

Latinos in Technology

FROM CONSUMERS TO MAKERS,
CREATORS, and OWNERS

New Mainstream LATINOS Building
a Tech-Empowered World

HITEC[®]



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Introduction of Latino Impact 2022



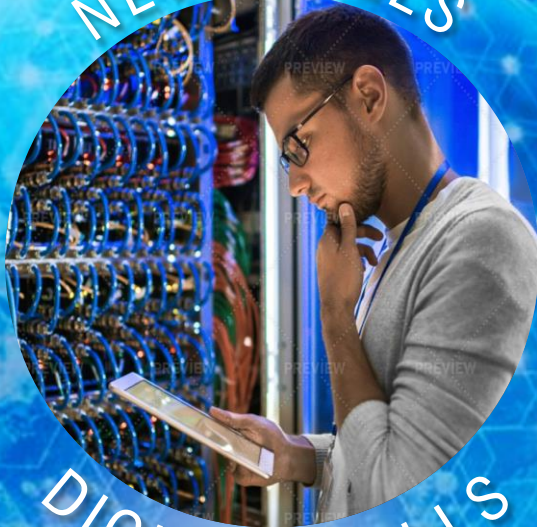
Every Job will be Tech Powered!
WE ARE CHANGING THE NARRATIVE

CLASSROOM



BOARDROOM

NEW SKILLS



DIGITAL SKILLS

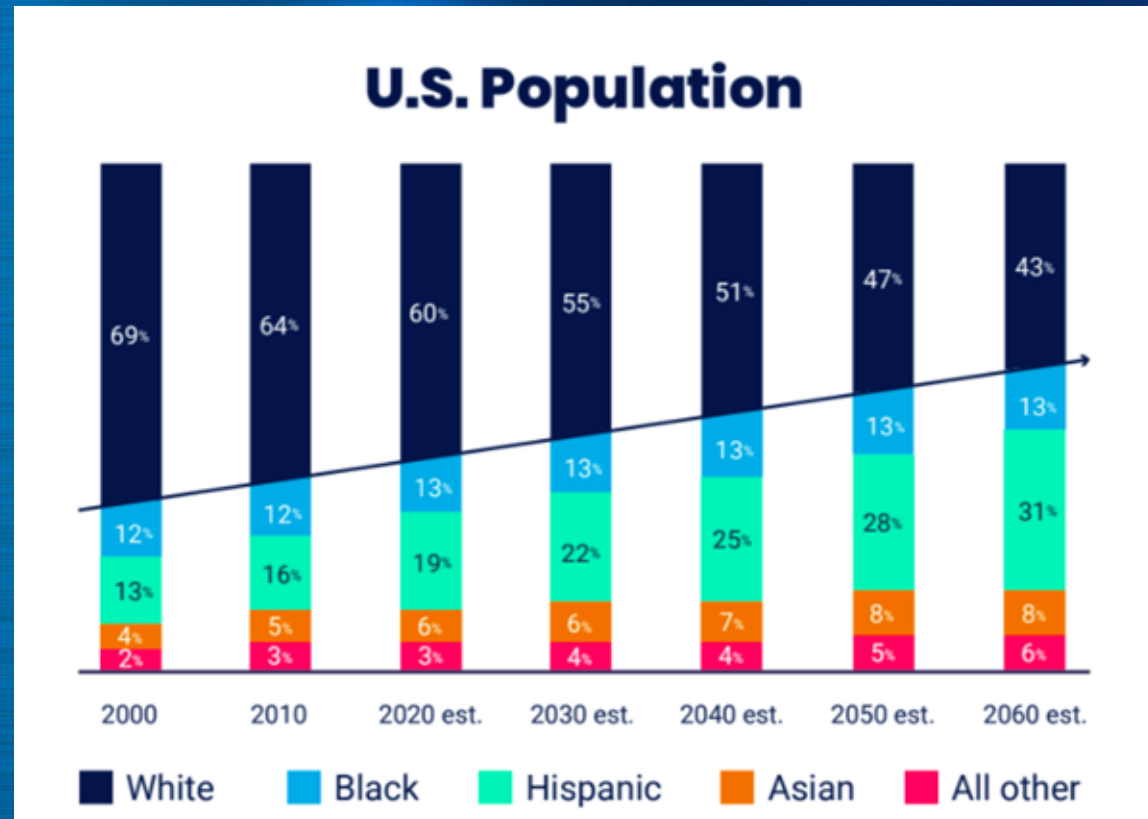
ENTREPRENEUR GROWTH



ACCESS TO CAPITAL

Changing the Narrative

We Are Driving 50%+ of Total Population Growth



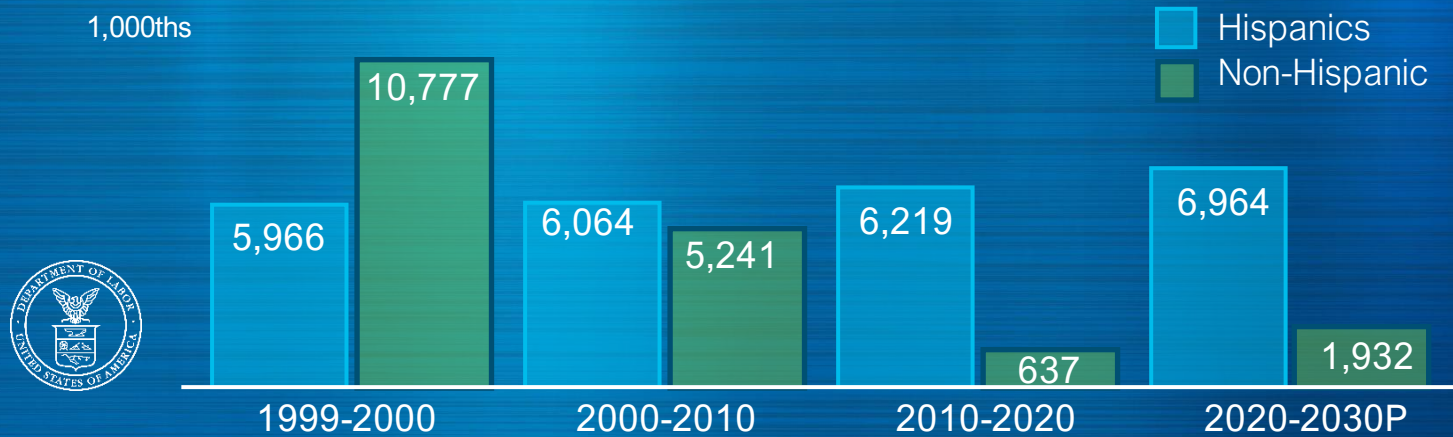
Latinos account for over half of the country's population growth

One of the biggest findings is the big growth in Latinos who identified as more than one race, while the number of Hispanics who identified as white dropped significantly.



We Are Driving the Pipeline of Workers

Hispanics Are Driving Labor Force Growth

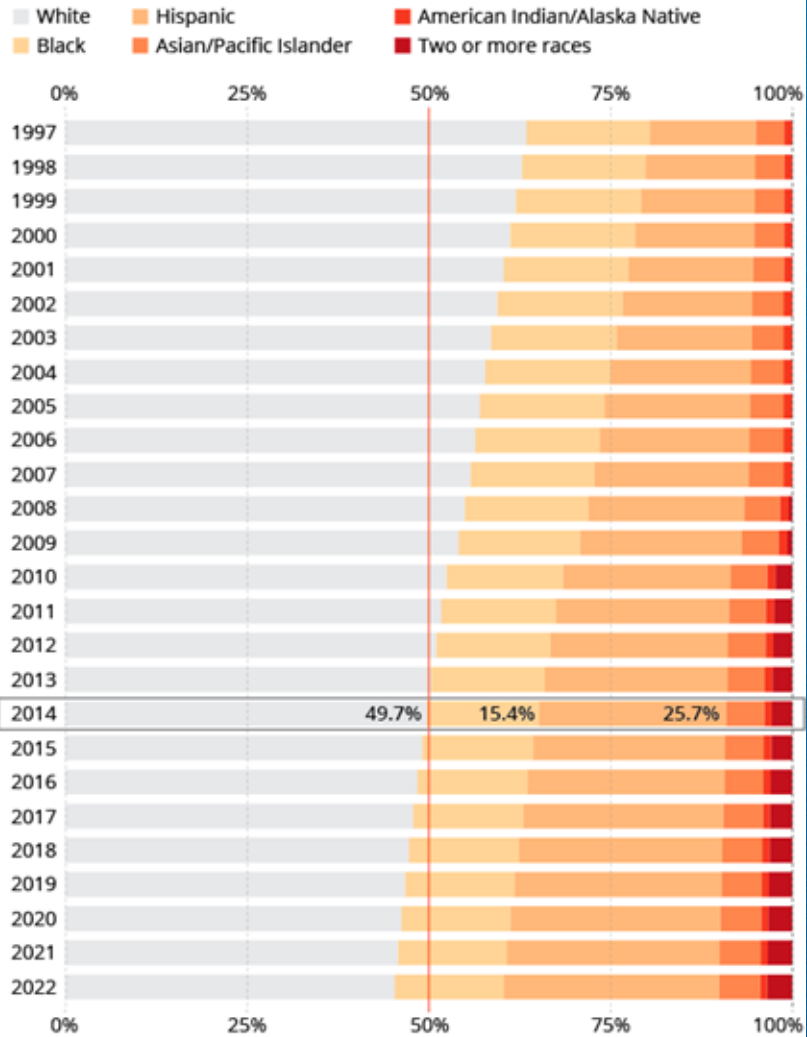


78%

Hispanics are projected to account for 78% of net new workers between 2020 and 2030. Non-Hispanic growth was negligible over the past 10 years, at just 0.5%. With Hispanic workers' growth factored in, the nation's overall labor force growth rate clocked in at 4.5%

This Is The First Year Most Public School Students Are Minorities

Actual and projected public elementary and secondary school enrollment, by race/ethnicity, 1997 to 2022



Source: National Center for Education Statistics

THE HUFFINGTON POST

The Future is Here, the Future is Latino

In Public Schools Latino Students
are Already

1 in 3

and in the Largest States (CA and TX)
are Already

1 in 2

2022 Consumer Story

You Are The Center

DIGITAL IS THE NEW NORMAL

80%

of consumers see the world as all digital, with no divide

75%

of businesses will leverage digital platforms and ecosystems to adapt to new markets



LATINOS ARE...

the Drivers of GDP Growth
\$2.7T (9X vs 3X over past 20 years)

the Most Digital Consumers

Youngest Demographic - **19**

the A in **STEAM**

19% vs 14% building tech companies

Driving Force

SOCIAL MEDIA PLATFORMS

Hispanics – Huge Tech Adopters

Post to social media



29%
Hispanic

25% non-Hispanic

Find online communities



78%
Hispanic

63% non-Hispanic

Use new media platforms (TikTok)



