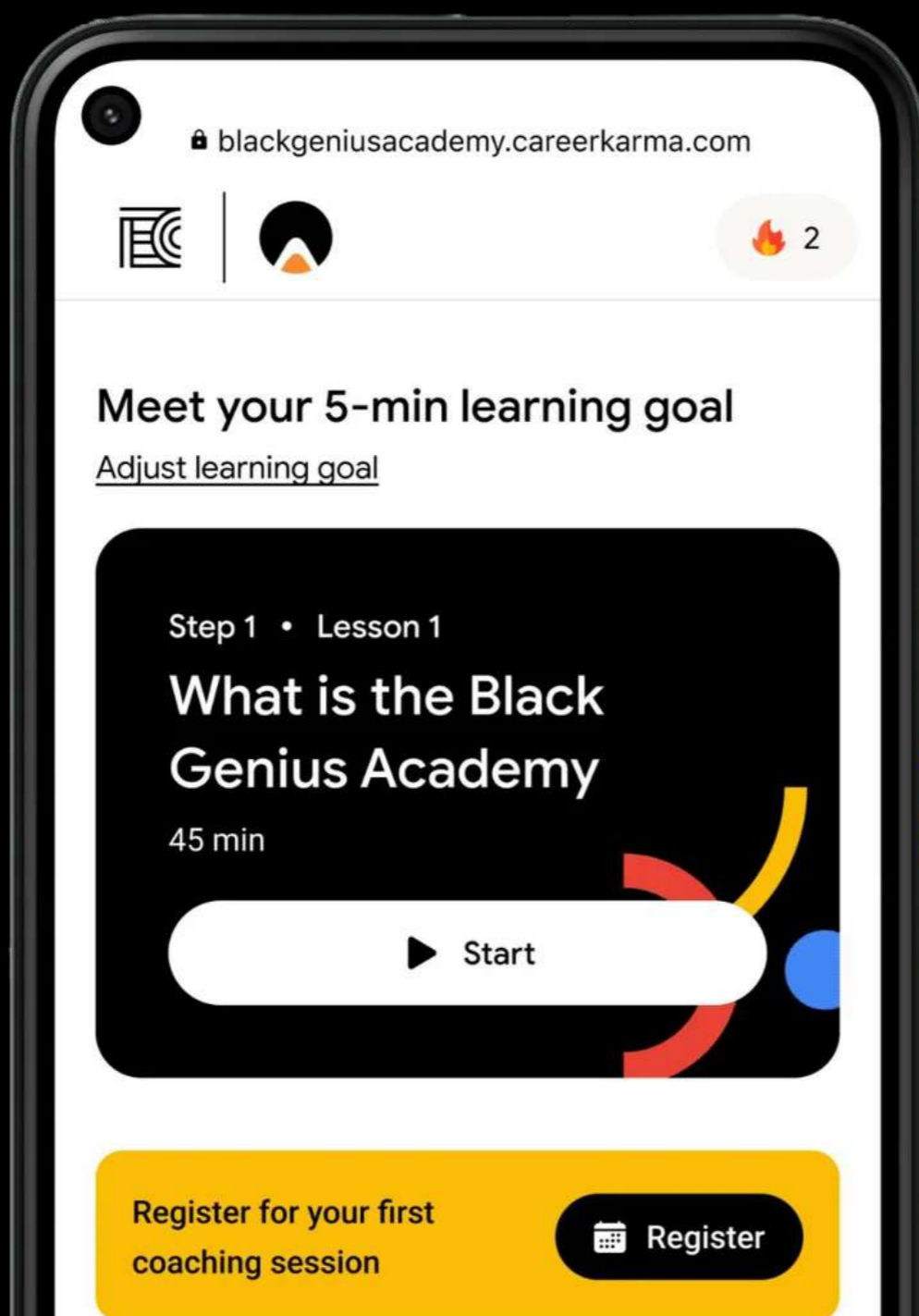


Black Genius Academy End-of-Year Report

2023



A Letter from the Career Karma CEO and Google's Tech Equity Collective Lead

As we reflect on the past year, it feels like only yesterday when we were envisioning a movement to increase the representation of Black professionals in the tech industry. And when our collaboration began, our shared belief that we could make a real and tangible impact became a reality.

In the span of a year, our teams have worked tirelessly to create something unique and impactful for the Black community that the world has never seen before. The response we've witnessed in the first four months from our learners and the public has been nothing short of incredible, and we take great pride in the collective work we have achieved.

The numbers speak for themselves—1,367 learners have begun their journey to start their tech careers, 157 invitations have been distributed to BGA learners, and 38 individuals have received full-tuition grants for bootcamp programs.

