QA | TEACH THE NATION TO CODE

TEACH THE NATION TO CODE
2022 IMPACT REPORT
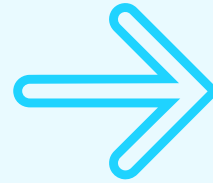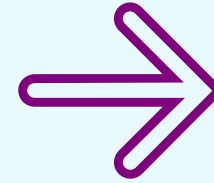
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About QA

QA exists to help business and learners win in the digital revolution. Through our unique combination of world-class digital and live skills development capabilities we deliver proven workplace outcomes.

We are technology and digital specialists – providing a comprehensive suite of talent and training services which support businesses and government organisations to tackle the global skills shortage.

More than 439,000 people learnt with QA last year. We deliver services to over 4,500 corporate clients, including a significant portion of FTSE100 firms. We have leading practices in Agile, Cyber Security, Cloud and DevOps – as well as many other technology domains and soft skills development. We partner with the world's largest tech companies, with accreditations including being a Microsoft Gold Delivery Partner. Our deep-rooted vendor partnerships mean that we deliver a significant portion of the UK's cloud training.

We specialise in the people side of technology transformation – our training programmes help organisations to upskill or reskill their existing employees and our funded learning programmes and bootcamps are used to identify, recruit and develop diverse technology talent. In close partnership with seven UK universities QA Higher Education recruits to and delivers more than 100 foundation, undergraduate and postgraduate degree programmes in in-demand skills subjects.

QA founded Teach The Nation in January 2020 as a not-for-profit initiative.

What is Teach The Nation To Code?

Teach The Nation To Code is a not-for-profit initiative that provides an on-ramp to developing tech skills for those who haven't been able to pursue traditional further education or higher education routes for a number of reasons but have the attitude and aptitude to succeed. This includes academic and financial barriers or personal challenges and commitments.

We currently offer workshops in **Python coding language**, **Data** and **Blockchain**.

All our workshops are free for learners to attend. Always.

Why is it important?

Teach The Nation To Code solves two key challenges facing the United Kingdom – the digital skills gap and improving social mobility.

Digital skills are more in demand than ever before but there just aren't enough ready-skilled people to fill them. As technology continues to permeate every industry Teach The Nation To Code is just one sustainable way to help close the digital skills gap, nurturing interest in technology and digital skills to support more people into related employment. By doing this we can ensure businesses are getting the skills they need to be more productive and improve competitiveness to drive economic growth.

At the same time, we must widen the talent pool for technology jobs. There is a huge opportunity to bust the myths that you must be degree-educated to work in tech, that people working in technology have a certain 'look' and that it is a 'male' sector. These artificial barriers are continuing to suppress social mobility, subconsciously excluding people from realising their potential and having successful careers across digital and technology. Teach The Nation To Code focuses on attitude and aptitude to supercharge social mobility, empowering everyone to try their hand at tech and support people from all walks of life into employment. If we get this right, it isn't just individuals and business that win, but the whole UK economy.

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Our Aims are simple:

1

To inspire people from all ages and backgrounds into tech and create the foundations for individual success

2

To support the desperate need for greater tech and digital skills across businesses and the UK economy

We work to support people from all walks of life, but have a specific focus on discovering hidden talent in underrepresented communities.

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Why we do TTNTC: Digital Skills Gap and Perceptions of Tech

Teach the Nation To Code also exists to **shatter misconceptions** about what it takes to have a successful career in tech. According to QA research:

42%

60%

32%

77%

40%

Over two fifths (42%) of young people believe that you need to be a 'straight A student' to work in technology

60% of respondents believe that a university education is required

Almost a third (32%) of young people don't think they are clever enough to work in the technology sector

Nearly three-quarters (77%) of young people mistakenly believe that being good at maths and science is essential for a career in technology

40% think that not studying computing at school or college is a barrier to working in technology

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Why we do TTNTC : Digital Skills Gap and Perceptions of Tech

Financial restraints are also a concern:

1 in 5   22%

1 in 5 respondents do not think they can afford the training required for a career in technology

22% would be interested if they knew they could upskill without going into debt

While a lack of diversity is **creating barriers** to entry:

1 in 5

1 in 5 young people would consider a role in tech if they could hear from more diverse role models

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From 'Hidden Talent' to Chief Technology Officer

We believe everyone has the potential to succeed in tech. Teach the Nation is a first stage intervention to support people into further training and junior career opportunities across in-demand technology disciplines. By removing barriers to entry we believe that people of all backgrounds can work their way up to be the Chief Technology Officers of the future.

