



2021 Annual Report



Before we get to the **good news, let's go back to the beginning.**



Background

Initially, the primary goal of Austin Urban Technology Movement was to connect employers and candidates from the Black and Hispanic communities. We held events to help people find work and get into tech.

From 2016 to 2019, we hosted over **20 in-person events** at multiple tech companies in Austin, Texas, and helped **30 people gain employment**.

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Background Continued...

By 2019, AUTMHQ had incorporated into a Texas nonprofit and by 2020 we earned our federal 501(c)(3) tax-exempt status. Our previous work amplified the importance of our **mission to increase diversity in tech.**

Along the way, AUTMHQ has transformed ideas about the delivery of workforce development by combining online technology skills training with a robust slate of career advancement opportunities –networking events, mentoring, job shadowing, volunteering, and job placement.



The COVID-19 Pandemic struck us hard in 2020, and we noticed that people were losing their jobs due to a lack of access to technology. We discovered that stable and reliable broadband internet access is critical for gaining job opportunities, education, and human connection. Unfortunately, many communities, particularly those that are low-income, underserved, and underrepresented, do not have access to the internet or to opportunities to develop technology skills.

change.org

To help Texans with these needs, AUTMHQ launched the nonpartisan Texas Technology for All campaign, which was designed to help provide internet access for low-income, underserved, and underrepresented communities, connect these communities with technology devices (mobile hotspots and computers), and upskill and reskill these populations to transition into the technology industry (using tech, developing tech, or working in tech).

This petition has currently received **2,264 signatures**. This figure reflects the number of people who are aware of the problem and supportive of our solution.



People from all over the world
have been **moved** by Austin
Urban Technology **Movement**.



Reach and Engagement

- Throughout 2021, we introduced the AUTMHQ brand and exposed **375,000 people** to tech opportunities.
- On Facebook, we reached more than **207,000 people** and received **3,500 daily Page Views** on our AUTMHQ website.
- AUTMHQ engaged **499 new members** through our job placement programs during 2021.
- More than **479,000 people** viewed content about AUTMHQ's mission across social.
- We reached over **73,000 professionals** through LinkedIn sponsored posts.
- AUTMHQ reached over **8,800 viewers** on TikTok.



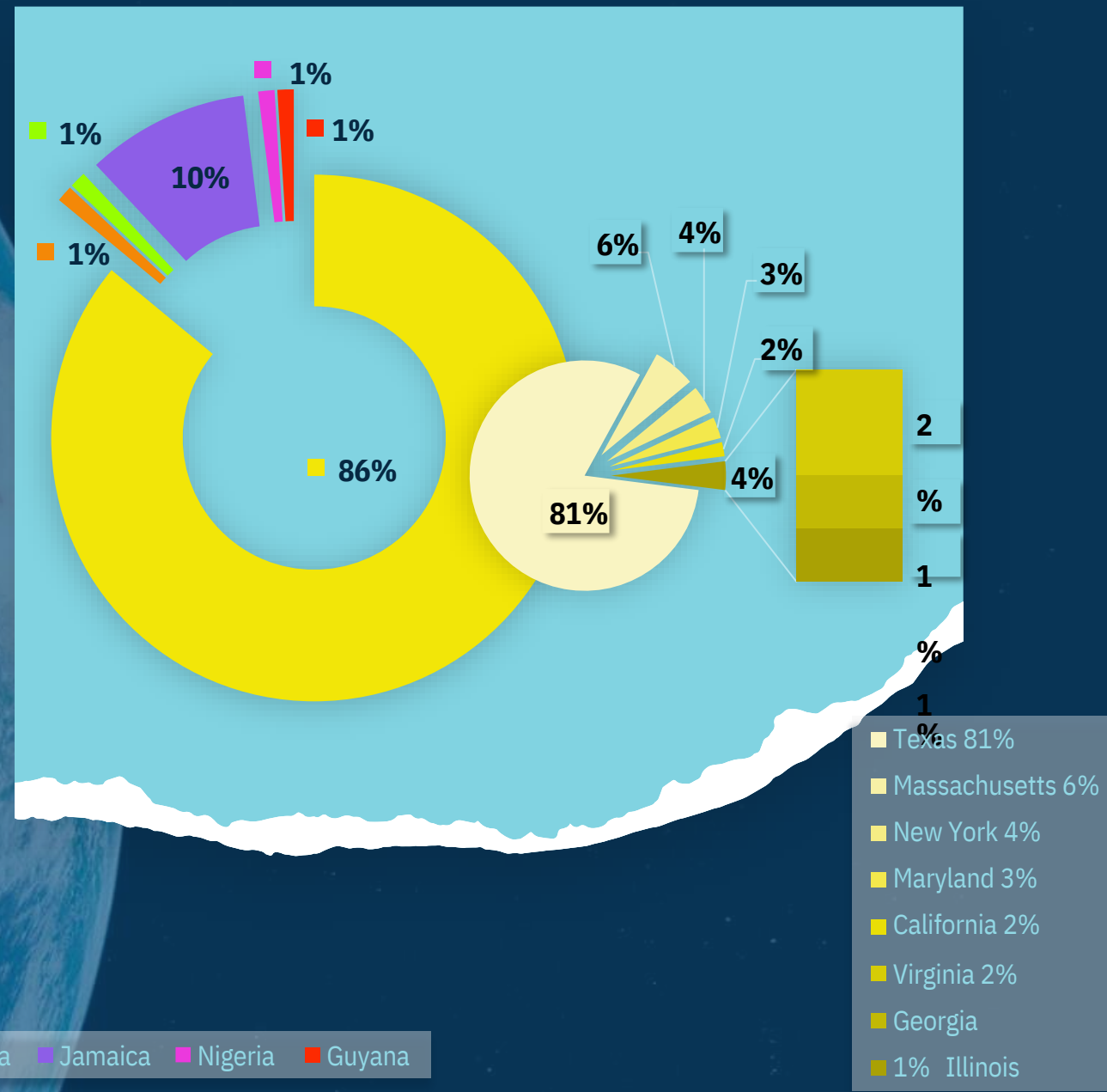
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AUTMHQ is present in 6 countries and 8 U.S. States

