KANSAS CITY
WOMEN
IN TECHNOLOGY

2016 ANNUAL REPORT

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MESSAGE FROM THE FOUNDER

JENNIFER WADELLA

FOUNDER

In 2016, Kansas City Women in Technology had a monumental year marked by increased community engagement, significant team growth and exciting new partnerships. In our mission to grow the number of women in technology careers, we found innovative ways to engage girls in tech, provided valuable content to women in the tech workforce and built organic mentor opportunities.

The year started out with four monthly programs: CoderDojoKC, Coding & Cupcakes, Coding & Cocktails and TechTalks. Additionally, we were able to form partnerships with Big Brothers Big Sisters and the Boys & Girls Club of Greater Kansas City. With reserved seats and laptops in our two youth coding workshops, we were able to help kids from underserved communities engage in coding education.

To help further our mission, we also created several new leadership roles. These additions consisted of two data analysts along with various supporting roles for our coding programs, such as presentation director and mentor director. We strive to continue growing our mentors across all coding programs to create better pathways for growth and leadership for our members.
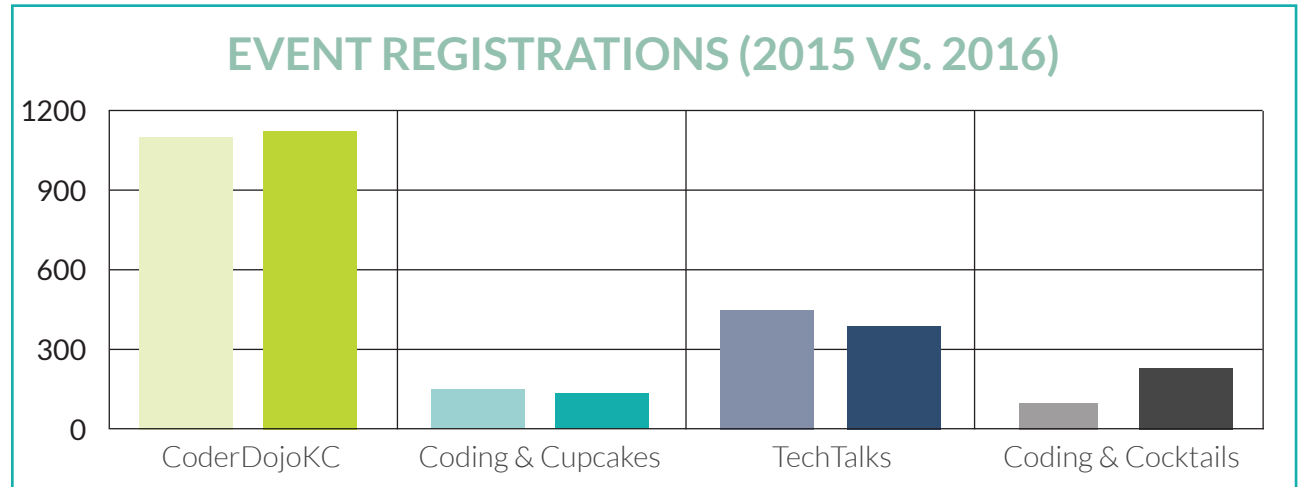
June of 2016 marked our first Django Girls event, where we hosted a weekend-long workshop that taught 78 women how to build websites from scratch. Many of the participants chose to continue coding education by applying to Launch Code and attending our Coding & Cocktails sessions.

By year end, Kansas City Women in Technology provided 45 technology events and served 2,453 people in the Kansas City community. Our leadership team also grew to 23 passionate volunteers running our day-to-day operations. Constantly inspired by the women we serve and those who come to us determined to fulfill their goals excelling in technical careers, we're excited to continue on this growth trajectory for 2017 as well.
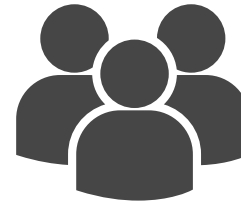
2016 AT A GLANCE

MAJOR MILESTONES

» **Hosted first-ever Kansas City Django Girls workshop**

» **Officially became a registered 501c3 organization (previously an Limited Liability Corporation)**

» **Team growth (more than double the previous board)**

» **Moved to monthly programs for Coding & Cocktails and Coding & Cupcakes**

EVENT REGISTRATIONS (2015 VS. 2016)

Chart showing bar values with y-axis from 0 to 1200 (gridlines at 300, 600, 900, 1200):

- CoderDojoKC
- Coding & Cupcakes
- TechTalks
- Coding & Cocktails

45 EVENTS

2,453 ATTENDEES

#97k SLACK MESSAGES

1,197 HOURS MENTORED

325 GITHUB COMMITS MADE

ORGANIZATIONAL OVERVIEW

ABOUT KCWIT

Founder Jennifer Wadella knew she wanted to give back to the community, while also realizing she couldn't possibly be the only woman programmer in Kansas City. So she built Kansas City Women in Technology in 2013 to help women in tech careers network with each other and to create a way for other women to enter the industry. As the organization has flourished, more programs have grown – not only to reach out to women in tech currently, but to support girls' interest in technology from a young age and offer a supportive outlet for women who want to get involved on any level.

