Letter from the CEO

BloomTech’s mission is to provide a direct, low-risk path to higher income. We work every day to make these opportunities possible for more people—and, importantly, more people of all backgrounds.

Historically, the tech field hasn’t been representative of the broader U.S. population. Taken as a whole, it doesn’t reflect a diversity of gender and gender identity, races and ethnicities, sexual orientation, educational background, geography, and more.

When an industry—especially one as influential and far-reaching as tech—doesn’t reflect the country’s diversity, the individuals and communities left out are excluded from the economic mobility many jobs in tech enable. Furthermore, society as a whole misses out on the wealth of experience, ideas, and innovation a more diverse workforce adds.

We strive to change that narrative. Our commitment to diversity, equity, and inclusion is woven into everything we do to lower barriers to a high-paying job and financial mobility.

Our graduates prove, again and again, you do not need to come from a certain background to thrive in tech. Given the right training and support, people from all different starting points can launch careers in tech. Thousands of BloomTech graduates have done just that.

We are eager to share our progress as well as our plans to become an even better engine for economic mobility. Our model is sustainable and scalable, so we can grow to empower even more people. I’m so glad you’re along for the ride.

Austen Allred
BloomTech CEO & Co-Founder
November 02, 2022
Executive Insights

At BloomTech, we are data-driven. We continually collect, analyze, and use data to make the company better. That’s one reason why we publish this Diversity Report. By tracking the diversity of our learners and staff, as well as the impacts of our DEI initiatives, we can improve and better serve our learners.

We also anchor our work in our learners’ stories. So before we dive into executive insights, we would like to briefly tell you about BloomTech graduate Temsy Chen.

Temsy was a stay-at-home mom for nine years. She had been thinking about returning to the workforce for a while, but her former career as a film editor wouldn’t allow her the flexibility she needed to raise her kids. She considered going back to school, but the price tag and time commitment of a college degree felt out of reach. That’s when she heard about BloomTech.

“I had no background in tech. Literally, my kids who were in kindergarten at the time, probably knew more coding than I did. I was like, no way, that’s way too daunting for me,” Temsy remembers. Then she found out about BloomTech’s commitment to train and support people of all backgrounds for jobs in tech. “I started to think, ‘I can do this.’”

Temsy took full advantage of everything at BloomTech, from learning line-by-line from instructors who coded live during class, to the alumni community that helped her find the job opening where she was hired. Now Temsy works as a data engineer at Accenture, where she feels like she contributes to the greater good *and* shows her kids how grit pays off. All because BloomTech provides a direct path to a tech job—for people of *all* backgrounds.

“When I started classes, people were all over the country, even some out of the country. [They were] at different economic levels, women and men, parents, not parents, young, old, it was really all over the spectrum. And that was really cool,” Temsy remembers. “I’ve definitely met the most diverse group of people I ever have because of BloomTech.”

As the data in this report shows, the decision to enroll in BloomTech makes an enormous impact on the lives of learners. The diversity of their identities, backgrounds, education, and lived experiences certainly made BloomTech a better place. And now that they’re working in tech, they’re bringing that diversity to companies across the country.

When we look at the data as a whole, we see three key takeaways.
BloomTech learners break into the tech field

Diversity remains a high priority for hiring companies. Building a diverse workforce was the top goal for talent teams in 2022, according to a recruiting trends survey. Employees agree. Nearly 8 in 10 workers say it’s important to them that their employer values diversity, equity, and inclusion, according to a SurveyMonkey report.

Amidst this focus on diversity, BloomTech provides a path for people of backgrounds underrepresented in tech. More than one-third of BloomTech learners identify as a race or ethnicity underrepresented in tech. This percentage closely mirrors U.S. demographics.

“We come from so many different places, we come from so many different backgrounds. But we’re all there for the same reason: because we want something better for ourselves. And that really makes you feel a sense of connection with everyone.”
Romy Shockey
BloomTech graduate
Web Engineer, GoSchoolBox

BloomTech provides a proven, direct path to a tech job—no college degree necessary

Employers are hungry for talent with the skills and drive to get the job done—regardless of college attainment. More than a third of companies are actively reworking hiring processes to find the right candidates by replacing educational requirements with skills requirements, according to a 2021 survey by the talent acquisition company Lever. Roughly three-quarters of HR professionals favor further eliminating requirements that job applicants hold four-year degrees, according to the Computing Technology Industry Association.

Sixty percent of BloomTech learners do not have a bachelor’s or associate degree. They are proving that a nontraditional education isn’t a deficit; rather, the skills they learn at BloomTech prepare them to compete in a tight job market—and start contributing to their teams as soon as they begin work.

We are proud that BloomTech continues to provide a direct path to well-paying jobs for people with or without a college degree.