46%
Hispanic

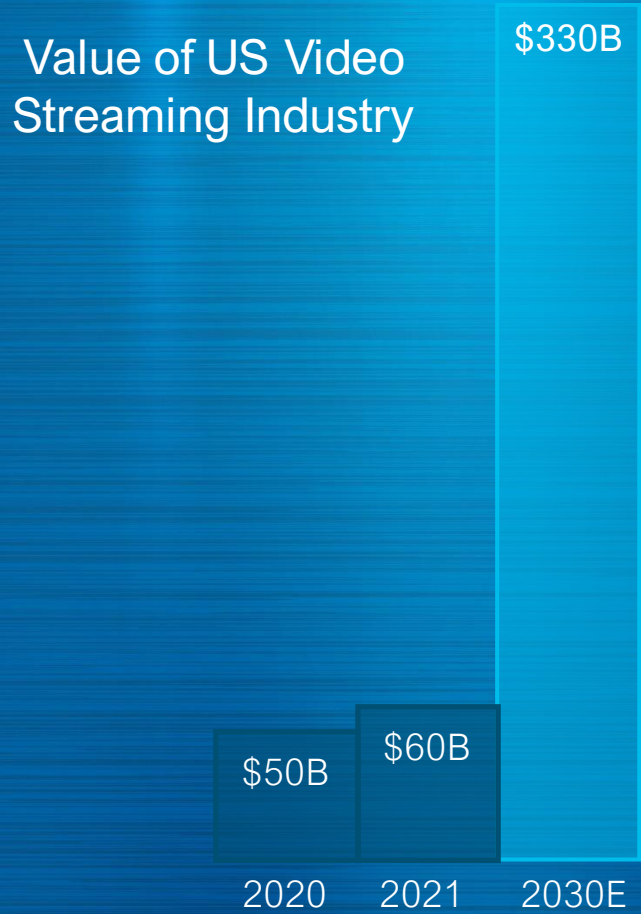
27% non-Hispanic

Use of Social Media Platforms

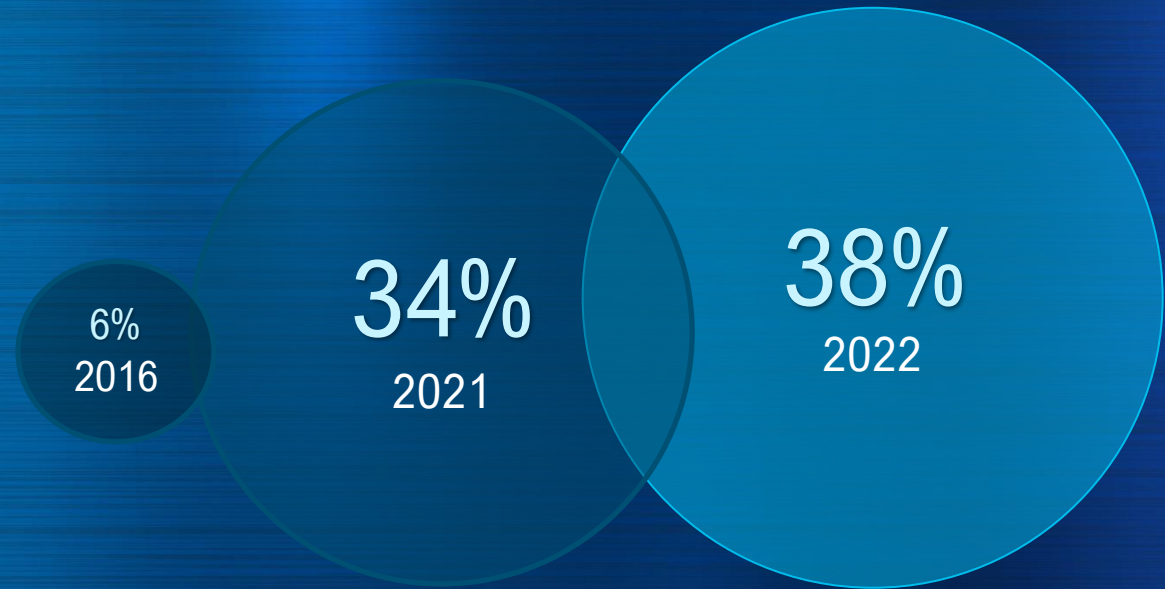


We Are Highly Engaged and Early Adopters of Tech

STREAMING



Percentage of Latino households subscribing to streaming services - continues to grow!



According to the firm Horowitz Research, Latino subscribers specifically over-index compared to the total markets for subscriptions to Netflix, HBO Max, Apple TV+, Disney+, Pantaya, and NOW

Latinos Are Powering the Platforms

WE ARE THE **STREAMERS**

US Streaming Overview

Estimated annual streaming industry worth by 2030



\$330B

Within US households



85%

Have 1+ video streaming subscriptions

60%

Have 1+ music streaming subscriptions

Accumulative time Americans streamed video content in 2021



15M
years

Total TV Viewing Attributed to Streaming Platforms July 2022

Overall
34.8%
2022

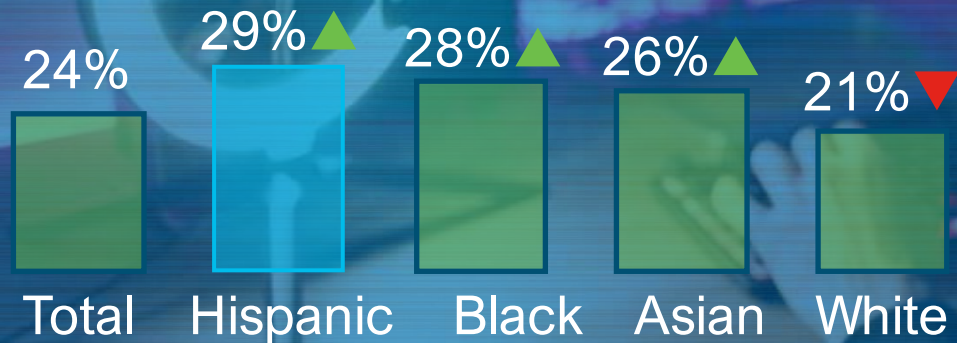
Latinos
43.6%
2022

Latinos' impact on streaming platforms
22% Increase of Streaming Impressions – YoY
33.5B minutes – Video Streamed each Week

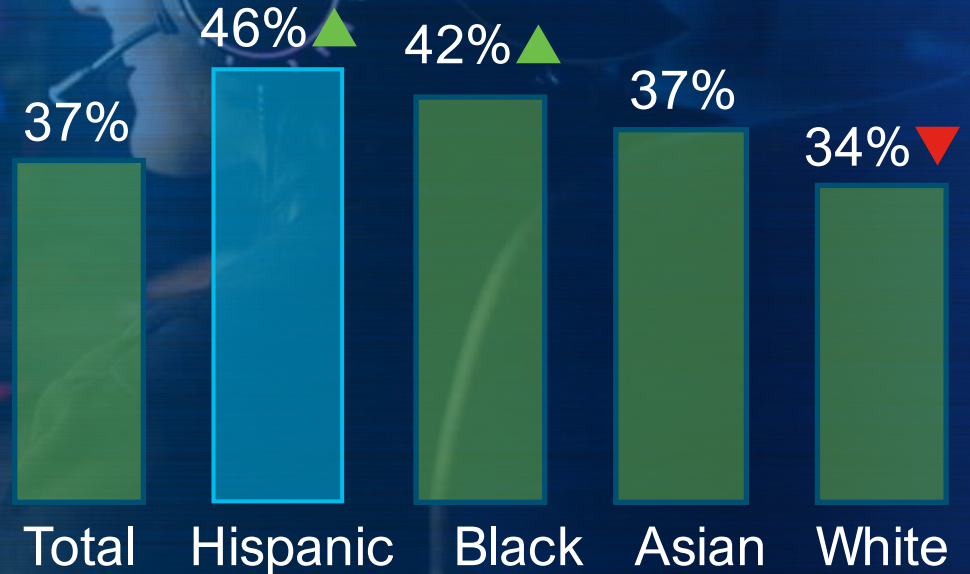
Latino Gamers Are Connected

USE OF VIDEO GAMES IS A KEY PASSION POINT

I use video games as part of my exercise routine



I like playing video games with people from other parts of the country or world



Technology Is Accelerating Business

THE PIVOT IS HAPPENING – TO MAKERS, CREATORS & OWNERS

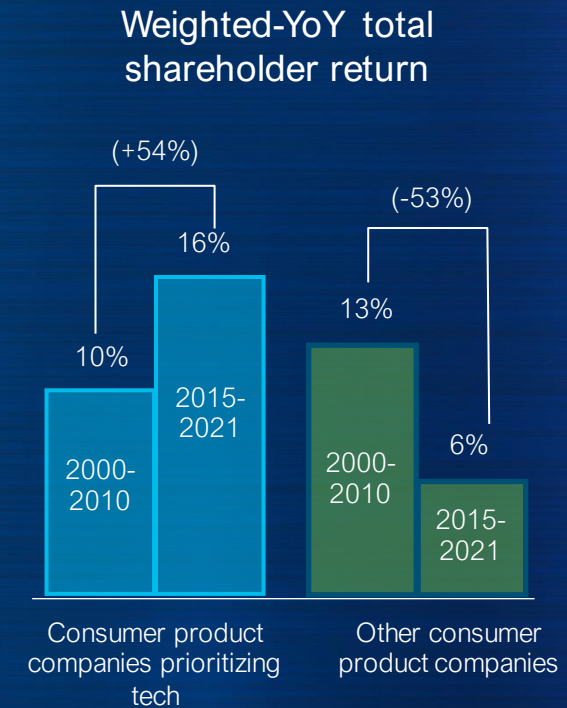
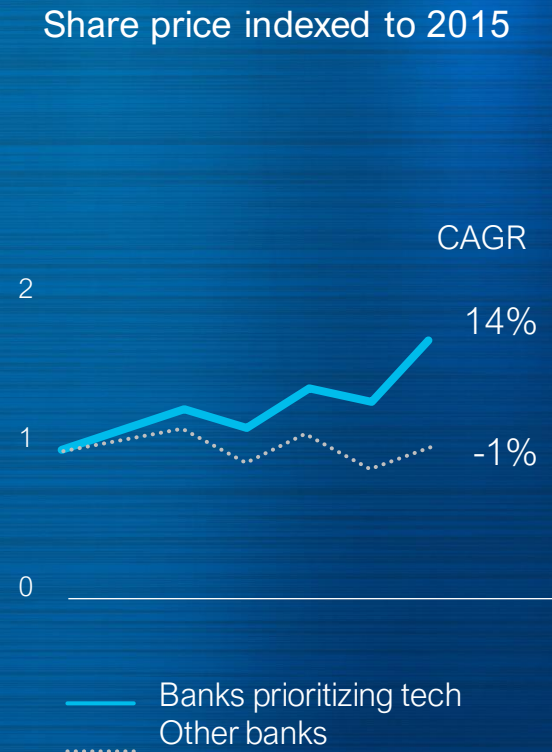
Tech has Changed Business – Forever

ACCELERATING BUSINESS PERFORMANCE

Tech-savvy companies outperforming peers

98%

of executives believe continuous advances in tech more reliable than economic, political, or social trends in their organization's long-term strategy

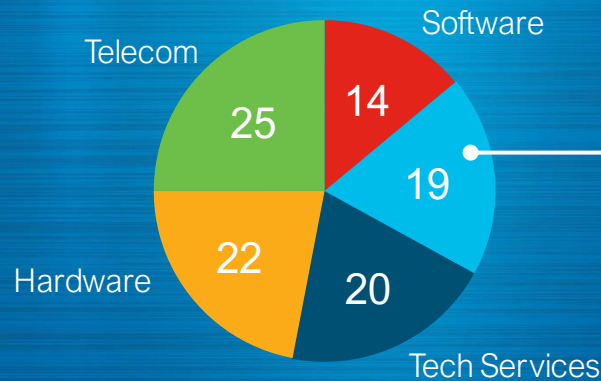


Creating More Demand for Tech Skills

DEMAND WILL CONTINUE TO OUTWEIGH SUPPLY

Following slow down of 2020, global tech industry now projected to rebound leading to even stronger demand for digital skills

2021 Global Tech Spend (% of total)



EMTECH categories include:

- IoT software
- Big data/analytics
- Next gen security
- AR/VR

With strong signals of growth in the tech industry...

