

501(c)3

RISE

THE MOM PROJECT



2022 Impact Report





Beyond Outcomes. Lasting Impact.

2022 brought continued growth and big, exciting updates to the RISE program, and I am so happy to share all that we've achieved. In this report developed by Werklabs, The Mom Project's independent research division, we will provide a comprehensive overview of RISE, including key metrics, graduate testimonials, and important impact statistics.

I am immensely grateful to The Mom Project's tremendous ongoing support of RISE, and to my incredible team at MomProject.org. Our accomplishments are thanks to the talent and hard work of the dedicated individuals I am lucky enough to call my colleagues. Without their tireless efforts, we would not have been able to support thousands of women in advancing their career journeys.

Today's job market increasingly places a premium on skills. Recent research shows that up to 80% of employers prioritize skills over degrees, with many transitioning to a skills-first hiring strategy. Yet upskilling remains largely inaccessible to many professionals, especially women. Plus, upskilling is just one of many important aspects of career advancement, and professionals often complete certifications without any additional support when it comes to other factors like networking and resume review.

At RISE, we are changing the upskilling game for the better. Not only do we provide thousands of women with scholarships to gain meaningful and marketable upskilling, we also take a holistic approach that recognizes program participants as individuals in need of community support beyond the certification itself.

In 2022, we expanded our reach by more than 200%. We added two new program offerings, and developed a state-of-the-art machine learning matching strategy to take our mentorship program to the next level. And this is only the beginning. We are constantly striving for new ways to better serve the RISE community, and we are thrilled to share our progress along the way.

I'm so happy you're here. I hope this report is informative, and as exciting for you as it is for me.



Kindest regards,

Chandra Sanders
VP, RISE

The Big Picture

RISE
Program Snapshot*

FIRST YEAR AGGREGATE
TOTAL SALARY
INCREASE

\$17,081,034

Program Growth

2022 Updates

REFLECTION

It's been another exciting year for RISE. In 2022, we added to our core program offerings and our team, **strengthening our efforts to upskill and support women and underrepresented minorities** in career progression. Looking back on the year, our growth and impact accelerated since our beginnings in 2021.

SCHOLARSHIPS



6,394

Awarded &
In-Progress

GRADUATES TO DATE

1,783
Participants

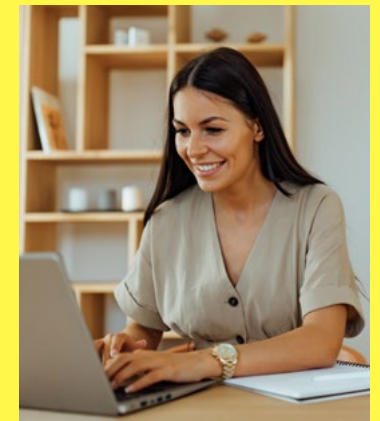
APPLICANTS

117% ↑

Growth in applicants from
2021-2022

“My time at RISE gave me the **confidence boost** I needed. RISE will not only teach you the technical skills needed for a career pivot, but also provide support to keep growing.”

PROGRAM PARTICIPANTS



144% ↑

1,859 participants in 2021
to 4,559 in 2022

COMPLETED OR
IN-PROGRESS

70%

TOTAL # OF AVAILABLE
CERTIFICATES

11 Offered

* Since program inception

Program Overview

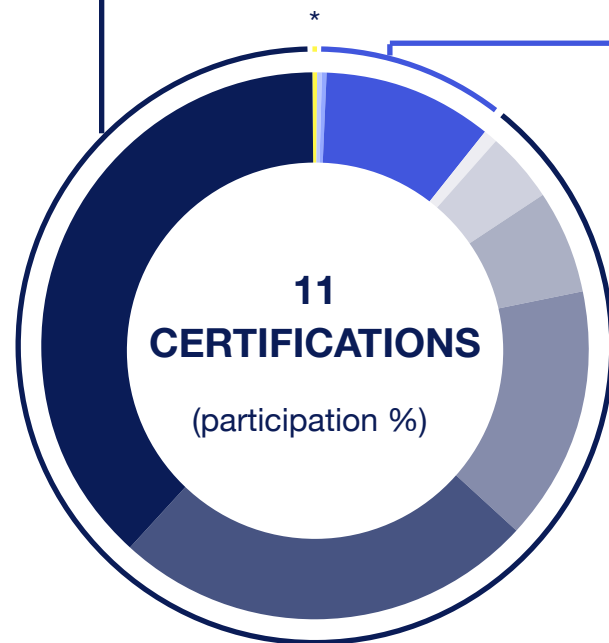
RISE provides purpose-built tech upskilling scholarships powered by authentic community. RISE is designed to disrupt the status quo and equip moms and women of color in pursuit of economic opportunity.