This is more than progress; it's the embodiment of real change.

As we look ahead to the new year, we are excited about the possibilities that lie ahead not only for Career Karma and Google but also for the other companies and organizations that are part of or decide to become a part of the Tech Equity Collective initiative.

Although our journey has just begun, we hold on to the dream of the continued potential of Black Genius Academy, now empowered by our dynamic community. Together, we believe we can change the lives of thousands of aspiring Black innovators and leave a lasting impact on the tech industry.

Here's to a year of growth, achievement, and the promise of even greater things to come in 2024.

Ruben Harris & Rachelle Olden

Executive Summary

What Is Black Genius Academy?

Black Genius Academy (BGA) is a career navigation web-based app developed by Career Karma, Inc., in collaboration with Tech Equity Collective, a Google initiative. This effort was driven by a shared vision to introduce aspiring Black innovators and technologists to high-demand tech fields, namely, cybersecurity, software engineering, and product design.

What Does Black Genius Academy Offer?

Members of the Black Genius Academy community gain full access to the following at no cost:



Career Navigation Roadmap

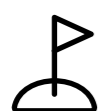
An 8-step action plan featuring 20 interviews with seasoned tech professionals and 61 lessons to guide learners in choosing their desired tech roles and skills training path.

Notable guests include Aston Motes, known as the first employee at Dropbox; Crystal Moore, the Vice President of Brilliant Black Minds; Jason Mayden, the Founder of Trillicon Valley; and Rich Smith, a Senior Software Engineer at Netflix.



Discord Community

A supportive community designed to foster inclusivity, connections, and knowledge-sharing



Personal Career Navigation Coaching

A tailored one-on-one and group career coaching experience to guide users in creating a strategic approach to skills development and career growth.



Skills Training Grants

Eligible users may apply for a limited number of full-tuition grants with partner bootcamps or Grow with Google scholarships in Cybersecurity and UX Design.

Key Outcomes

Reporting Period:
August 15, 2023 (Launch) - December 22, 2023

Only four months since its launch on August 15, 2023, Black Genius Academy has made significant strides in providing valuable insights and guidance for tech career navigation.

87% average customer satisfaction score
reflecting the positive sentiments expressed by users in a survey

43% activation rate
Since BGA's launch, our user base has expanded to 1,367 activations out of 3,212 sign-ups, indicative of substantial interest among aspiring Black tech professionals

38 full-tuition bootcamp grants awarded
15 users have been granted the opportunity to pursue training in software engineering, while 23 others are enrolled in cybersecurity and UX design programs

12k+ minutes of career guidance conversations
resulting from more than 400 1-on-1 coaching sessions

204 group coaching calls held
to empower users in setting their personal and professional goals

13 Ask Me Anything sessions with industry vets
where they share insider tips and insights on topics like career change strategies, job search tips, and community- and network-building

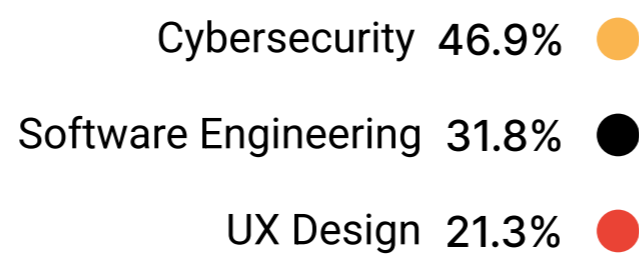
Content Engagement

Learner Distribution

Learners by Tech Role

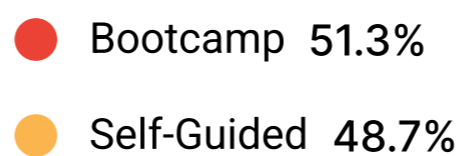
In Step 2 of the Action Plan, learners listen to informational interviews with professionals in software engineering, cybersecurity, and UX design. By the end of this step, learners select the career path that best aligns with their interests and skills.

Among BGA learners, cybersecurity has been the top choice, while UX design has been selected the least.



Learners by Tech Role

Once learners reach Step 6 of their Action Plan, they can select their preferred learning path. Those who prefer to learn on their own can choose from various programs, including Grow with Google, App Academy Open, and freeCodeCamp. On the other hand, those who opt for a bootcamp route may apply for full-tuition grants through App Academy or Hackbright Academy. They can also schedule a call with their BGA coach to explore other bootcamp or self-guided options.



Community Engagement

The BGA community involves different avenues for guidance and participation: coaching calls, Discord, and live events.

