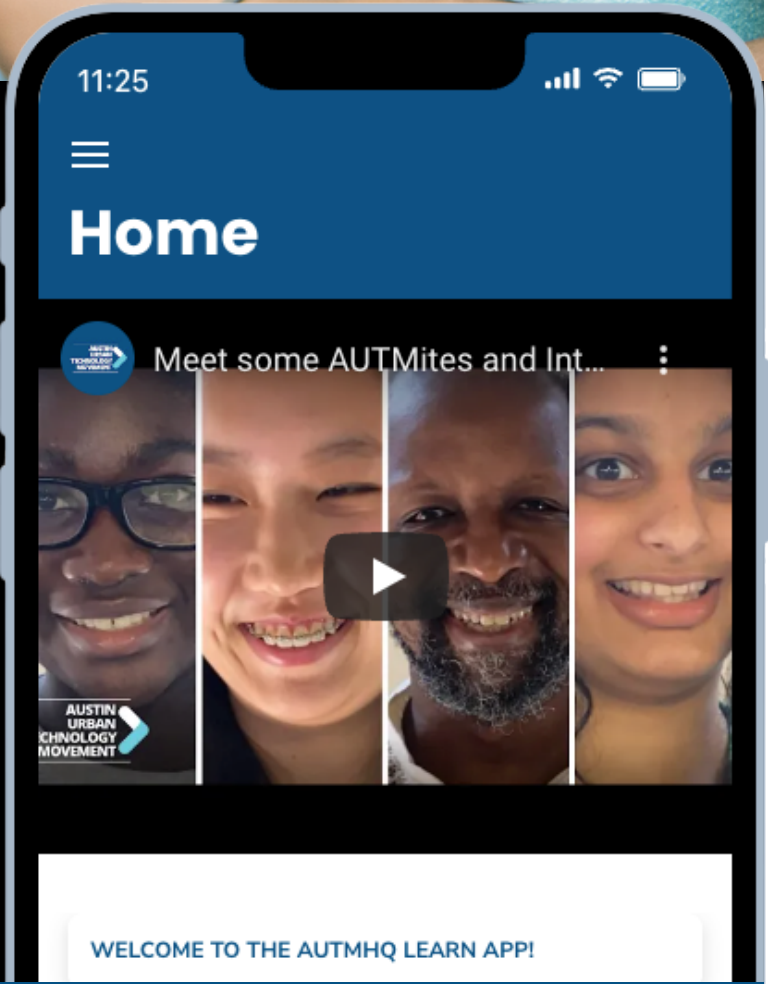




# ANNUAL IMPACT REPORT 2022



## Diversifying Tech





# 560

This is the number we want to start with because it represents the number of services AUTMHQ successfully provided during 2022.

Austin Urban Technology Movement (AUTMHQ) is redefining industry trends and removing barriers today to prevent future challenges for underrepresented communities.

Despite the odds and systems working against us, we are proud of the work AUTMHQ staff, volunteers, and partners have accomplished.

For the past four years, we have been expanding diversity in tech, narrowing the technical skills gap, and increasing income to radically change lives.

---

Michael Ward Jr.,  
President and CEO



# AUTMites Served

**243**

## Job Placement

We have connected tech jobs to people to who are unemployed, low-income, or looking to advance in the tech industry.

**201**

## Digital Equity

We have empowered underserved communities by providing resources such as Internet access, devices, basic computer skills, and digital literacy.

**116**

## Tech Training Enrollment

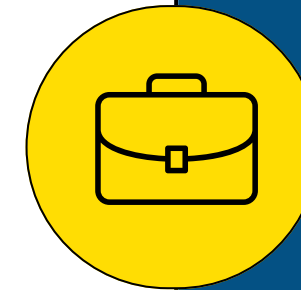
We doubled the number of people enrolled in our programs and prepared them to enter or move up within the tech industry.