AUTMHQ has grown rapidly over the course of 2021. We have the strongest presence in Texas, which accounts for 81 percent of our clients. Given our presence across the world, Austin Urban Technology Movement changed its acronym from AUTMTX to AUTMHQ. We became AUTMHQ to show our **global impact and worldwide reach**.



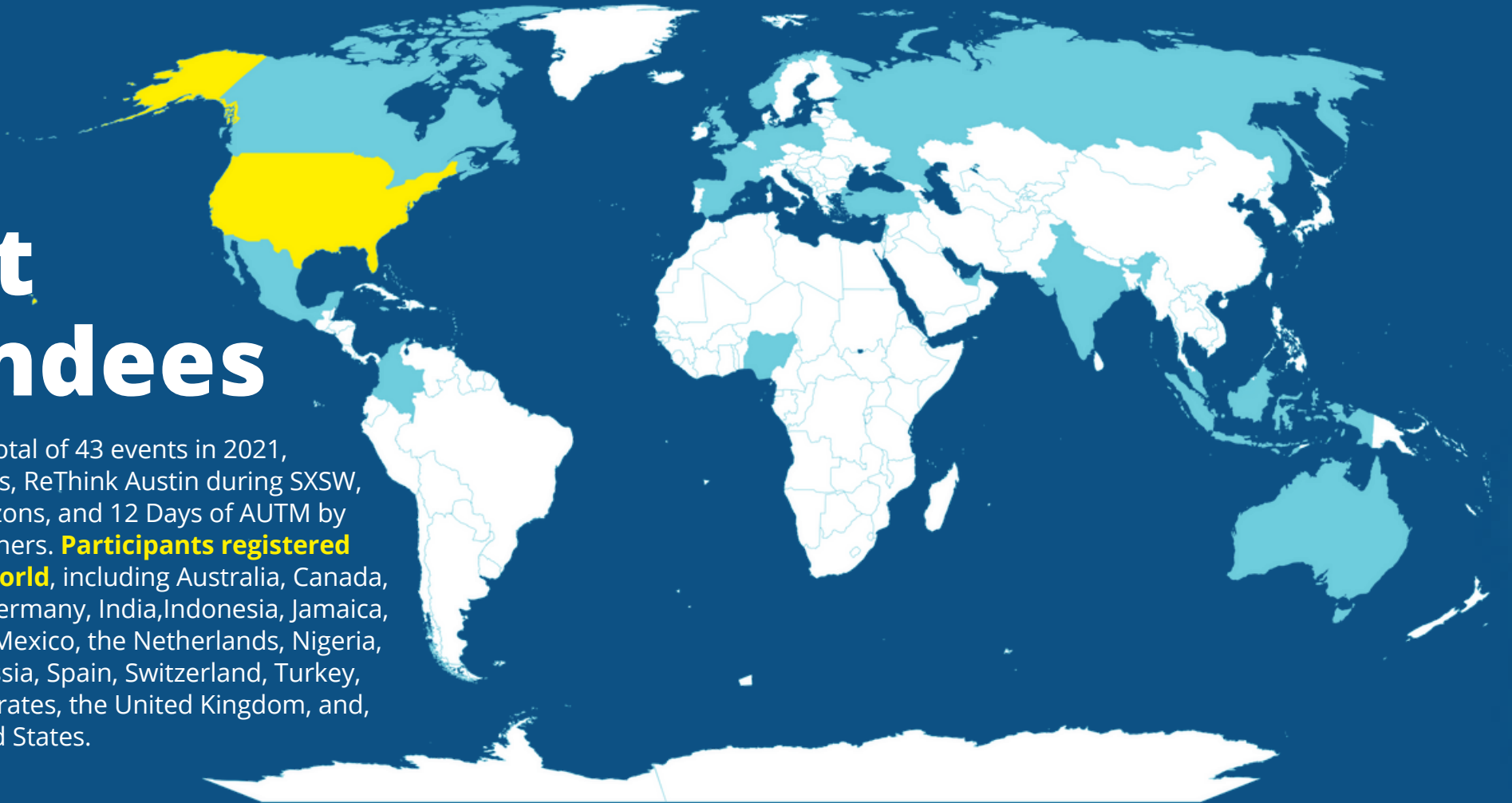
USA Colombia Indonesia Jamaica Nigeria Guyana