\$5.3T
projected spending
for 2022

149M
tech-related jobs
projected added
globally by 2025

Organizational Focus across 4 Key Tech Pillars



Software
Development



Cyber
Security



Data
Analytics



Infrastructure
Automation

... means demand continues to outpace supply

90%
of organizations predicted to be affected
by digital skill shortages by 2025

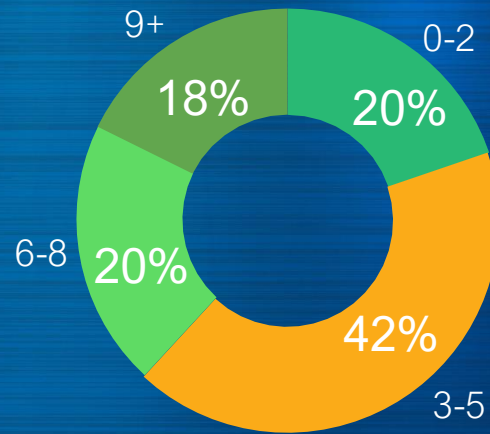
Deeper Review of Cybersecurity

GROWTH – YEARS – EMPLOYERS – LOCATIONS

603K
job postings in the last 12 months

42 days
avg. days to fill a position in the last 12 months

Years of Experience



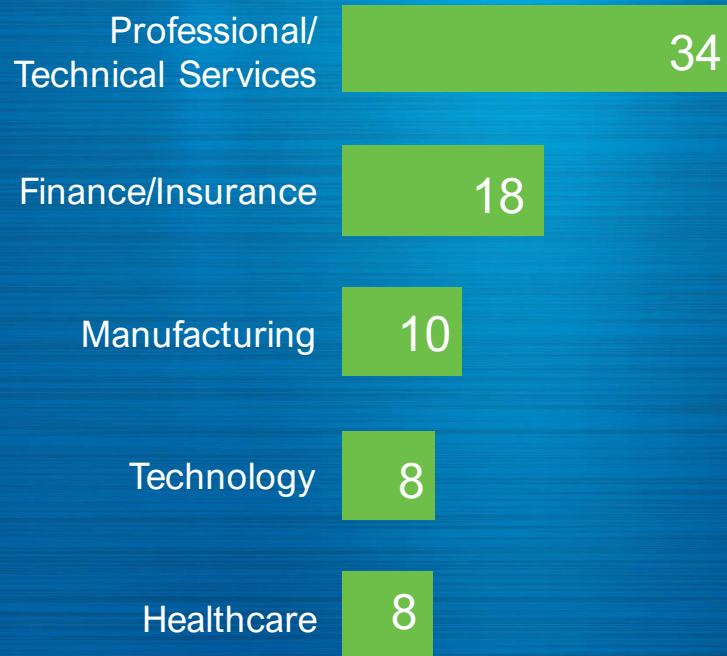
Top Roles

Openings (1000s)

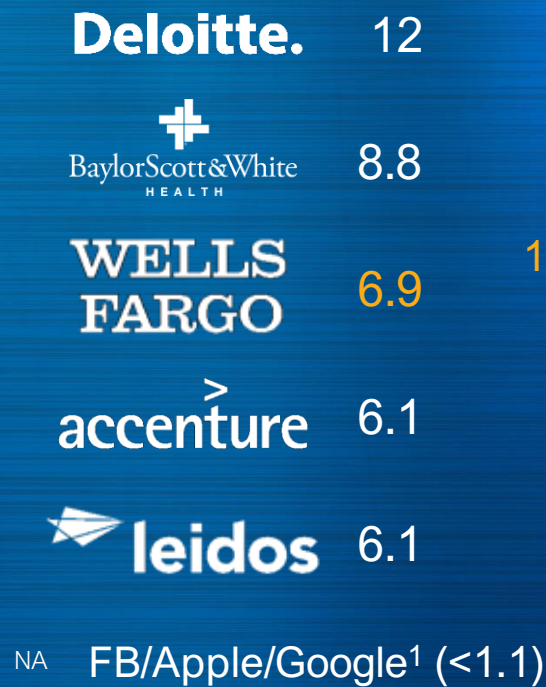


The Demand Is High! Latinos Live and are the Majority in the States Where Tech Jobs are in Highest Demand

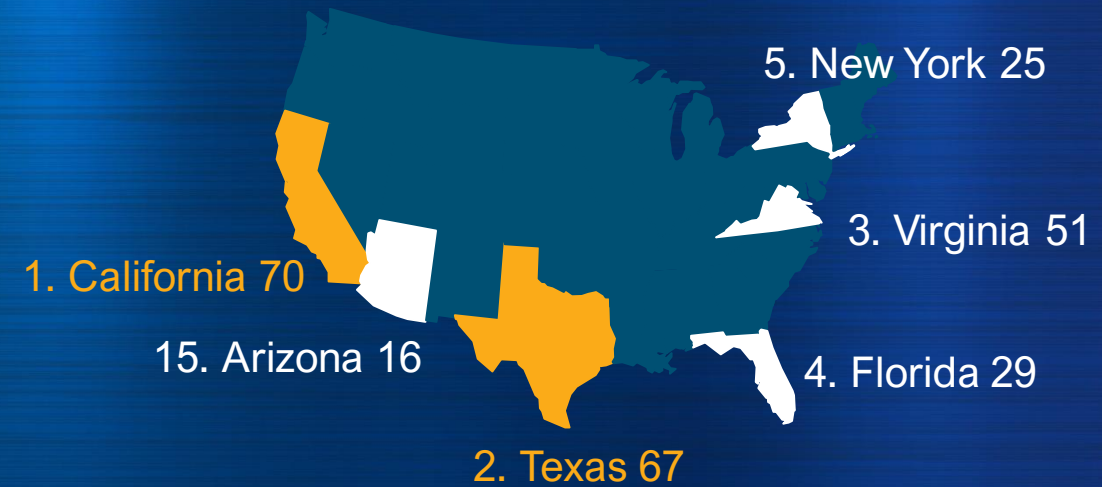
Top Industries (% of job postings)



Top Employers (Roles in 1000s)



Top Locations (Roles in 1000s)



Examples:

- 55.3% of K-12 students in CA are Hispanic
- 53% of K-12 in Texas are Hispanic
- 45% of Los Angeles is Hispanic
- 46% of Houston is Hispanic

Source: Burning Glass Labor Insights as of 07/19/2021. Job data is aggregated over the past year unless otherwise noted.

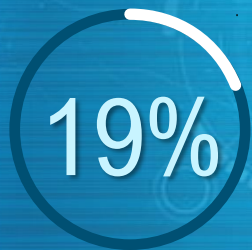
1. Facebook, Apple, Google all outside the Top employers in the past year. Facebook = >50th, Apple = >50th, Google = >50th

Credit: Boston Consulting Group, Aug 2022.

Latinos Accelerating Innovation

FROM CONSUMERS TO CREATORS AND OWNERS

Businesses developing and selling a technology or software product



Latino-owned

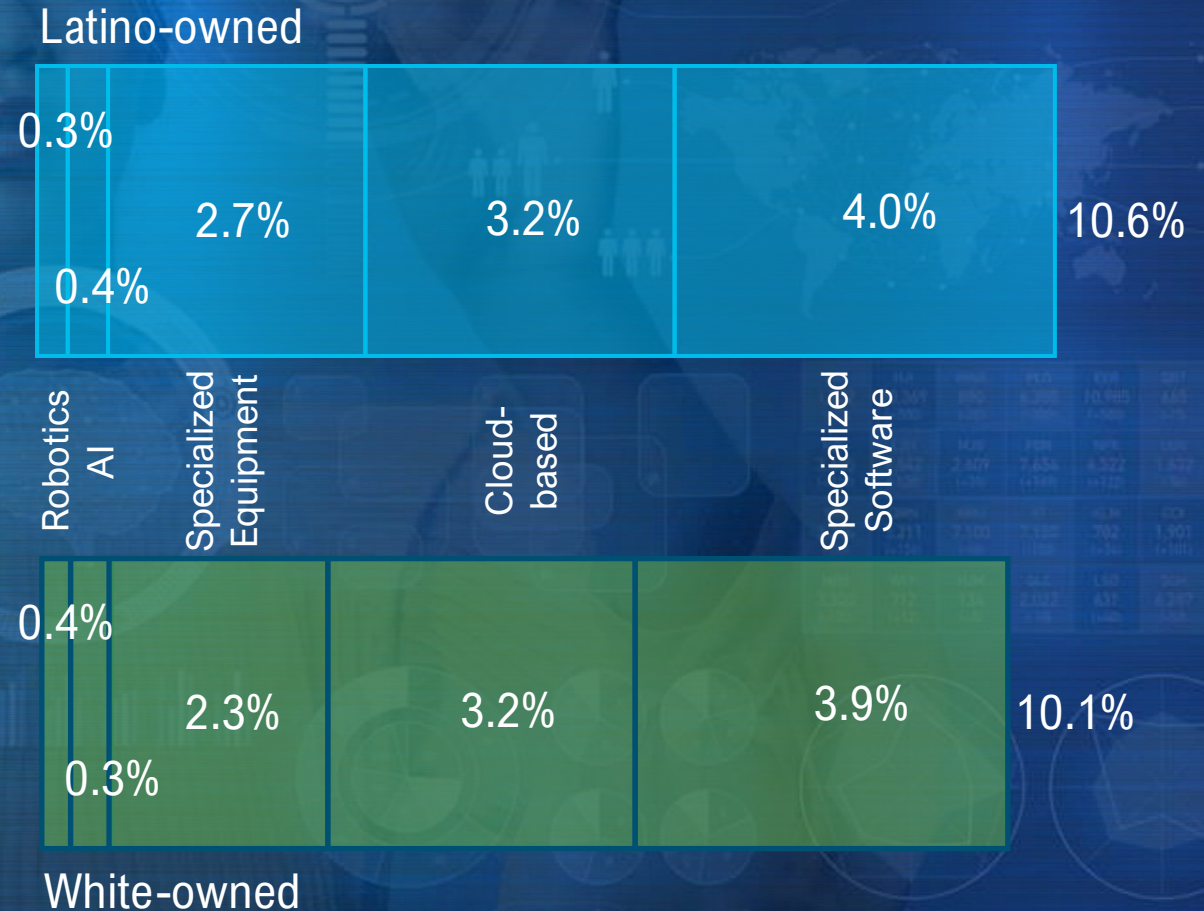


White-owned



Businesses in technology production across Artificial Intelligence (AI), cloud-based, specialized software, robotics, and specialized equipment

Share of employer firms in technology production



But We Need to Prepare for Change

WILL HAPPEN BY US, WITH US OR TO US

Distribution of work tasks
between humans and machines will shift

85M

jobs impacted

15

industries

97M

new roles
created

In the next 3 years

40%

of core
skills will
change

50%

of workers
will need
reskilling

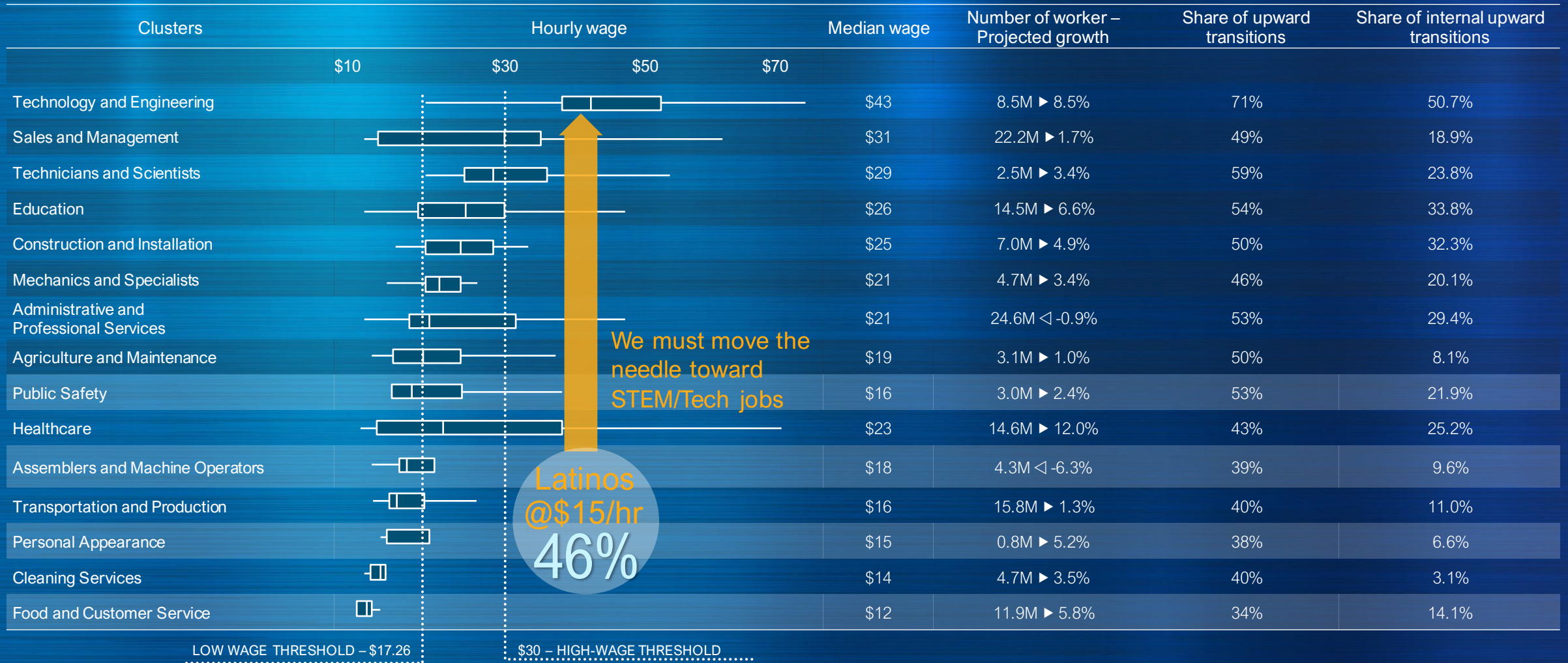
\$975B
by 2028

possible US lose in cumulative
growth if workforce is unskilled for
future job opportunities







