2023

Community Health Report

tech sisters

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Tech Sisters is a community for Muslim women in tech, where shared stories, experiences, and goals remind us we're not alone.

Forward by
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Tech Sisters began in 2019 with a mission to support Muslim women in feeling seen and validated so that they can build fulfilling careers in tech. Guided by our core values of deen, sisterhood, transparency, collaboration, and giving back, we evaluate our progress through our annual Community Health Report.

Every December, we conduct a comprehensive survey across three key themes to measure our health and impact as a community: Values, Activity, and Belonging. Our response rate this year was 12%, or 77 people, our highest yet. For further details on the survey methodology, please refer to our 2021 and 2022 reports.

Reflections over the last year

Compiling this year's report has been an emotionally charged experience. On the one hand, the heartfelt testimonials and positive metrics confirm we're making great strides in supporting and engaging our members. However, at the administrative level, 2023 was a particularly challenging year. Team capacity became overstretched, requiring a strategy reassessment and temporarily suspending initiatives that were making an insufficient impact relative to their cost in time and energy,

like the podcast and Mentor Match program.

Furthermore, more members faced job struggles in 2023 than ever before, with layoffs, revoked offers, and hiring freezes becoming common. The support needed went beyond practical things like CV advice and interview tips. It touched on the core of being a Tech Sister: emotional support and validation from women who understand because they're going through the same struggles.

Finally, in a way that's extremely difficult to put into words, the ongoing crisis in Gaza is something that continues to have a profound and painful impact on our community. Every Tech Sister has been affected by this, and the community came together to support activism, share resources, and find ways to move forward.

Despite these struggles, Tech Sisters continued to grow and thrive in 2023, signalling progress towards our vision of a self-managed and self-sustaining community. Our ultimate aim is for engaged members to drive initiatives, minimising the administrative overhead.

Approaching our 5th anniversary in 2024, Tech Sisters has come incredibly far since our first newsletter in 2019. Our guiding policies and processes are resilient and ensure continued growth and effectiveness. Let's see how much more we can achieve in 2024!

Value

Are Tech Sisters members getting the benefits that they came for?

Our Net Promotor Score (NPS) reached a new high of 70 in 2023, pushing us into the exellent zone. That's a huge accomplishment! We also achieved higher scores in delivering benefits to our community and ease of accessing resources. Members receive clear value from being part of our community and feel very loyal and enthusiastic about being Tech Sisters!

70
NPS

"The interaction in the community is lovely. Brilliant sisters share lots of their valuable knowledge and useful resources. The amount of help shared is genuinely impressive."

72%

can easily find the resources and answers they need

77%

agree that the benefits of being a Tech Sister matches their expectations

What do people want when they join Tech Sisters?

In 2023, new members mentioned **community, career, opportunities, and support** as their main reasons for joining Tech Sisters. Since 2021, community, opportunities, and support consistently scored the highest, indicating that these are the core benefits that members value most. The increased frequency of career-related benefits in 2023 shows a growing need for career development within Tech Sisters.

Value 2021–23

■ NPS ■ Benefits ■ Resources

100
80
60
40
20
0

2021   2022   2023

"I believe Tech Sisters is a very valuable community for Muslims. Not just Muslim women but the whole Muslim community, as women are what really builds and strengthens a community. I think any Muslim woman in tech will find benefit from it, whether for their career or networks to enrich their interactions. There's really a lot to get from Tech Sisters!"
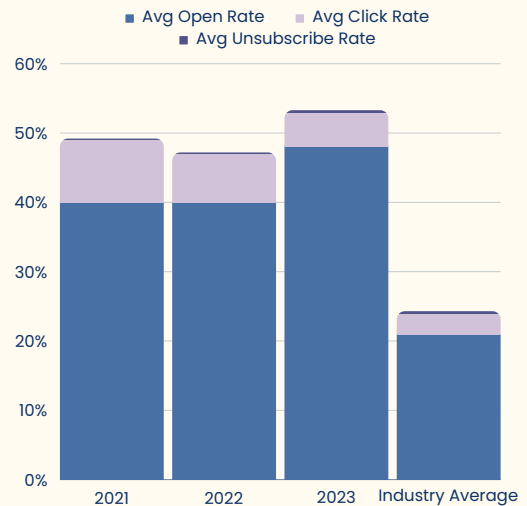
Activity

How are Tech Sisters members participating in our programs?