Attendees per Country  1 503

Event Attendees

AUTMHQ hosted a total of 43 events in 2021, including AUTM Talks, ReThink Austin during SXSW, Day in the Life, Horizons, and 12 Days of AUTM by AUTMHQ, among others. **Participants registered from all over the world**, including Australia, Canada, Colombia, France, Germany, India, Indonesia, Jamaica, Lebanon, Malaysia, Mexico, the Netherlands, Nigeria, Norway, Poland, Russia, Spain, Switzerland, Turkey, the United Arab Emirates, the United Kingdom, and, of course, the United States.





The **technology ecosystem** has been impacted and reshaped to **become a more diverse** space.



Building the **Tech Ecosystem**

So far, we have collaborated with nearly 50 partners, with **24 partnerships being established in 2021**. This is the best example of AUTMHQ's work.

The tech landscape is being redefined as a result of AUTMHQ's mission, and we are doing so by encouraging others to **join the movement** and become part of the solution.

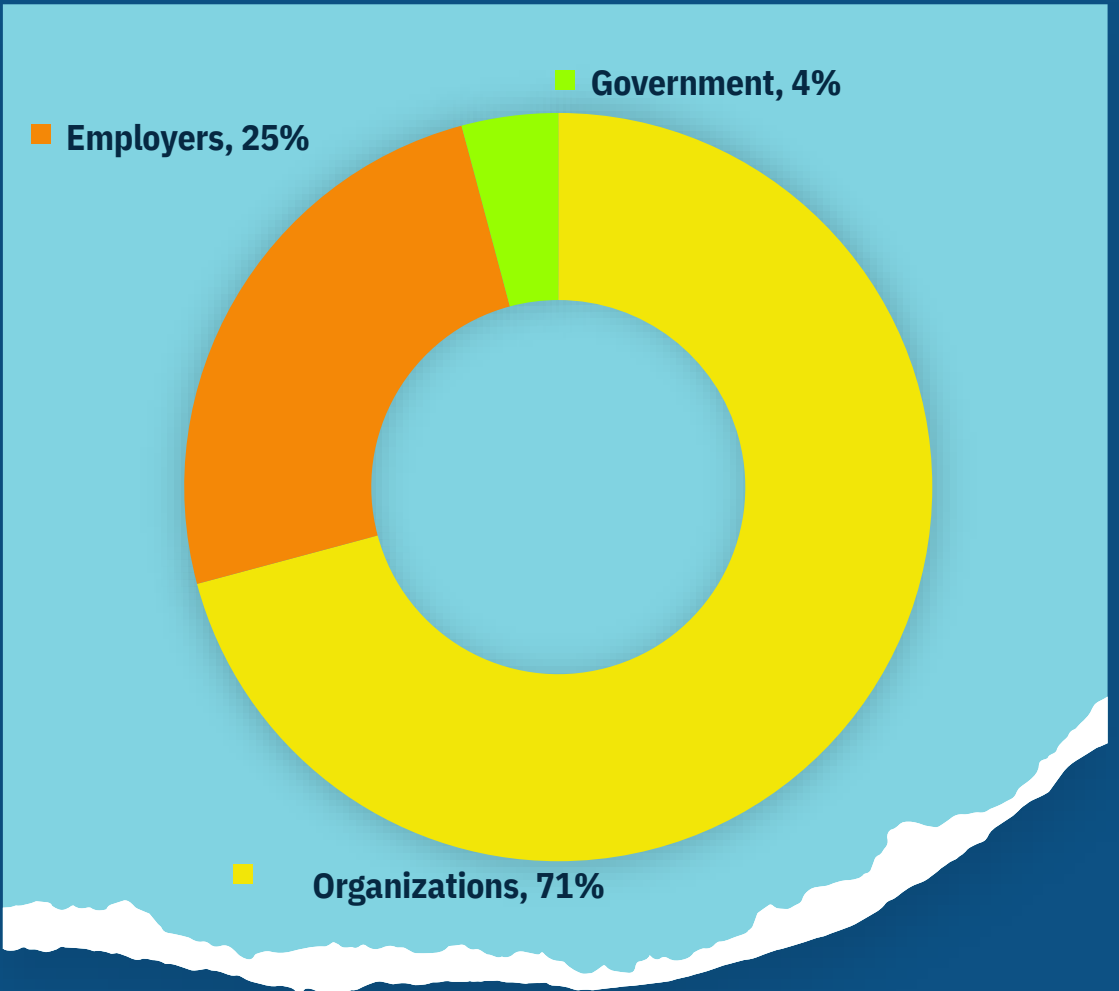
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Who are our Partners?

Employers, organizations, institutions, and governmental agencies are the partners helping us to solve the problem. They work with AUTMHQ to provide jobs, volunteers, funding, participants, and resources.

With the support of our partners, we help our **AUTMites** change their lives by providing them with scholarships and resources to join the tech ecosystem!





Who are our AUTMites?

The term "**AUTMites**" refers to members of AUTMHQ leveraging our resources. To us, it translates into an opportunity to make an impact.

The AUTMites are the backbone of Austin Urban Technology Movement; they are the driving force behind the work that we do. Through them we are reshaping the culture of the global technology industry, and together, we are transforming this sector from a white and Asian male-dominated industry to a diverse ecosystem.

AUTMites are leading the **AUTMHQ movement** to raise awareness about the lack of diversity and skills development in technology.