STEM/TECH Will Enable Economic Impact

FURTHER IMPROVING GENERATIONAL WEALTH



Note: Upward occupational transitions within a cluster are internal upward transitions.
 Source: Author's analysis of CPS_IPUMS, BLS employment projections 2019-29, and OEWS 2021

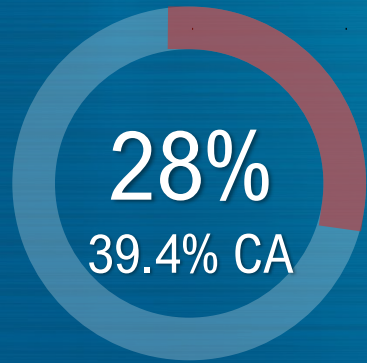
Focus Areas of Growth for Economic Impact

Clusters	Hourly wage				Median wage	Number of worker – Projected growth	Share of upward transitions	Share of internal upward transitions
	\$10	\$30	\$50	\$70				
Technology and Engineering					\$43	8.5M ▶ 8.5%	71%	50.7%
Technicians and Scientists					\$29	2.5M ▶ 3.4%	59%	23.8%
Education					\$26	14.5M ▶ 6.6%	54%	33.8%
Healthcare					\$23	14.6M ▶ 12.0%	43%	25.2%

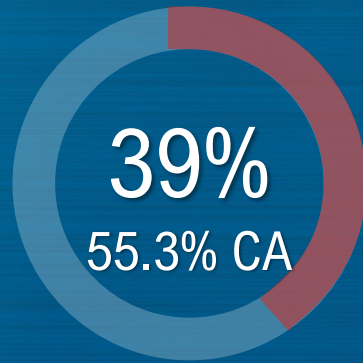
Bridging
Our Power to Our Opportunities

Our Size as Consumers Mismatch our Size as Tech Creators and Professionals WE NEED MORE MAKERS, CREATORS, OWNERS!

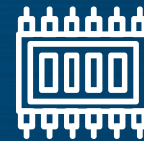
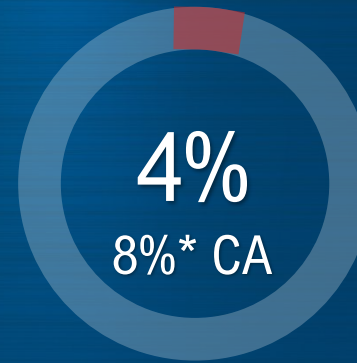
TOTAL POPULATION
SILICON VALLEY



K-12 STUDENTS
IDENTIFY AS LATINO



ARE IN HIGH TECH
WORKFORCE



UNFILLED
TECH JOBS



THERE IS A
2X+ GAP
IN STEM DEGREES
EARNED BY LATINOS

21%

Hispanic makeup to 21%
of those between the ages
of 18 and 24

10%

Only 10% of Bachelor's
degrees are in STEM fields

HISPANIC ATTITUDES ABOUT CAREERS IN TECH SENTIMETERTM

September 2022

What the real-time analysis of millions of digital discussions reveals about Hispanic shifting mindsets, sentiment and drivers toward careers in tech in the U.S.

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+



CULTURINTEL

HITEC's Objective: To keep on monitoring Hispanic professionals' attitudes toward careers in tech and identify any trends from previous study in 2021.

The opportunity: Leverage **CulturIntel** methodology to reveal the 2022 Careers in Tech Sentimeter Study to understand Hispanics' and Hispanic VPs/directors' sentiment, drivers, and barriers toward careers in tech in the U.S.

About the Methodology

CulturIntel's proprietary algorithm uses an advanced software platform to mine and structure unstructured, qualitative data for insight to reports Cultural Intelligence®. The CulturIntel big data and AI suite of NLP and text analytics tools, scrapes and analyzes all available conversations online wherever they are occurring and examines who is talking, where users are talking, and the what and why they are talking about. The data collections occur across various sites where relevant discussions are taking place, such as message boards, topical sites, blogs, social networks, content sharing, and comments; any place where people volunteer their unsolicited, authentic and unfiltered comments, and opinions, going well beyond social media sources or simple hashtag or keyword tracking. What makes CulturIntel unique is its ability to use AI to turn organic digital discussions and patterns discovered in the digital voice of the people into behavioral insights to understand people's mindsets, sentiment drivers and motivations across diverse segments (genders, ethnicities, generations, among others) and geographies, globally.

Tapping into the digital voice of the people

A person with long blonde hair, wearing a grey hoodie, is seen from behind, sitting at a desk and typing on a laptop. The desk has a laptop with a 'PIL' sticker on the lid. The background features a brick wall, a potted plant, and a shelf with various items. The scene is dimly lit with blue and red ambient lighting.

What We Know from Research

2022 has been a challenging year so far for the tech industry, with 41,000 tech workers in the US having been laid off in mass job cuts as of September.

Tech companies will be held accountable to advance their DE&I efforts, while diverse talent is still underrepresented.

In the US tech sector, 62% of tech jobs are held by white Americans, and Latinos hold 8%

83.3% of tech executives are white

Women comprise 29% of the U.S. tech workforce, Latinas hold only 2% of jobs in STEM

2021 Hispanic Snapshot

↑↓ Evolution 2021 vs. 2019

197K
Hispanic
conversations mined

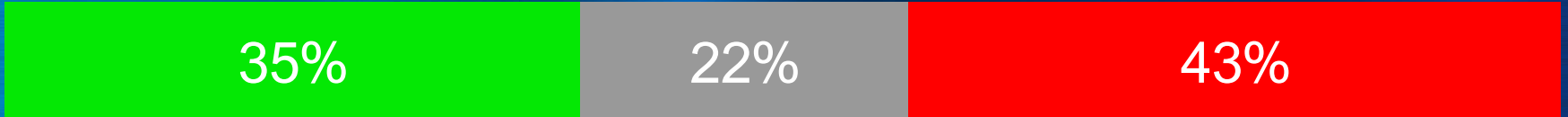
2M
Overall
conversations mined

from September 2020, to September 2021

Sentiment:

↑ 3X

↓ 1.3X



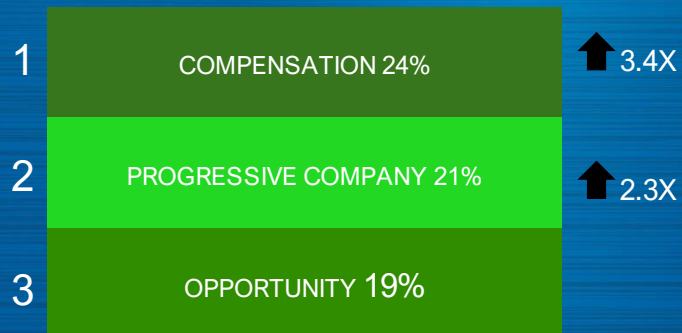
In 2021, Hispanics were less negative but also less positive; instead, they were going online to find more opportunities to network, and connect while looking for peer advice.

Hispanics were negative about careers in tech due to the limitations they faced that prevented their personal growth, however, they were less negative about the exclusive culture of tech companies.

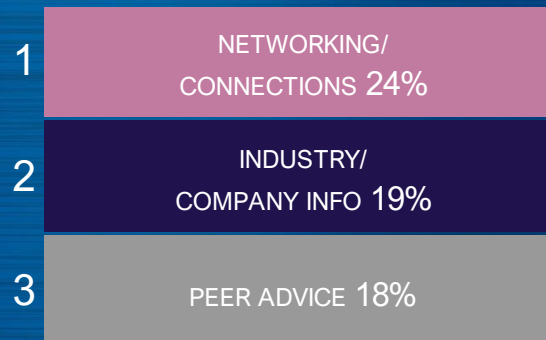
Their main motivator was the compensation they could get, especially during a year impacted by the aftermath of the COVID-19 pandemic. The company culture, and its values still played an important role in their pursuit of a career in tech, reinforcing their positive sentiment when it is a progressive company, or triggering negativity when the company values do not align with their own.

TOP 3 SENTIMENT DRIVERS

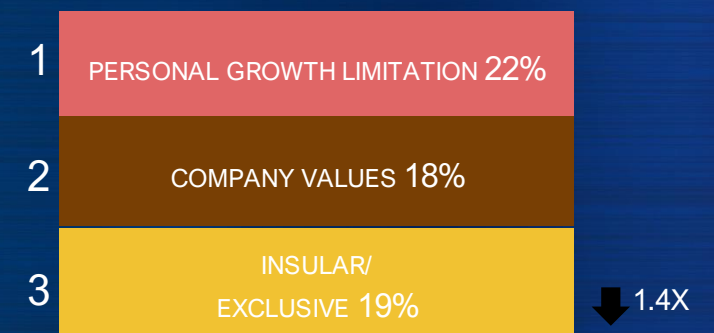
Positive



Neutral



Negative



Our Universe of Conversations About Attitudes Toward Careers in Tech Has Increased by 20%

Overall
Population
2.4M

↑ 1.2X

Overall VP 263.7K

Hispanic
231.5K

↑ 1.2X

Hispanic VP 227

↑ 1.5X

The analysis gave us insight into:

How do Hispanics feel about careers in tech?

