

2022 Annual Report

Jan. 1, 2022 – Dec. 31, 2022



Some words from our CEO



Lauren Sato
Ada CEO

Dear Ada community,

2022 was a year of unprecedented growth for Ada Developers Academy. We served more students than ever before, expanded our team, launched our campus in Atlanta, began hiring for our DC campus, and increased services for students.

The end of 2022 brought dramatic changes in the tech industry, pushing Ada to evolve to continue to provide our students with skills and experiences that lead to successful careers in tech. This has meant pursuing new corporate partners, pivoting our program strategy, and reducing our growth expectations to ensure Ada persists through this tech contraction.

At Ada, we are committed to promoting equity in the tech industry, and as the industry evolves Ada is adapting as well. This includes addressing how the introduction of AI-enabled software development tools are impacting the gender disparity in tech. As noted by the World Economic Forum, “the lack of gender diversity in the workforce and uneven distribution of power and leadership in the AI sector are very concerning... These systems replicate patterns of gender bias in ways that can exacerbate the current gender divide by spreading and reinforcing harmful gender stereotypes.” In order to continue to Change the Face of Tech, we need to build a future in which the humanity AI is built to serve is represented at the development table.

We also recognize that this moment truly calls for an ecosystem approach — emphasizing the importance of community, collective power, and movement building. We will continue to expand our movement at Ada by adding new internship partners in new sectors and new community partnerships to provide the supports that allow our students to thrive. In 2023 we will facilitate conversations, gatherings and opportunities to connect to this ecosystem, including the roll-out of “Ada Connect,” our new alumni portal, and save the date for AdieCon October 12-13.



At Ada, we are committed to promoting equity in the tech industry, and as the industry evolves Ada is adapting as well.”

Our staff

- Lauren Sato, CEO

Adrian Prado

Alexandra Holien

Alina Brunner

Allina Yang

Ansel Rognlie

Ashley Yang

Audrey Andoy

Bethany Lindsey

Camilla Mejia

Char Mays

Charline Zavaleta

Christine Newman

Claire Elliott

Daniel Chan

Danielle Ishem

Dawn Cheung

Emily Schifferling

Garnet Wong-Woo

Ghameerah McCullers

Gina Ruccione
- I-Shan McMahan

Kelsey Steven

Kendall Holmes

Kyra Patton

Lauren Kastanas

Lexie Rodriguez

Lynn Hewitt

Marissa Rowell

Mark Arciaga

Mikelle Wade

Nancy Harris

Rachel Palfini

Sancha Elevado

Shauntia Walker

Sheila Pinkham

Siobahn Lawrence

Sol Mendez

Sylvia Artiga Monreal

Theresa Mejia

Tikka Sears

Yolanda Eng

These lists reflect Ada’s team as of June 2023.

Our board

- Latoya Singleton, Board Chair

Alan Cole

Angela Fan

Collin Foulds

Hala Haddad

Jane Billbe

Jeffrey Spector

Karsten Vagner

Maureen Ezekwugo

Michael Chang

Michelle Broderick

Rachel Klein

Sally Moore

Tina-Marie Gulley

Education, by the numbers

Cohorts in our Core program

GRADUATED IN 2022

Cohort 15

71

students

Cohort 16

93

students

ENROLLED IN 2022

Cohort 17

108

students

Cohort 18

153

students

Demographics across our Seattle, Digital and Atlanta campuses

425

students served

78%

students of color

45%

underrepresented minorities in tech*

36%

LGBTQIA+

Student success

95%

student retention rate

97%

graduation rate

76 → 84

2022 NPS Score** increase

Post-graduation

Cohort 15 and Cohort 16 entered the job market in 2022 ...

90%

found full-time employment within 6 months of graduating

+238%

average salary rate change

*Black, Latine, Indigenous, Native Hawaiian and/or Pacific Islander

**Net promoter score is a market research metric that is based on a single survey question asking respondents to rate the likelihood that they would recommend a company, product, or a service to a friend or colleague.

Thursdays at Ada

In 2022, the Internship & Career Services team created new professional development programming through the **Thursdays at Ada** series, offering live learning sessions on topics such as

- effective resume building, job hunting, networking, interviewing
- tech recruiting (including a panel with hiring managers)
- negotiating compensation, managing up, self-advocating

Resources for these topics and more are now available anytime to interns and alumni through a new digital library launched in 2022.

Other programs

Ada's preparatory programs

Ada offers **Ada Build** and **Ada Build Live** as free preparatory programs designed to introduce potential applicants to Python and coding fundamentals.

Ada Build

SELF GUIDED

curriculum always available online

Ada Build Live

INSTRUCTOR GUIDED

workshop series offered quarterly

476 participants

55% Ada Build Live participants who applied to our Core program in 2022 were accepted***

Lovelace Learning Labs

118 participants

Lovelace Learning Labs is a free, biannual continuing education series for Ada alumni focusing technical skills, career advancement, and personal development.

***We don't track who accesses the Ada Build self-guided curriculum on their own, only those who attend the ABL workshop series.

Visit our website to learn more about [Ada Build](#) + [Ada Build Live](#)



Take Haction!

