

Table of Contents

Individual Participant's Pathways

Including: demographics, why they chose to participate, educational background, job at start of study, experience in the group, and job outcome after participation

Page 1: "Hope"

Page 2: "Jane"

Page 3: "Kate"

Page 4: "Lila"

Page 5: "Naomi"

Page 6: "Natalie"

Page 7: "Rebecca"

Page 8: "Trinity"

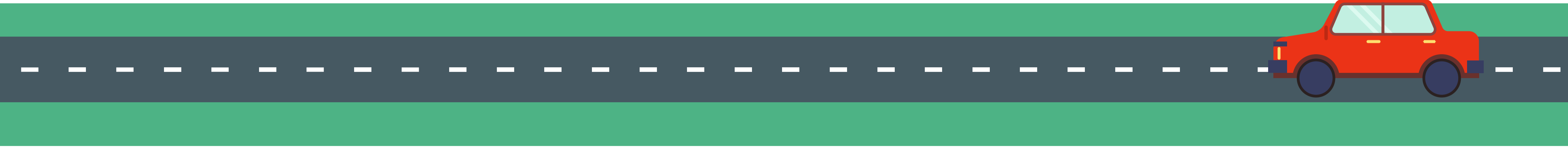
Page 9: "Victoria"



Hope



Hispanic, 40 years old, Single, no children



What appealed to Hope about the Women's Coaching and Learning group was:

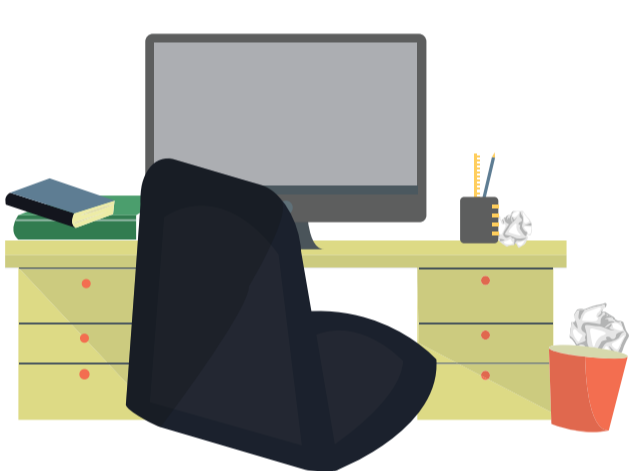
"I joined it less because of the gender specific-ness and more because of just the overall structure of the group."



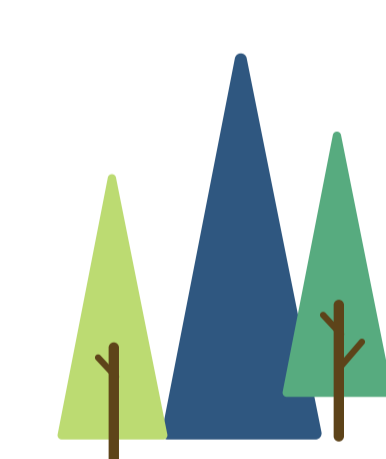
Education

"I have a bachelors of Science and Finance and I attended law school for a year and a half. I am a certified financial planner."

Job



Salesforce Administrator for a financial services company



Experience

"It was great. I really liked it. It was definitely challenging. I felt like I learned a lot of stuff."



Outcomes



"My job is pretty much the same." "I'm still a solo admin for our company. I've definitely felt a little more confident tackling some very light developer things like deactivating triggers or making some modifications."