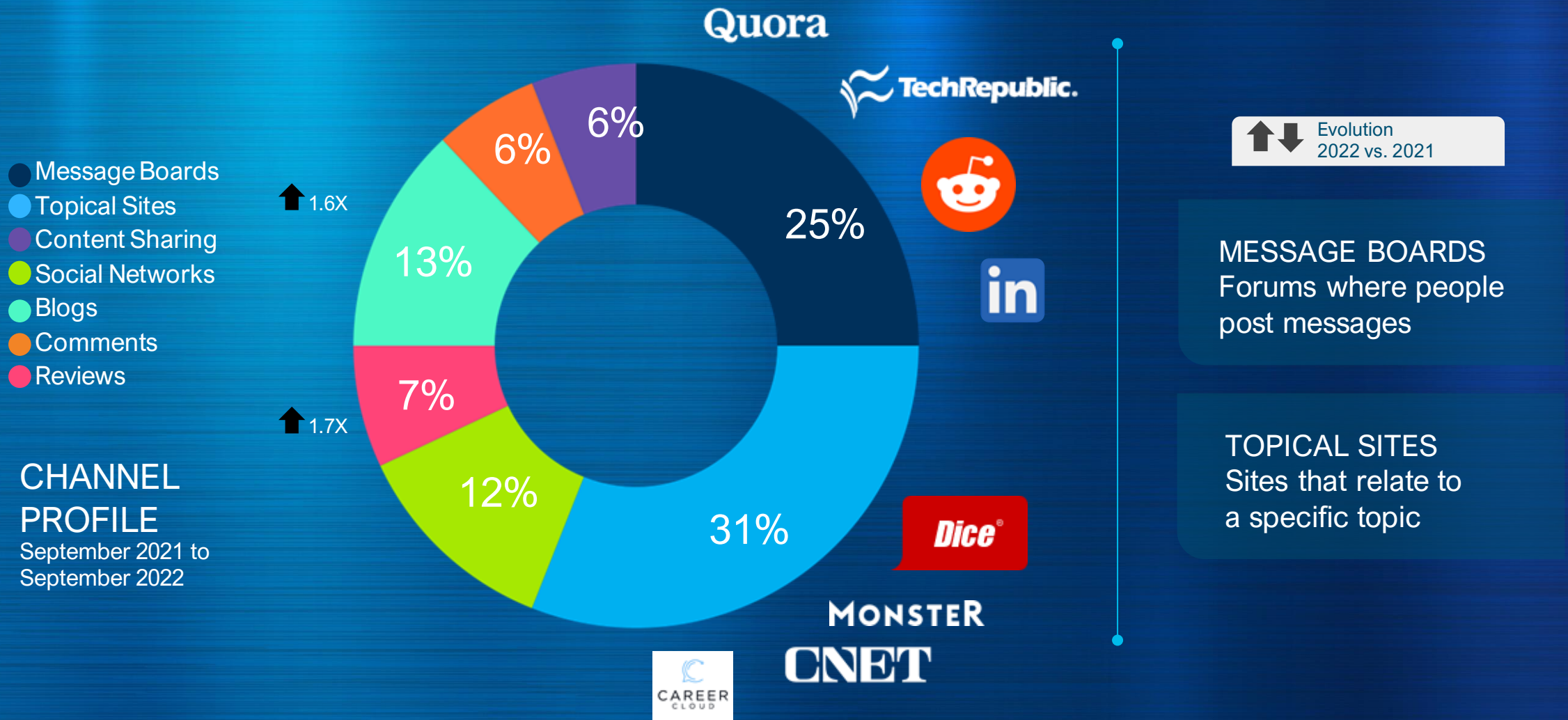
What's driving their sentiment?

How has their sentiment evolved across time?

Have any of the drivers or barriers evolved?

↑ ↓ Evolution
2022 vs. 2021

When discussing careers in tech online, most of the conversations occur on topical sites and message boards. Social networks only represent 12% of all conversations



To understand Hispanics' attitudes towards careers in tech and its evolution, we followed the 2 personas from 2021 to guide our analysis



DANIELA
Hispanic

Daniela is a 3rd-generation Mexican-American. She lives in Houston and works as a freelance creating brand websites. She loves front-end development, so she is considering her options for a career in tech.



LUIS
Hispanic VP

Luis lives in Los Angeles and is proud of his Latin roots. He wants everyone in his community to thrive. Currently, he works in a Big Tech company, leading cybersecurity processes with his team of software developers.

2022 TRENDS

Hispanics share a similar polarized sentiment towards careers in tech than in 2021

Hispanics are still more negative and less positive about careers in tech than the overall population.

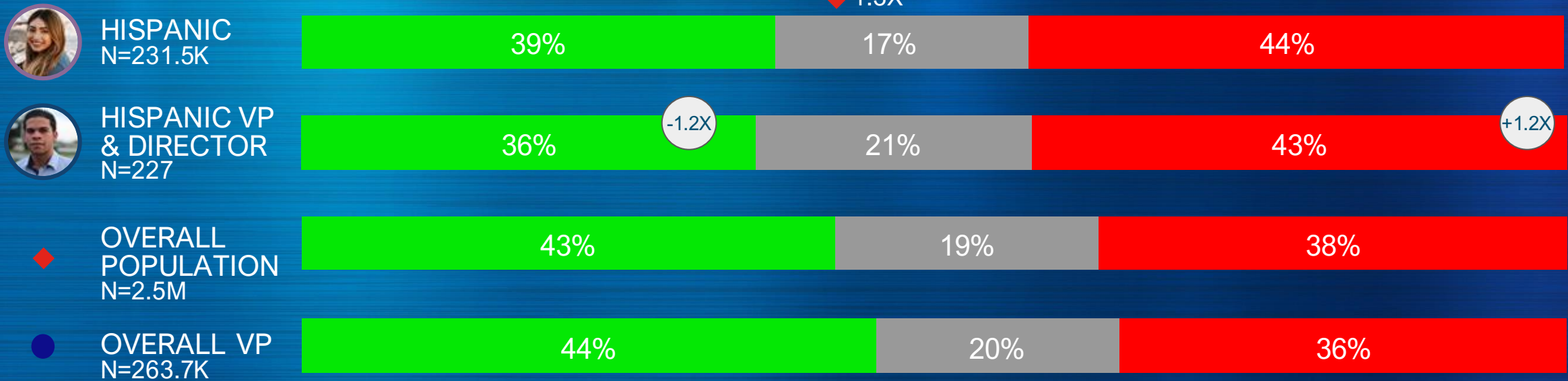
This divide gets even wider in higher positions, with Hispanic VPs/Directors being 1.2x more negative and 1.2x less positive than their overall counterparts.



Sentiment toward careers in tech based on online public domain conversations across a 12-month period, from September 2021 to September 2022

↑ ↓ Evolution 2022 vs. 2021

○ Variations against Overall counterparts



There are six main reasons why people feel positive towards careers in tech, ranging from internal benefits to external ones



2022 TRENDS

Careers in Tech offer financial security in a time of economic uncertainty for Hispanics

In 2022, while the US economic is uncertain and deemed to contract under a recession, Hispanics are attracted to keep on pursuing a career in tech due to the financial security it may still provide despite the recent mass job cuts in the industry

The individual benefits Hispanics can get by pursuing a career in tech supersedes the progressive culture of the company to attract and retain them in the organization

Hispanics value the financial security they get through

1. their current compensation
2. the prospects of growth with the opportunities they will get within the industry



2022 TRENDS

Hispanic Directors/VPs are on the look out for a sense of belonging

In 2022, Hispanic VPs and directors are also conscious of the potential economic downturn and value compensation 1.6x more than in the past.

This year, the progressive culture and the coworkers still matter, but Hispanic VPs/Directors also appreciate a **sense of belonging 10x more than in the past** and **2.5x more** than overall VPs/Directors.

Top Reasons to Pursue Careers in Tech in 2022



DANIELA
Hispanic

Daniela is happy about the individual benefits she gets from working in tech: financial security and personal growth.

“There's no shortage of opportunities for promotion in the various tech niches.”



LUIS
Hispanic VP

Luis values that his company encourages and promotes diversity of thought and culture, but also, the ability to connect and belong and have some financial stability.

“You can be surrounded by the brightest minds in the world.”

Hispanics' Positive Drivers Towards Careers in Tech



Hispanic



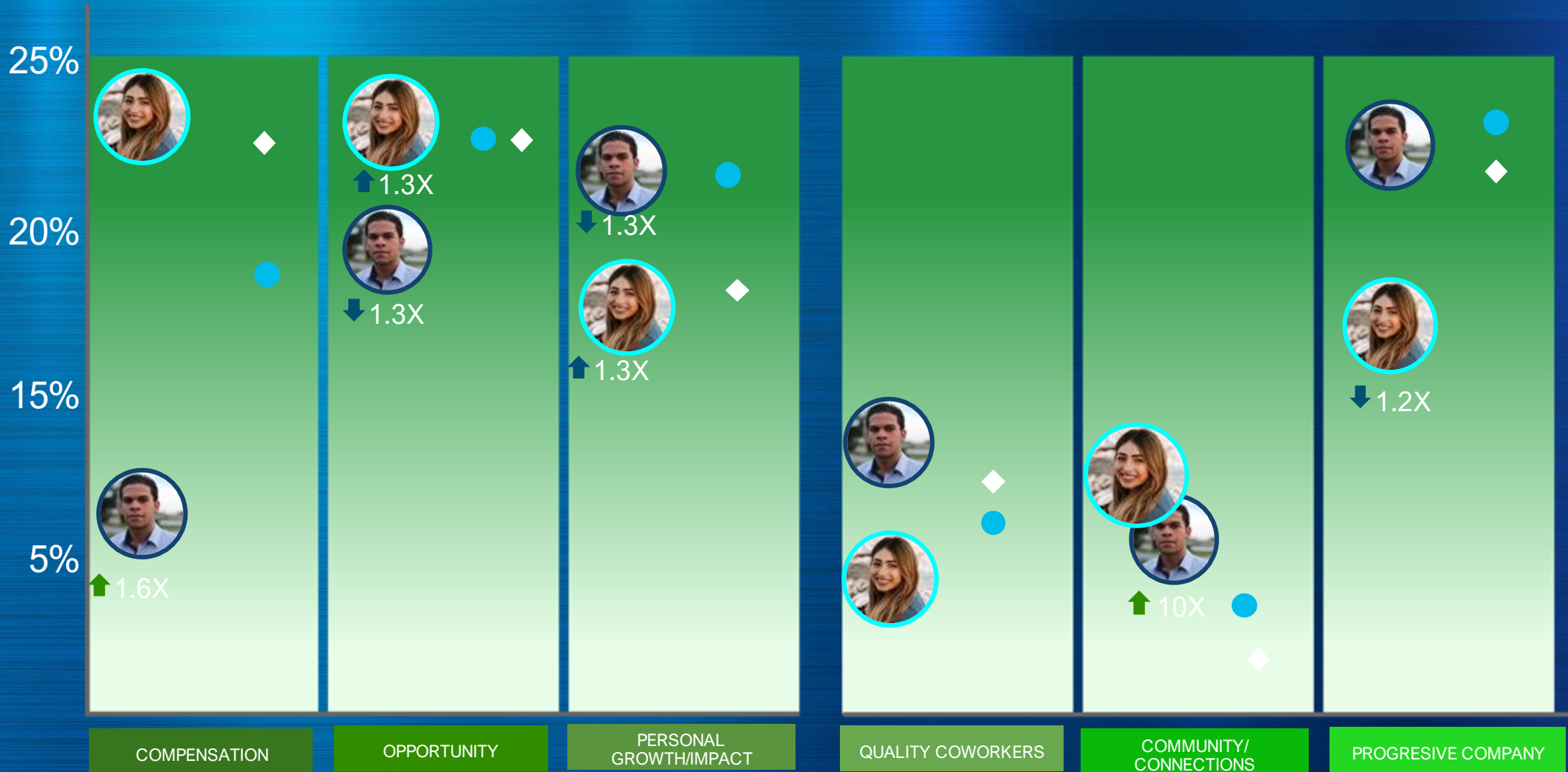
Hispanic VP & Directors

◆ Overall Pop

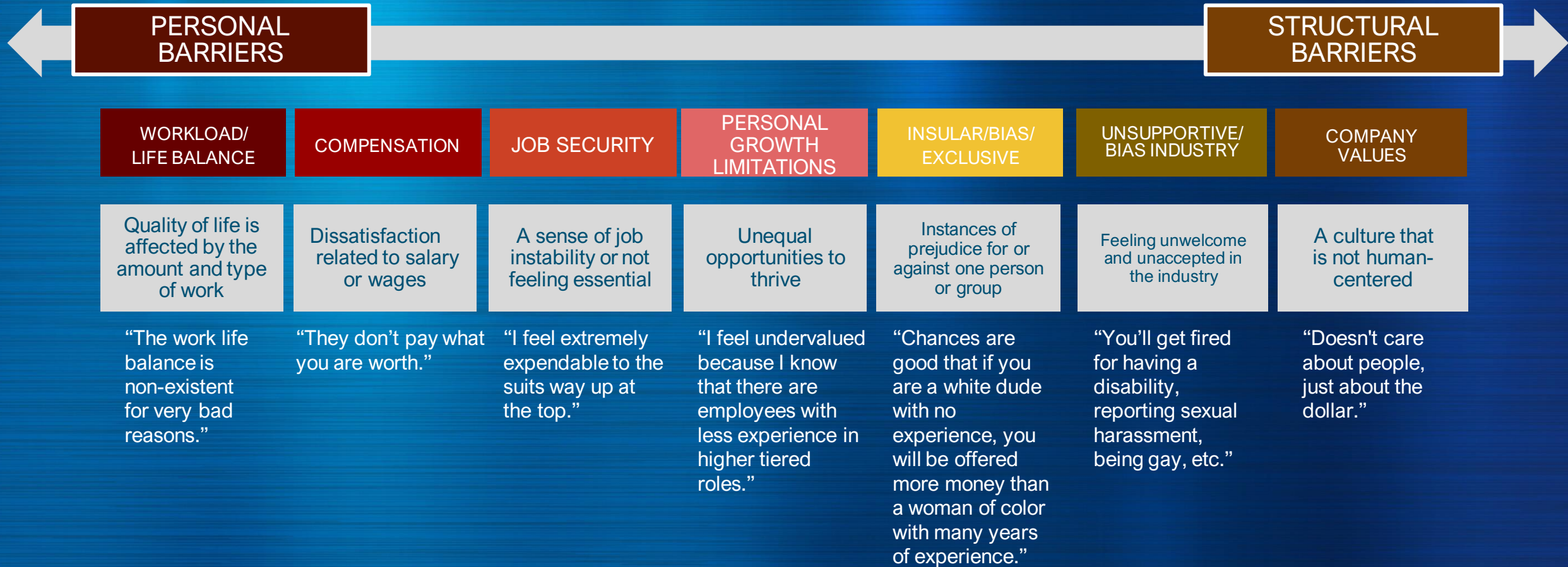
● Overall VP



Evolution
2022 vs 2021



There are seven main reasons why people feel negative towards careers in tech, ranging from personal barriers to structural ones



2022 TRENDS

Lack of opportunities to grow fueled by the lack of inclusion and support in their work environment remain Hispanics' main challenges

In 2022, Hispanics working in tech face similar challenges than in 2021. The unconscious or conscious bias and lack of inclusion in the company culture as well as the limited opportunities to grow compromise their success in the industry.

