



ada developers
academy



2023 Annual Report

Jan. 1, 2023 – Dec. 31, 2023



Letter from Our Interim CEO



Shawna Young
Interim CEO

Dear Ada community,

I joined Ada in September 2023, following a period of significant challenges, including the suspension of admissions for our Summer 2023 Cohort 20, the postponement of over a third of the internships for Cohort 19, a pause on our expansion plans into the Washington, DC market, and a staffing reduction of 80% across three rounds of layoffs. Amidst these dynamics, the unwavering support from our community, coupled with the relentless determination of our fearless team, dedicated board members, steadfast alumni, generous donors, and committed partners, have inspired me.

With the economic downturn, we've witnessed a tremendous industry shift. Many of our coding education peers had to permanently shut their doors. Meanwhile, organizations across multiple industries have had financial constraints resulting in halting diversity, equity, and inclusion (DEI) investments, downsizing their technical staff, and cutting back on software development and engineering pipeline development initiatives. In this climate, securing corporate partnerships that sponsor the Ada Core program and student internship experiences became increasingly harder to secure. Therefore, it became crucial for us to stay optimistic about our future, focusing on rejuvenating our small but mighty team so they can continue to support our existing students, secure immediate philanthropic funding, and implement substantial operational adjustments to ensure our financial solvency.

Philanthropy with Purpose

Amidst challenges, the catalytic support from the Equality Can't Wait Challenge (funded by Pivotal Ventures, MacKenzie Scott, and Charles and Lynn Schusterman Family Philanthropies) and Cognizant, as well as new funding through the Women in Apprenticeship and Nontraditional Occupations program at the U. S. Department of Labor – Women's Bureau enabled Ada to train our largest number of students yet of more than 700 adults through AdaCore and Ada Build Live programs. Additionally, our on-demand and self-paced program Ada Build has grown in popularity allowing easy accessibility to adults. This enabled us to guarantee that a greater number of women and individuals of diverse gender identities are equipped to embark on careers in technology.

Expanding our Mission Beyond Seattle

Our mission to prepare women and gender-expansive adults to be software developers while advocating for inclusive and equitable work environments has expanded beyond Seattle. Our efforts have strengthened corporate partnerships,

enabling us to offer intern placements across an expanded range of geographic locations. Our presence has significantly expanded, now spanning across major cities, including Atlanta, Washington, D.C., New York City, San Francisco, and Austin.

Future-Proofing Education Through AI-Enhanced Curriculum

As recipients of Solve, an initiative by MIT /Tiger Global Impact Ventures' Gender Equity in STEM Challenge and the STEM Education for Women and Girls of Color from F5, we also began developing our new AI curriculum. We wanted to ensure that both future student cohorts and our alumni gain access to training on how to effectively use AI tools in their roles as software developers.

Appreciation for Our Community

To our cherished Ada community, you have our deepest gratitude. Your steadfast support and kindness have paved a sustainable path for Ada's future. Our collective work has put Ada on a strong forward trajectory to continue our mission this work into the future. Words cannot express the pure joy that I have to share that as 2024 begins, Ada still serves as a beacon of hope. This stands as a compelling testament that women of color and gender-expansive individuals are and will remain key contributors in developing technology for the most diverse communities and our world's complex needs.

This year marks the exciting reboot of three key programs! Ada Build and Ada Build Live are setting the stage to empower more women of color and gender-expansive adults with fundamental coding skills. Meanwhile, Lovelace Learning Labs continues to offer continuous education and professional development opportunities for our alumni. **Ada continues to get stronger!**

Sincere regards,

Shawna Young
Interim CEO

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Letter from Our Board Chair



Latoya Singleton
Board Chair

Dear Ada community,

This year presented Ada with unparalleled challenges, yet it also sparked an incredible display of determination from the team. It provided a unique opportunity to reflect, innovate, and grow, transforming obstacles into avenues for remarkable progress. Under Shawna Young's leadership, staff remained resilient and dedicated to providing the best education and wrap-around services, partnering with top companies to provide exciting internship experiences and thoughtful support for students.