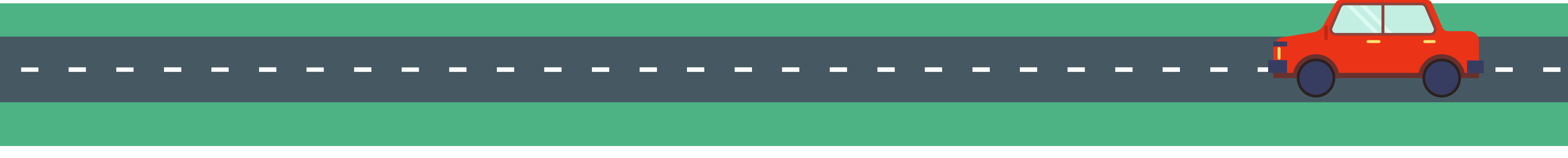


“

Jane

”

White, 33 years old, Married, caring for 2 children



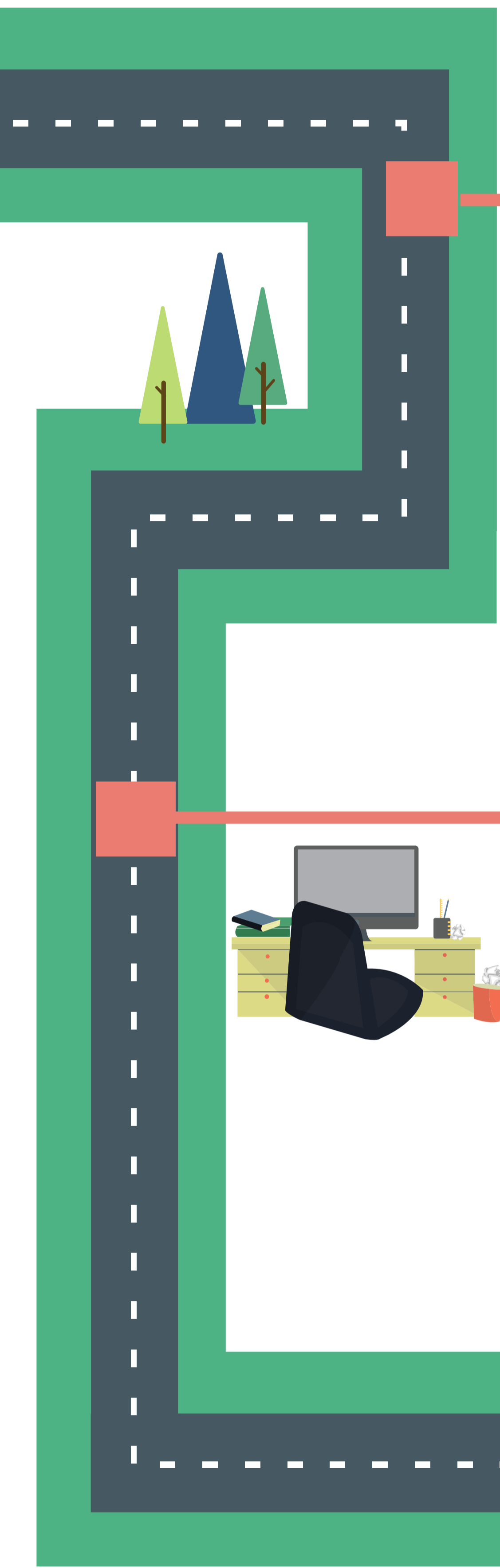
What appealed to Jane about the Women's Coaching and Learning group was:

"The possibility of learning coding...The fact that it's free and I had experience from two years ago when I worked with a group to achieve something. Everybody helped each other in the group. Hopefully that will be the case here as well. I like the format of it. We meet every week and we discuss the homework. I can do it from my work, from home, from anywhere."



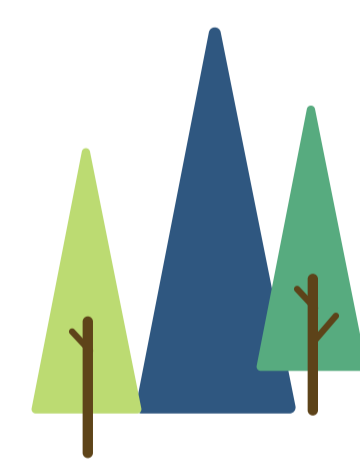
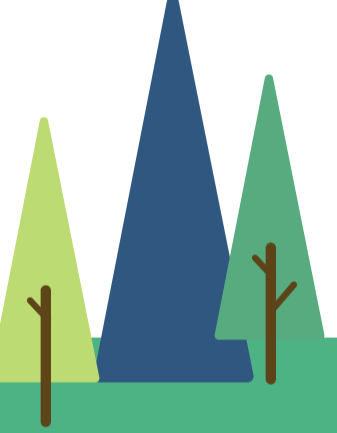
Education

"I have a degree in banking and finance and a master degree in leadership and organizational studies."