#Itechtoo

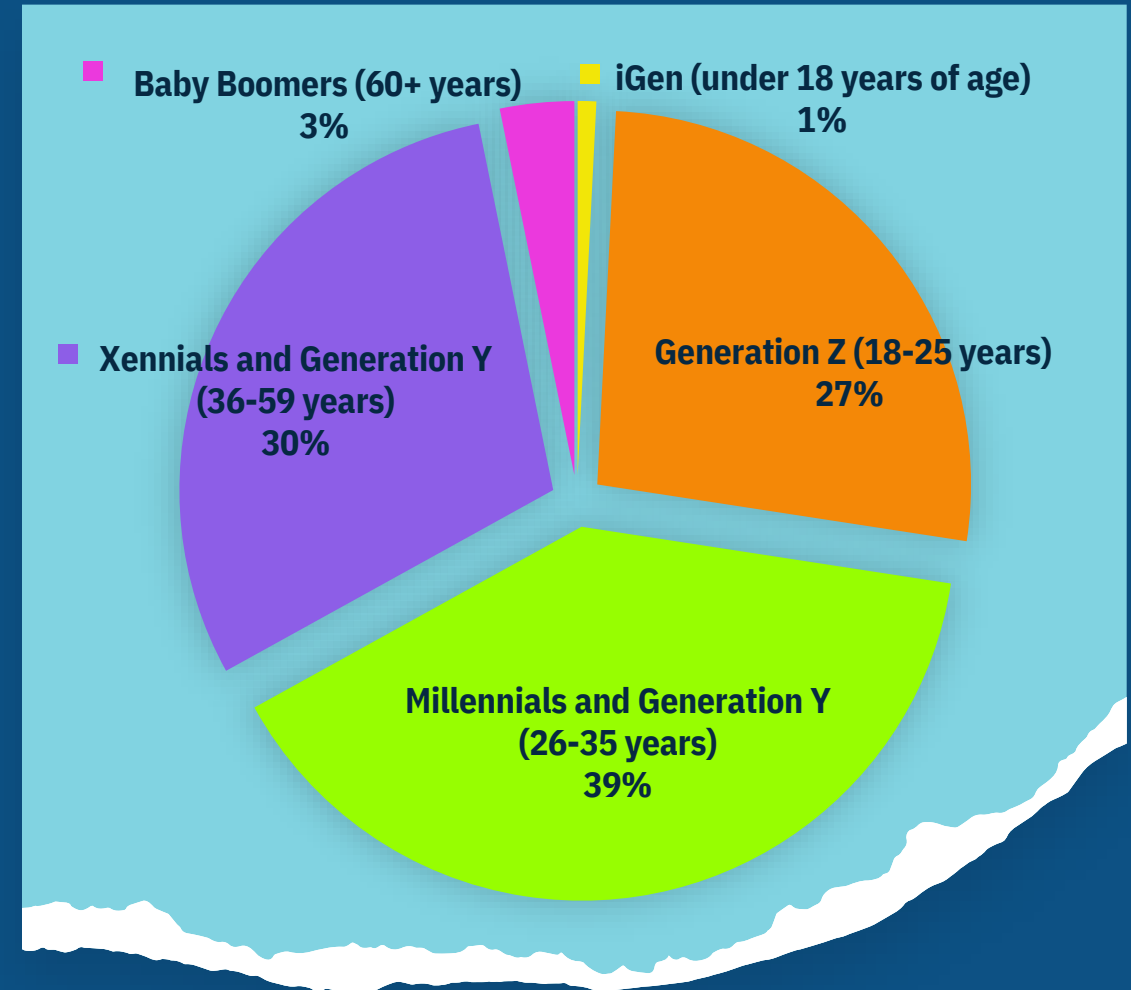
Raising awareness about diversity and inclusion in the tech industry.



124 AUTMites

Among all program participants who have enrolled with AUTMHQ, 39% are Millennials, while 30% are Xennials and Generation Y, making these participants between the ages of 36 and 59. Not only are we doing things differently, but **we are also influencing and encouraging older generations to upskill and reskill** to get into tech. In fact, AUTMHQ was able to assist 19 individuals across generations to start a new career in tech, increase their income and achieve self-sufficiency.

Learn more about our AUTMites' demographics on the next slide.