# Important Highlights



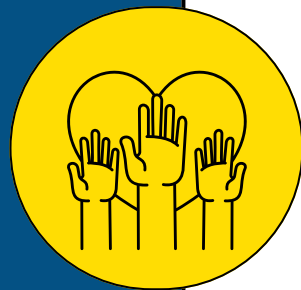
**281**

New AUTMites



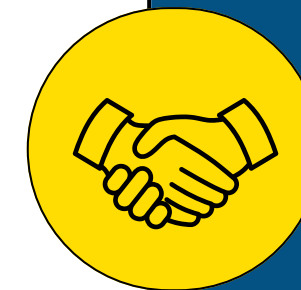
**30**

AUTMites Employed



**68**

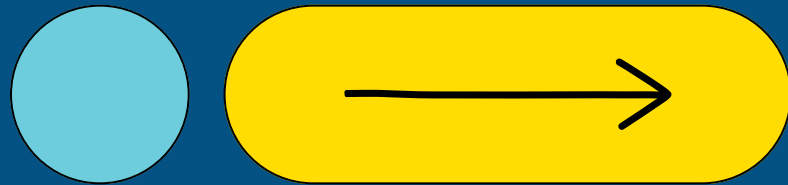
New Volunteers



**37**

New Partners

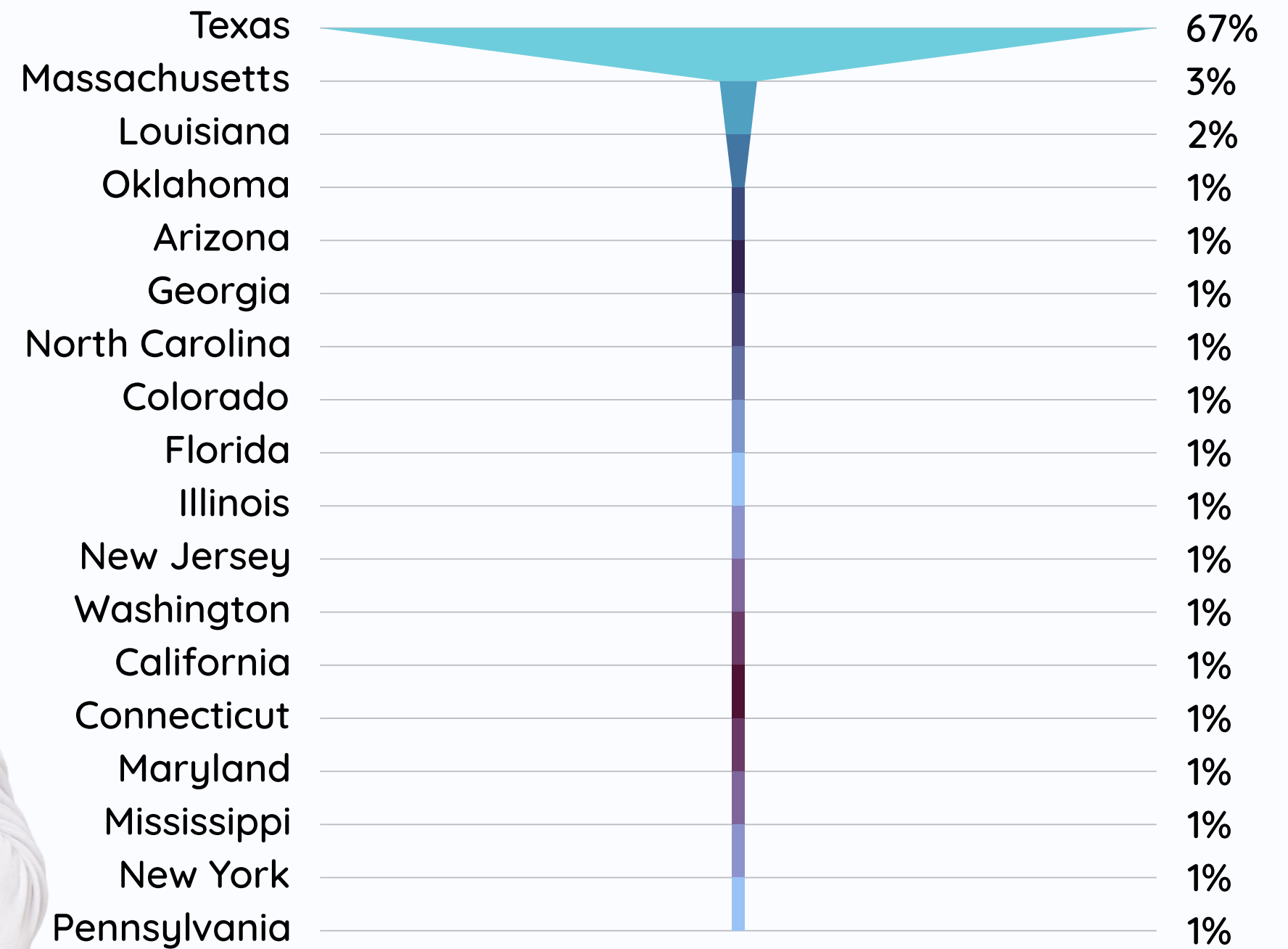
# USA States



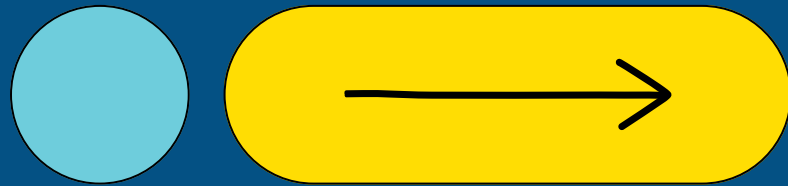
Our national reach and impact expanded over the course of 2022, as Austin Urban Technology Movement initially began by empowering communities in Austin, then Texas, and now has a presence in nearly 20 US states.