Job

Database coordinator for a university.



Experience

"Overall it was a good experience. It really helped having someone to do the homework with every week...I had a positive experience."



Outcomes

No job change.





Kate



White, 54 years old, Married, 4 children



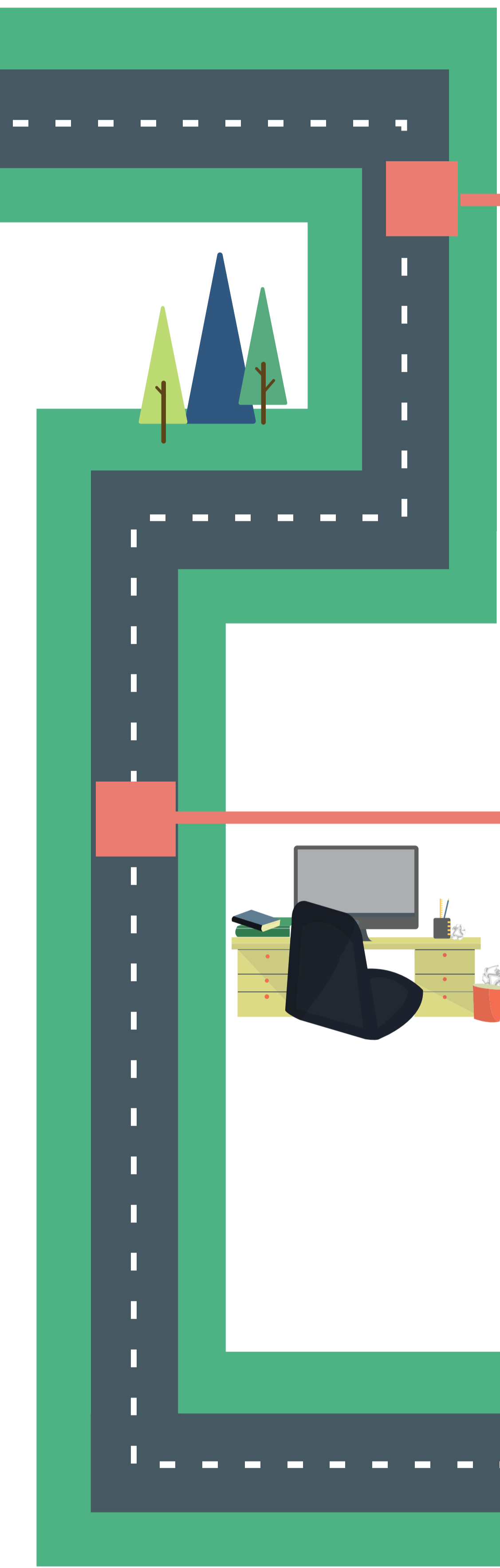
What appealed to Kate about the Women's Coaching and Learning group was:

"Definitely the ability to have an organized approach to the learning and having knowledgeable experts as resources...The other thing that appealed to me about the course was the pay it forward component of once you complete the course, participating as a mentor."



Education

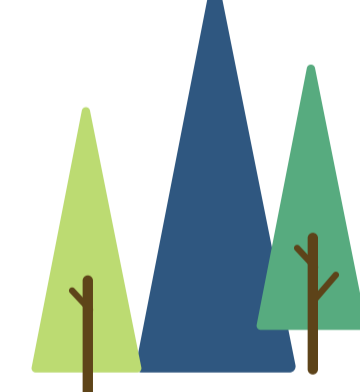
Bachelor of Science, Computer Science
Master of Science, Environmental Science