Newsletter

During 2023, we changed newsletter providers from Mailchimp to MailerLite. Thanks to the switch, our audience grew by 160% without experiencing disruptions. Our open rate (48%) remains much higher than the industry average, and 53% of members would recommend the Tech Sisters Newsletter to others.

Slack and Whatsapp

We introduced a new Tech Sisters private Whatsapp group in 2023 to encourage casual chats between members. Talking on Slack felt intimidating for some members, and with more people staying quiet, it looked like the community was inactive. Chatting on WhatsApp feels much more intuitive and welcoming. Slack is still the best for organising conversations, so it remains our default communication hub. The "stickiness" ratio on Slack has increased by 2% from last year, meaning monthly visitors are more likely to stay engaged every day.

	Average Monthly Active Members MAU	Average Daily Active Members DAU	Stickiness Ratio DAU/MAU
Slack 2021	151	5	3%
Slack 2022	1566	20	1%
Slack 2023	730	25	3%
Whatsapp 2023	34	4	1%

The average self-evaluated activity level for Slack was 5 out of 10 and 9 out of 10 for WhatsApp. Reasons given for not participating more were lack of time, unfamiliarity with Slack, and low perceived activity. This is consistent with our findings from previous years.

Hackathon

The standout event of 2023 was undoubtedly our first Hackathon. We knew from previous community surveys that Tech Sister members wanted a way to collaborate, learn new skills, and boost their portfolios. Twenty participants, divided into six teams with a dedicated mentor, were given a month to work on a project idea of their choice. The final projects were far beyond our expectations, not only for the technical skill and creativity they displayed but also for the beautiful and very apparent friendships that grew between the teams. The most common feedback in our community health survey was that the Hackathon was an incredible experience for everyone involved, and people want us to do it again! 2023 project gallery.

Job Search Clinic

From our community data and the state of the 2023 job market, we knew that our members needed some extra support. Getting inspiration from the Never Search Alone model, we created a space where job seekers could meet twice a week and find support. During these sessions, we work on mock interviews, review CVs, invite guest speakers from the wider Tech Sisters community, and share resources.

❝I had an amazing experience joining the Hackathon. I learnt so much and met amazing sisters in the industry❞

❝I loved the whole vibe mashaAllah. All the effort that everyone put into their ideas was heart-warming and made me super proud!❞

❝It was an amazing experience, well organised, with wonderful women❞

❝I met some great people who are now my friends!❞

❝Job Search Clinics were friendly, supportive and encouraging.❞

But the most important benefit is being in the company of other women struggling with the same thing. Job seeking can be a very isolating experience, and the Job Search Clinic is a way of sharing that load with your sisters.

Belonging

Do Tech Sisters members feel connected, safe and included?

99%
Feel safe

99%
Feel heard

90%
Feel included

75%
Are happy with their level of engagement

67%
Formed friendships with other members

Tech Sisters feel heard, seen, and included as part of the Tech Sisters Community. In 2023, we've seen a 30% increase in personal engagement and a 17% increase in members making friends with each other. Based on the survey responses, this increase was due to the Hackathon and JSC.

This proves that Tech Sisters is living up to our values and is a uniquely welcoming space for Muslim women in tech. Members told us that while other professional groups can feel formal at times, Tech Sisters feels like a place to let your hair down and talk to your sisters. It feels like home.

❝I feel welcome and accepted as part of the community. Everyone is treated with respect and valued for their individual contributions.❞