TEACH THE NATION TO CODE

One day entry level workshops designed to develop initial technical skills.

BECOME A TECHNICAL EXPERT

Through a wide range of courses and qualifications, learners can upskill to become specialists in their chosen area.

LIFELONG LEARNING – LEADERSHIP IN TECH

Not all training has to be technical; we provide a full suite of leadership and business skills to both power organisations...and careers!
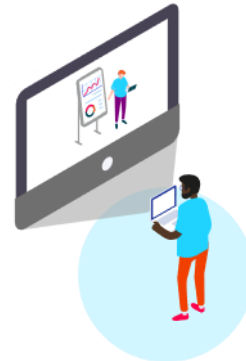
DIGITAL SKILLS BOOTCAMPS

These bootcamps help to bring new tech talent into your ecosystem and can be done across different disciplines

APPRENTICESHIPS LEVEL 3 & 4

Either straight from Teach the Nation or through a Bootcamp, learners can apply for apprenticeship positions across tech and digital.

DEGREE APPRENTICESHIPS

Our higher education apprenticeships provide candidates trained in their chosen speciality through partnerships with 3 Universities.
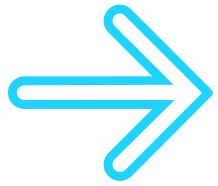
Pre-Employment

In Workforce

What we've achieved in 2022

Reached **4,500+ learners** through 27 online workshops

Acquired **4,946 unique viewers** and **420 followers** on Twitch.tv – our new platform for regular Teach The Nation To Code streaming since 21 July 2022
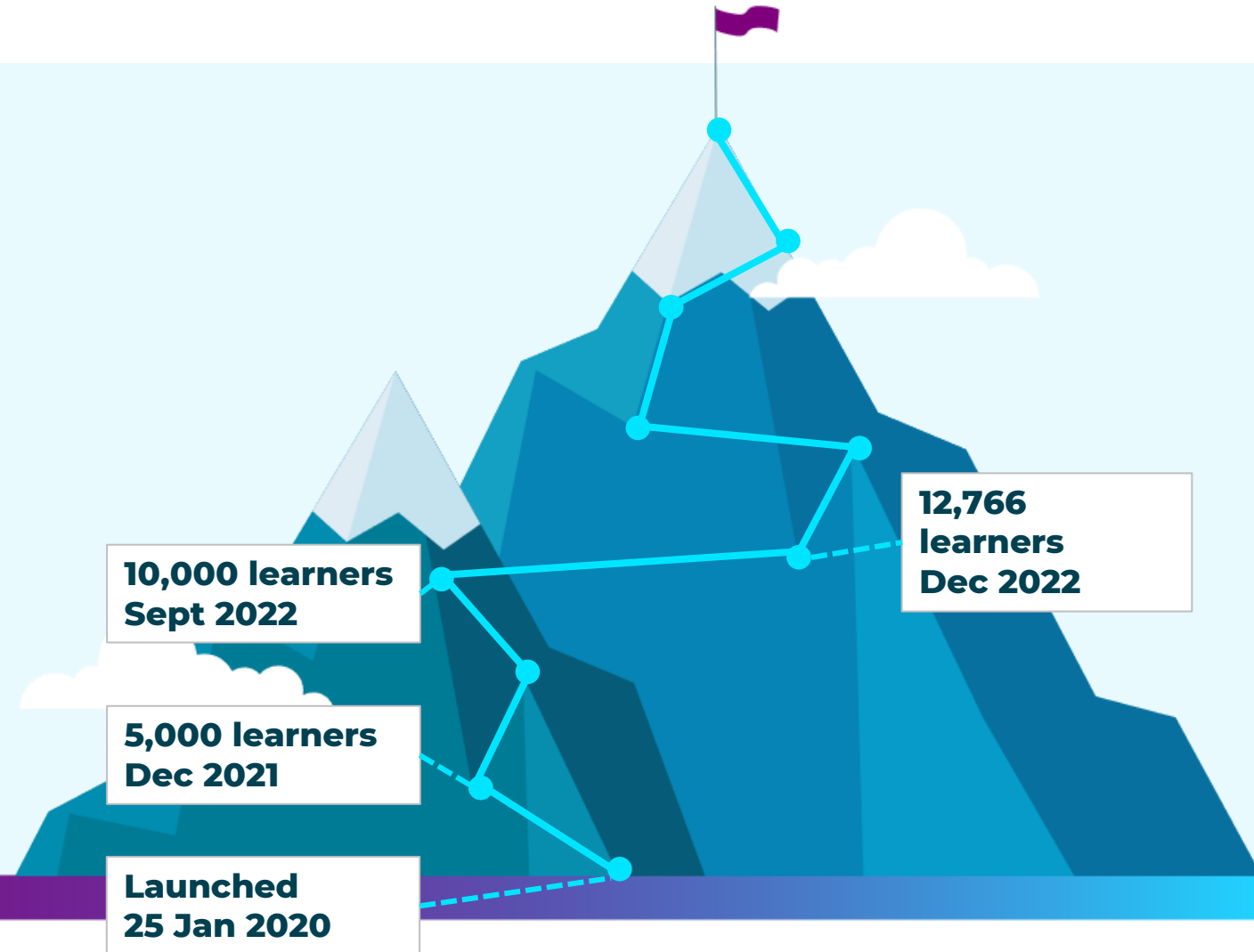
Milestone of 10,000 total learners attending Teach The Nation workshops by September 2022
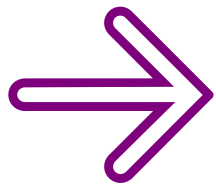
Provided workshops in Python Programming, Database Management, Introduction to Blockchain and Web Development.