Job

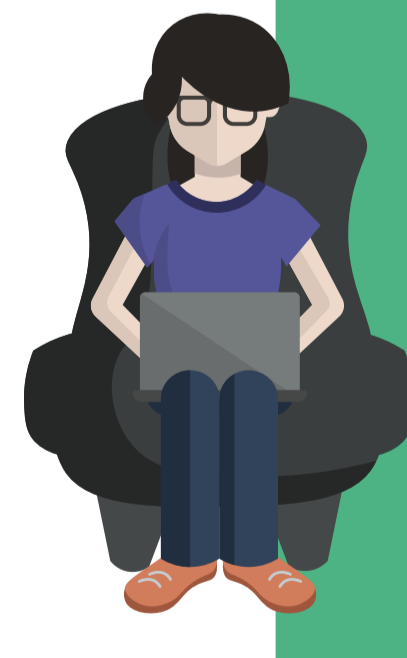


Senior Consultant at a Salesforce Partner consulting company



Experience

"I think it was really great. I loved every week. I think we got really lucky with really great coaches. They complemented each other really well."



Outcomes



Re-hired in a job as a Salesforce Developer with original company.

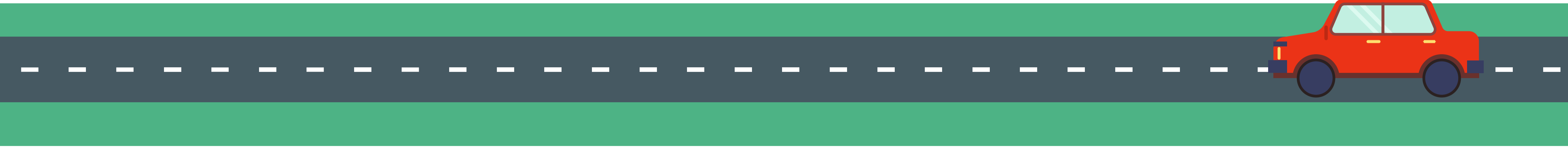




Lila



Asian, 28 years old, Single, no children



What appealed to Lila about the Women's Coaching and Learning group was:

"Two different things. One, obviously it would be an amazing skill. It's something I really, really am interested in. Two, I of course love the fact that it's all women. I'm hoping by the end of it you create a community where you can have a friend. If I could get a friend at the end of it, besides learning how to code, I would feel like a winner."



Education

"I actually have my bachelors in international affairs...and I pursued my masters in healthcare administration."

Job



Owning partner and Director, Salesforce support company.

"A cool thing about Salesforce is it is at lot of nonprofits and so I started finding nonprofits, asking them if they needed help, and I started just doing it [admin work] from there. That's how I found experience. It wasn't necessarily through my work. It was kind of just this extracurricular thing I was doing. That's how I came to find it."



Experience

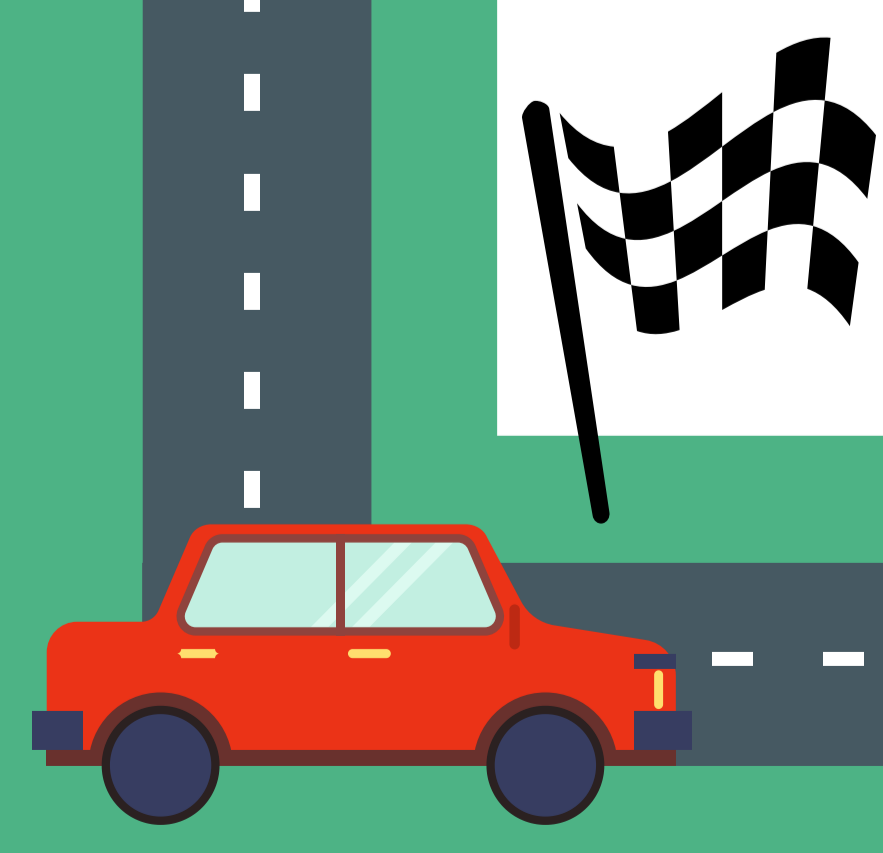
"I had a very good roller coaster experience. I think it's like anything where you're having to learn something new. You go through a period where you may or may not feel very confident in what you're doing, but it was really good. I had a really good experience."



