information package

THE PERCENTAGE PROJECT

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ABOUT
THE PERCENTAGE PROJECT

The Percentage Project is a 501(c)(3) nonprofit organization dedicated to helping every person of every background embrace their diversity and feel a sense of belonging in the field that they pursue. In collaboration with a growing network of universities, we collect anonymous survey data and use that data to drive progress towards more inclusive and more equitable technology education. By encouraging reflection and sparking conversation about the experiences of students from all backgrounds, our data uncovers what it's really like to be underrepresented in tech. Over the past few years, our organization has achieved tremendous growth and reach, with our 2023 project spanning 17 universities and our work featured at over 10 conferences, such as the Grace Hopper Conference, ACM Capital Region Celebration of Women in Computing, and Women in Tech Data Summit, and in multiple media publications, such as The Chronicle, The Daily Targum, and The Daily Pennsylvanian.

You can check out more at https://percentageproject.org.

PROBLEM STATEMENT

Diversity in Tech is a long-running and complex topic that impacts every stage of professional development from early education to late career. For most universities, it's a difficult situation to tackle - from student culture to learning environment to community building, where do we even start?

Departments need data-backed insight into the exact issues their underrepresented students face in order to identify growth areas and justify resources and funding to address them.

WHERE DO WE START?

Once the key problem areas are clear, how do we change things for the better? How do we turn data into action? Not all action is equally effective and even the best programs, resources, and policies took time, feedback, and collaboration to develop.

Departments need data-backed solutions and proven systems in order to drive advocacy and change in their programs.

HOW DO WE CHANGE?

Continual tracking of progress over time is necessary to evaluate effectiveness, drive improvement, and justify additional investment. This requires deep analysis into sense of belonging across all demographic groups and even intersections of various demographic groups.

Departments need easy-to-use analytical tools that support interactive analysis of trends over time and comparative analysis to national benchmarks.

DID WE MAKE A DIFFERENCE?
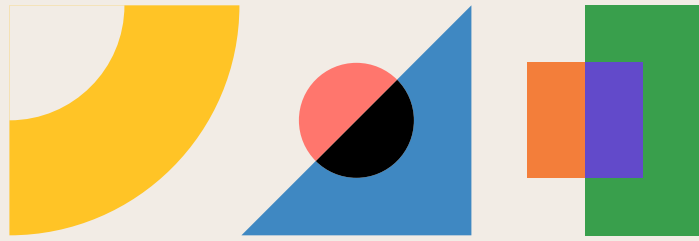
MISSION

Our mission is to **inspire advocacy** in technology education by collecting climate data on college campuses and uncovering **what it's really like** to be underrepresented in tech.

VISION
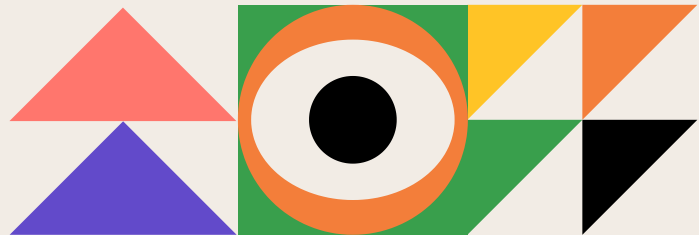
Our vision is to help every person of every background **embrace their diversity** and feel a **sense of belonging** in the field that they pursue.
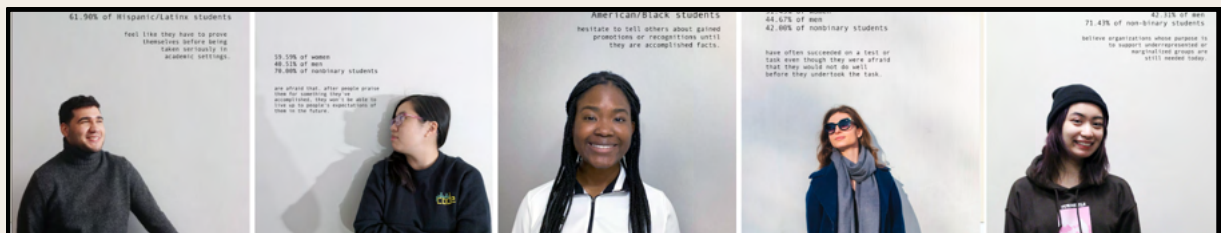
OUR PROGRAM

01. INFORM

THE FIRST STEP IN SOLVING ANY PROBLEM IS RECOGNIZING THERE IS ONE.

While demographic compositional data is often accessible, data on retention and belonging in technology education is very sparse. Little information is collected on the experience of students of all backgrounds, including self-confidence in their studies, effectiveness of their learning environments, and respect from their peers. Our goal is to make data like this common-place, so that students, departments, and the greater public are informed. Providing interactive data dashboards and visualizations helps our educational institutions recognize gaps in their existing programs and identify opportunities to improve campus climate for their underrepresented students.

02. AMPLIFY VOICES

We are fundamentally a student-driven movement. We believe that students should have a say in actively shaping their educational experience. Every year, we work with student leaders to run a social media campaign that puts faces to our data. By creating portraits with these statistics, we create an online gallery that sheds light on the challenges of underrepresented students and inspires the community to take action.

OUR PROGRAM

03. CONNECT THE DOTS

We create platforms that foster conversation. We believe in building a bridge between students and departments, enabling open and honest communication about the experiences of underrepresented students. Only with all perspectives represented can technology education truly change for the better. Our flagship Diversity Summit and Diversity Roadmap programs connect underrepresented students with faculty to discuss and contextualize the data, identify next steps, and commit to a roadmap for change.