## AUTMHQ in USA

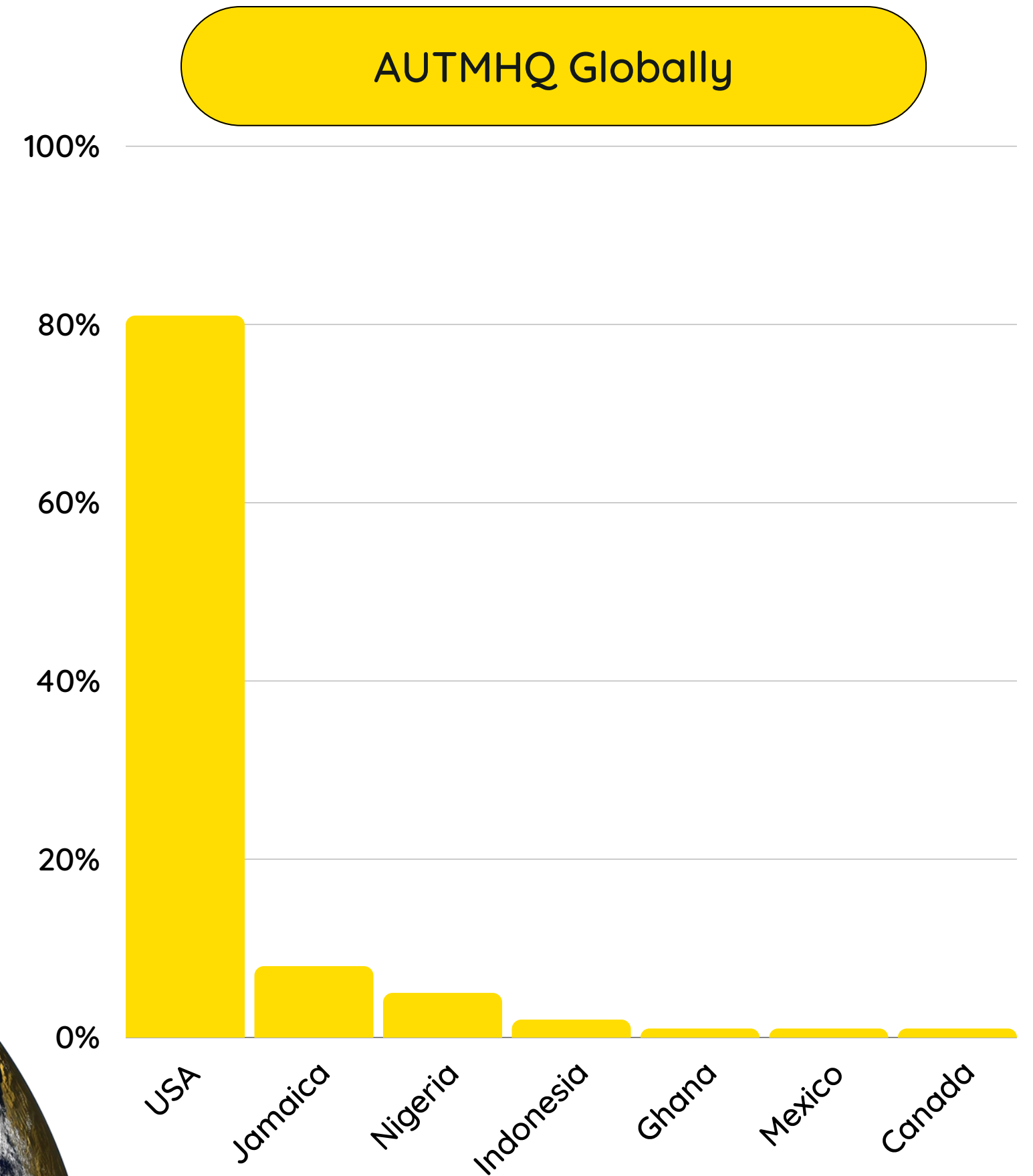


# Countries

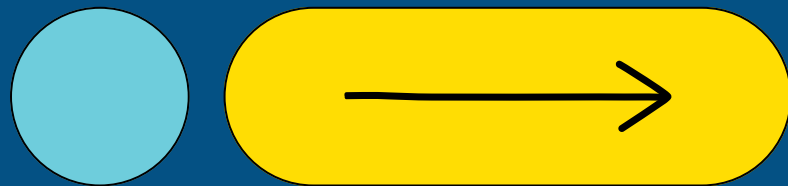


Austin Urban Technology Movement (AUTMHQ) has a presence and provides resources in the countries listed below:

- USA 81%
- Jamaica 8%
- Nigeria 5%
- Indonesia 2%
- Ghana 1%
- Mexico 1%
- Canada 1%