The results of 2023 speak for themselves:

- We trained the largest number of software developers, during a market constriction, priming them to be ready to deliver Ada's vision to "Change the Face of Tech"
- We crafted an AI curriculum designed to lay a solid foundation for the tech leaders of tomorrow.
- We broadened growth and outreach initiatives in the Atlanta and Washington, D.C. regions.

Looking ahead, Ada will persist in fostering this progressive momentum, fully supported by the unwavering commitment of the Board. Our collective aim is to leave a lasting imprint in the technology sector, striving to achieve even more remarkable milestones in the years to come.

Sincerely,

Latoya Singleton
Board Chair

“

Looking ahead, Ada will persist in fostering this progressive momentum ... Our collective aim is to leave a lasting imprint in the technology sector, striving to achieve even more remarkable milestones in the years to come.”



Navigating Challenges

Although the rate of widespread layoffs has decreased since 2023, investment in headcount growth and Diversity, Equity, and Inclusion (DEI) programs has yet to fully recover. Faced with a contracting venture capital landscape, certain companies are finding it challenging to stay afloat, whereas others are strategically focusing on driving profitability. For Ada, this signifies a shift towards expanding our reach beyond traditional tech organizations.

Our staff

Shawna Young, *Interim CEO*
Adrian Prado, *Instructor*
Alexandra White Holien, *VP of Corporate Partnerships*
Ansel Rognlie, *Instructor*
Ashley Yang, *Instructor*
Char Mays, *Technical Curriculum Manager*
Daniel Chan, *Career Services Manager*
I-Shan McMahan, *Accounting Manager*
Kelsey Steven, *Associate Instructor*
Lauren Kastanas, *Philanthropic Initiatives Director*
Lynn Hewitt, *Chief Administrative Officer*
Mikelle Wade, *Instructor*
Rachel Palfini, *Admissions & Student Affairs Manager*
Shauntia Walker, *Corporate Partnerships Director*
Sheila Pinkham, *Director of People Operations*
Sylvia Artiga Monreal, *Educational Program Director*
Theresa Mejia, *Account Manager*

This list reflect Ada's team as of December 2023.

Our board

Latoya Singleton, *Board Chair*
Alan Cole
Angela Fan
Collin Foulds
David Daniels
Hala Haddid
Jane Billbe
Jeffrey Spector
Karsten Vagner
Maureen Ezekwugo
Michael Chang
Michelle Broderick
Rachel Klein
Sally Moore
Tina-Marie Gulley



Transformative Success and Economic Mobility

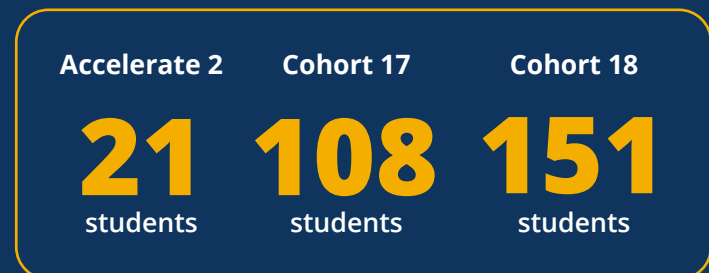
Our programs consistently deliver remarkable outcomes; Ada alumni have ascended to prominent positions in the tech industry, including Senior Software Developers, Principal Engineers, Directors, CTOs, and startup founders. Adies have gone on to work at top companies such as Google, Amazon, and Microsoft, bringing their unique perspectives and skills to these organizations. By partnering with us, companies not only gain access to highly skilled software developers but also demonstrate their commitment to creating a more inclusive and diverse workforce.

We take immense pride in our program's significant contribution to the economic upliftment and stability of our graduates, with the majority securing initial software developer starting salaries between \$100,000-\$125,000. This marks an impressive average salary increase of 175% from their earnings before joining Ada. These achievements not only transform the professional trajectories of our graduates but also have a profound, positive impact on the lives of their families and communities demonstrating the transformative power of the Ada experience.