Launched Discord Community Server in July 2022, attracting **600+ members in first four months** with prior experience ranging from beginner to advanced.

Evening Twitch streams launched in new disciplines such as Web Application and Python Flask.

750+ followers on LinkedIn social media

12,766 learners Dec 2022

10,000 learners Sept 2022

5,000 learners Dec 2021

Launched 25 Jan 2020

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Impact – Driving Diverse Talent*

52%
Female representation

84%
Beginner level learners

35%
of learners from IMD Deciles 1-3

93%
of UK Postcode Areas reached

% of Learners based on IMD Decile

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* Based on anonymous demographic information provided by 3,800 learners

Impact – Going global

While Teach The Nation To Code focuses on supporting people within the UK, its reach is global with learners from 30 countries:

Argentina
Australia
Bulgaria
Brazil
Canada
China
Czech Republic
Finland
France
Germany

Greece
Hong Kong
India
Italy
Japan
Lithuania
Malaysia
Netherlands
Nigeria
Philippines

Poland
Portugal
Qatar
South Korea
Spain
Sweden
Taiwan
Turkey
United States

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What's next?

What's Next? – Three Key Areas of Focus

1 Establish strong partnerships

Leverage our partner and client relationships to **'train the trainer'** supporting delivery of more sessions than ever before through face-to-face and online learning

Develop new, in-demand courses and content by using partner skills base across technology disciplines, business skills and employability skills

Work with partners to deliver Teach The Nation across target regions in **support** of **CSR and EDI** goals for them and their networks

BENEFITS:

Increased **reach**, learner numbers, **awareness** and **impact**

2 Improve learner experience

Create a 'digital home' for Teach The Nation by building a **website/learner portal** that provides further opportunities to upskill and engage

Develop a **leading learner experience**, grow and nurture our **communities**, launch **new social channels** for learner acquisition, explore funding opportunities and build a ready-made talent pool

Adapt brand to encourage greater partnership opportunities and sponsorship across all tech disciplines at all levels

BENEFITS:

- Build **deeper relationships** with learners and **greater engagement/lifetime value**
- Reach the **widest possible audience** for online events
- **Maximise** opportunities for **partner engagement** and support