In response to the devastating setback to reproductive freedom that came with the US Supreme Court overturning Roe V Wade, Ada hosted a hackathon event to build collective power and action within our community.

Learn more about Take Haction!



Read our CEO's op-ed on Forbes



Alum spotlights

Hear Alum Annalee's Career Journey 7 Years After Graduating from Ada



Hear Cohort 4 Alum Annalee's story about her life-changing career journey from conservationist turned software developer through Ada Developers Academy's transformative program.

Watch on YouTube



Alum Brooke's Inspiring Journey from Retail to Tech with Ada's Program



Experience the inspiring journey of Ada C16 Alum Brooke, from a career in fashion retail, music, and working in a grocery store; she transformed her life through Ada's program.

Watch on YouTube



Equity + Policy

In 2022, the Equity & Policy team integrated social justice training into the Ada student experience with a curriculum spanning allyship, self advocacy, power, privilege, implicit bias, racial justice, gender justice, microaggressions, identity and intersectionality, and community agreement.

150+ intern managers

received inclusive leadership training to build their skills for cognizance of bias, cultural humility, and collaboration across diversity. This programming culminated in the Inclusion Summit in August, when managers and interns came together to deepen their knowledge through practice-based workshops, panels, and guest speakers.

Within Ada, our executives engaged "Be the Change" in a series of structured thinking routines and workshops to design antiracist organizational practices, and our education team attended workshops to build and enhance anti-racist instructor competencies. Additionally, the E&P team initiated a racial equity task force for staff and introduced open Equity Office Hours (also available to students).

Our team

We invested in our people through competitive compensation packages and professional development (including expanded mental health benefits through BetterHelp and monthly training on topics such as emotional intelligence, change management, neurodiversity and more). In August, we convened an all-staff retreat at our Seattle HQ to galvanize our collective commitment to each other as well as the communities we serve.

Ada in the classroom



←
Adies receive coaching and career services throughout the program



→
Ada values community over competition



↑
Ada provides access to financial assistance, laptops, therapy, and childcare during the classroom phase to meet students' needs holistically



2022 Financials

In 2022 Ada focused on implementing the growth strategy initiated by Equality Can't Wait funding received in 2021. We made significant investments in our people, resources, and infrastructure to support an increased student count, which started 2022 with a 62% increase in students over 2021. Through that growth, Ada continued providing students with wrap-around services for equitable access to our tuition-free program, such as laptop loans, financial assistance for living expenses, childcare subsidies, and mental health counseling.

Revenue

+\$11.4 million

Expenses

-\$14.2 million

→ **-\$2.8 million** loss in net assets

Revenue breakdown

\$10,168,640
Business Development: corporate partnership philanthropy

\$202,666
Philanthropy: individual giving

\$1,003,600
Philanthropy: institutional funding

\$35,870
Other

Expenses breakdown

59%
Personnel

27%
Program services

11%
General admin

3%
Contracted program support

Current net assets

\$3,488,242
Temporary Restricted Net Assets

\$11,142,375
Unrestricted Net Assets

“

Not only have the employees that we have hired through Ada internships continued to grow in their careers, given the strong foundation they started with, but they have all been strong carriers of our core values.”

VP of Community & Culture for Zillow

Thank you to our corporate partners

In 2022, students in Cohorts 16 + 17 received invaluable training through internship with:

The Allen Institute +	Ookla
The Allen Institute for AI	Oracle
Amazon	Parallels
Anaconda	Qumulo
Blue Origin	Redfin
Concur	Remitly
CrowdStrike	Skytap
Dropbox	Smartsheet
GoDaddy	Sofi
GoodRx	Strike Graph
Google	Submittable
Highspot	Two Sigma
Indeed	Volkswagen Group of America
Khan Academy	Zulily
Microsoft	
Nordstrom	

Thank you to our philanthropic partners

In 2022, our mission to change the face of tech was made possible by investments from:

8th Light	King County Digital Equity Fund
AdaCore	Lacewing Foundation
Alaska Airlines Women in Technology	LiveRamp
Alliant Credit Union Foundation	Lucky 7 Foundation
AppFolio	Marie Lamfrom Foundation
BECU Foundation	The Medina Foundation
Byron and Alice Lockwood Foundation	The MindSync Group
Boeing	Murdock Charitable Trust
Capital Group	Nordson Foundation
Cognizant Foundation	Shihara Family Foundation
Community Foundation for Greater Atlanta	Slashdata
Elastic Search	TripAdvisor
Ellison Foundation	Truist Foundation
Envestnet Asset Management	Tulalip Tribes Charitable Fund
Etsy Impact Fund	Umpqua Bank Charitable Foundation
	Wells Fargo Atlanta Foundation

Let's connect

Ada is always looking for new partnerships across industries and geographies for intern placement, especially for our new campuses in Atlanta and DC. Click here to learn more and get in touch with our business development team!

Learn more and get in touch with our business development team



Join us in building a movement to change the face of tech



Volunteer



Become a partner



Give Today



/adadevacademy



/adadevelopers



/adaacademy



/ada-developers-academy



**ada developers
academy**

315 5th Ave S, Suite 200, Seattle, WA 98104 // **adadevelopersacademy.org**