Outcomes



"So our business has been growing, so we split our responsibilities, and I've taken on the role to head more of the marketing side of Salesforce, so I became certified in Pardot, so I went through the Pardot specialist certification and then also got my Pardot consulting certification. That's really been where a lot of my focus has been. So I've moved from learning Pardot to testing it through and then obviously working with clients and such."





Naomi



White, 39 years old, Married, caring for no children



What appealed to Naomi about the Women's Coaching and Learning group was:

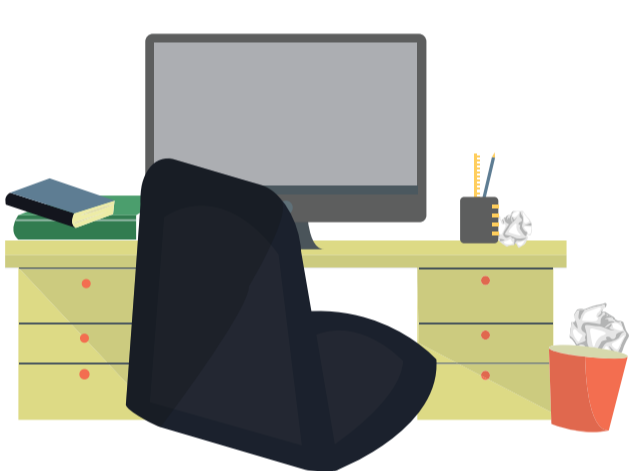
"It was free and it seems very structured. They had a specific outcome, they had materials and it seemed organized enough that it would be useful."