Career Navigation Coaching | Group Coaching Metrics

We facilitate three distinct types of group coaching calls within the Black Genius Academy. In total, **204 calls** have been made across these three sessions, with attendance averaging around 18 learners per call.

Career Navigation Coaching | 1-on-1 Coaching Metrics

400+

Sessions booked

For a more personalized career navigation coaching experience, BGA learners may also schedule 1-on-1 calls with their BGA coach. Over the last four months, learners have scheduled more than 400 1-on-1 coaching sessions, resulting in **over 12,000 minutes of career guidance conversations.**

6,733

Messages sent

Learners also have the option to submit questions through the platform's in-app messaging channel. Notably, our records indicate **6,733 messages** sent by the coaching team to learners to date. This underscores the active engagement and dynamic interaction within our learning community.

Community Engagement

Discord community

1,374

Learners have joined Discord

100

Daily active members on average

8,987

Messages sent

6,278

Minutes of voice channel activity

In addition to providing BGA learners with invaluable resources and insights through their action plans, our vision extended to cultivating an inclusive space for our learners. Within a mere four months, our Discord community has grown to 1,374 members, witnessing organic initiatives as members autonomously created events—ranging from celebrating their wins to fostering accountability on their collective journey through the tech industry.

Discord has seamlessly facilitated our communication with the community, making it easy to disseminate information about various tech-related events. In October 2023 alone, a cohort of BGA learners joined AfroTech, a testament to our community's active engagement and eagerness to broaden their horizons in the industry.

Discord community | Live Events

Every week, we invite tech industry professionals to share insider tips and insights on various aspects of the tech landscape. Our topics include career change strategies, job search tips, firsthand bootcamp experiences, and guidance on community and network building.

Since September 1, we have successfully hosted a total of **13 Ask Me Anything (AMA) sessions**.

All live events are recorded, providing learners the flexibility to view these sessions asynchronously at their convenience on the Black Genius Academy platform.

BGA Experience Through User Reviews

In the last four months, we have actively sought feedback and insights from BGA learners through surveys and testimonials, aiming to gain a comprehensive understanding of their experience within the Black Genius Academy.



Dominique McKinney



My experience with the Tech Equity Collective and Career Karma's Black Genius Academy was pivotal in creating a roadmap for my career path in software engineering.

Black Genius Academy helped me develop a clear and actionable plan to achieve my goals in tech. BGA also provides the "Day in the Life" structure for your chosen career path. The recorded interviews from different individuals in tech, allowed me to recognize my transferable skills, and how to overcome impediments during my journey. Black Genius Academy helps to establish specific, measurable, achievable, relevant, and time-bound goals for participants regardless of their professional experience.



Israel Daniel



Black Genius Academy was a life-changing experience. Listening to the experiences and advice of seasoned experts and professionals and having a coach to address my inquiries, I was able to align my passion for tech to a track I really connected with.

The best part is they don't just help you choose your tech spark but provide sponsorship so you can actually begin your training.



Shonta Pierce



Black Genius Academy has been such an incredible experience with a wealth of valuable information, effective community support, and exceptional mentorship. The platform is interactive, user-friendly, and provided me with precisely the knowledge I needed to transition into Tech. This experience was not only informative but also inspiring, guiding me with actionable steps to turn my vision into a reality and progress towards my goals.



Dawit Ferede



The support and mentorship offered within the BGA program are nothing short of exceptional. Every step of the way, I felt guided and empowered to explore, learn, and evolve. This unwavering focus on my growth is a testament to the program's dedication to fostering talent and potential.

Embarking on my journey with the Black Genius Academy (BGA) program was a revelation in itself. As someone who had yet to explore the realm of audio-based learning, I found myself stepping into a world that resonated with innovation and foresight. The program's approach to learning at one's own pace through auditory channels was captivating and interesting, making it a seamless fit for my dynamic lifestyle and commitments.

What sets the BGA program apart is its diversity of materials. Each topic is presented through a myriad of perspectives, offering comprehensive insights that cater to a variety of learning styles. This rich tapestry of content not only kept me engaged but also provided me with a holistic understanding of the subjects covered.

Overall, I was impressed by and benefited from Software Engineers who are willing and committed to share their knowledge and experience, including what is expected from a software engineer. In addition, the support, mentorship, and guidance have been really impressive and focused. As I reflect on my transformative experience with the BGA program, I am immensely grateful for the opportunities it is going to open up for me.

Looking Ahead

As we reflect on these accomplishments, our commitment to Black Genius Academy's future remains unwavering. In 2024, our focus is on enhancing content engagement and elevating the community experience. This initial report lays the foundation for future assessments, and we are dedicated to refining BGA to better serve the evolving needs of the Black tech community.