# Ethnicity

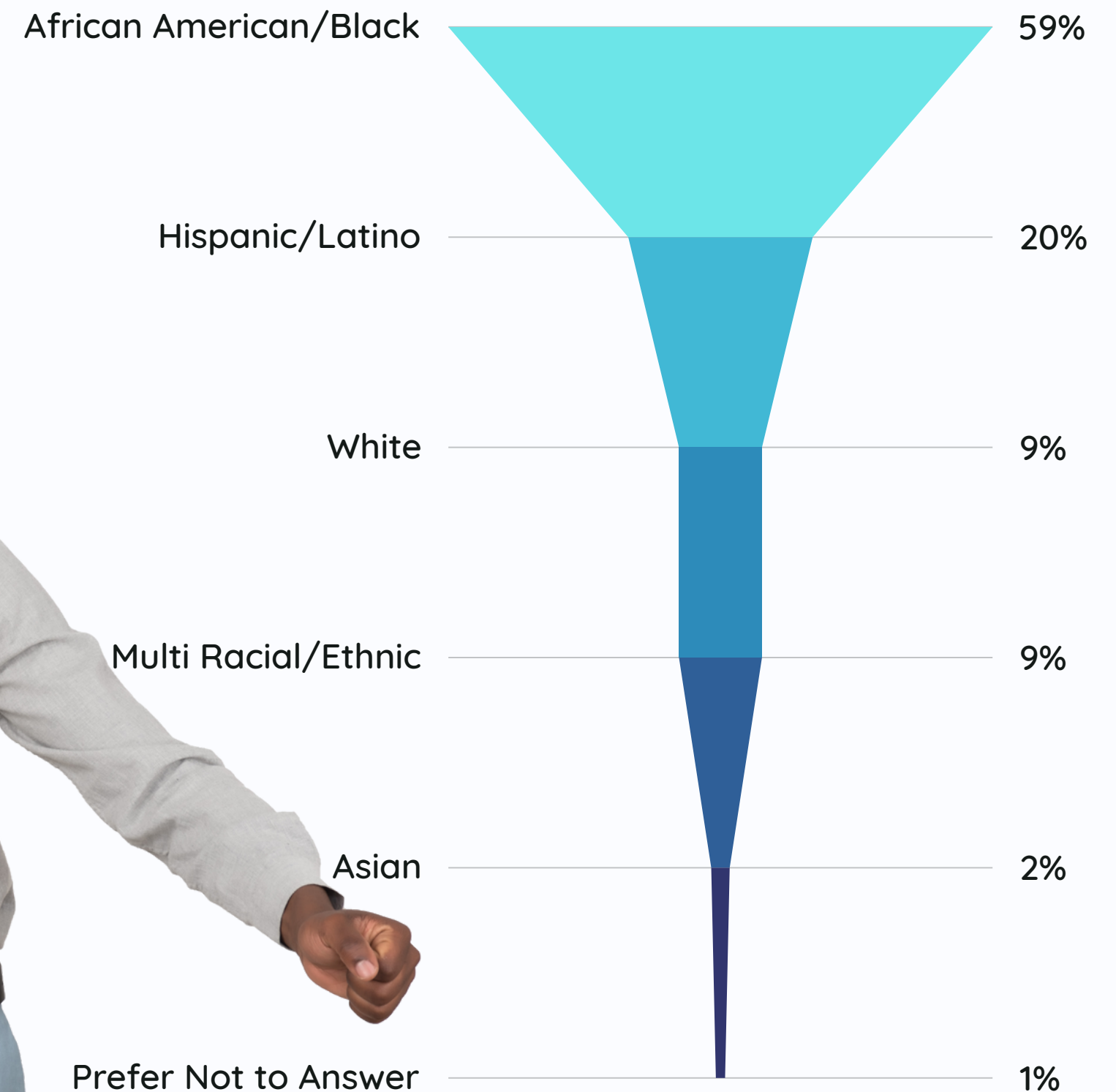


It is well known that Black and Hispanic professionals are underrepresented in the technology industry. Black employees now make up 13% of the workforce, with only 4% employed in technology. Furthermore, despite accounting for 17% of the workforce, Hispanics hold only 8% of STEM jobs, and the situation is even worse for women of color.

Here are the percentages of different ethnicities seeking opportunities in technology through AUTMHQ.