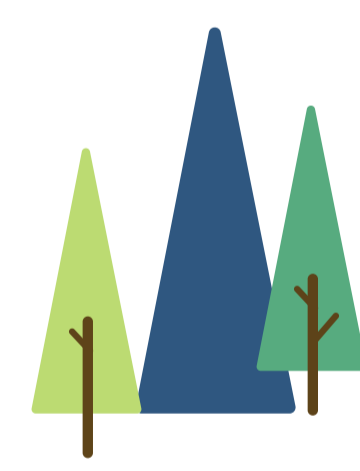
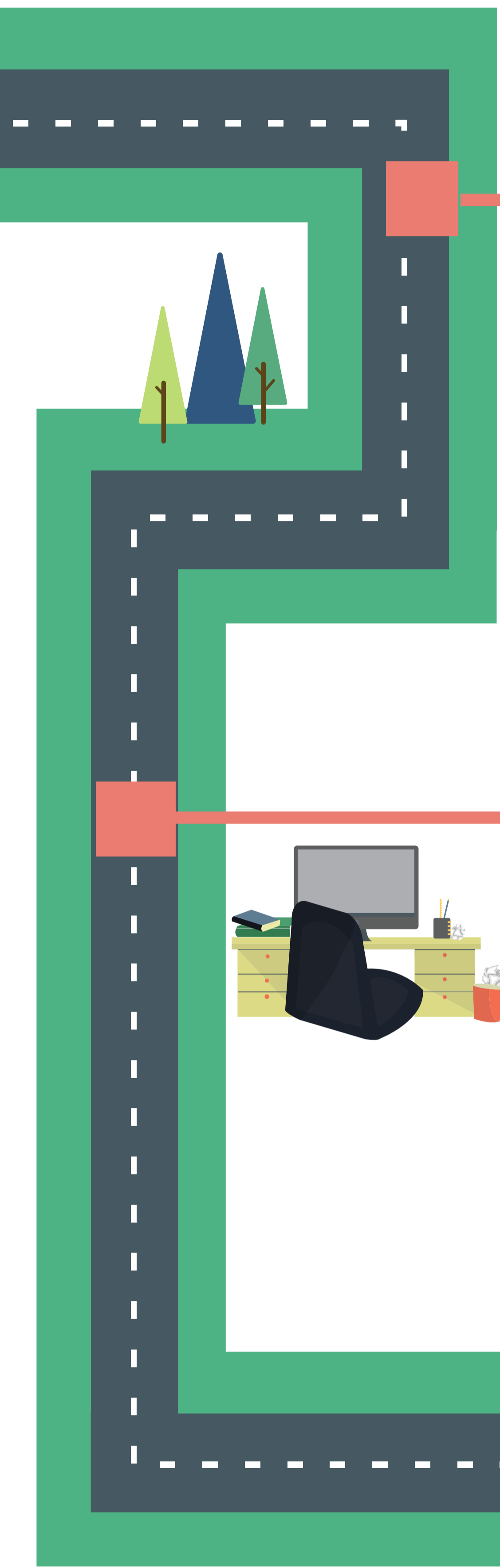
Education

"I have a undergraduate degree in Hotel and Restaurant Management, and then I've taken a lot of computer-type courses in community colleges around the D.C. area, and then I finally got my Masters in Information Systems from George Mason University."

Job



Salesforce Solutions Developer for a nonprofit.



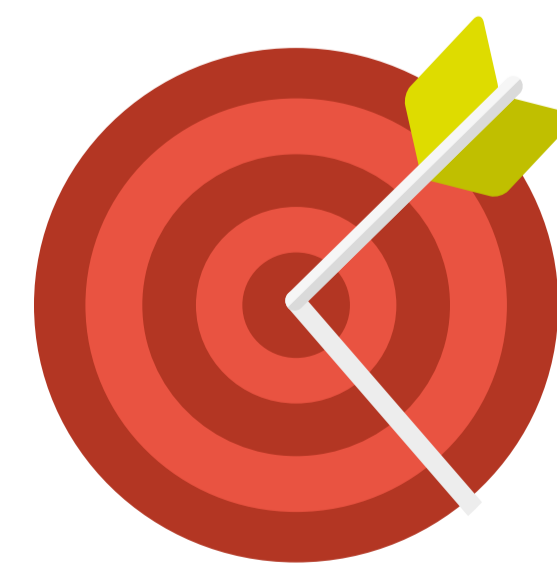
Experience



"It was good. It's difficult to force yourself to dedicate a sufficient amount of time for studying and things like that and it got me motivated to do that. Also, to take an hour a week during work hours to learn and do professional development because otherwise it's so easy to just be, like, 'Well, a person needs that and another person needs this,' that stuff. It seems, like, all-important, but then it helps you in the end so much in your job, at the end I was, like, 'My gosh. It really has helped so much.' It was such a worthwhile investment."