MISSION

Kansas City Women in Technology's mission is to grow the number of women in technology careers in Kansas City by providing networking events and volunteer opportunities for members in addition to running programs targeted toward youth to encourage girls to pursue technology.

VISION

We envision an equally diverse technology workforce in the Kansas City area that attracts and retains talented people.

CONNECT
You're not alone. Meet other women in the technology industry. Share stories, get insights, talk about the latest tech.

COLLABORATE
Great minds think alike. Create the next big solution alongside other women in technology. Explore new opportunities & engagements.

MENTOR
You can make a difference. Girls who know women in a STEM career are much more likely to explore STEM career options as well.

LEADERSHIP

JENNIFER WADELLA
Founder

VENTURA RANGEL
Secretary, Event Chair

JACOB SCHWARTZ
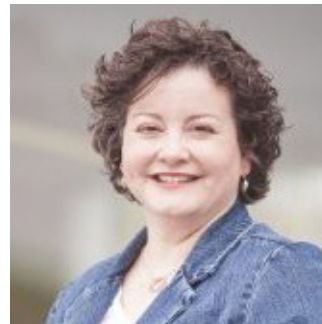Treasurer, Financial Chair

ALEX PEAK
Marketing Chair

TERESA MALY
Public Relations Chair

REBECCA ROMAN
Social Media Chair

TESSA SHULL
Social Media CoChair

TAMARA COPPLE
Membership Chair

MICKIE BREWER
Outcomes Data Analyst

GRACE CHOI
Demographics Data Analyst

LEADERSHIP

SARAH DUITSMAN
Coding & Cocktails
Director

KAYLA HENNEGIN
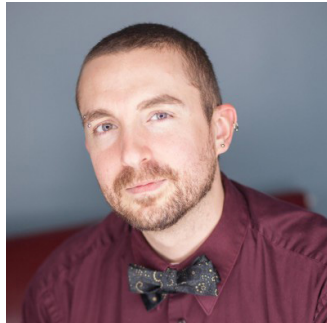Coding & Cocktails
Curriculum Director

LYNDSEY PADGET
Coding & Cocktails
Presentation Director

GABI DOMBROWSKI
Coding & Cocktails
Mentor Director

JODY SMITH
Coding & Cupcakes
Co-Director

BILL AYAKATUBBY
CoderDojoKC Director

ERIC POE
CoderDojoKC Director
of Curriculum

LANCE GLISER
CoderDojoKC Director
of Skill Mastery

TONYA FRANK-WADEL
Coding & Cocktails Social
Media

DENISE CHIAO
Photographer

CODING & COCKTAILS

Helping women who want to get into a coding career path, Coding & Cocktails provides the skills they need to be a front-end developer. Women who attend the program hear from a panel of female developers and mentors, get a topic-based presentation on a specific skill set and receive time to practice coding with access to mentors and experts who teach and guide.

2016 OVERVIEW:

» **11 monthly sessions** (up from 4 sessions in 2015 — April, June, August and October)

» **Built a curriculum that builds over each session, making for a year-long project**

» **166 attended** (up from 77 attendees in 2005)

» **23 female mentors**
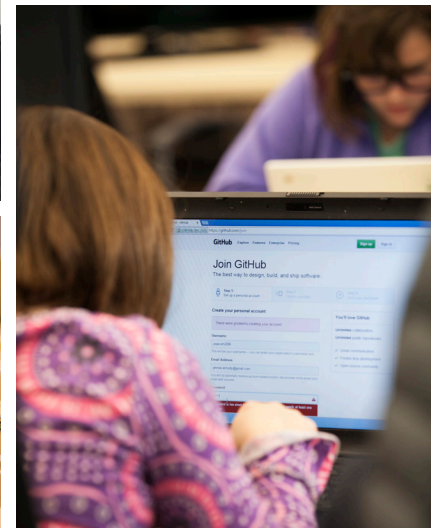
» **Leadership team expansion**

CODING & CUPCAKES

Coding & Cupcakes was created to change any misconceptions parents may have about coding as a hobby or career for girls. It encourages parents to bring their daughters and explore programs like CoderDojoKC afterwards. The sessions are cupcake themed and attendees are able to learn from a panel of female developers and mentors while creating their own cupcake shop websites, learning about essential collaboration tools like Github and enjoying cupcakes as a tasty treat.