11 certification options are offered at no cost to the participants. Curriculum program offerings are developed in partnership with CareerCircle, which offers upskilling applicable to high-demand fields and industries. CareerCircle's 1-on-1 curriculum support shows 195% increase in graduation rates compared against the traditional self-guided method.



Google

- 38% Project Management
- 25% Data Analytics
- 15% UX Design
- 6% IT Support
- 4% Digital Marketing & E-Commerce †
- 1.5% IT Automation with Python



Salesforce

- 10% Administration
- 0.1% App Builder
- 0.1% Developer
- 0.1% Associates & Admin

IBM

- Customer Success
- Added in December of 2022*

† Added in 2022

Community is at the foundation of RISE. As a part of the RISE experience, participants are placed in peer cohorts that provide supplemental support through shared experience. Participants also have access to the greater RISE community, which includes a network of more than 20k LinkedIn followers. The RISE community provides a sense of authentic connection and support as well as tangible resources designed to help participants succeed.

- Working Groups & Partnerships
- Guided Study
- Q&A Forums
- Speaker series



Career & Community Support

The RISE commitment goes beyond funding scholarships. At no cost to our participants, RISE offers participants **holistic support**, assisting through CareerCircle training partnership and beyond as participants map out career paths, build strong application materials, and conduct their job search.



- Mentorship
- Personal Check-Ins and Path Curation
- Expert Resume Review and Masterclass Networking
- RISE Accelerator powered by Glassbreakers (Online platform to engage, mentor, connect and accelerate the RISE community)
- Interview Prep
- Engagement with the Private RISE LinkedIn Group
- Elevation and Job Placement



SUPPORT ABOVE UPSKILLING

Career Support*

64%

Interview Prep

14%

Personal Check-in

11% †

* Support during program participation and after graduation † 5% Program Questions/ 2% Resume Review/ 1% Other



Number of Participant Engagements with Online Community Resources

3,400+

Participants learn how to market their new skills and optimize compatibility with applicant tracking systems. Our participants have shown themselves to be fully invested not only in the certification program itself, but also in the additional support RISE provides to pivot their careers.

Community support is a cornerstone of RISE. Not only do participants get formalized support through mentorship and networking, they are also part of a community of people facing and overcoming similar challenges. RISE participants often say this sense of community support is a critical part of the program.

“With RISE, I not only learned a new skill set but also connected to moms who had the same worries. We **boosted each other up and cheered each other on** [which] motivated me to meet my goals.”