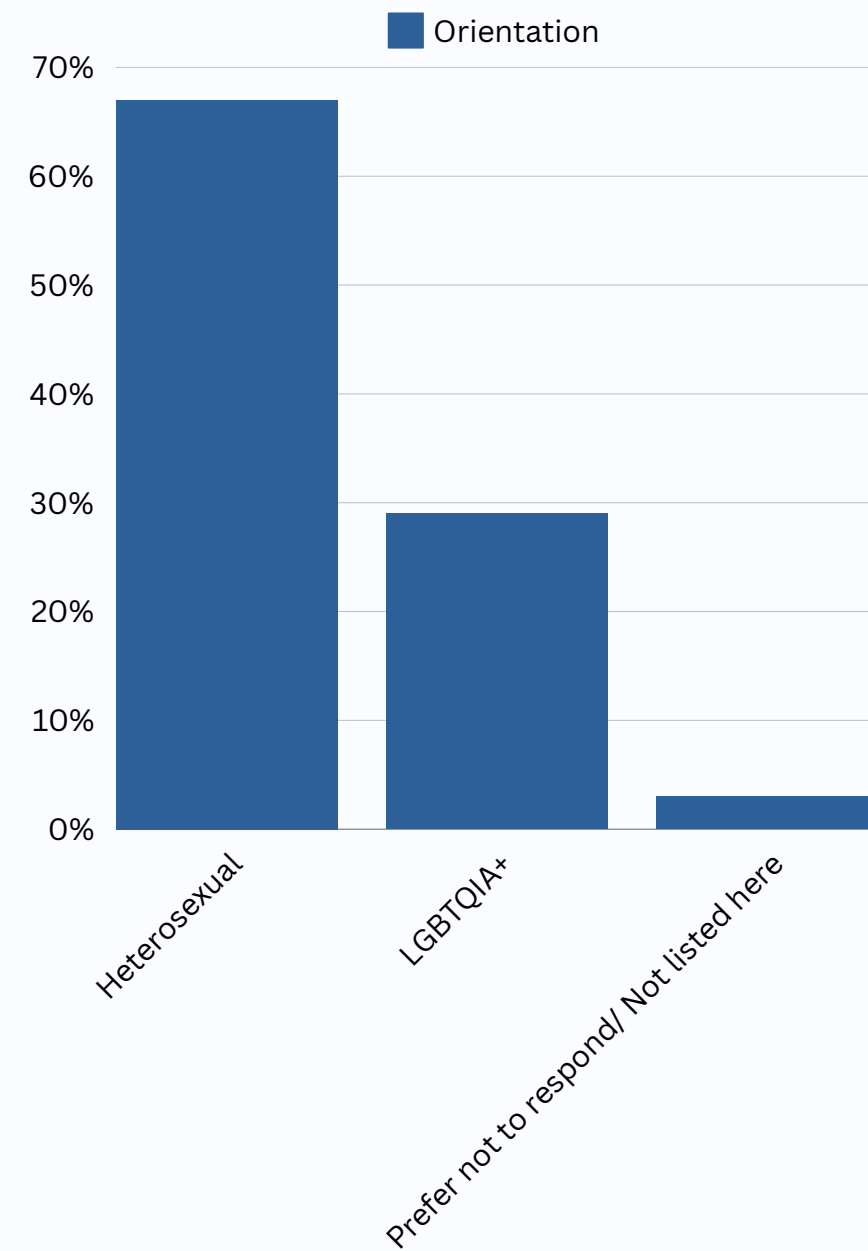
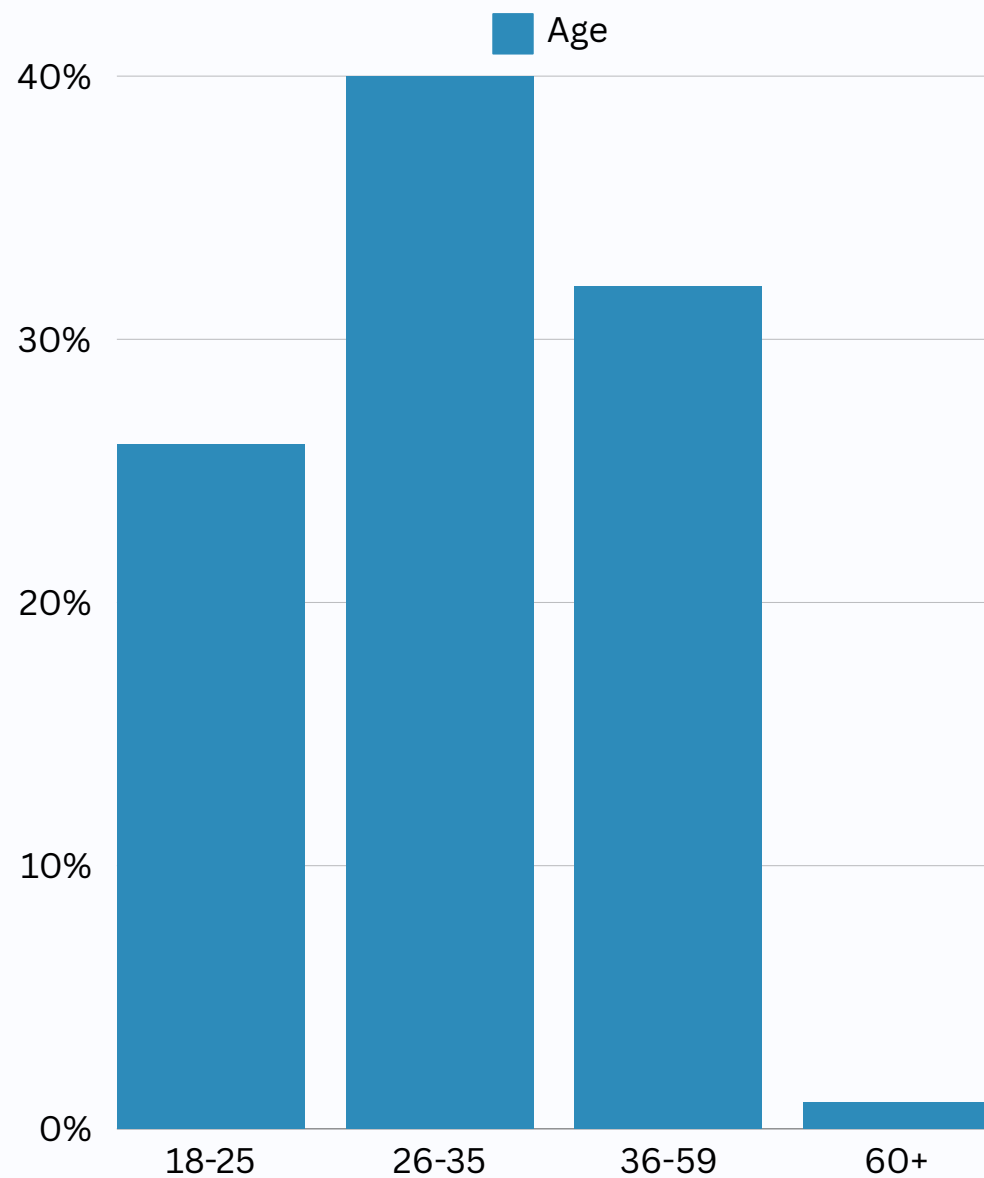