Education by the numbers

Core Program

GRADUATED IN 2023



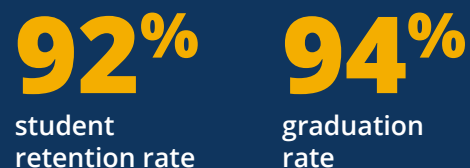
ENROLLED IN 2023



Demographics Across Seattle, Digital, and Atlanta Campuses



Student Success



In the Market



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

**67% of graduates from Cohorts 16-18 secured full-time employment within six months

Additional programs

Ada's preparatory programs

148 participants

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

<p>Ada Build</p> <p>SELF GUIDED</p> <p>curriculum always available online</p>	<p>Ada Build Live</p> <p>INSTRUCTOR GUIDED</p> <p>virtual workshop series offered quarterly</p>
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Lovelace Learning Labs

80 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](#)



New AI Curriculum powered by MIT Solve Grant

We are thrilled to announce the launch of our **AI-Augmented Software Engineering** curriculum at Ada powered by MIT Solve, an initiative by the Massachusetts Institute of Technology dedicated to social impact innovation. Ada's program is designed to provide students with a comprehensive understanding of **Generative AI and Large Language Models**. Throughout the curriculum, students will gain insights into the nuances of working with **AI helpers**, including potential pitfalls to be mindful of.

The curriculum covers essential topics such as **'Prompting 101'** and **'Debugging with ChatGPT,'** offering students practical skills and knowledge for working with this tool. Additionally, participants will learn to harness the power of **OpenAI's API**, enabling them to programmatically interact with ChatGPT.

As a culmination of the course, students will be introduced to **GitHub's CoPilot**. They will not only learn how to effectively utilize CoPilot but also understand its limitations. This comprehensive approach ensures that students are well-equipped to navigate the evolving landscape of software engineering.

Introducing AdaConnect

Our brand-new online platform, **AdaConnect**, launched in March. This is a place for Adies (what we affectionately call our alumni community) to connect and collaborate from anywhere. We can't wait for you to check it out.

We have been working hard to create a space for **networking, job opportunities, resources, events, and much more**. In these times, it's more important than ever to stay connected. AdaConnect is a place to strengthen and support our alumni community as we grow.

Student spotlights



Anjelica Yee

Cohort 19 graduate, Software Engineer at Oracle

Ada boosted my career and confidence

Transitioning from an eight-year finance career in Colombia to the tech industry in the U.S. presented significant challenges. This was further complicated by a seven-year career hiatus, marked by an unsuccessful venture into entrepreneurship, welcoming a new baby, and assuming the primary responsibility of family support. Re-entering the workforce was difficult, despite having prior experience in the field. In the U.S., I faced significant challenges in securing a finance position at any level. My background as a Latina and a newcomer only compounded these difficulties, making the situation feel particularly daunting.

Despite a longstanding interest in programming, acquired both through university studies and personal pursuit, the path to a career in software engineering seemed out of reach for someone with my profile.

Discovering Ada Developers Academy was a turning point. Ada's inclusive approach to software development training provided a welcoming environment that valued my unique background and experiences. The program emphasized technical skill development while also focusing on empowering students to recognize and leverage their strengths.

Through Ada, I gained not only the technical skills required for a career in software engineering but also a profound understanding of my own capabilities and potential. This experience has been transformative, enabling me to view my background and personal history as assets rather than barriers.

Ada's commitment to inclusivity and support played a crucial role in my journey, leading to a position at Oracle. Starting as an intern, I successfully transitioned to a full-time role, marking a significant achievement in my career. This opportunity reflects the practical skills, confidence, and self-awareness I developed at Ada.

In summary, my experience at Ada Developers Academy has been pivotal in shifting my career trajectory and enhancing my self-perception. It stands as a testament to the impact of inclusive, supportive training in unlocking potential and creating pathways to success in the tech industry, all while navigating the responsibilities of motherhood and family support during a significant career gap.