Our Why and Program Participation



To elevate 10,000 moms by 2023

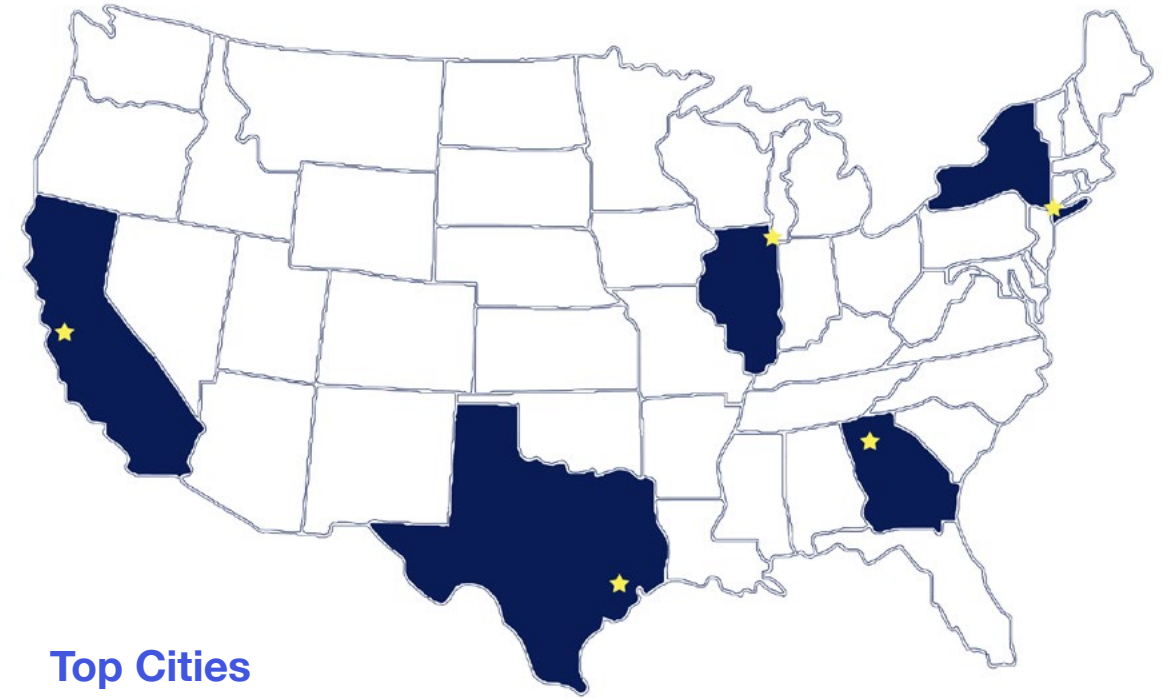
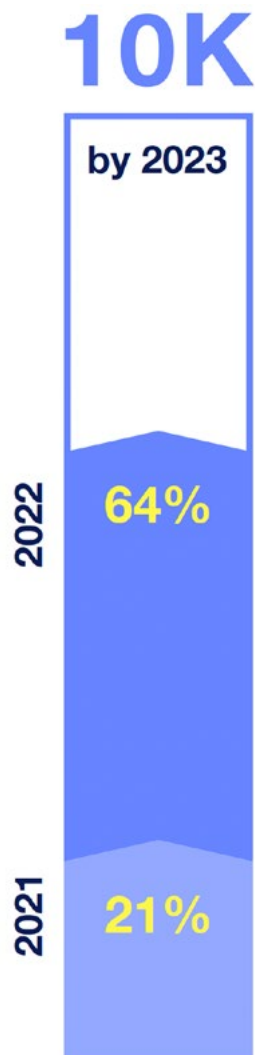
In 2022, our goals surpassed our successes in 2021. We set out to upskill, develop and support 5,000 participants in 2022. Over the course of

the year, RISE processed 8,407 applicants and awarded 4,535 scholarships. We are well on our way to meeting our 2023 year-end goal of providing 10,000 scholarships.

The extent to which RISE resonates on a personal level is clear in the level of commitment and engagement we see from our participants. RISE was founded in 2020 as a response to the impact of the pandemic on moms, particularly moms of color, when at least 2.1 million working moms were forced out of the workforce.

The majority of women, particularly caregivers, that enter the RISE scholarship program hold college degrees, yet are unemployed or underemployed.

In collaboration with our partners, RISE continues to take action in driving diversity, equity, and inclusion in the workforce by removing financial, geographic, and technical experience barriers that are disproportionately impacting moms and women of color. We have found that the RISE community is equally motivated by and committed to the idea of opening pathways to economic opportunity.



Top States

- California
- Georgia
- Illinois
- New York
- Texas

Top Cities

- Atlanta
- Chicago
- Houston
- New York*
- SF Bay Area

* City of New York includes both New York and Brooklyn.

“Offering me the full scholarship...was a **really great opportunity** for me. I’ve been out of work for a while, so I wouldn’t have been able to afford to pay for any program without having a job.”

From Opportunity

To Impact

Upskill

RISE participants confirm their top motivator in pursuing an upskilling program with RISE is to pivot to a new career track. Other goals of participants entering RISE include career advancement and workforce re-entry.



Economic & Work-Life Integration

RISE makes a difference. A significantly increased portion of RISE graduates are active in the workforce compared to our entering participants. The large majority of graduates are able to implement career changes. Graduates also report a notable improvement in the quality of economic opportunities since completing RISE, confirming increased support at work, flexibility at work, and improved access to remote work options.