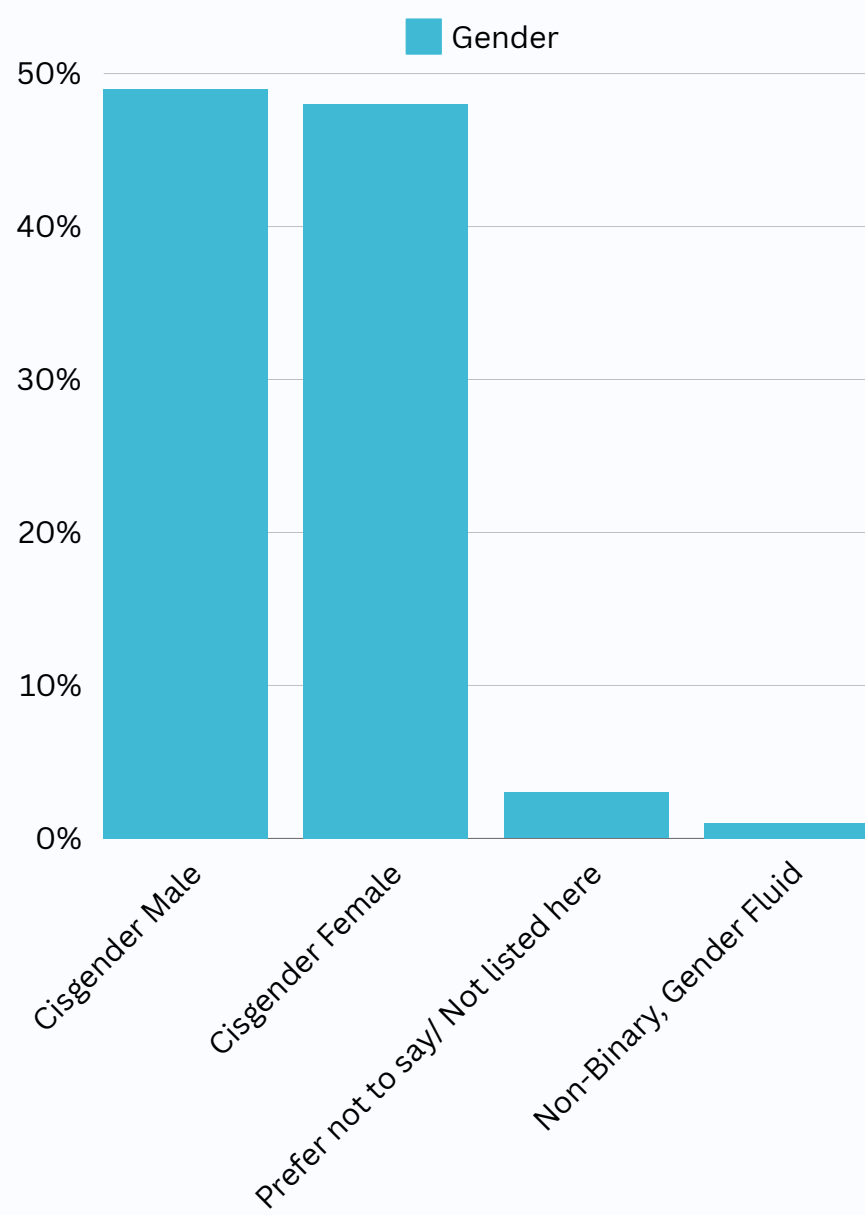