❝The diversity in Tech Sisters is very comforting, everyone is kind to one another and there's no trace of any sort of discrimination whatsoever.❞
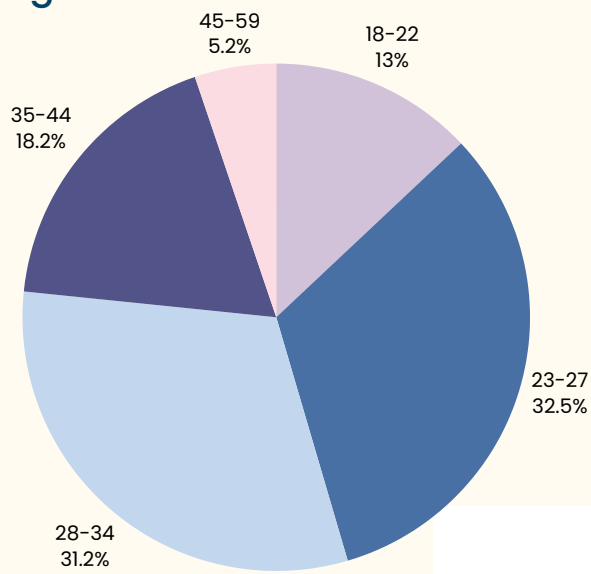
❝The courtesy and help here are genuine. Although I don't engage with the group much, I feel as if this is a huge support base I can always go to when in need of help.❞
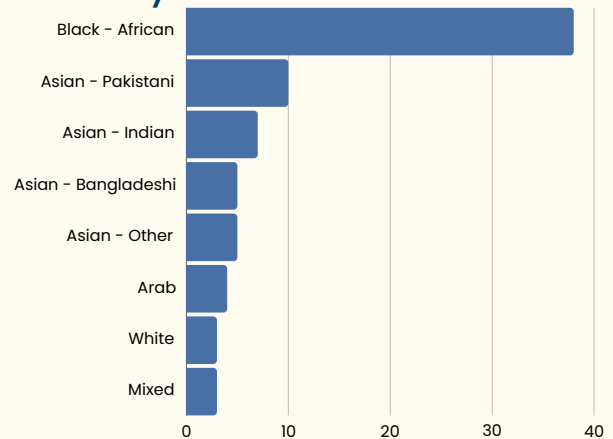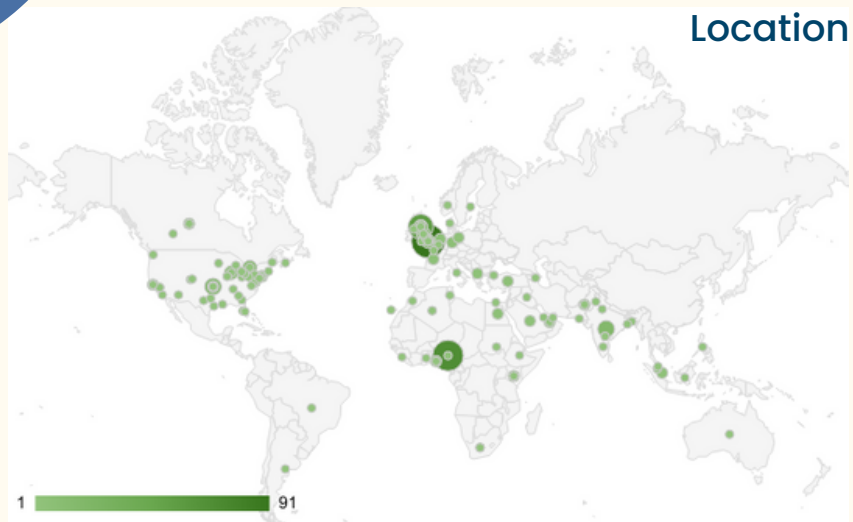
Demographics

Who are Tech Sisters?

Age

- 45-59 5.2%
- 18-22 13%
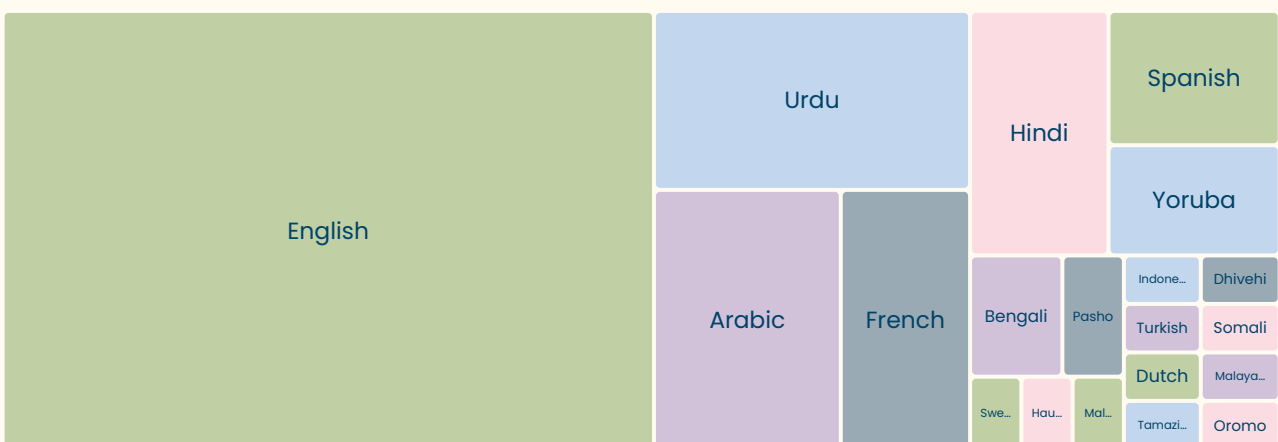- 35-44 18.2%
- 23-27 32.5%
- 28-34 31.2%