Join RISE with a goal to:



Graduate RISE program

1,783

Participants

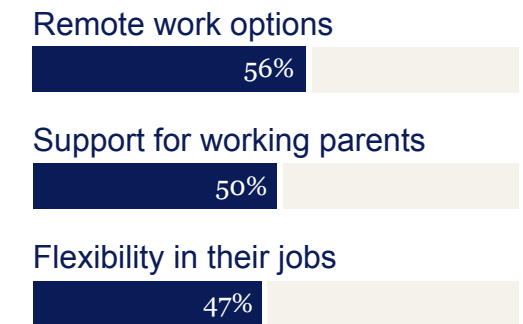
(Re)Enter workforce

74%

RISE graduates active in paid workforce

51% increase in those active in paid workforce when comparing participants entering RISE (49%) against RISE graduates (74%)

Experience improved work quality with increased*:



*Strong agreement levels among graduates

“I’m promoting myself out of where I’ve been stuck...[RISE] is opening me to a whole new industry. **The sky’s the limit.**”

Change career path



3 out of 4 with changed field or primary expertise (72%) or industry (75%)

Receive title elevation



35% with title elevations or increased responsibilities 6+ months post graduation

Receive higher compensation



47% with increase in total compensation among those who entered the program with a primary goal of career advancement

Post-RISE Employment

App Builder

Salesforce Developer
Salesforce Software Engineer

Administrator

Junior Salesforce Administrator
Salesforce Associate
Salesforce Administrator

RISE graduates put their skills to use in a wide variety of roles.* Common RISE graduate titles include:



Project Management

Project Specialist
Operations Associate
Technical Project Manager
Program Manager

Data Analytics

Junior Data Analyst
Data Analyst
Marketing Analyst

UX Design

Junior UX Designer
UX Designer
UI Designer
UX Researcher



IT Support

IT Assistant
IT Specialist
Database Administrator
Systems Analyst

IT Automation

Senior IT Support Specialist
Junior Systems Administrator
Network Engineer

*Google Digital Marketing + Ecommerce and IBM Customer Success were both added in 2022, so the job titles listed for these programs are not titles reported from graduates. Instead, these are expected titles for graduates of these programs.

Google Digital Marketing + Ecommerce

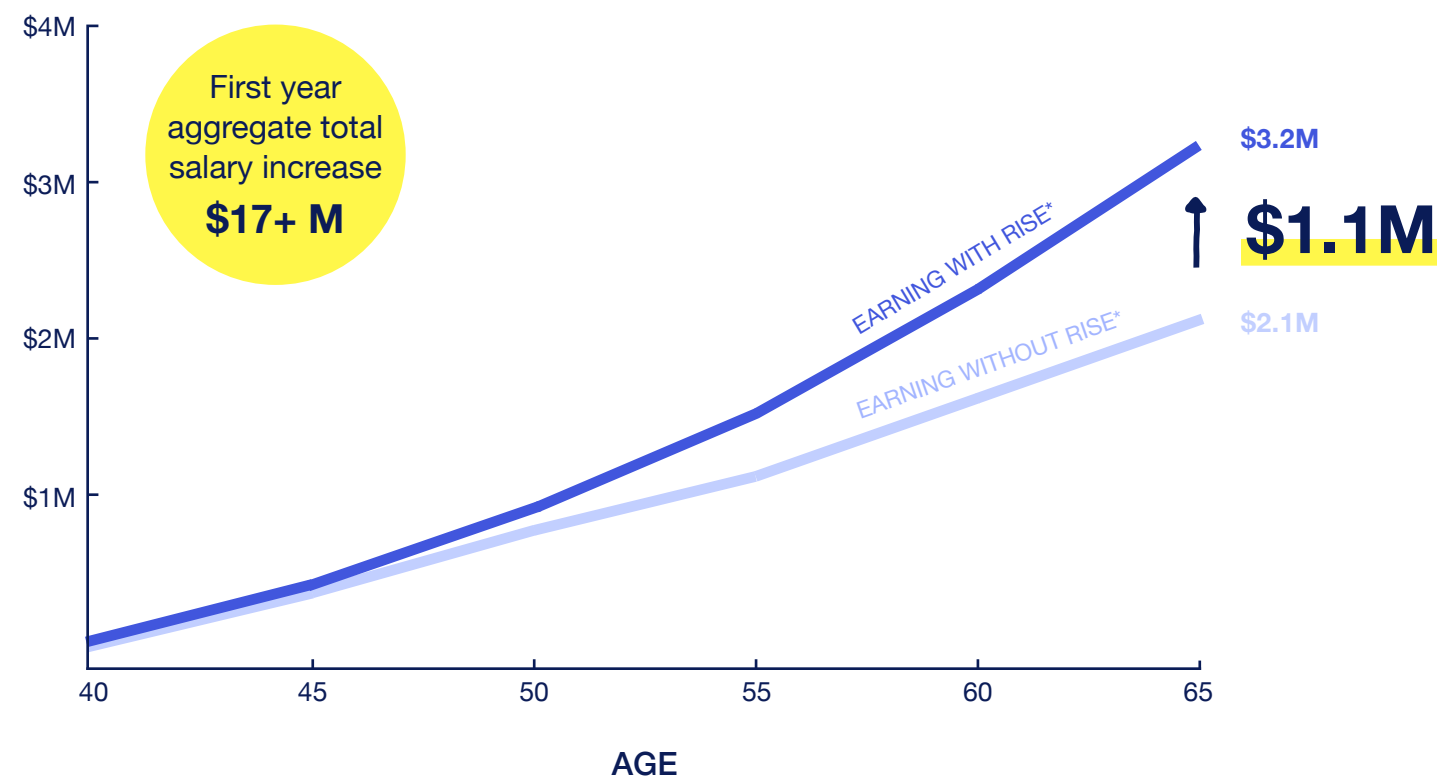
Digital Marketing Coordinator E-commerce Associate
Marketing Specialist