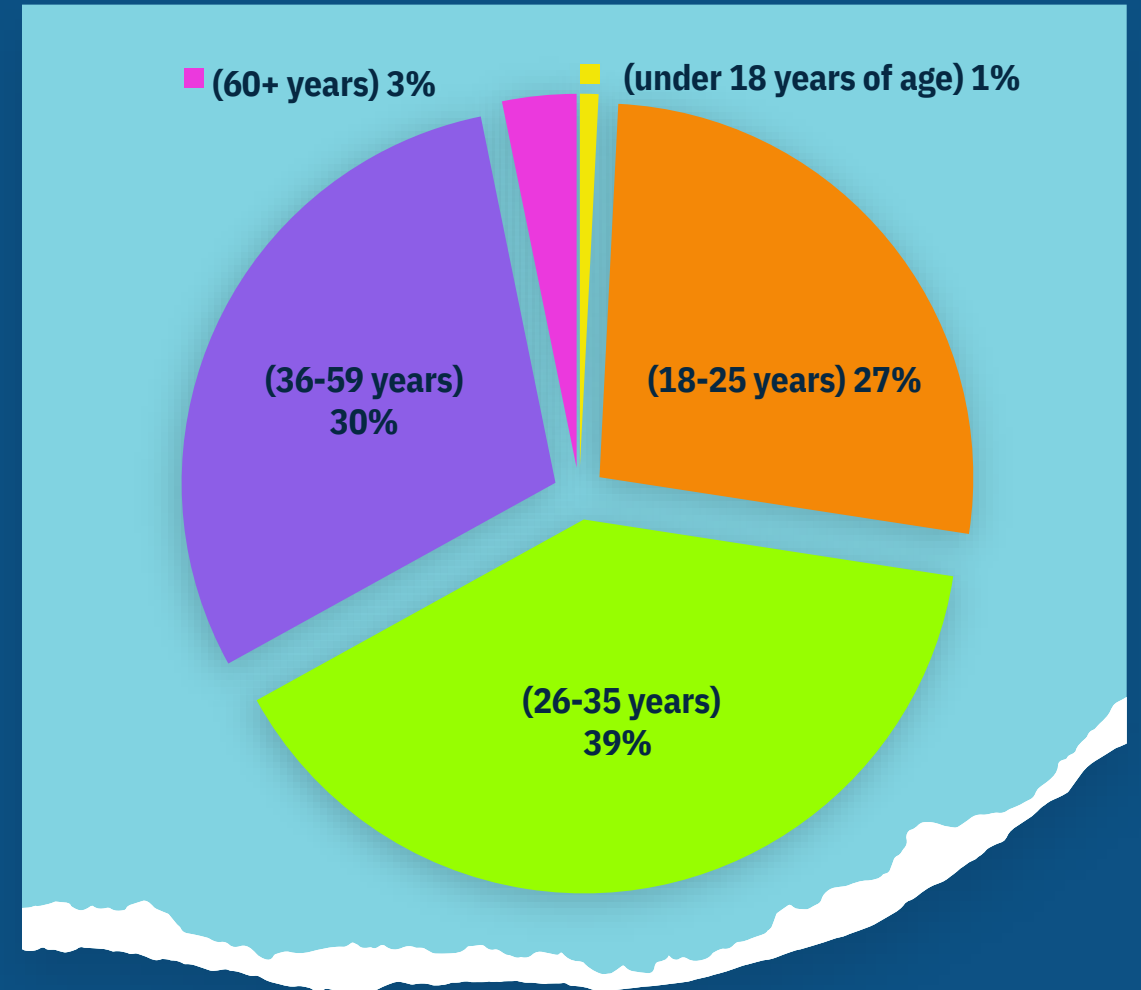




124 AUTMites

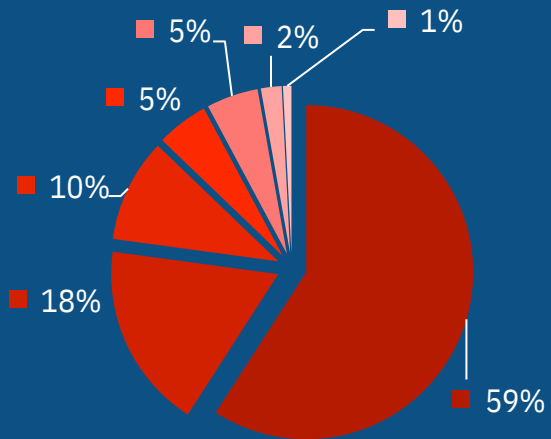
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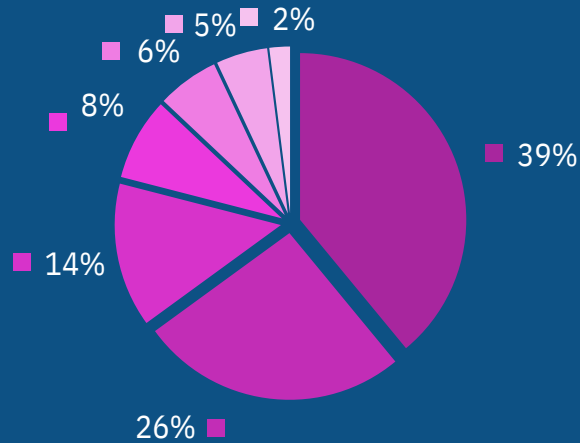


Race/Ethnicity



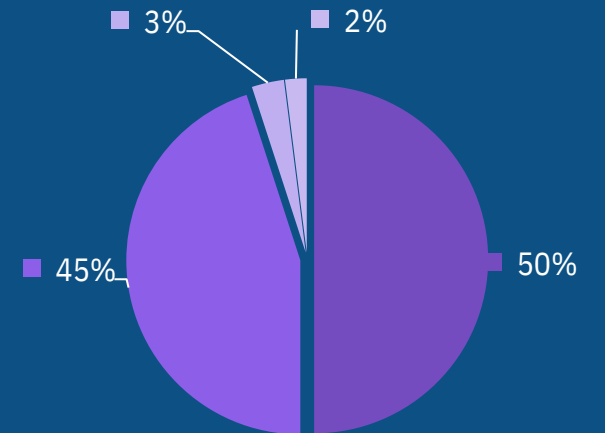
- African American or Black 59%
- Hispanic or Latino 18%
- Multi Racial or Ethnic 10%
- Asian 5%
- White 5%
- American Indian or Alaska Native 2%
- Native Hawaiian or other Pacific Islander 1%