---

1Source: [https://www.unleash.ai/talent-acquisition/diversity-is-the-top-hiring-priority-for-2022/](https://www.unleash.ai/talent-acquisition/diversity-is-the-top-hiring-priority-for-2022/)
3 36% of US population self-identifies as URM race or ethnicity; Source: [https://www.census.gov/quickfacts/](https://www.census.gov/quickfacts/)
Rico Sanchez was working on cruise ships when the pandemic put him out of a job. He had close-to-no data science experience and no college degree, but he did have plenty of motivation and passion. The BloomTech model worked for him, and now he’s working as a business analyst for Tech Elevator. Rico says, “I started from scratch, and it was possible.”

Diverse staff reflect a diverse learner population

BloomTech strives to reflect a diverse learner population in its diverse staff, and we are making progress toward staff diversity goals. Staff from all backgrounds at all levels of the company help us make decisions that best serve learners, hiring companies, and the tech industry as a whole.

BloomTech’s staff is also more diverse than the tech industry at large. 25% of BloomTech staff self-identifies with a race or ethnicity underrepresented in tech, compared to 17.5% currently working in the tech sector. Representation at the leadership level is even stronger here at BloomTech, with 46% of staff in leadership or management roles self-identifying as a race or ethnicity underrepresented in tech.

Our DEI Commitments

This Diversity Report is one part of how we strive for transparency in our DEI commitments. In the report, we share insights we’ve gained about diversity among learners and staff.

These two parts of the BloomTech community are crucial to our work. Without our staff, we couldn’t serve learners; and the learners are why we all show up every day, excited to work and make BloomTech even better.

We can define our commitments to diversity, equity, and inclusion in two parts: learner commitments and staff commitments.

---

6 68.5% white + 14% Asian=82.5% not URM // 17.5% URM;  
Source: https://www.eeoc.gov/special-report/diversity-high-tech
Learner DEI Commitments

1. **We strive to ensure more people, of all backgrounds, can reach their potential by providing a direct pathway to a better career and higher income.**

BloomTech was founded with the goal of making technology education available to more people, regardless of their location, level of education, identity, or socioeconomic status. We believe that tech education that prepares learners for a successful job hunt and leads to a career can drive financial mobility and can even disrupt patterns of poverty.

We aim to provide an alternative to other education models and systemic barriers to entering the tech field. Our move in July 2022 toward a vastly more flexible model was one pivotal step toward that goal. Now learners can access our in-depth training and personalized career support on any schedule. Via a combination of live instruction offered 7 days a week, on-demand recorded lessons accessible anytime, one-on-one career coaching and support, proprietary job search tools, and access to a diverse community worldwide, our learners are more equipped than ever to launch financially and personally rewarding careers in tech.

We work every day to make our direct pathway work for today's learners, and to expand our impact to reach tomorrow's.

2. **We strive to align incentives and provide the best possible education so that learners of all backgrounds can achieve financial mobility.**

BloomTech was built on the principle of aligned incentives. In short, we succeed when learners succeed.

In 2021, we launched a promise that we believe will change the online and tech education landscape. Our [110% Tuition Refund Guarantee](https://www.bloomtech.com/reports/outcomes-report)—the only one of its kind—means that graduates who follow our job search program and Guarantee requirements yet don’t find jobs earning at least $50,000 a year, within 365 days of graduation, do not owe anything—and in fact will receive an additional 10% of their tuition, paid by BloomTech.

We optimized our job search program and designed this guarantee based on data that revealed the career readiness and job hunt steps that most commonly lead to well-paying jobs in tech. We are confident that individuals who learn through our in-depth curriculum, graduate, and follow our job search program will land a great, well-paying job. Our outcomes data backs up this belief: 90% of BloomTech job-seeking graduates in 2021 found jobs. If an eligible graduate is the exception to this data, follows our program, yet doesn’t find a job within a year of graduating, we will happily refund their tuition—and pay them.

---

7 [https://www.bloomtech.com/reports/outcomes-report](https://www.bloomtech.com/reports/outcomes-report)
The guarantee further aligns incentives by shifting more risk from learners to us, and we are proud to promise that qualifying graduates will get a job—or owe nothing. In addition, in 2021 we launched more flexible tuition options. Research shows that individuals and families from communities underrepresented in tech have lower net wealth\(^8\), which impacts their ability to pay for post-secondary education. In addition, people from underrepresented communities graduate with more debt\(^9\).

Our tuition options include Deferred Tuition, which is an option to pay no tuition up-front. Both Deferred Tuition and our Upfront Tuition options are backed by our 110% Tuition Refund Guarantee. For others, an Income Share Agreement (ISA) is the best way to pay for their education. With an ISA, learners begin paying us back only after they find jobs earning $50,000 a year\(^10\).

By offering a variety of flexible tuition options, we believe we are lowering one more barrier between learners and a high-paying job.

