

# METRICS DASHBOARD

This tool describes key indicators companies and their grantees can use to help determine what's working across the CSR and philanthropic programs.

## CHECKLIST FOR PROGRAM METRICS

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### Gather all data with demographic markers attached to better understand experiences of different communities

#### INTEREST

- Percent of girls and girls of color enrolled (if coed) compared with nationwide computing participation ratios for girls to boys, girls of color to girls generally, and girls of color to boys of color at that age
- The following is to be measured before and several months after the program:
  - Percent of program graduates who want to sign up for more computing activities and percent who do
  - How much program graduates feel they belong in computing and tech (on a scale of 1-10)
  - How confident program graduates feel about their ability to thrive in computing (on a scale of 1-10)
- Percent of program graduates interested in pursuing a higher-education degree in computing
- Percent of program graduates interested in pursuing a career in tech

#### PROFICIENCY

- Percent of girls who complete the course, by race
- Performance of women and girls, by race, on any assessment of skills during the program
- Percent of program graduates who take a standardized computing test (such as AP CS) and their average score
- Percent of program graduates who take some courses needed to major or minor in computing

#### PERSISTENCE

- Percent of program graduates who major or minor in computing
- Percent of program graduates who get a graduate degree in computing
- Percent of program graduates who take their first full-time job in the tech sector
- Percent of program graduates who are still in the tech sector midcareer

# SELF-ASSESSMENT FOR INVESTING IN WOMEN WHO ARE UNDERREPRESENTED IN TECH

WHAT IS YOUR CORE OBJECTIVE?

CIRCLE ALL THAT APPLY



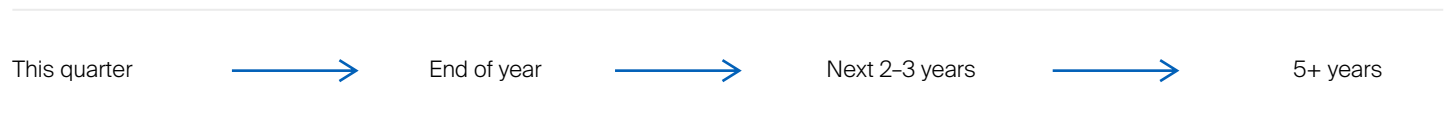
What assets can your company contribute?

LIST ASSETS IN THE FOLLOWING CATEGORIES

- Products and services
- Knowledge and expertise
- Volunteer mobilization
- Facilities
- Voice and brand

What is your company's timeline for investment, and expectations for when you will see results?

ADD MILESTONES FOR DEPLOYING INVESTMENTS AND NOTE WHEN YOU EXPECT TO SEE IMPACT



What is your aspiration for impact?