Overall, Hispanics view **limitations to their personal growth** as their primary barrier to tech careers for the second year.



2022 TRENDS

On top of the lack of inclusion, Hispanic Directors/VPs also worry about job security today and soon

In 2022, Hispanic VPs/Directors still perceive the lack of inclusion in the company culture and the lack of support in the industry as their main barriers. However, with the economic uncertainty, they are also concerned about their job security and ability to keep on growing within the industry.

As a result, the concern about job security and the limitation of their personal growth have become more important barriers than in the past.



Top Reasons to Feel Negative About Careers in Tech in 2022



DANIELA
Hispanic

Daniela still feels it is hard to grow in the tech industry. She perceives that it is not an inclusive and supportive environment.

“They really didn’t care to help you advance and better yourself.”



LUIS
Hispanic VP

Luis still perceives the bias he faces every day in the industry and expects companies to walk the walk. This year, due to the economic uncertainty, he is also concerned about keeping his job and having more opportunities to grow.

“it is a very political organization and you can find your performance go from “exceeding” to “Improvement Requirement” within weeks to months”

Hispanics' Barriers Towards Careers in Tech



Hispanic

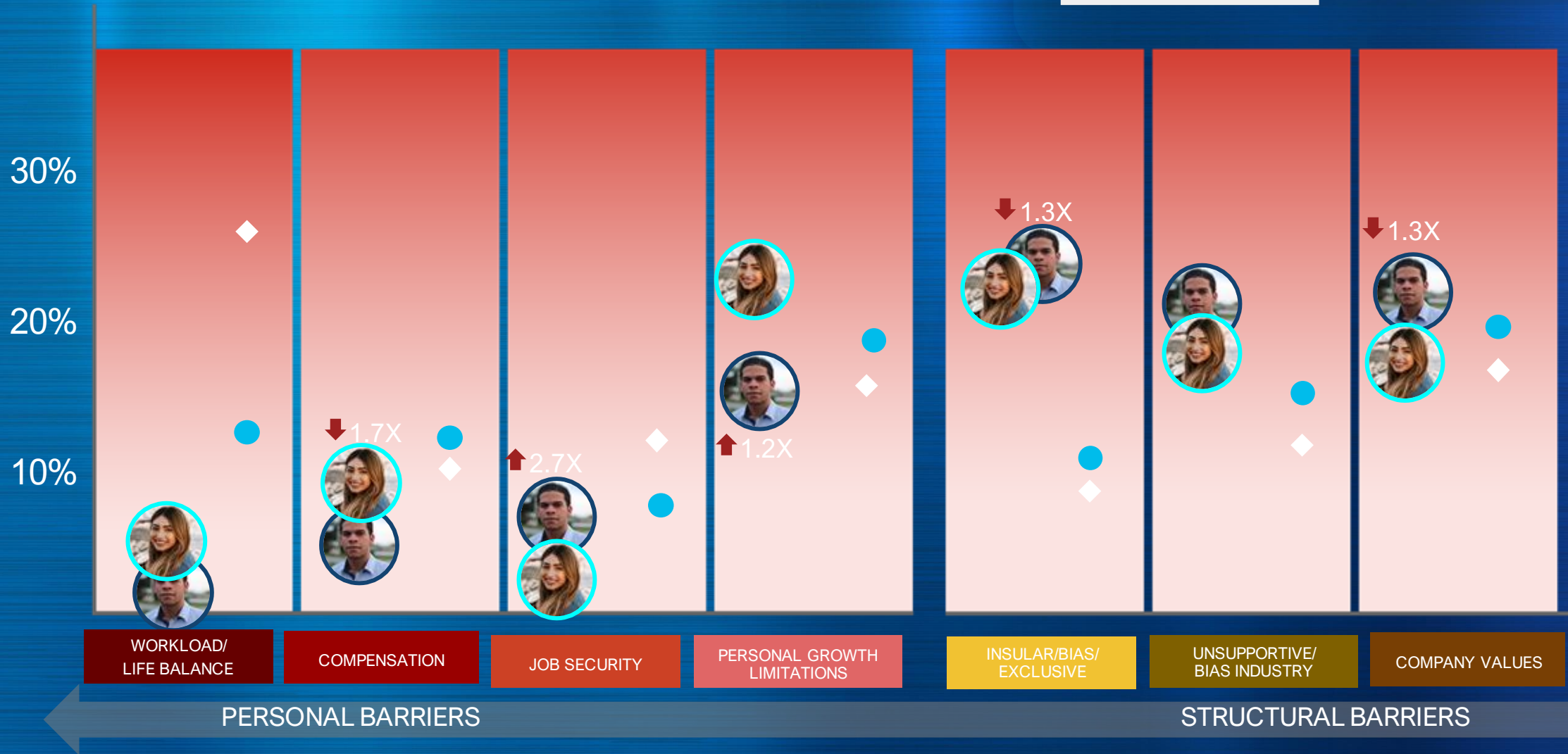


Hispanic VP & Directors

◆ Overall Pop

● Overall VP

↑↓ Evolution
2022 vs 2021



When going online to ask questions, we have identified six main subjects that Hispanics discuss and want to find more information about

MENTORSHIP/ GUIDANCE	NETWORKING/ CONNECTIONS	PROFESSIONAL GROWTH/DEV.	JOB/ OPPORTUNITIES	INDUSTRY/ COMPANY INFO	PEER CONNECTION
Are there people that can help them grow?	Is there access to the right people?	Are there opportunities for growth?	What are the types of jobs and requirements?	What is the company/industry like?	What are the dynamics with coworkers like?
“What is the quality of the training and the trainers?”	“Do you have access to decision makers?”	“How do I keep my technology skills current?”	“Does the company have jobs to work from home?”	“Is the company slow or quick to make decisions and enact change?”	“Looking for opportunities where employees are encouraged to work as a team, have each other's back.”

2022 TRENDS

With the great resignation in full swing and DE&I pressure on companies, Hispanics are likely to leverage this advantage to find the organization that value them the most

In 2022, Hispanics come online to find information about job opportunities nearly twice more than in the past.

This has become their first reason to find information about careers in tech, ahead of networking and connecting with peers.



2022 TRENDS

Hispanic Directors/VPs look for ways to keep growing professionally and connecting with their peers to be in the best position to face the economic uncertainty

In 2022, Hispanic VPs/Directors come online nearly twice more to discuss growth opportunities and to connect with their peers. They want to be ready to keep on advancing no matter how the economic downturn may impact the company they work for.

They also look for more mentorship and guidance than in the past, showing an appetite to be coached to navigate the potential turbulences ahead.



Top reasons to search for information about careers in tech in 2022



DANIELA
Hispanic

This year, as the job market is on her side, Daniela goes online to hunt for job opportunities as much as to network. She wants to make the most of her current skills and be in the company that will value her the most.

“Finding mentors is important to me.”




LUIS
Hispanic VP

Luis searches the internet for different networking opportunities to be able to connect with his peers but also develop his own skills as the market is becoming more uncertain. He is also looking for guidance and mentorship more than his counterparts, and more than in the past

“ I want to collaborate with others like myself.”

Hispanics' Neutral Drivers Towards Careers in Tech

 Hispanic

 Hispanic VP & Directors

 Overall Pop

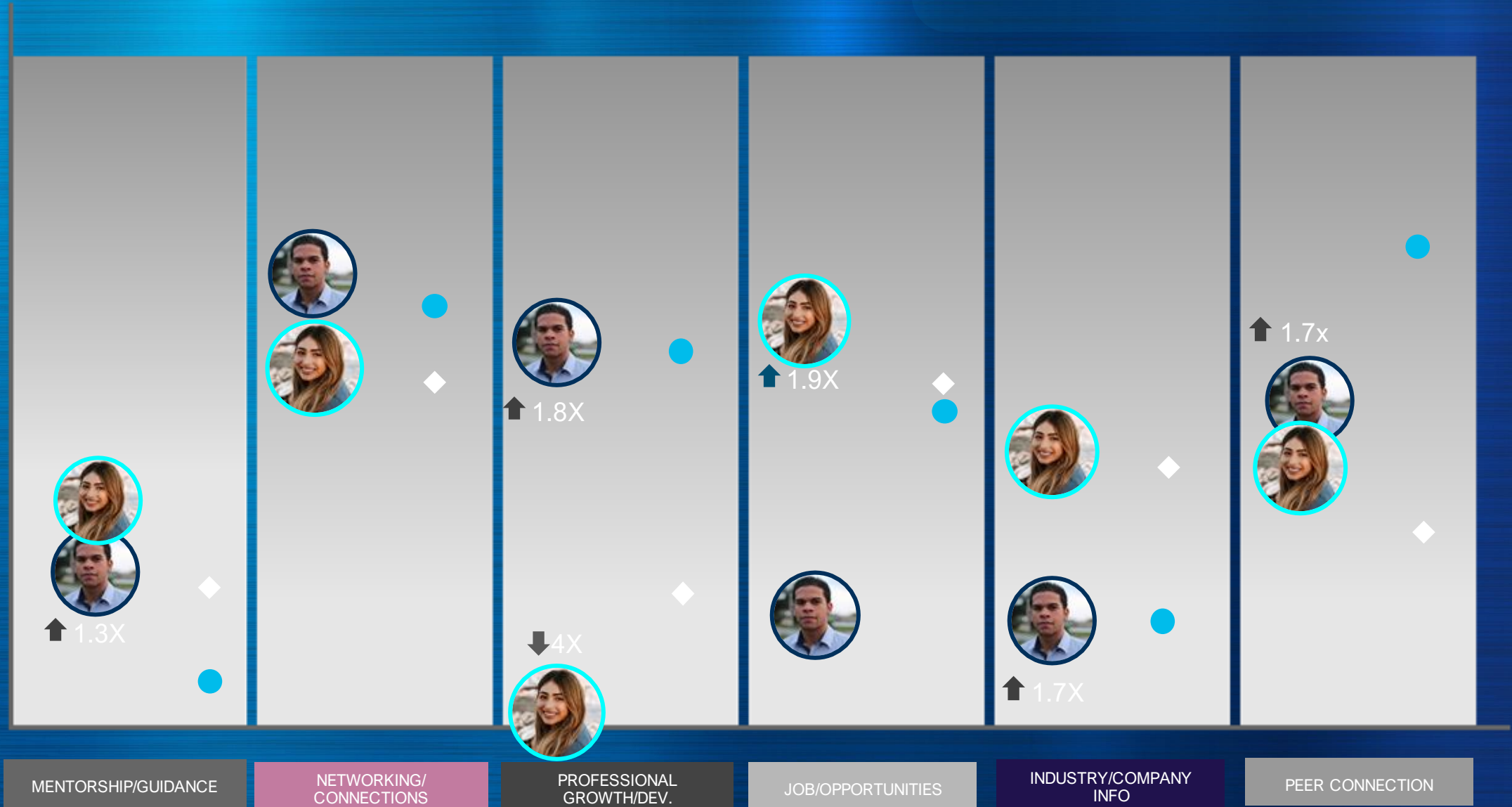
 Overall VP

 Evolution
2022 vs 2021

30%

20%

10%



MENTORSHIP/GUIDANCE

NETWORKING/
CONNECTIONS

PROFESSIONAL
GROWTH/DEV.