---


\(^10\) Terms apply, see [https://www.bloomtech.com/tuition/income-share-agreements](https://www.bloomtech.com/tuition/income-share-agreements) for more details
Staff DEI Commitments

1. **We strive to ensure our staff, instructors, and contractors come from diverse backgrounds so that our learners have the best possible experience and outcomes.**

Staff diversity is so important at BloomTech that we have made it a company-level OKR (objective and key result). We track representation across employees and contractors, reporting on our performance against diversity goals during company-wide meetings. To make gains on this OKR, we continue to use alternative recruiting tools and practices to find diverse candidates.

Just as diversity fuels innovation\(^\text{11}\) in companies across sectors, a range of backgrounds and experiences among BloomTech staff helps us iterate and improve. Inspired by our company value of “Nothing is sacred,” BloomTech culture welcomes ideas from anyone, anywhere. Staff of all backgrounds are encouraged to contribute in ways that draw from their lived experiences, culture, and unique perspectives.

A representative staff also helps us create a welcoming and inclusive learning environment for learners. Research shows that representation matters when it comes to education and success in STEM (science, technology, engineering, and math) fields. For example, the involvement of female role models increases girls’ likelihood\(^\text{12}\) of pursuing a STEM career.

The more diverse BloomTech staff are, the more people will see themselves reflected at the school. As the adage “seeing is believing” often rings true, greater representation will mean more people of all backgrounds will believe a career in tech is possible for them.

\(^\text{11}\) Source: https://www.tandfonline.com/doi/abs/10.1111/ecge.12016
\(^\text{12}\) Source: https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7511552/
2. **We strive to cultivate an equitable and inclusive environment for staff, instructors, and contractors so that they can contribute to BloomTech and grow their careers.**

Fostering an equitable and inclusive working environment is not only the right thing to do; it also makes good business sense. Companies that prioritize staff belonging\(^\text{13}\) see a 50% reduction in turnover, 56% increase in performance, and a 75% decrease in sick leave. In addition, nearly 8 in \(10^{14}\) job seekers say an equitable and inclusive workplace is very important when deciding where to work.

At BloomTech, our DEI Council acts as a conduit for company DEI efforts. Made up of staff from across company departments and of all levels (individual contributors to executives), the DEI Council is both a sounding board and a check on current and proposed practices.

The DEI Council puts together training and programming. It also provides a safe space for employees to surface concerns and ideas (including options to do so anonymously).

In addition, BloomTech is home to a range of affinity- and identity-based employee resource groups (ERGs). ERGs enable staff to connect, socialize, and create development opportunities in the community. ERGs also sponsor events and other programming open to staff, learners, and alumni, such as a hosted panel of Black tech professionals during Black History Month and screening a film along with a conversation with film’s editor for Asian American and Pacific Islander Heritage Month.

---

\(^{13}\) Source: [https://hbr.org/2019/12/the-value-of-belonging-at-work](https://hbr.org/2019/12/the-value-of-belonging-at-work)

\(^{14}\) Source: [https://www.washingtonpost.com/business/2021/02/18/millennial-gen-z-workplace-diversity-equity-inclusion/](https://www.washingtonpost.com/business/2021/02/18/millennial-gen-z-workplace-diversity-equity-inclusion/)
Our Work Toward Progress

Improving in areas of diversity, equity, and inclusion is an ongoing process. BloomTech has made gains in many ways, and we have room to improve.

Our DEI efforts can be categorized into five main areas. Here, we share examples of how we strive to make BloomTech—and, later, the tech industry as a whole—more representative and inclusive.

1. **Attracting and supporting a diverse learner community**

Example: BloomTech offers Unlocking Potential scholarships to make careers in tech more financially accessible for more people of diverse backgrounds. Scholarships are one way in which we help learners overcome systemic barriers to rewarding tech careers, and the financial mobility they can enable. Unlocking Potential scholarships are awarded to learners who come from backgrounds underrepresented in tech, including Black or African American, Hispanic or Latinx, American Indian, Alaskan Native, and Indigenous communities, as well as women and veterans.

So far, we have awarded 80 scholarships for a total of $192,000. We eagerly continue using the Unlocking Potential Scholarship to make tech education a reality for more people.

“I had this quarter-life crisis. I was like, what if I’m stuck here, and I’m just unhappy? I thought, I can’t just switch careers now—but why not? Tech is the future. So when I joined BloomTech, in my head I was thinking, you’re setting yourself up for success. I fell in love with web development. I can’t imagine myself not doing it anymore. I can see my potential being great.”

Lauren Ruiz
BloomTech graduate and Unlocking Potential scholarship recipient
Full Stack Developer, geothinQ
2. Providing an equitable learning experience

Example: The tech field has embraced skills-based evaluations of job applicants rather than relying on educational attainment or job history. We enable our learners to break into this high-opportunity and relatively merit-based field, even if they do not have an extensive background in tech or a college degree.