Makeesha Pruitt

Cohort 18 graduate,
Software Development
Engineer at SunPower

Ada prepared me for real-world challenges

My time at Ada Developers Academy was truly transformative. Before joining, a tech career felt out of reach, but Ada's immersive program changed everything. The rigorous coursework prepared me for real-world challenges, making the transition to industry much more seamless.

What makes Ada special is its supportive community and dedicated staff. Their encouragement was invaluable every step of the way. Ada's emphasis on the value of our soft skills and unique backgrounds sets it apart.

Securing a full-time job offer from my internship was the highlight of my Ada journey, showcasing the program's effectiveness. Today, I'm proud to be an Ada alum and I can say that Ada has truly changed my life for the better!

Board spotlight



Tina-Marie Gulley

Board member

Ada is committed to transformation

Ada is deeply committed to innovation and excellence. They're on a mission to shape the future of tech in a way that makes profound and positive outcomes. This commitment is precisely why I decided to join the board. Throughout my almost four-year tenure, I have devoted my efforts to prioritizing programming for communities that are most underserved and overlooked, making sure they are at the heart of Ada's initiatives. For me, it's imperative to ensure that their voices are heard, they feel empowered, and they experience upward mobility throughout their careers in software development. Achieving this kind of impact is challenging, yet very transformative.

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Ada’s program is exceptional. It is the gold standard for creating non-traditional pathways into lucrative tech careers.”



Jeremy Modjeska
VP of Product and
Engineering Operation

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We see Ada’s program as immensely valuable both for students and for employer partners. Students get hands-on work-based learning opportunities on engineering teams, and employer partners get access to highly qualified diverse talent, often bringing perspectives and skills from prior careers that we do not see in traditional college interns.”



Sarah Morris
Chief Product Officer

Thank you to our ...

Corporate partners

In 2023, students in Cohorts 18 and 19 received invaluable training through internship with:

- | | |
|------------------------------|--|
| Allen Institute | Moz |
| Allen Institute for AI (AI2) | Mural |
| Amazon | Nintendo |
| Anaconda | Nordstrom |
| Audere | Ookla |
| Blue Origin | Oracle |
| Cerebral | Pinterest |
| College Board | RealPage |
| Convoy | Rebellion Defense |
| Discord | Remitly |
| Evo | Rover |
| Getty Images | Salesforce |
| Glue (formerly Mystery Inc.) | SAP Concur |
| GoDaddy | Seagen |
| Google | Skytap |
| Hashicorp | Smartsheet |
| Highspot | Socrata (Division of Tyler Technologies) |
| Home Chef | Submittable |
| IntraHealth | SunPower |
| Karat | Thomson Reuters |
| Khan Academy | Two Sigma |
| Microsoft | WEconnect Health |
| | Zulily |

Philanthropic partners

In 2023, our mission to change the face of tech was made possible by investments from:

- Betty & Davis Fitzgerald Foundation
- Boeing
- Ceres Foundation
- Compass Rose Foundation
- Ellison Foundation
- F5
- Google
- L'Aiglon Foundation
- Lockwood Foundation
- Matson Foundation
- Medina Foundation
- Norcliffe Foundation
- Okta For Good
- Paul Glaser Foundation
- Raven Trust Fund
- Richard Munroe Foundation
- Seattle Times Community Connect
- Shihara Family Foundation
- Tiger Global Impact Ventures and MIT Solve
- Tulalip Tribes
- US Department of Labor – Women’s Bureau

In-kind partners

In 2023, we recieved student laptops, classroom monitors, web development and domain support, and more from:

- Amazon
- Auctane
- Generation.XYZ LLC
- Karat
- Skytap
- Zulily

Let’s connect

Ada is always looking for new partnerships across industries and geographies for intern placement.

[Learn more and get in touch with our business development team](#)



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



Connect

Visit our website to sign up for our newsletter

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Become a corporate partner



Give Today