



CASE STUDY

StreetCode hires graduates of Udacity's Pledge to Equality Scholarship program



Problem

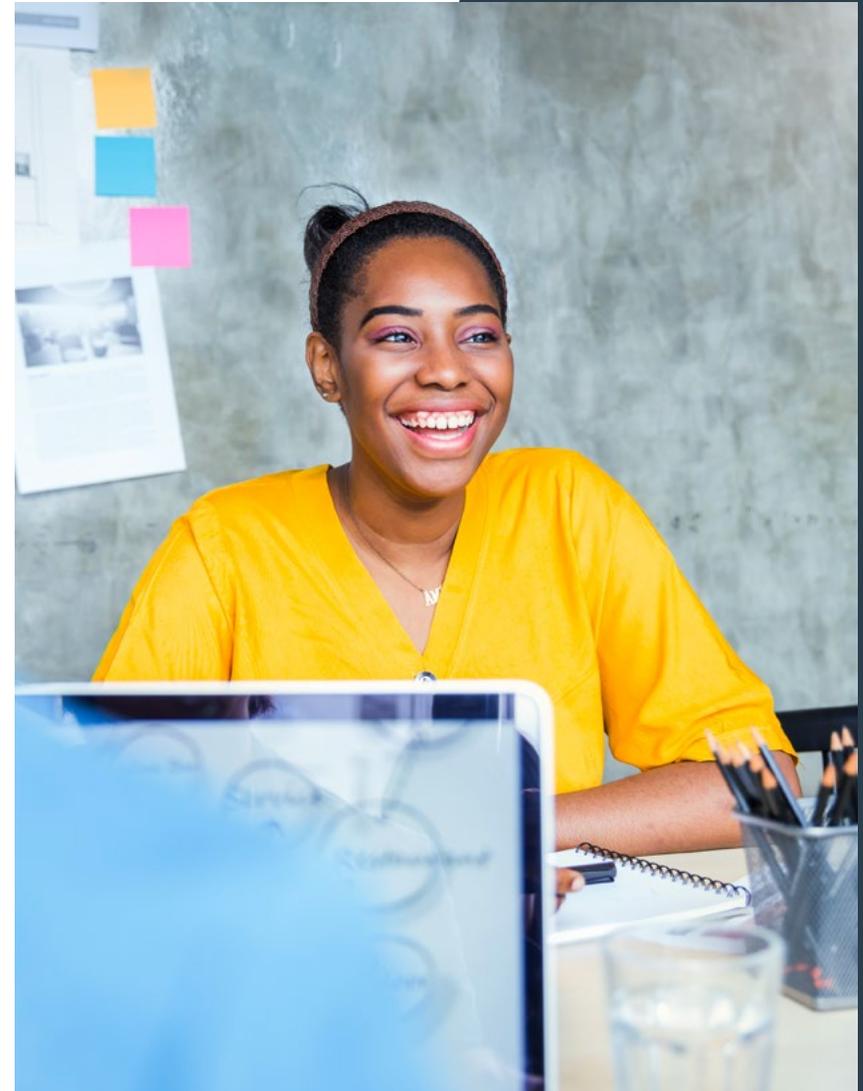
Improving minority representation within the tech industry

Over the past year, nationwide social unrest and the Black Lives Matter (BLM) movement have shined a spotlight on the inequality that minority communities in the United States face in their daily lives. One of the less spoken-about (but still critically important) topics concerns minorities' access to jobs in technology.

Minority representation in the tech industry is in desperate need of improvement. Case in point: Today, Black people make up only 3% of the employees at the top 75 tech companies in Silicon Valley compared to 24% of the total workforce.

Increasing representation is far more than simply a matter of boosting a company's image or embracing diversity for diversity's sake—companies that increase representation enjoy greater productivity, morale, and ROI. In fact, companies that have more diverse management teams have 19% higher revenue due to innovation.¹

Clearly, the tech industry is in need of better solutions to shrink the disparity.



[1. A Study Finds That Diverse Companies Produce 19% More Revenue](#)

Solution

Building a scholarship program to bridge the representation gap

To address the issue of underrepresentation in tech, Udacity created the Pledge to Equality Scholarship, which provides opportunities for Black learners to enroll in any Udacity program of their choosing.

But the scholarship program goes beyond providing in-demand technical skills for recipients. For its inaugural class of Pledge to Equality scholars, Udacity also hosted a virtual career fair to connect the students with employers in the tech industry.

Seven companies participated in the career fair, all of which were looking to increase minority representation within their respective organizations while at the same time close outstanding skills gaps. Incredibly, the event had an 86% attendance rate—that is, of the approximately 100 students who registered for the virtual fair, 84 attended and met with representatives from the participating companies.



The Results

Creating a diverse pipeline of qualified candidates

One of the companies in attendance, StreetCode Academy, found that there was strong overlap between their company's mission, the open roles within their organization, and the inaugural Pledge to Equality cohort. After meeting and conversing with scholarship recipients at the career fair, they ended up hiring five students from the program.

StreetCode is a nonprofit organization based in East Palo Alto focused on improving employment opportunities for underrepresented communities. During the career fair, it was clear that the Pledge to Equality students had the passion and in-demand skills their organization was looking for.

STREETCODE ACADEMY

"Udacity understands the importance of creating pathways for black and brown individuals that want to continue their education outside of the traditional system. Like StreetCode, they are committed to closing the tech gap that has been in our communities for decades. We are not only educating our students but meeting them with career opportunities that provide leadership, mentorship, and competitive pay." explained Aaron Baron, StreetCode's Partnership Manager.

"Everyone [we] spoke to at the event had a deeper calling, and understood the power of their voice. Several of our candidates work for us as Web Designers and Lead Teachers, and some even volunteer for us in our classes. Overall, we are happy to share in the community Udacity is building."

"Udacity's Pledge to Equality Scholarship Program gave me the opportunity to learn the fundamentals of Data Science while interviewing for real-world positions at growing tech companies. At Udacity's PtE Virtual Career Fair I received and accepted a great offer from a company that I interviewed with."



André Lamont

PLEDGE FOR EQUALITY SCHOLARSHIP RECIPIENT



ABOUT STREETCODE ACADEMY

StreetCode Academy is preparing a new generation of leaders. Our mission is to empower communities of color with the skills, mindsets, and networks to use tech and innovation to fulfill their full potential and participate in the innovation economy. Since 2014, we have served over 5,500 students through our free technology classes around hack, hustle, and design.

ABOUT UDACITY

Udacity's mission is to train the world's workforce in the careers of the future. We partner with leading companies to learn how technology is transforming industries, then teach the critical tech skills that individuals need for new and better jobs and that companies are looking for in their workforce. With Nanodegree programs ranging from AI and Azure to Data Science, Robotic Process Automation, and Cybersecurity, our online training platform helps even the busiest learners prepare themselves for the most in-demand tech roles.