Education



- Bachelors Degree 39%
- Some College or Post-Secondary Education 26%
- High School Diploma or GED equivalent 14%
- Graduate Degree or more 8%
- Vocational, Trade School, or Technical Training 6%
- Technical Certificate or Certification 5%
- No Degree or Diploma 2%

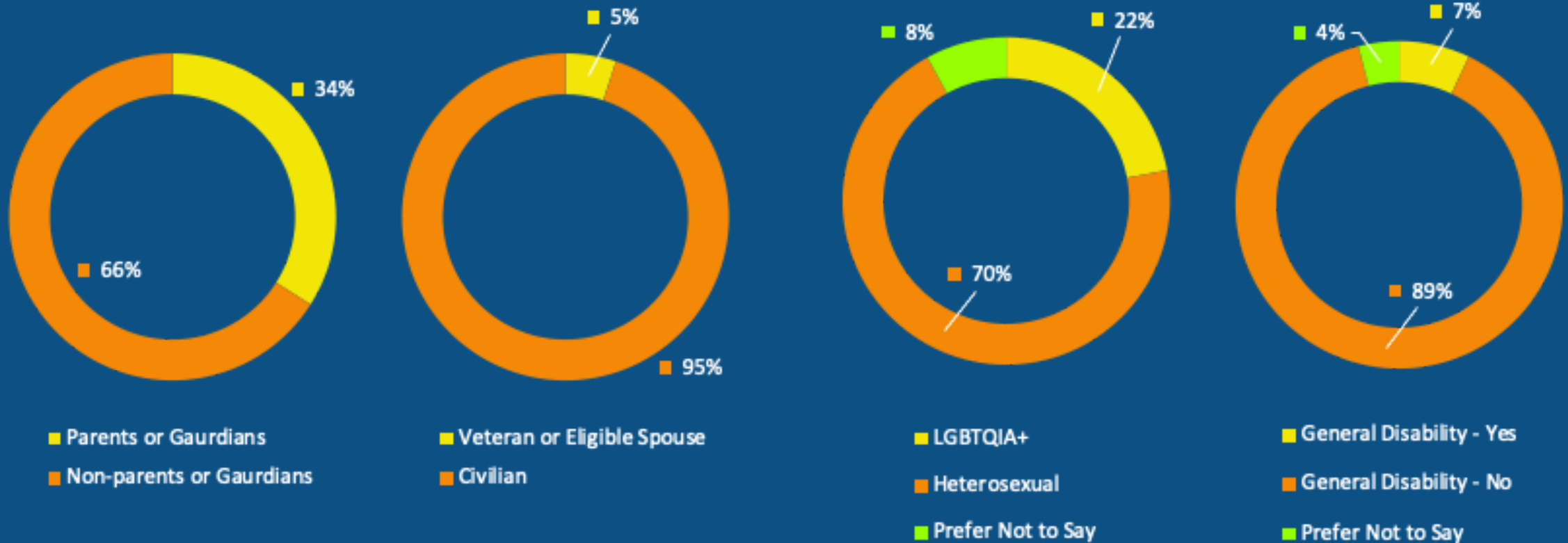
Gender



- Cisgender Female 50%
- Cisgender Male 45%
- Prefer not to say 3%
- Non-Binary 2%