Ethnicity

- Black - African
- Asian - Pakistani
- Asian - Indian
- Asian - Bangladeshi
- Asian - Other
- Arab
- White
- Mixed

💍 51% are married

🤱 40% are mothers

Location

Spoken Languages

English, Urdu, Hindi, Spanish, Arabic, French, Bengali, Pasho, Yoruba, Indone..., Dhivehi, Turkish, Somali, Dutch, Malaya..., Swe..., Hau..., Mal..., Tamazi..., Oromo

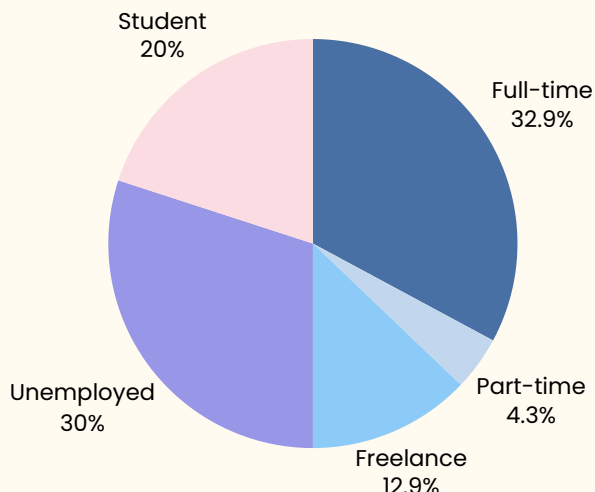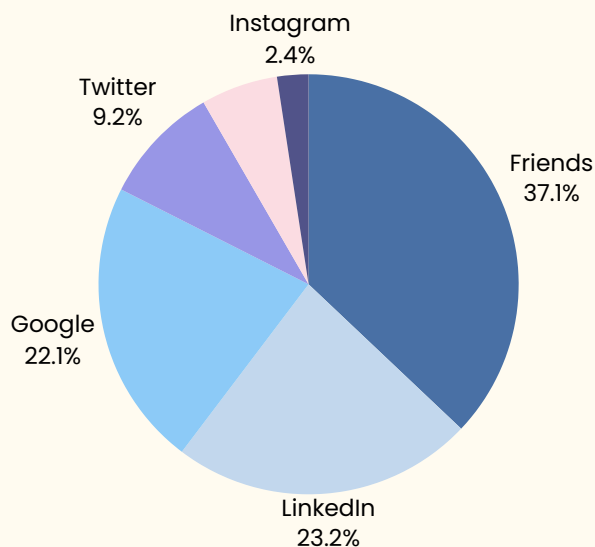# Meet Fatima...