JOB/OPPORTUNITIES

INDUSTRY/COMPANY
INFO

PEER CONNECTION

A woman with dark hair pulled back, wearing a blue button-down shirt and a necklace, is looking directly at the camera with a slight smile. She is sitting at a desk in a modern office. In the background, three other people are working at their desks, looking down at their computers. The office has large windows on the left, letting in bright light. A coffee cup and papers are on the desk in front of her.

Careers in Tech Sentimeter Summary and implications

Hispanic Attitudes Toward Careers in Tech 2022

N=231.5K

MEET
DANIELA



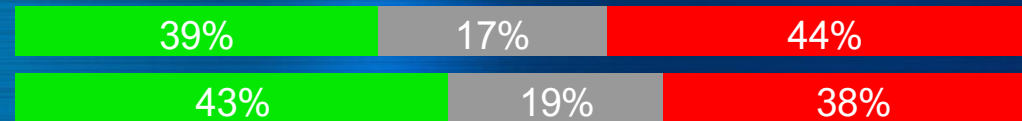
HISPANIC

2022 TRENDS TO WATCH

- Polarization is growing: 1.3x more polarized than in the past
- Job Hunting mentality, as the job market may be in their favor after the great resignation
- Paying more attention to the personal benefits they get, i.e. personal growth and advancement opportunities, more than the progressive culture the company can offer

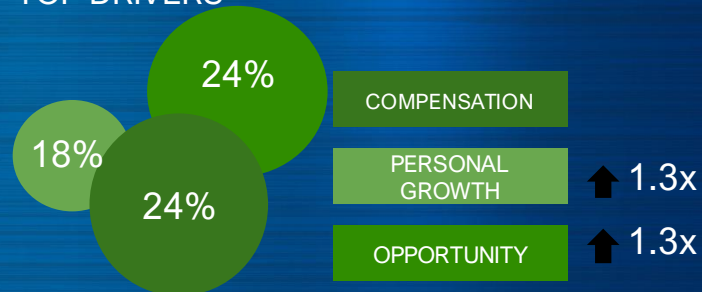
SENTIMENT

↓ 1.3x

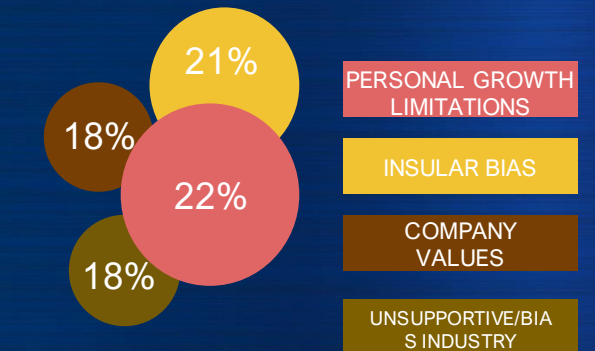


↑↓ Evolution
2022 vs 2021

TOP DRIVERS



TOP BARRIERS



2022 SNAPSHOT

- Hispanics are still more negative about careers in tech than their counterparts.
- In 2022, they face similar challenges than in 2021: the lack of inclusion of the company culture and the lack of support of the industry in general that may compromise their chance to keep on growing and advancing in this sector.
- Careers in tech are still attractive due to the financial stability and future growth opportunities such careers can provide, especially in an anticipated downturn.

Hispanic VPs and Directors Toward Careers in Tech 2022

MEET
LUIS

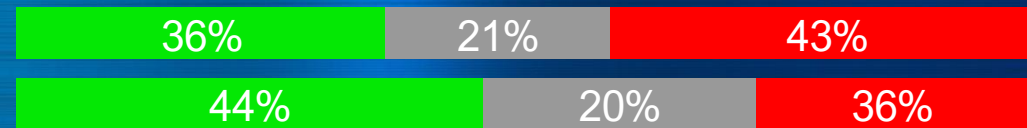
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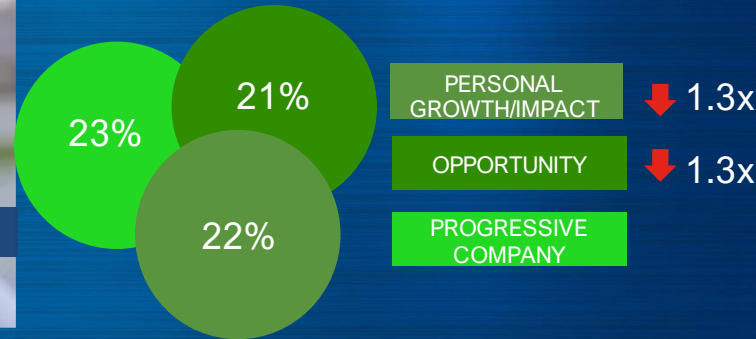
HISPANIC VP

SENTIMENT

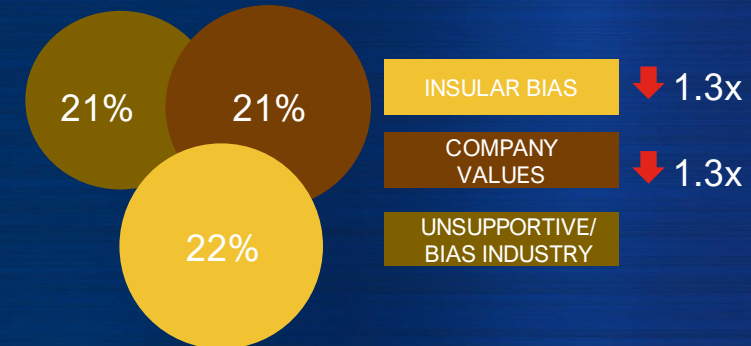
↑ ↓ Evolution
2022 vs 2021



TOP DRIVERS



TOP BARRIERS



2022 TRENDS TO WATCH

- Concerns about keeping their job and having more opportunities to grow
- Focus on compensation: 1.6x more than in the past
- Look for a sense of belonging: 10x more than in the past and 2.5x more than overall VPs/Directors
- Look for development opportunities through skills training, and mentorship more than their counterparts and more than in the past.

2022 SNAPSHOT

- Hispanic VPs & Directors are 1.2x more negative than positive.
- Most of their negativity is driven by the impact the work environment has on them, especially if it's an insular/exclusive and bias culture and industry.
- That's why they value the progressive company culture and still opportunities to advance in the organizations they end up staying with.

2022 Career in Tech – Thought Starters



HISPANIC PROFESSIONAL

- 1 Develop career growth plans so Hispanics can see their present and future within the company
- 2 Walk the walk about DE&I commitment by leaning into the Hispanic BRG/ERG to design and promote an inclusive company culture, addressing unconscious bias
- 3 Focus on the individual benefits such as compensation, growth opportunities, while reassuring about the inclusive company culture to attract new talent
- 4 Create opportunities to connect with other successful Hispanic professionals as role model to share career paths and strategies to navigate the bias they face



HISPANIC VP/DIRECTOR

- 1 Support them in their quest to keep on developing themselves and upskilling to be able to unlock more opportunities
- 2 Strengthen your diversity initiatives and go beyond words, enabling Hispanic VPs to become the successful proof of an inclusive company culture and role models
- 3 Help them become agents of change within the organization to design an inclusive culture where Hispanic professionals feel they belong.
- 4 Offer peer-to-peer mentorship and coaching programs for them



What is the mindset of parents and prospective students towards pursuing degrees in STEM/ tech?

Our Universe of Conversations About Pursuing a Degree in Tech

27.4K

Overall Hispanic Conversations*

Mined over the past 12 months ending in August 2022

Segments**

6.5K Hispanic parents

7.5K Hispanic GenZ

The analysis gave us insight into key questions:

How do Hispanic parents and GenZ feel about pursuing a degree in Tech?

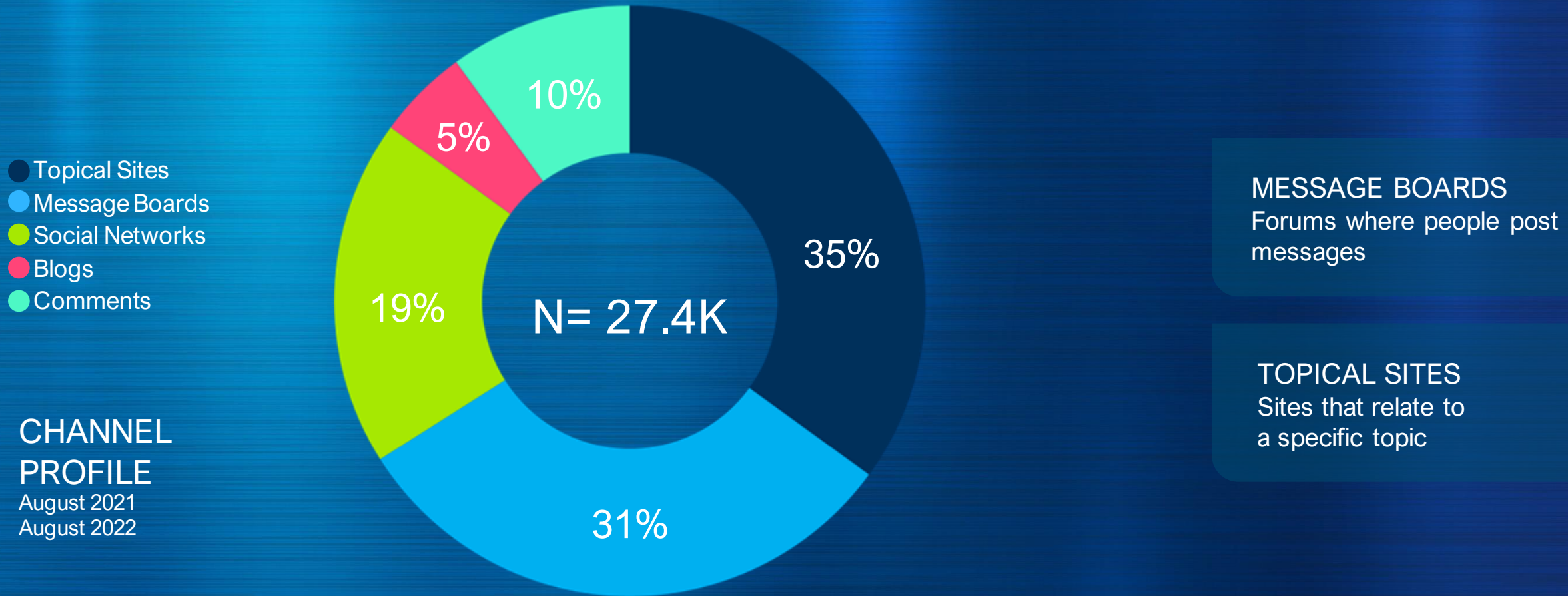
What are the barriers to choose to pursue a degree in Tech?

What are the drivers to consider pursuing a degree in Tech?

*N values are based on number of conversations and not based on people.

** Segments are based on self identification in conversations or on their public profile, overall segment includes non-identified conversations.