3 Drive employability

Properly establish TTN as 'top of the funnel' activity to **support diverse talent into employment** through Bootcamps and Apprenticeships
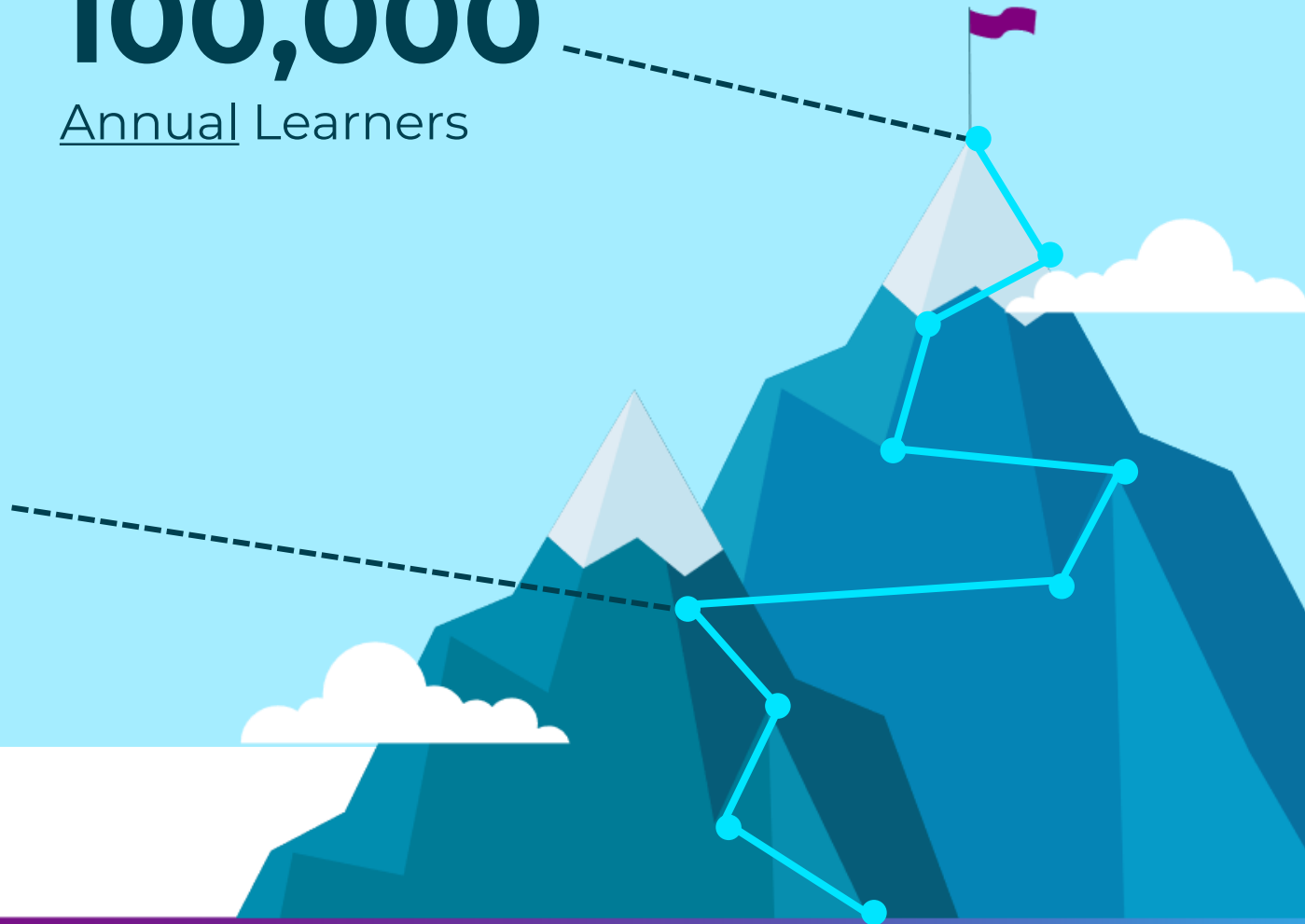
BENEFITS:

- **Increase** candidate numbers
- **Improve** learner outcomes

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