One way we do this is by preparing learners for skills-based assessments commonly used by companies hiring for technical roles. Our expert instructors train learners in the necessary skills, give personalized feedback so learners can improve their performance, then instruct job seekers on how to leverage their results toward a job offer. Focusing on demonstrable skills in an industry-recognized format helps overcome systemic barriers to employment for people without a college degree, those reentering the workforce, those with inconsistent job histories, and others.

Hard skills are only part of the story in transitioning into tech. Our career support model is the gold standard for the online tech education sector, providing more career development and personalized support, for longer.

Our personalized career support begins as soon as learners join BloomTech and continues until they accept a great job. Our one-on-one coaching tackles subtle barriers to employment and financial mobility, including breaking down imposter syndrome and building confidence.

3. Building community

Example: Our new, more flexible model empowers people to learn on any schedule—part-time or full-time, while they work or care for loved ones, on any time zone, and in just about any location. With our pivot away from cohorted groups, though, we have been intentional about how we build community for learners.

In 2022, we have deployed more ways for learners to connect with one another—for both academic and social support. A suite of live community events online, from coffee hour (a virtual coworking session) to trivia nights, help learners feel connected—in spite of the physical distance between them.

In addition, weekly pace group meetings enable learners to connect with peers in their tracks (Full Stack Web Development, Data Science, and Backend Development). They answer each other’s questions about curriculum, empowering learners farther along in their program to hone leadership skills as they help newer learners. They also align with peers with similar pacing goals to keep each other motivated and accountable.
“The community at BloomTech is an integral part of the experience. It mimics a real classroom, and it doesn’t feel like you just watched 100 hours of YouTube. Instead you come out with friends. You come out with real-world experiences.”

Aaron Burns
BloomTech graduate
Software Engineer, Cisco
4. Providing an equitable path to employment

Example: Starting in last year’s Diversity Report, we began sharing outcomes by gender and race/ethnicity. We continue to track outcomes in this way and share more of what we have learned below, in the Diversity at BloomTech: Learners section.

Some of what we see in 2022 is incredibly encouraging. We achieved double-digit increases in job placement rates among women, Black and African American learners, and Hispanic or Latinx learners. We are proud to see these leaps in placement rates that, of course, translate to more and more people of all backgrounds who have successfully launched tech careers.

The data also shows areas where we need to improve. For example, graduation rates for Black and African American learners significantly declined. We analyzed reasons for withdrawal and have already rolled out ways to address these concerns. One top reason was a lack of flexibility. Our new model, which empowers learners to progress through their course in a fully supported way and at their own pace, went live in July 2022. A second common reason for withdrawal was lack of study guides. We began providing track-specific study guides in January 2022.

Another way we are making BloomTech more equitable is our commitment that at least 25% of learners we recommend to Hiring Partners identify as a race or ethnicity underrepresented in tech. We have an entire team dedicated to working with Hiring Partners, companies looking for BloomTech graduates to fill entry-level tech roles. By connecting diverse BloomTech learners with these openings, we provide more opportunity to learners who face systemic barriers to employment and support hiring companies’ diversity goals.

Creating a pipeline of emerging tech talent reflective of our diverse community is just one of many ways we are continuing to make BloomTech more equitable.

5. Attracting and retaining diverse staff

Example: We value the perspective, insights, and skills that a diverse workforce brings to the company. To attract employees of all backgrounds, we have built in recruiting and hiring practices that actively seek out diverse workers.

Posting job openings and passively waiting for “the right” applicants is an insufficient strategy. That is why we publish recruitment posts in tech affinity groups such as Women Who Code and Blacks in Technology. We also regularly recruit from Women in Tech, Women in Product, Latinas in Tech, and Tech Latino. These terrific groups naturally attract the highly qualified talent that can contribute to and enrich BloomTech. A diverse team helps us innovate, better serve our learners, and enable even more people to launch tech careers.
Diversity at BloomTech

Diversity is a much-used word—and involves so many layers. After all, identity is complex and multifaceted. The concept of intersectionality teaches us that individuals are made up of overlapping identities. This Diversity Report works to honor our learners’ and staff’s identities as they see them.

The diversity of learners and staff makes BloomTech a better place. We believe that welcoming and actively seeking diversity also makes our wider communities, and the tech industry as a whole, stronger.

Here, we share our insights in an ongoing effort to reduce barriers to education and the opportunities education affords. The following sections share data and insights on diversity at BloomTech in 2022.
BloomTech Learner Diversity

Race

The racial and ethnic makeup of the U.S. population is changing. The most recent census\textsuperscript{15} shows that roughly a third of the U.S. population identifies as a race or ethnicity that is underrepresented in the tech industry. BloomTech’s learner community has become slightly more ethnically and racially diverse since 2021. It now roughly mirrors demographics nationwide, and we are proud that our student body is representative of the country’s racial and ethnic background.