... our average Tech Sister! She's 30 years old, Nigerian, and lives in London. At first, Fatima wanted to be a doctor, but ultimately realised it wasn't for her. Fatima looked for careers where she could make a high impact but still have flexibility, especially now that she and her husband were considering starting a family soon. Fatima decided to try a bootcamp for full-stack developers, and now Fatima is working at an exciting health tech company doing work she loves. She heard about Tech Sisters from a friend and joined because she wanted to meet other Muslim women on similar journeys.
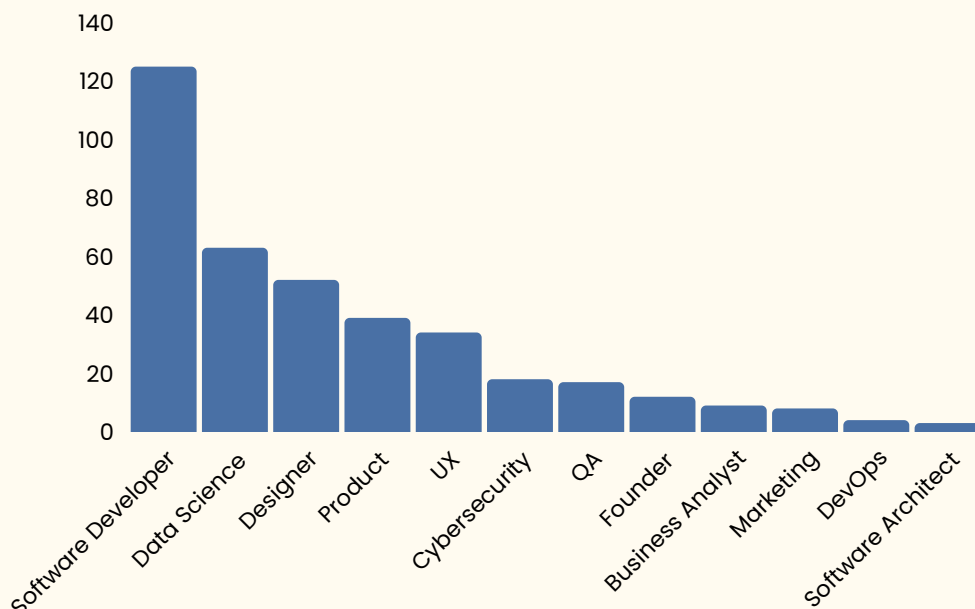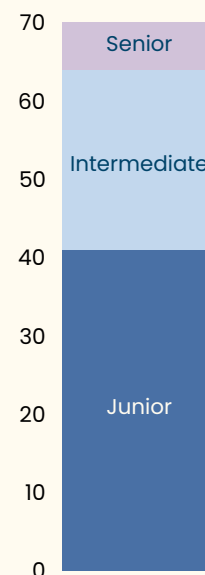
Employment Type

- Student 20%
- Full-time 32.9%
- Part-time 4.3%
- Freelance 12.9%
- Unemployed 30%

Reason for joining Tech Sisters

- Instagram 2.4%
- Twitter 9.2%
- Friends 37.1%
- Google 22.1%
- LinkedIn 23.2%

Role

Software Developer, Data Science, Designer, Product, UX, Cybersecurity, QA, Founder, Business Analyst, Marketing, DevOps, Software Architect

Experience

- Senior
- Intermediate
- Junior

Finally, some fun info about us!

GOOD MORNING

... fill up their favourite mug with a steaming hot cuppa ...

Most Tech Sisters get their best work done during the morning ...

... sit down at their PC in their cosy home office and start coding in their favourite language - Python!

When things get too much, we like to relax by reading, watching something or even taking a cheeky power nap.

We might even react to Slack messages with our favourite emojis.

WORK from HOME

Tech Sisters persevered and thrived in 2023 despite the many challenges we faced throughout the year both as a community and as individuals. Our strong foundations and processes enabled us to reach new milestones across nearly all metrics. Most importantly, our members feel heard and valued, have more friendships with other members, and are more engaged than ever before.

Get Involved

01
Join our community Brainstorming session on 15 Feb to help shape our action agenda for 2024

02
Stay updated by following us on LinkedIn, Twitter, Instagram, subscribing to our newsletter, and becoming a member

03
Tell at least two new people about Tech Sisters and spread the word!

What's next for 2024?

Events
We made an excellent start last year. Now, we want to focus on regular workshops, webinars and more frequent in-person get-togethers.

Collaboration
Building on the Hackathon's success, we want to continue tapping into the immense talent we have in our community and build more stuff together! In addition to more hackathons, we also want to find opportunities for smaller and more frequent collaboration projects.

Structure for scalable growth
In many ways, 2023 showed us the limits of our current structure. We want to establish regional chapters and dedicated, distributed teams to allow us to take Tech Sisters to the next level.

Thank you for your continued support!

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