# GA CASE STUDY CREATING A MORE DIVERSE TECH TEAM FOR A FORTUNE 500 TECH FIRM

#### **CHALLENGE:**

A Fortune 500 tech firm wanted to **create a more diverse tech team**. In tandem, they also wanted to **offer opportunities to community members** who may not otherwise be able to break into tech.

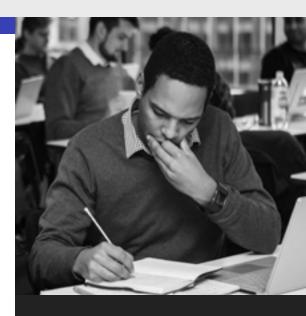
#### **SOLUTION:**

Reskill community members from historically marginalized, underrepresented, and high financial need groups into UX designers. We partnered with the Fortune 500 tech firm to create a tailored, nine-week UX Design Bootcamp and invited focused community groups to participate.

- **Discover untapped talent** through targeted community screening efforts, identifying the most motivated participants upfront.
- Boost diversity in tech with a program specifically built to help those often overlooked in the space.
- Reskill with speed and focus on job-readiness through customized, best-in-class user experience design curriculum paired with individualized support.
- Create a roadmap for continued success by deploying grads in an eight-month apprenticeship program where they continue to refine and acquire on-the-job skills.

#### **OUTCOME:**

The Fortune 500 tech firm placed 100% of the program grads into a tech role, achieving their two-pronged goal to create a more diverse tech team while also giving their community members opportunities to break into tech.



## WHAT A PARTICIPANT SAYS

"I liked learning very applicable information and it was clearly delivered."

– Program Participant

### BY THE NUMBERS

**75**%

**Diverse Backgrounds** 

from historically marginalized, underrepresented, and high financial need groups.

100%

Female Participation

with all participants identifying as female.

100% Graduate Placement

into a technical role.