Additional Demographic Data

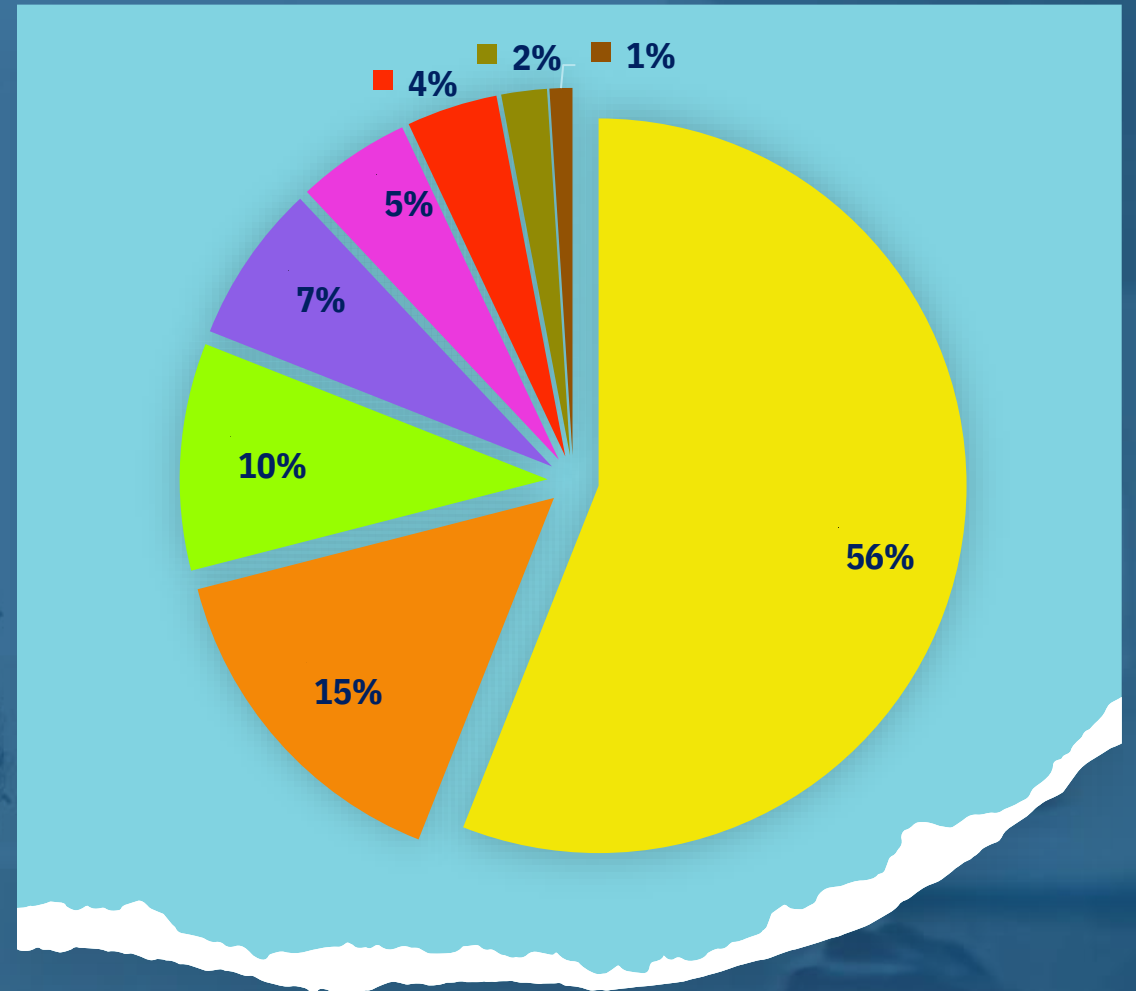




Did you know?

Poverty guidelines established by the federal government are used to determine a family's eligibility for different programs and benefits. According to the Federal Poverty Level income figures for 2021, a family of five earning \$31,040 is considered poor. By these guidelines, 56% of our program participants come from low-income families.

However, not only does AUTMHQ want to increase diversity in tech, we also want to eliminate poverty by giving people an opportunity to earn a livable wage. More than **80% of our community (AUTMites) earn less than \$60,000 per year.** AUTMHQ is changing that.



■ \$30K or Less ■ \$31-40K ■ Prefer Not to Say ■ \$41-50K ■ \$51-60K ■ \$71-80K ■ \$61-70K ■ \$81K and Above



AUTMHQ's **Impact**

In 2021, we earned \$517,200 in revenue and solidified ourselves as a leader across the workforce development tech industry. We announced our collaboration with Workforce Solutions to lift 10,000 residents out of poverty by upskilling and reskilling our community members to enter the tech industry.

Since inception, **AUTMHQ has generated \$1,500,000 in revenue** and assisted **16,000 families** in obtaining Internet access, devices, digital literacy training, and upskilling opportunities to the community. AUTMHQ has also expanded its Tech Ecosystem by partnering with stakeholders like the Michael & Susan Dell Foundation, NI, Microsoft, IBM, AT&T, and the U.S. Department of Labor to increase diversity in tech and expand digital equity.