## AUTMites Demographics



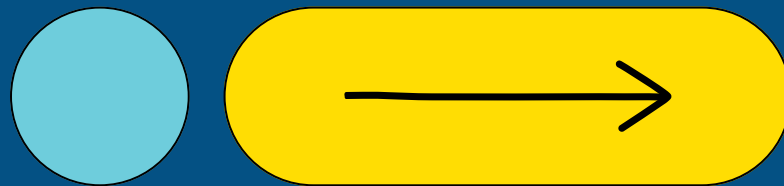


# AUTMites Demographics





# Income Level

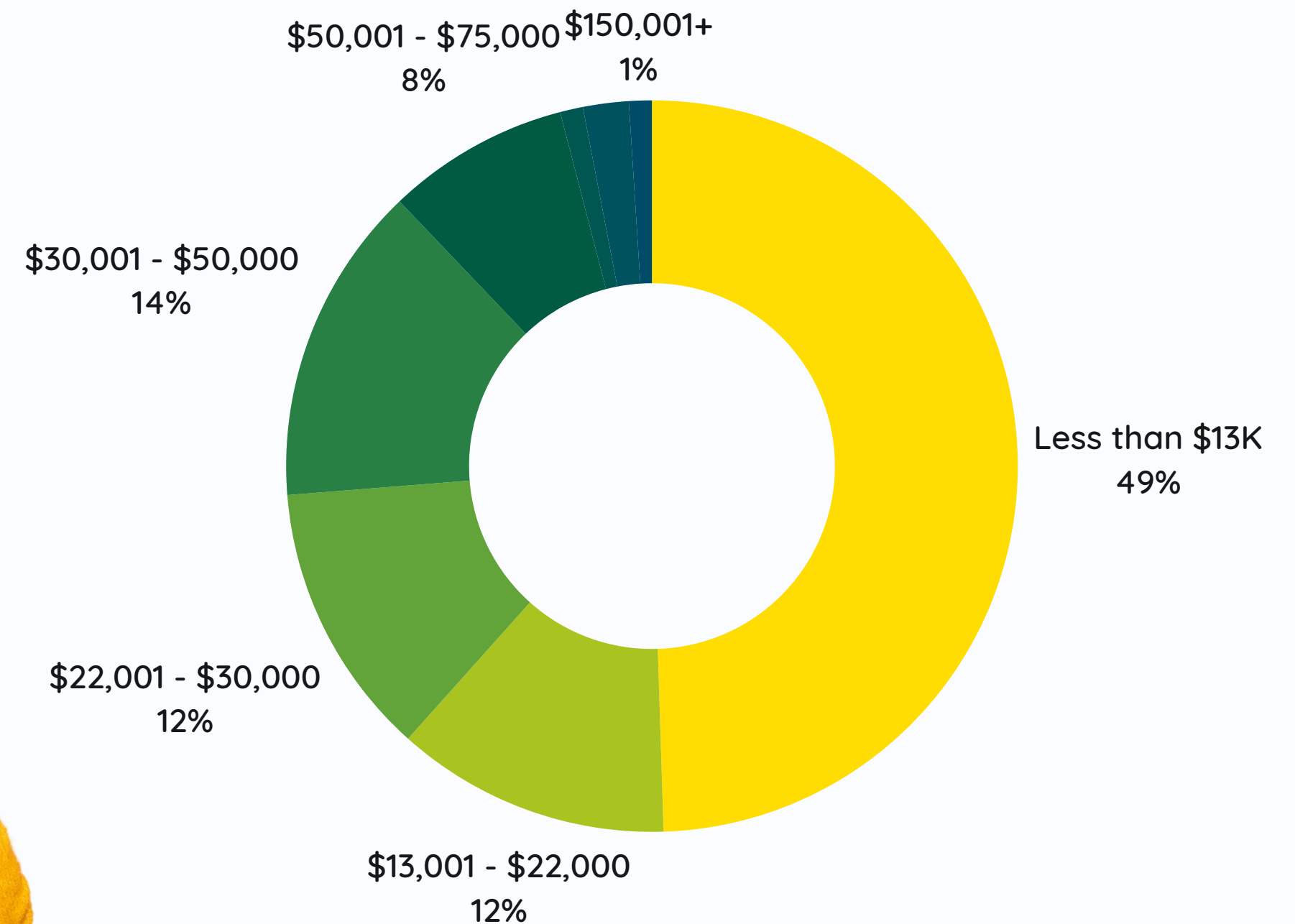


The federal government's poverty guidelines are used to determine a family's eligibility for various programs and benefits. A family of five earning \$32,470 is considered poor, according to the Federal Poverty Level income figures for 2022. Under these guidelines, nearly 60% of our program participants are from low-income families.

AUTMHQ is working to eradicate poverty by preparing our community to earn livable wage jobs in tech.