Hispanic GenZ and Their Parents Discuss Pursuing a Degree in Tech Across a Multitude of Different Sites Online



Understanding Two Different Perspectives



HISPANIC PARENTS

N=6.5K

Uncertain



HISPANIC GENZ

N=7.5K

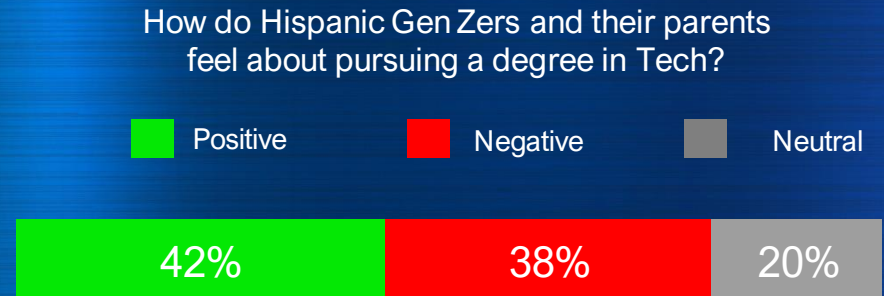
Polarized

HISPANIC GEN ZERS are equally polarized towards pursuing a degree in tech...

while their parents are mostly looking for more information to best guide and advice their children



N=7.5K



N=6.5K



Pursuing a degree in tech means...

#1 Social creds & Face value

Both Hispanic Gen Zers and their parents see pursuing a degree in Tech as an opportunity to work in a prestigious industry, giving them social creds and face value.

#2 Economic Benefits

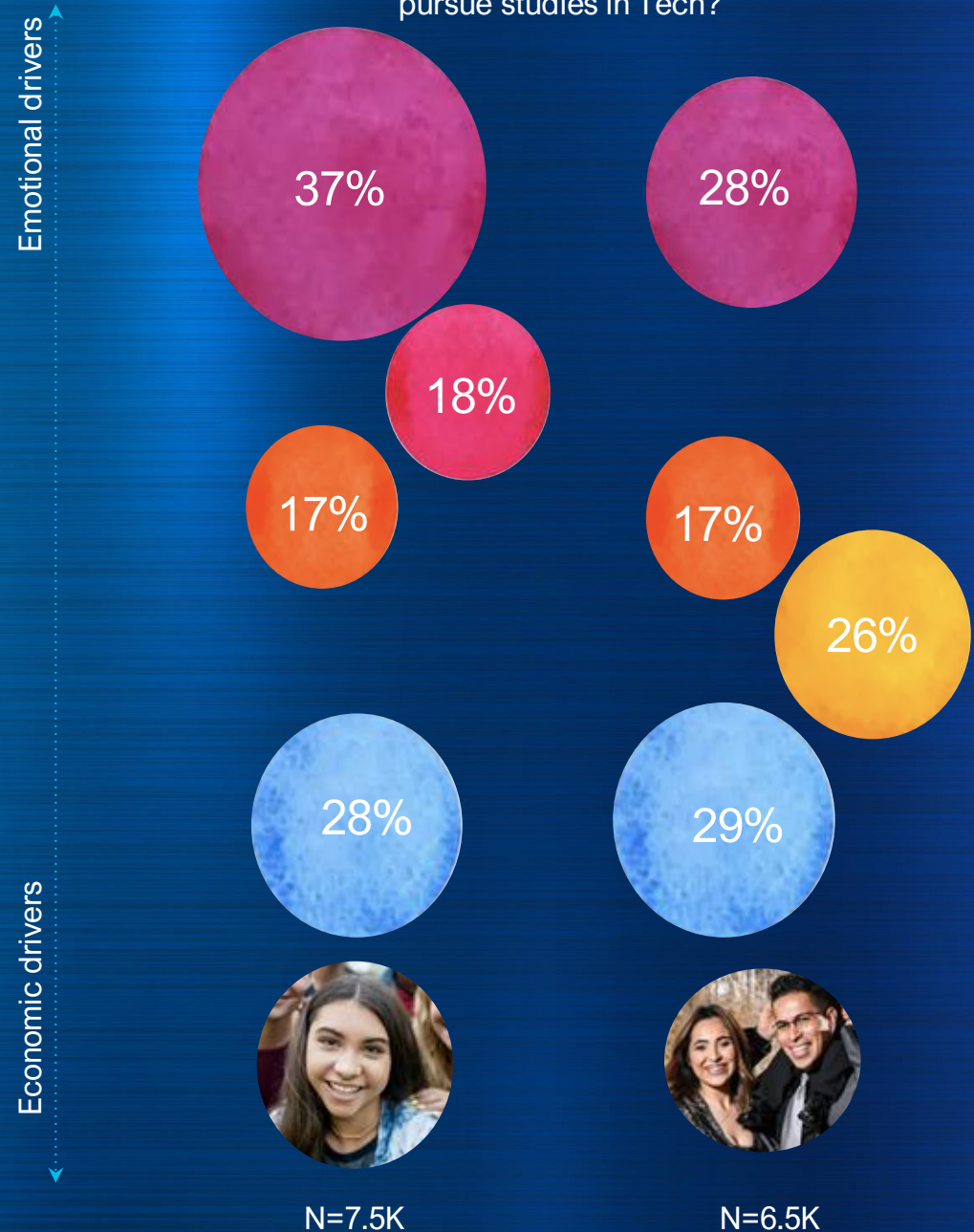
Both Hispanic Gen Zers and their parents also appreciate the appealing compensations and benefits, that will give them financial stability and help them contribute to their family. Hispanic Parents also see in pursuing a degree in tech as a way to secure their financial future with a promising career path.

#3 An exciting and dynamic future

Gen Zers are also drawn to the industry as it is dynamic and appealing to them with a promising future

-  Prestigious industry
-  Dynamic industry
(Interesting, innovative and exciting industry)
-  Growing industry
-  Secure career
-  Compensation & Benefits

What motivates Hispanic Gen Zers and their parents to pursue studies in Tech?



Barriers to pursuing a degree in tech...

#1 - Lack of resources

Both Hispanic Gen Zers and their parents see the lack of education, financial resources, mentorship and network as their #1 barrier to consider pursuing a degree in Tech.

#2 - Lack of self-confidence for GenZers and anticipation of racism and bias for parents

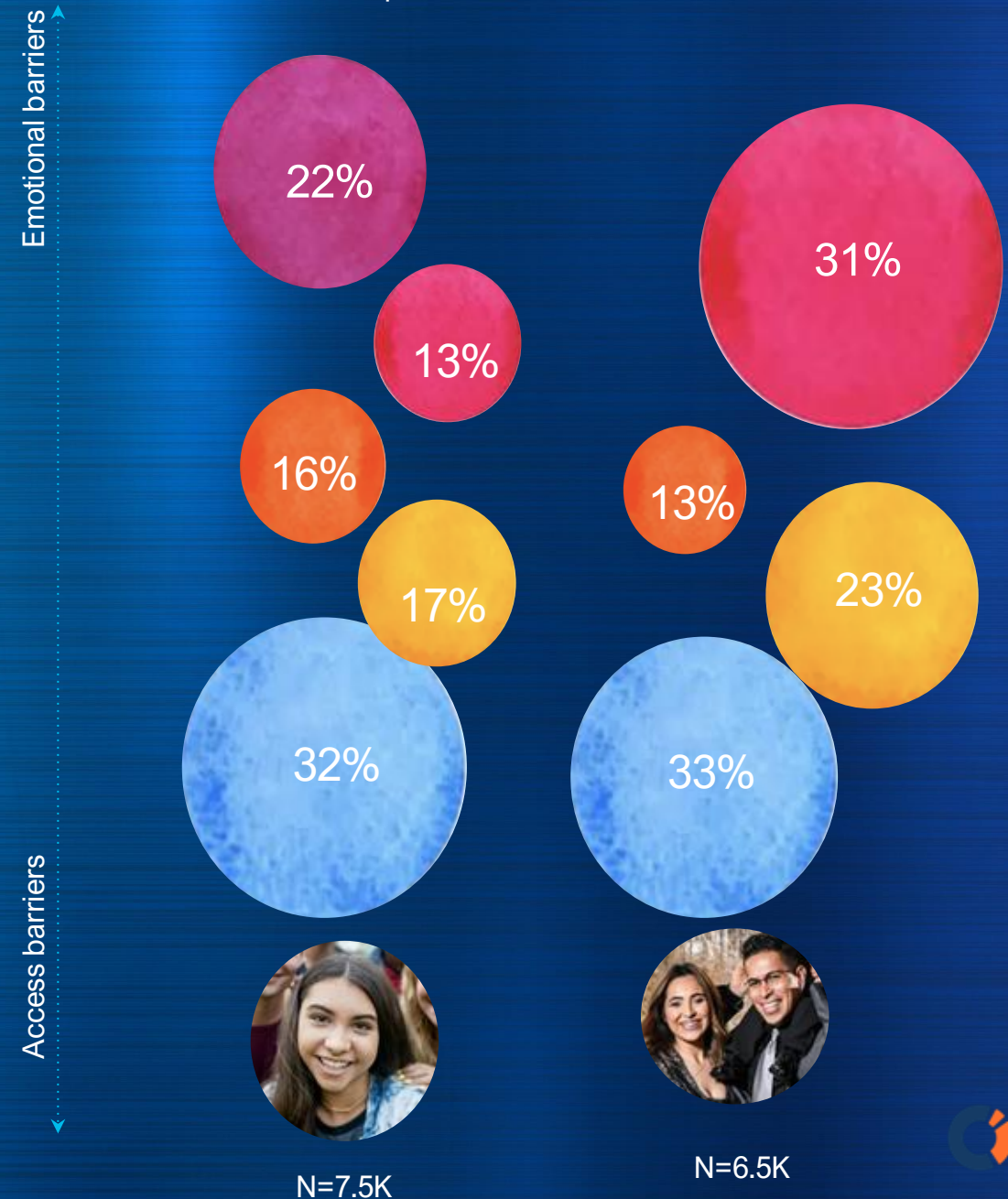
Hispanic Gen Zers also feel they lack confidence and unsure they are fit for the industry, while their parents also anticipate the bias their children may face entering this insular industry.

#3 - Lack of role models & exposure

For Hispanic Gen Zers and their parents, "seeing is believing". The absence of mentors and successful professionals in the tech industry they can identify with is a barrier. They also mention the lack of exposure to the industry.

-  Lack of self-confidence
-  Bias, insular industry
-  Lack of role models & successful examples
-  Lack of exposure & experience
-  Lack of resources
(education, financial resources, mentor, network)

Which barriers Hispanic Gen Zers and their parents face to pursue studies in Tech?



Transforming Communication on the Hiring Requirements, Offering Welcoming Work Environments, and Guiding Hispanics' Careers are the First Steps to Overcome Their Main Challenges

Hiring bias is the most important barrier for Hispanics, 4.2x higher compared to the overall population

Hispanics do not feel welcome in the industry, 2.4x more than the overall population

Uncertainty and lack of perspective are significant barriers for Hispanics when considering the tech industry

Transform the communication at the hiring stage

Feeling identified at the early stages of the hiring process will be appealing to Hispanics. Include clear and inclusive communication that invites the Hispanic community to apply, as they can significantly contribute to the tech industry.

From the inside out: Promote a cultural transformation – start at the top

Through a communication strategy, promote within organizations a welcoming environment for Hispanics. Acknowledge the importance of cultural differences, and elevate this message publicly to transform the perception of unwelcoming workplaces. Leverage Hispanics already in the tech industry. Seeing is believing.

From Hispanic to Hispanic: Strengthen leadership actions in the tech industry

Guide the Hispanic community, and communicate the path and the steps they should take to belong to the tech industry. Through leaders and mentors, eliminate prejudices and empower other community members to be part of the industry.

A photograph of three young adults sitting around a small, round, dark wooden table outdoors. On the left, a young man with short brown hair, wearing a red and blue t-shirt and khaki pants, is looking towards the woman in the center. In the center, a young woman with long, curly dark hair, wearing a blue tank top and a necklace, is looking towards the man on the right. On the right, a young man with short dark hair, wearing a grey jacket over a yellow t-shirt and black pants, is looking back towards the woman. Each person has a laptop open in front of them on the table. The background is a blurred outdoor setting with concrete steps and a building. A semi-transparent blue horizontal bar is overlaid across the middle of the image, containing the text "Thank You" in white, sans-serif font.

Thank You