Learner Representation by Race\textsuperscript{16}

\begin{figure}
\centering
\includegraphics[width=\textwidth]{chart.png}
\end{figure}

\textsuperscript{15} Source: https://www.census.gov/quickfacts/fact/table/US/PST045221

\textsuperscript{16} Learners who did not answer this survey question have been excluded. 159 learners, or 26.19\% of the total addressable population did not answer this question.
Learner Outcomes by Race

Graduation Rate by Race

Graduation rate for each race is calculated by dividing the number of learners who graduated as of the Reporting Date for BloomTech’s 2021 Outcomes Report by the number of Starting Learners whose Original Expected Graduation Date fell in 2021. Certain groups have been excluded due to small population sizes.

---

17 Learner Outcomes are provided for the addressable population covered in BloomTech’s 2021 Outcomes Report: learners who were scheduled to complete or graduated from a BloomTech between January 1, 2021 and December 31, 2021. Certain groups have been excluded due to small population sizes.

18 The Reporting Date for BloomTech’s 2021 Outcomes Report is August 11, 2022.

19 A learner who attended day 1 of Unit 2 of the coursework
Placement Rate by Race

Placement rate for each race is calculated by dividing the number of Placed Learners\textsuperscript{20} by the number of learners who graduated in 2021. Certain groups have been excluded due to small population sizes.

\begin{figure}[h]
\centering
\includegraphics[width=\textwidth]{chart.png}
\caption{Placement Rate by Race}
\end{figure}

20 A learner whose Actual Graduation Date was in 2021 and who was subsequently placed in a job as of the Reporting Date
Gender Identity of BloomTech Learners

Gender identity can be as central to a person’s identity as race, age, nationality, or ability. Unlike most online tech education companies, we collect gender identity data in a way that is more in line with how people see themselves. In short, we recognize that the male/female binary is insufficient in describing people’s identity. 7.5% of BloomTech learners in 2022 identify as non-binary, gender queer, gender fluid, transgender, or two or more genders. This is slightly more than those who identified as a gender other than a man or woman in 2021.

Female representation in the tech realm is unbalanced, and we at BloomTech continue to strive for greater enrollment among women. In spite of our efforts, the percentage of female learners in 2022 dropped slightly, to 17.2%. This concerning data underscores the importance to reach and train women. Early internal data suggest that the more flexible school model we launched in July 2022 is attracting more female learners. We continue to iterate on our school experience to make tech education accessible to more people—including women.

While we are disappointed that we do not have better data to report on this front, we do not shy away from our dedication to transparency. Data paired with action is the best way to make positive change.

In addition, we are sharing outcomes data broken down by gender. We are incredibly proud to report that placement rates for female graduates increased by 16%. This means that 92% of female BloomTech graduates are placed in jobs.
Learners who did not answer this survey question have been excluded. 165 learners, or 27.18% of the total addressable population did not answer this question.

21 Learners who did not answer this survey question have been excluded. 165 learners, or 27.18% of the total addressable population did not answer this question.
Learner Outcomes by Gender

Graduation Rate by Gender
Graduation rate for each gender category is calculated by dividing the number of learners who graduated as of the Reporting Date for BloomTech’s 2021 Outcomes Report by the number of Starting Learners whose Original Expected Graduation Date fell in 2021. Due to small population sizes, non-binary, gender queer, or gender fluid, transgender, and two or more have been combined into the “Other” category.

---

22 Learner Outcomes are provided for the addressable population covered in BloomTech’s 2021 Outcomes Report: learners who were scheduled to complete or graduated from a BloomTech between January 1, 2021 and December 31, 2021. Due to small population sizes, non-binary, gender queer, or gender fluid, transgender, and two or more have been combined into the “Other” category

23 The Reporting Date for BloomTech’s 2021 Outcomes Report is August 11, 2021

24 A learner who attended day 1 of Unit 2 of the coursework
Placement Rate by Gender

Placement rate for each gender category is calculated by dividing the number of Placed Learners\(^{25}\) by the number of learners who graduated in 2021. Due to small population sizes, non-binary, gender queer, or gender fluid, transgender, and two or more have been combined into the “Other” category.

![Bar chart showing placement rates by gender: Female 92%, Male 88%, Undisclosed 95%, Other 88%, Overall 90%]

Previous Education Level of BloomTech Learners

The common narrative in the U.S. says that to get ahead in life and your career, you need a college degree. Given the cost and time required to complete a degree—not to mention the systemic barriers in the way of many people gaining higher education—this traditional path to a well-paying job is out of reach for many.

Fortunately, the conventional wisdom does not have to be true. The success of literally thousands of BloomTech graduates proves that you do not need a college degree to launch a financially rewarding career in tech.

Our data show that this alternative path to a well-paying job is more attractive than ever. Sixty percent of BloomTech learners do not have a Bachelor’s or Associate degree, more than in 2021. This suggests that even more people are turning to us as a direct and attainable path to a tech job.