2016 OVERVIEW:

» 11 monthly recurring sessions *(up from 4 sessions in 2015)*

» Reduced sessions size for better quality

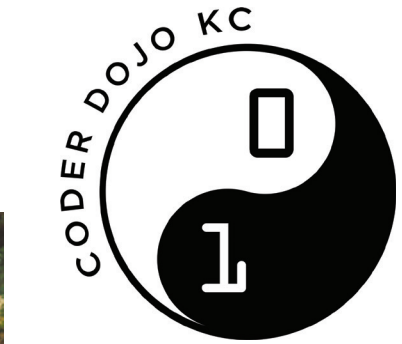» Ongoing curriculum enhancements

» 88 girls attended

» 13 female mentors

CODERDOJOKC

The Kansas City Chapter of CoderDojo occurs once a month. There are 100 spots available for K-12 youth and 25 laptops for families who can't afford their own. CoderDojoKC supports all skill levels. Kids who haven't coded are introduced to free online programs to get started, while kids with more experience are given project prompts and one-on-one time with mentors to work toward earning skill badges.

2016 OVERVIEW:

» Added the Junior Mentor Program

» A Boys and Girls Club Partnership

» Sessions Between the Sessions

» 58 kids per session *(63 kids in 2015)*

» 36% girl attendees *(37% in 2015)*

» 136 presentations

» 28 badges

TECHTALKS

This networking event includes an educational speaker or panel each month (Jan–Nov). The TechTalks are hosted at various locations throughout the city, often at technical companies, and allow attendees to find out more about Kansas City Women in Technology, along with the programs we offer.

2016 OVERVIEW:

» Book club

» Team growth

» Team building

» A variety of informational and fun events
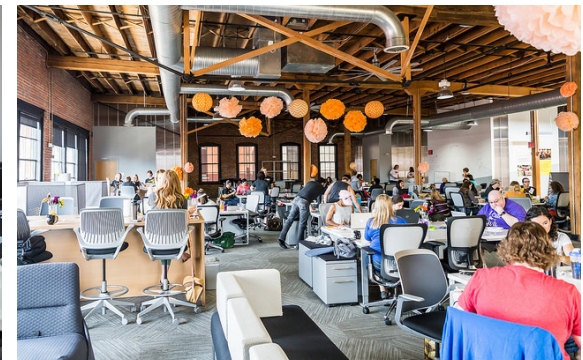
» 475 attendees

DJANGO GIRLS

As a national nonprofit, Django Girls is known for creating curriculum and helping cities host workshops that teach women how to code with the Python framework, Django. Once a year, Kansas City Women in Technology hosts a weekend-long Django Girls workshop for 75-120 women learning to build websites. This year, 2016, was the first-ever time Kansas City has hosted Django Girls.
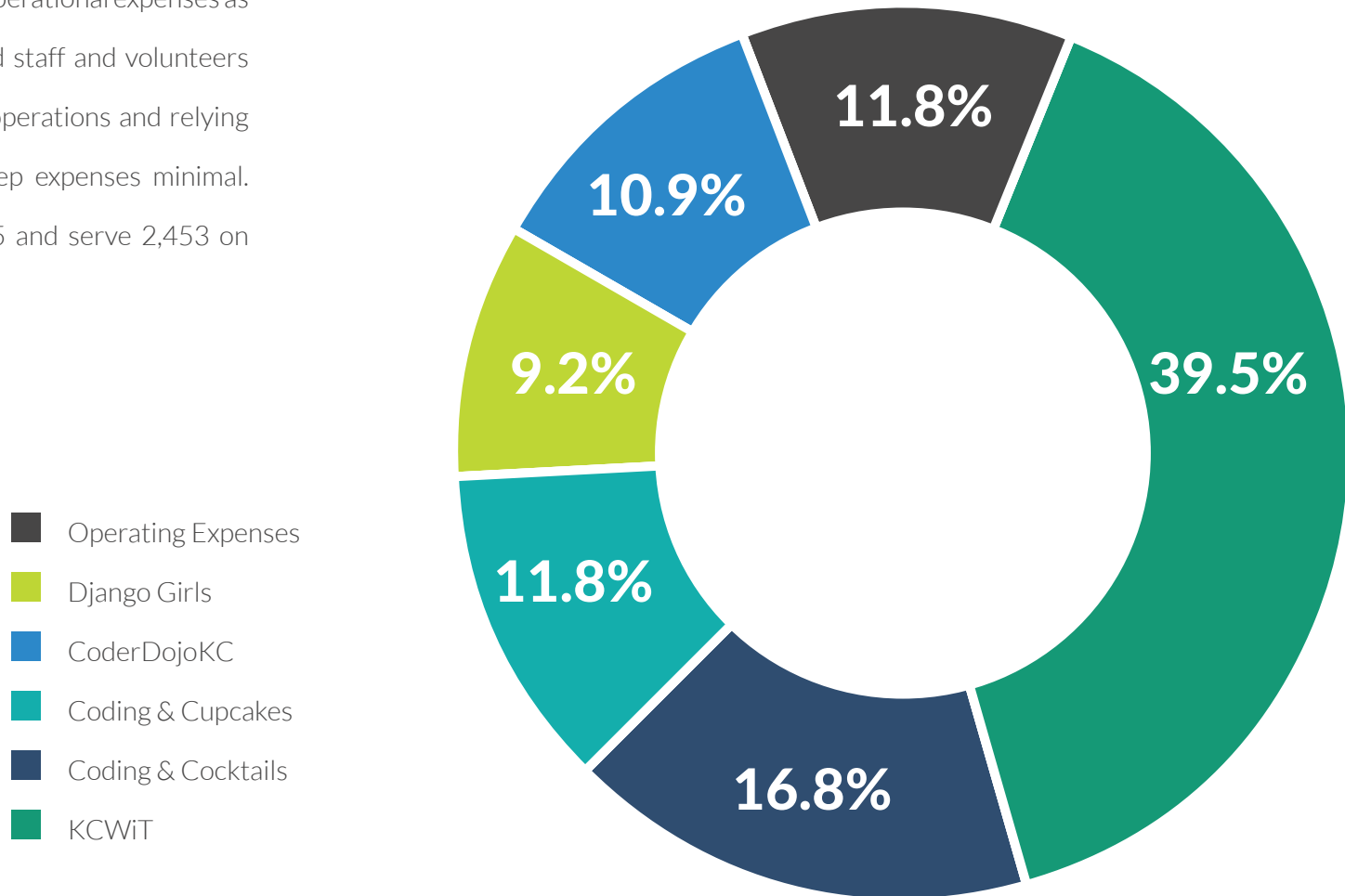
2016 OVERVIEW:

- » June 24–26
- » Over 90 applicants
- » 76 attendees
- » 19 mentors

FINANCIALS

Kansas City Women in Technology aims to provide low-cost content to the community and keeping administrative operational expenses as lean as possible. No paid staff and volunteers running the day to day operations and relying on automation tools keep expenses minimal. We were able to run 45 and serve 2,453 on $18232.20 in 2016.

2016 EXPENDITURE ALLOCATIONS

- Operating Expenses
- Django Girls
- CoderDojoKC
- Coding & Cupcakes
- Coding & Cocktails
- KCWiT

11.8%
10.9%
9.2%
11.8%
16.8%
39.5%

TESTIMONIALS

PARENTS

"Many girls don't see that [technology's] a path for them, and I wanted to make sure that both my children, regardless of gender, realize that they could do whatever they wanted to do."

— *Melinda, Coding & Cupcakes parent*

"My son, Sam, began attending CoderDojo KC over a year ago and turned a curiosity about coding into a passion … The mentors give of their time selflessly and not only know how to communicate with their young charges, but also how to inspire them as well. I truly believe that they are changing lives with their work, and can't wait to watch how the young students develop in the coming years."

— *Andrew Granade, CoderDojoKC parent*

MENTOR

"I feel like Kansas City is the best place to be a woman in technology, and a big part of that is the KCWiT community."

— *Kelsey Leftwich, Mentor*

COMMUNITY PARTNER

"Kansas City Women in Technology has been an incredible community partner of the Boys & Girls Clubs of Greater Kansas City because they not only provide resources (hardware, connectivity, etc) but also impassioned volunteers who want to help our kids succeed. There are other STEM programs we offer, but none that are ongoing and available every single month. We are so appreciative of their time and efforts!"

— *Nicole Wosje , Boys & Girls Club of Greater Kansas City Technology Committee Lead*

ATTENDEE

"I'm thankful affordable and flexible coding opportunities like Coding & Cocktails exist for novices like me … I appreciate that there are several mentors available to help, and they will stick with you until you understand the concept."

— *Shireen, Coding & Cocktails attendee*

SPONSOR

"The Nerdery believes in the importance of what KCWiT is doing in KC. We host Coding and Cocktails on a monthly basis because we want to encourage diversity in the tech space. The Nerdery mirrors C&Cs passion for exposing women to not only technical knowledge but offering them a network where they have a safe environment to learn and grow."

— *Monica McAtee, The Nerdery*

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COMMUNITY PARTNERS:

Big Brothers Big Sisters of Greater Kansas City

BOYS & GIRLS CLUB

girl scouts

KC STEM Alliance