## AUTMites Demographics



# Additional Demographics

**30%**

Receives Gov. Benefits

**11%**

General Disability

**7%**

Veteran Status

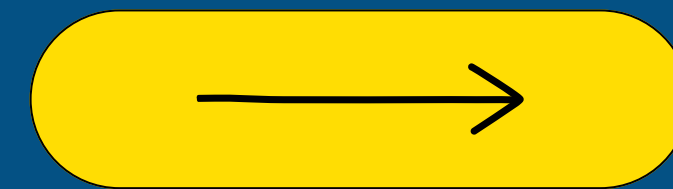
**64%**

Seeking Employment

**60%**

Don't have a Degree

56,000+  
Website Page Views



# Outreach Impact



**161,616**

Facebook Organic  
Page Reach



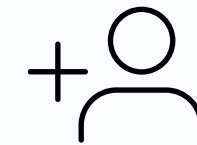
**49,137**

Instagram  
Organic Reach



**158,593**

Facebook and  
Instagram Paid  
Reach



**373**

New Facebook  
Page followers



**232**

New Instagram  
followers

# LinkedIn Paid Advertising

01

145,838 impressions

02

437 Clicks to website

03

135,312 Plays

04

693 Engagement

05

66.78% View Rate



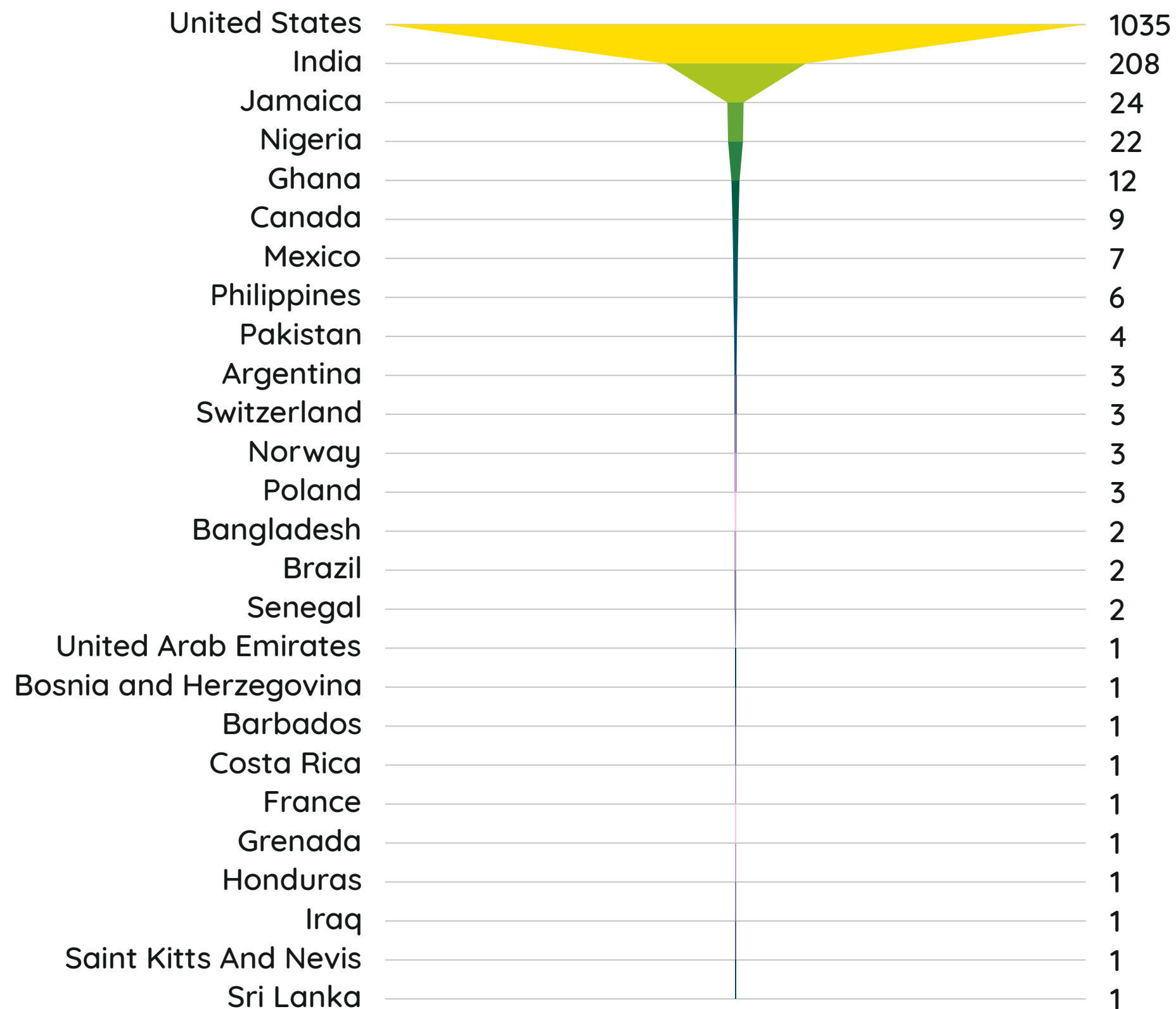
# Event RSVPs

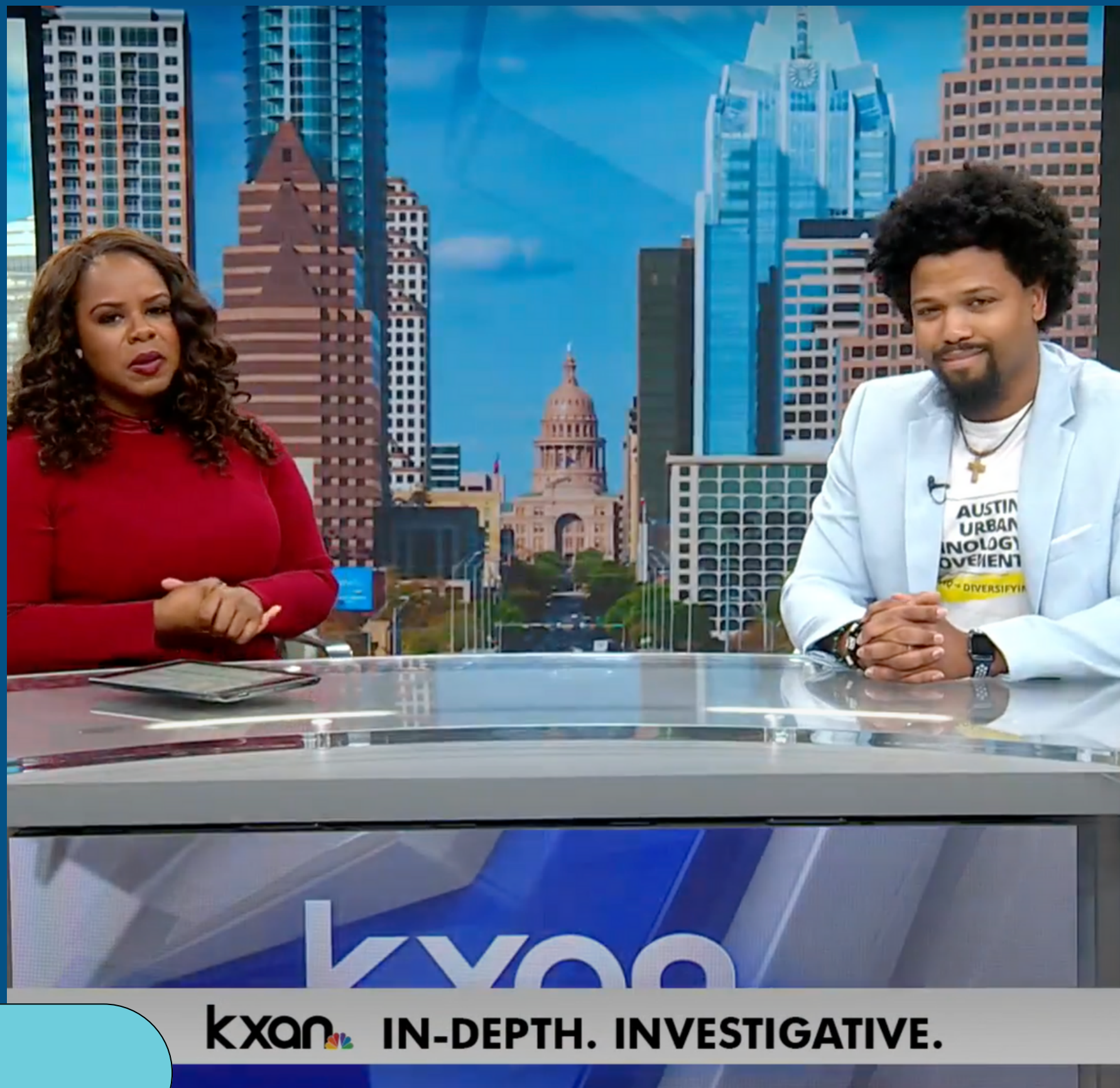


For our networking events, we consistently receive RSVPs from both international and domestic participants. This translates into people who have learned about Austin Urban Technology Movement and plan to attend our events.

These are the countries where our promotional efforts resulted in event attendance engagement.

## AUTMHQ Events Globally





In 2022, Austin Urban Technology Movement (AUTMHQ) earned \$1,150,000 in revenue, added 37 new employer and nonprofit partners to our workforce development tech ecosystem, and expanded our program to 18 states and 9 countries. We announced our workforce development contract with the City of Austin to lift residents out of poverty and fill the technical skills gap through our Awareness-to-Employment Pipeline.

AUTMHQ has served 17,000 families since its inception by providing internet access, devices, digital literacy training, workforce development, job placement, wraparound support, and networking opportunities. In addition, we have provided \$6,800,000 in scholarships to learners (ages 16-75) to participate in our program.

AUTMHQ is dedicated to increasing diversity in technology and solving intractable problems along the way, and we invite you to become the movement!