\(^{25}\) A learner whose Actual Graduation Date was in 2021 and who was subsequently placed in a job as of the Reporting Date
Learner Representation by Previous Education (of those reporting)\textsuperscript{26}

Learners who did not answer this survey question have been excluded. 219 learners, or 36.08\% of the total addressable population did not answer this question.

\textsuperscript{26} Learners who did not answer this survey question have been excluded. 219 learners, or 36.08\% of the total addressable population did not answer this question.
People turn to BloomTech for many reasons. Some want a more personally fulfilling career. Others love solving problems, mining data for insights, and building digital solutions to difficult problems. Still others want to show their children what's possible when you work hard and dream big.

Underlying many of these reasons is the goal to increase their income. Tech is a field in which people can make a steady living, even in an entry-level position. Many tech positions also afford a high earning potential, with opportunities to grow your compensation as well as your responsibility within your company.

2022 data show that learners frequently turn their vision of a higher salary into reality, through a BloomTech education. This year, in addition to showing learners' previous salary and salary type, we are eager to share the median increase in placed graduates' salary broken down by previous education.

We are incredibly proud of our graduates' success. Increases in income mean much more than a fuller bank account. Higher salaries translate to graduates being able to pay down debt, save for a home, take a vacation, support extended family members, invest in their communities, and much, much more.

Further, the increase in placed graduates' salary out-performs increases reported by conventional higher education institutions. Our increases far outpace the advantage of earning an Associate degree (an average of $3,338 more) and even a Bachelor’s degree (an average $22,626 more\(^\text{27}\)). What's more, placed graduates finish their education and move on to the workforce much more quickly than people going through traditional higher education programs, so they tend to see these gains faster.

---

\(^{27}\) Source: [https://www.northeastern.edu/bachelors-completion/news/average-salary-by-education-level/](https://www.northeastern.edu/bachelors-completion/news/average-salary-by-education-level/)
Learner Representation by Previous Salary (of those reporting)\textsuperscript{26}

Learners who did not answer this survey question have been excluded. 219 learners, or 36.08\% of the total addressable population did not answer this question.

\textsuperscript{26} Learners who did not answer this survey question have been excluded. 219 learners, or 36.08\% of the total addressable population did not answer this question.
Salary Growth for BloomTech Learners by Previous Education Level

Salary comparison of previous BloomTech salary and first placement salary for learners who reported previous BloomTech salary and who was subsequently placed in a job as of the Reporting Date by previous education level.

- Bachelor’s/Associate Degree: $26,000
- College Credits (but no degree): $30,001
- High School Diploma or GED: $24,400
- Master’s/Doctorate/Professional Degree: $26,001
Previous Salary Type of BloomTech Learners

Learner Representation by Previous Salary Type (of those reporting)

30 Learners who did not answer this survey question have been excluded. 217 learners, or 35.75% of the total addressable population did not answer this question.
Age of BloomTech Learners

Data on the age of BloomTech learners suggests that people who would be classified as “nontraditional students” in college—those over the age of 25—increasingly turn to BloomTech as an alternative to conventional education. The average age of BloomTech learners is 28, a year younger than in 2021. Though the average age of our learners didn’t change dramatically, slightly more of our learners are 25 to 35 years old.

These averages reflect the fact that many BloomTech learners could be called career-changers. Given that roughly 1 in 5\(^{31}\) workers today are considering a career change, we are eager to train new learners for a rewarding job in tech.

Learner Representation by Age (of those reporting)\(^{32}\)

<table>
<thead>
<tr>
<th>Age Range</th>
<th>2022</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 to 24</td>
<td>24.0%</td>
<td>24.9%</td>
</tr>
<tr>
<td>25 to 35</td>
<td>59.8%</td>
<td>55.6%</td>
</tr>
<tr>
<td>36 to 44</td>
<td>12.1%</td>
<td>14.8%</td>
</tr>
<tr>
<td>45 or Above</td>
<td>4.1%</td>
<td>4.7%</td>
</tr>
</tbody>
</table>

31 Source: https://intelligence.monster.com/
32 Learners who did not answer this survey question have been excluded. 219 learners, or 36.08% of the total addressable population did not answer this question.
Sexual Orientation of BloomTech Learners

Like other demographic data, reporting sexual orientation is completely optional. We believe that collecting data on learners’ sexual orientation helps us better serve learners and promote a more diverse tech industry.

Nationwide statistics on sexual orientation are not collected as part of the U.S. census, but estimates suggest that around 4.5% of adults\(^{33}\) in the U.S. identify as LGBTQIA+. 14.3%\(^{34}\) of BloomTech learners self-identify as asexual, bisexual, pansexual, queer, gay, or lesbian, which is slightly more than in 2021.