IBM Customer Success

Customer Success Associate
Customer Success Manager

Beyond Outcomes: Lasting Impact

The increased earnings RISE graduates report in the short term translate to increasing dividends over the long term. RISE graduates are projected to earn \$1 million + in additional lifetime income.



* Calculation for Earning with RISE includes 5% increase and for Earning without RISE includes 3.2% increase.

The RISE program not only imparts important technical skills, but also gives graduates job search, interviewing, and networking skills that serve them throughout their careers. RISE graduates often describe a renewed sense of confidence gained during the program as an intangible but immensely valuable benefit of participation.



“My experience with RISE helped **renew my confidence** after being a stay-at-home mom for 8 years. I acquired valuable resume and interview skills that **most certainly helped me get hired!**”

Future Research

In partnership with Werklabs, The Mom Project's research & insights division, RISE is eager to pursue future research opportunities that exist at the intersection of social impact, the future of work, and DE&I.

Rethinking Hiring

RISE program graduates are overwhelmingly highly qualified, educated, and talented. They are tenacious, adaptable, and eager to learn. RISE graduates bring immense value and in-demand skills to their employers. Yet this talent pool is often overlooked by employers or filtered out by algorithms because their professional or educational backgrounds do not meet conventional hiring criteria.

Future research by RISE and Werklabs will use what we know about RISE participants to help reshape the way companies source, hire, and retain valuable and often overlooked segments of the talent pool. RISE participants present an ideal opportunity to craft a new understanding of what constitutes a qualified candidate.

Mentorship

RISE participants have the option to participate in a mentorship program. The mentorship program was launched in 2022, and the initial cohort of mentors and mentees were matched by hand. In order to improve and streamline the mentor matching process to better serve program participants, the program now uses state-of-the-art machine learning strategies to assign numerical traits to each mentor and mentee, which are then used to suggest potential matches. This process is trained to provide similar results to the hand-curated matches in the first round. In the future, we will further analyze these numerical traits to provide further transparency.

We know the positive impact of a professional mentor can be immense. But what makes for a fruitful and productive mentor-mentee relationship? Future research will leverage the mentorship program's state-of-the-art machine learning technique to explore the key drivers of mentor-mentee compatibility.

Methodology

RISE Graduate Research

Werklabs surveyed 464 RISE graduates in August 2022 in order to explore their experience with RISE, their motivations for participating in the program, and the impact of RISE on their career goals. The majority of respondents had completed the RISE program less than one year previously and fell between 35 and 44 years old.

RISE Program Data

RISE program data includes full counts of program applicants, scholarships awarded, and enrollment data including dropout and graduation rates and dates. Career support minutes are tracked by total calendar meetings, and community engagement metrics are tracked via platforms like LinkedIn and Glassbreakers.

Mentorship

The mentorship matching algorithm automatically assigns numerical characteristics to mentors and mentees separately through the use of an autoencoder. Then, a neural network transforms mentee traits to mentor traits. The more similar these converted traits, the better the predicted pairing between mentor and mentee.