04. DRIVE EQUITY
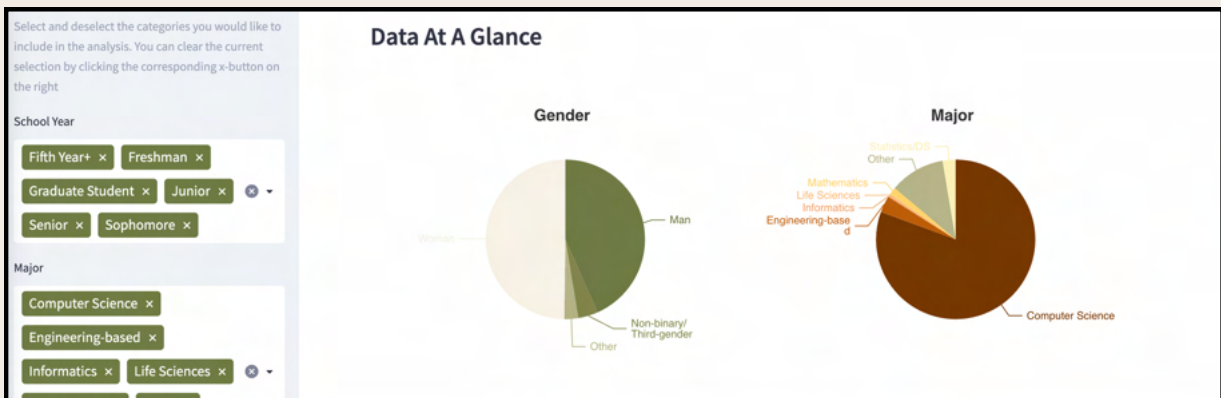
It is critical that our data drives progress. All partner campuses are provided an interactive dashboard for their data at the end of the program to visualize comparative and trend data across all surveyed demographics. Additionally, we aggregate data from all participating campuses to form a benchmark that drives accountability in technology education across the nation.

PROGRAM EXPECTATIONS

CAMPUS DIRECTORS

Student leaders who lead the project and their campus team on their respective campuses and act as the main point of contact for The Percentage Project.

DEPARTMENT ADVISORS

Provide guidance and support to the Campus Directors and Campus Team and act as the liaison between the Campus Director and the department.

THE % PROJECT

Provides a step-by-step guide to the project, with resources, a timeline, weekly Campus Director meetings and a welcoming cross-campus community.

WHAT YOU GET

At the end of each cycle, all campuses will receive:

- An Interactive Data Dashboard with your analyzed survey results
- An Impact Report for all milestones achieved across our campus network
- Swag for Campus Directors, Department Advisors, and the Campus Team!

WHY US?

Proven System

We have a proven system that has been successfully implemented across the country and continues to grow year over year. We continually improve the program each cycle and pride ourselves on our high rate of retention for participating schools.

Third-Party

Diversity is a sensitive topic. As a third-party, our reputation guarantees respondents anonymity from schools and reduces potential conflicts of interest, ultimately producing better data.

National Network

We form a nationwide network of post-secondary schools interested in building a more equitable world. As this network grows, each partner joins our national benchmark and drives greater societal accountability for diversity in tech.

Privacy

School privacy is important to us. We do not externally share any raw data with school identifiers and only share school data dashboards with approved departmental members and the campus director.

Advanced Analytics

We build advanced data analytics and visualization tools for schools to better understand their data. From interactive dashboards to demographic-specific studies, we are constantly pushing the bounds and building new ways to use the data.

By Students For Students

Our survey is well-known for delving deep into the student experience. That's because it was originally developed by students for students, meaning our questions directly target nuances many other surveys miss.

By staying true to our mission, vision, and core values, we aspire to create a lasting legacy of data-driven advocacy.

SURVEY
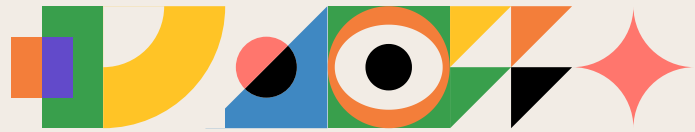
QUESTIONS

Our questions delve into student culture, self-perception, learning experience, peer respect, and more. To benchmark across all campuses and analyze statistical trends over time, we maintain a standardized survey shared across all campuses every year. Each campus   reviews the survey and may optionally add 2 additional questions. Check out a subset of the survey questions at www.percentageproject.org/data

AUDIENCE

Our partner campuses can select the survey audience by specifying the majors and minors that they would like to include. Most campuses choose only computer-science related majors, but we've opened an engineering-wide option for interested campuses.

RESULTS

Once the survey has been closed, The Percentage Project will analyze the data and produce an interactive dashboard where you can compare results across each surveyed demographic, benchmark your results against our national average, and for our multi-year partners, discover trends across time.

PRIVACY

Your privacy is important to us. Only aggregated data across all participating universities (without school identifiers) are made publicly available. Data for a specific school will only be made available under strict license with approved members of a specific university community. We reserve the right to not release data that expose risk of identifying participants, such as transgender and disability status.
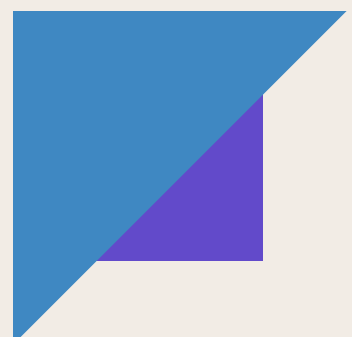
CONTACT US FOR INQUIRIES

The Percentage Project

🌐 www.percentageproject.org

✉ hello@percentageproject.com

📷 @percentageproject