Learner Representation by Sexual Orientation (of those reporting)\(^{35}\)

![Graph showing learner representation by sexual orientation]

---


\(^{34}\) This data reflects learners who selected Asexual, Bisexual, Pansexual, Gay or lesbian or Questioning or Unsure for Sexual orientation question

\(^{35}\) Learners who did not answer this survey question have been excluded. Since ‘Prefer Not to Disclose’ is an answer to this question, we included those who responded in this manner. 218 learners, or 35.9% of the total addressable population did not answer this question.
BloomTech Staff Diversity

As you have read, staff diversity has been an organizational priority. We are proud to share our gains.

This is the first year we include U.S.-based contractors in our staff diversity data. Every one of our full-time employees, instructors, and contractors contributes to our mission to provide a direct, low-risk path to a high-paying job. Emphasizing diversity across employment types helps us create a better culture and better outcomes for learners.

Race / Ethnicity of BloomTech Staff

In 2022, one-quarter of BloomTech staff identify as a race or ethnicity underrepresented in tech. This is a slight increase over 2021 numbers—made more meaningful by the overall increase in the size of BloomTech’s workforce. Gains in representation were even greater in leadership and management roles. These percentages jumped nearly 20%.

We strive to make BloomTech an equitable workplace. That way, we can create the kind of culture that enables everyone to contribute to their fullest potential, take advantage of opportunities to lead, and advance in their careers.

Staff demographic data represents 177 full-time employees and US-based contractors as of August 17, 2022 and was collected via self-identification in BloomTech's people management software.
Staff Representation by Race - Overall

<table>
<thead>
<tr>
<th>2022</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>53%</td>
</tr>
<tr>
<td>Two or More Races</td>
<td>5%</td>
</tr>
<tr>
<td>Native Hawaiian or Other Pacific Islander</td>
<td>3%</td>
</tr>
<tr>
<td>Hispanic or Latino</td>
<td>8%</td>
</tr>
<tr>
<td>Black or African American</td>
<td>17%</td>
</tr>
<tr>
<td>Asian</td>
<td>14%</td>
</tr>
</tbody>
</table>
BloomTech currently defines leadership as any individual listed on our company website. This group of individuals contribute to material decisions that influence the direction of our business. Leadership is a mix of our C-Suite, VPs, and Directors, although not all Directors are considered leadership; Management roles are defined as those with direct reports.
Gender of BloomTech Staff

While the percentage of women working for BloomTech dipped slightly, to 46.3%, we are still near gender representation parity. In fact, if you look at only full-time staff (rather than including contractors), the proportion of women actually increased, to 53%.

We are proud of gains in representation in technical roles: The number of women working in technical roles increased by 10% over 2021 numbers.

---

Staff demographic data represents 177 full-time employees and US-based contractors as of August 17, 2022 and was collected via self-identification in BloomTech’s people management software.
BloomTech currently defines leadership as any individual listed on our company website. This group of individuals contribute to material decisions that influence the direction of our business. Leadership is a mix of our C-Suite, VPs, and Directors, although not all Directors are considered leadership; Management roles are defined as those with direct reports.
Staff Representation by Gender - Technical vs. Non-Technical

Non-Technical (155)

- 2022: Male 51%, Female 46%, I choose not to disclose 3%
- 2021: Male 48%, Female 52%

Technical (22)

- 2022: Male 55%, Female 45%
- 2021: Male 65%, Female 35%
Neurodiversity Representation of BloomTech Staff

This is the first year we are reporting on neurodiversity of BloomTech staff. We began collecting this data, which was entirely voluntary, in 2022 and so do not have figures from previous years to compare.

We strongly believe that neurodiversity is similar to race, age, religion, nationality, sexual orientation, and other aspects of identity, in that differences are to be embraced. We reject the stigma around neurodiversity and celebrate the unique contributions of all our staff.

More than 1 in 4 BloomTech staff self-identify as neurodivergent. This is greater than neurodivergence among adults in the U.S., which research estimates to be between 15-20% of the general population.

We as a company will be working to ensure BloomTech staff have the resources and opportunities to contribute, innovate, and grow to their full potential. We welcome their contributions and will continue to cultivate an inclusive culture.

Bloom Tech Staff who would consider themselves neurodivergent

27% YES

73% NO

---

40 Staff Neurodiversity data was collected via an optional-to-complete Staff Diversity Survey sent out to full time employees and US-based contractors. Includes staff who selected yes to identify as neurodivergent. The word “Neurodivergence” is defined as divergence in mental or neurological function from what is considered typical or normal. Although this is not an exhaustive list some “recognized” types of Neurodivergence, include autism, ASD, dyslexia, dyscalculia, epilepsy, hyperlexia, Dyspraxia, ADHD, obsessive-compulsive disorder (OCD), and Tourette syndrome (TS).