Outcomes



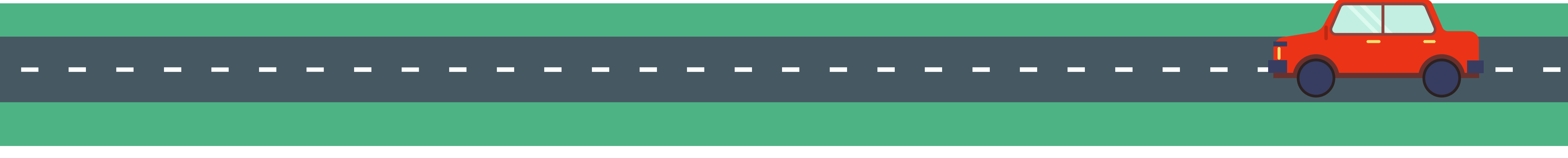
Employer change: Salesforce Administrator for a nonprofit company that gives out grants.





“ Natalie ”

White, 36 years old, Married, caring for 1 child



What appealed to Natalie about the Women's Coaching and Learning group was:

"That it was free was great...I had so much success [in a previous study group] by doing a weekly class, and it looked like it was the same setup. You get a lesson, you get homework, you have to do it on your own, you have to kind of research it throughout the week and get through it. You can ask questions from other classmates or from the teacher, and then we review it the next week."



Education

Bachelor of Science "I majored in Biology and minored in Chemistry."



Job

Salesforce Administrator for a nonprofit.



Experience

"I liked that it was kind of like the foot in the door to getting me to start learning it at least...It's not coming naturally to me...I like the setup. You know, at the beginning I had never done anything that was just a group of women learning something and I didn't really know if it made a difference. Just be working with other women instead of a mixed gender class. And I really enjoyed it! I felt really comfortable with the group."



Outcomes

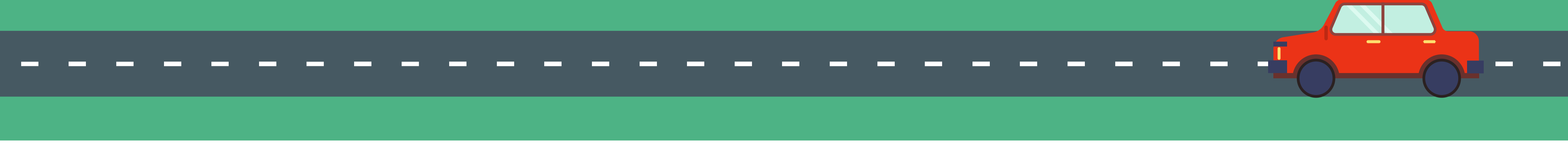
"It was really neat cause I had no idea what anything meant in coding and now I can look at things and I can get the basic idea of it. I definitely have to Google things to try to help me understand it. But I can actually understand what it's saying when I look at like the basic developer guide."





“Rebecca”

Caucasian, Partnered, caring for no children



What appealed to Rebecca about the Women's Coaching and Learning group was:

"I like the fact that they are trying to bridge the gap between somebody that has the admin skills to developer...In addition to that I love the fact that it's all women that they're working with...I think it is a little more comfortable to have a group of women so we can ask questions freely."



Education

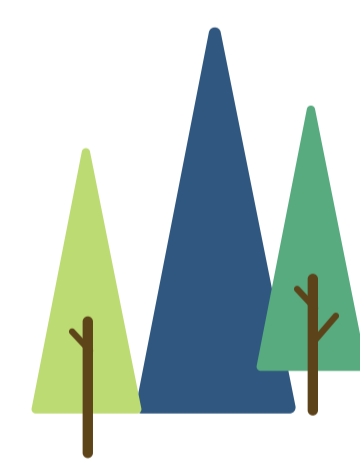
"I've got an associate's degree in sign language interpretation and I have a bachelor's degree in digital photography with some master's classes in organization psychology."

Job



Salesforce administrator at a real estate acquisition/property management company

Rebecca "volunteered for a non-profit to help them with their org so I could get some experience underneath my belt" to learn to be a Salesforce admin.