96 full time staff and us-based contractors responded to this survey

41 Source: https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7732033/
Sexual Orientation and Gender Identity of BloomTech Staff

This is also the first year we are reporting on LGBTQIA+ representation of BloomTech staff. We believe that understanding the multifaceted identities of staff enables us to take the steps needed to create a more inclusive workplace. We also believe that when learners—especially those who face systemic barriers to education or employment—see themselves reflected in staff, they may feel more welcome, empowered, and confident in their ability to launch tech careers.

20% of BloomTech staff and contractors self-identify as LGBTQIA+. This is roughly four times greater than the estimates of U.S. adults who identify as LGBTQIA+.

Sexual Orientation of BloomTech Staff

---

42 Staff Sexual Orientation and Gender identity data was collected via an optional-to-complete Staff Diversity Survey sent out to full time employees and US-based contractors. 96 full time staff and us-based contractors responded to this survey. This data combines responses to Gender Identity and Sexual orientation question including staff who selected Gender Queer or Non-Binary for Gender identity question and staff who selected Asexual, Bisexual, Pansexual or Questioning or Unsure for Sexual orientation question.
Conclusion

We at BloomTech are working to increase diversity of all kinds among our learners and staff. This company-wide commitment is critical to becoming a better place to work, empowering learners of all backgrounds to start rewarding careers, and scaling to serve even more people looking to build a better future.

It is widely acknowledged that the tech field has work to do on matters of DEI. We humbly acknowledge that we, too, need to improve. DEI efforts are continual, and progress can be incremental. Nevertheless, we are dedicated to putting in the work.

We are also incredibly proud of where we stand as a company and the progress we’ve made in the last year. We invite you to consider how you fit into this conversation around diversity. Are you inspired to join our efforts to provide a direct, low-risk path to a higher income for learners of all backgrounds? Check out our openings. Do you want to get trained for a tech career from a passionate, motivated, and diverse team of professionals? Compare our courses to see how your goals might align with what we teach. Do you have other questions or suggestions? Reach out via our inquiry form.

Thank you for reading this report. We are grateful for the opportunity to share our commitment to diversity, and we’re glad you’re here, too.

Austen Allred
BloomTech CEO & Co-founder
Methodology

For clarity, we’re including a few definitions of terms used in the report above.

Learner Data

BloomTech collects demographic data from learners through an optional-to-complete Diversity Survey. A snapshot of BloomTech’s learner population was taken on August 11, 2022, for use in this report. As of that date there were 607 active learners enrolled in BloomTech programs who had completed the survey. Each question in the survey is optional, so response rates to each question varied. Distributions of responses are provided based on the number of learners who responded to each question; non-responses were excluded.

The language that we use and the categories offered in questions on gender and sexual identity come from the best practices and guidelines of The Consortium of Higher Education LGBTQ Resource Professionals and The Human Rights Campaign Guidelines, both known for their strong community advocacy. Language on ethnicity follows the terminology recommended by the National Center For Education Statistics.

*Gender Identity:* If an individual selected two or more gender identities, they were included in the “Two or More” category.

*Sexual Orientation:* “Gay” and “Lesbian” responses were grouped into the “Gay or Lesbian” category. “Bisexual,” “Pansexual,” and “Queer” were included in the “Bisexual, Pansexual or Queer” category. If a learner selected more than one option or “Questioning or unsure,” they were included in the “Questioning or unsure” category.

*Underrepresented minority (URM):* To report on the underrepresented minority category, we utilized guidelines from the EEOC and the NSF. We used the NSF’s breakdown of the labor market particular to science and engineering fields to define this group. In our report, “Underrepresented Minority” includes:

- Black or African American
- Native Hawaiian or Pacific Islander
- Hispanic or Latinx
- American Indian, Alaskan Native or Indigenous
- Two or More Races - URM

*Two or More Races - URM:* Learners were included in the “Two or More Races – URM” category when one of the selected races falls into an aforementioned URM category.
Staff Data

Staff demographic data represents 177 full-time employees and U.S.-based contractors as of August 17, 2022, and was collected via self-identification in BloomTech’s people management software. The Neurodiversity, Gender Identity and Sexual Orientation data was collected via an optional-to-complete Staff Diversity Survey sent out to full time employees and U.S.-based contractors. As of September 14, 2022, we received 96 responses.

Leadership team: BloomTech currently defines leadership as any individual listed on our company website. This group of individuals contribute to material decisions that influence the direction of our business. Leadership is a mix of our C-Suite, VPs, and Directors, although not all Directors are considered leadership.

Underrepresented minority: Similar to our learner data, we used the NSF’s breakdown of the labor market particular to science and engineering fields to define this group, with one exception. Our staff data is not as granular as our learner data, so we’re not able to parse out those who identify as “Two or More Races” into URM or non-URM subgroups. As a result, we chose to exclude all those who identify as “Two or More Races” in our calculation of underrepresented minorities.

Technical: In this breakdown of staff and U.S.-based contractors data, technical roles include those in engineering, product, and product design.

Non-Technical: This includes all roles not in engineering, product, or product design.