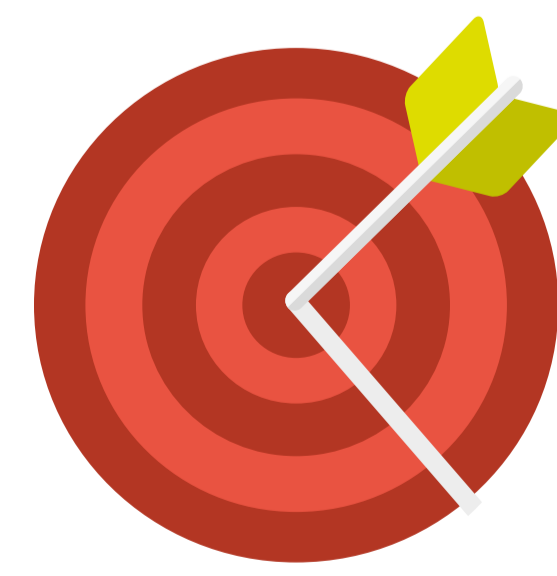


Experience

"It was great. I think the projects were good, and the pieces of code with what we needed to do, were good. It was just chaos in my life, that I didn't anticipate all the things that were happening at the same time."



Outcomes



"I went from being a sole person in an org to a consultant, and then now I'm a developer consultant."





“ Trinity ”

African American, 42 years old, married, caring for 4 children



What appealed to Trinity about the Women's Coaching and Learning group was:

"because it's women. I have been in the tech field for 10 years and I started and I was the only female. You get jokes that you're a girl, we've always had jokes about guys do things better than women and it's a male dominant field...So the fact that is all women, we can share experiences and you don't have that cold answer from some guy who doesn't really want to give you the answer."



Education

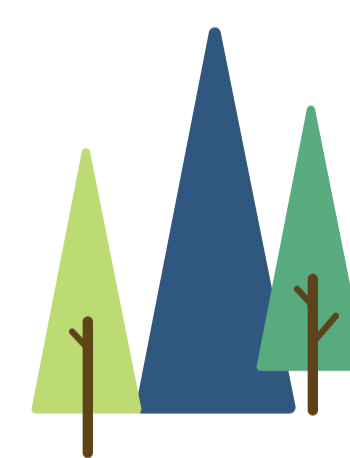
"I have two years of college, I did not complete my degree...I started out as a computer science major then shifted to a business major."

Job



Salesforce administrator at a Think Tank

"Two and a half years ago I came here to my current employer and we use Salesforce for case management...I took a liking to it, I talked to my Director and said I want to learn more. We had an administrator so I mentored with him for about 8 months and then I was promoted to Salesforce administrator."



Women's Coaching and Learning Group

Experience

"Overall I enjoyed it. Like I said it was challenging. For me it was trying to manage the time, meet it. The commitments there, kids and unexpected things happened. Overall the experience was great. I was able to follow along. It wasn't too difficult. You always have to go out and check your resources. Sometimes you have to do something twice or take it a step further just to make sure you have it, you've gotten, and you've grasped the concept."



Outcomes



Trinity had no changes in her job, but she had "been working with our developer on certain customizations and I have played around in the developer console here and there. But not as much as I want to, because of the types of projects and how many we have and the short deadlines."





Victoria

Asian, 32 years old, Married, no children



What appealed to Victoria about the Women's Coaching and Learning group was:

"It did appeal to me that it was all women. It felt a little less intimidating. I did like that it seemed like the people that were making up the group and leading the group started from the place that I am in now. People who don't have coding backgrounds and really taught their own way through it or through courses. It seemed like it would be an easier support system than that one day course I did with Dreamforce."



Education

"I have my bachelor's in Economics and Communication."



Job

Sales Operations Manager for a start-up security company.



Experience

"I loved it...I think it was really helpful to have this study group and I do think there is something about it being women only; I think that was less intimidating and I think that helped to even take that first step to say, 'hey, maybe you can do this.' And that's what made me sign up for it and try it out...And of course having something more structured."



Outcomes

The job situation was "the same, aside from changing locations...We're still working with the contractor for some of the more complex Apex coding that's required. Unfortunately, due to all the changes, I just haven't been able to dedicate the time that I would have wanted to after the course to really brush up on it and be more confident to take them on myself."

