

**YOUTH**

**IS THE NEW**

**TRAP**

CREATING EQUITY IN THE TECHNOLOGY INDUSTRY THROUGH  
**COMMUNITY, ADVOCACY, AND PROFESSIONAL DEVELOPMENT.**





## THE TEAM

We are a team of creatives, tech professionals, leaders, and visionaries that aim to disrupt the status quo of the tech workforce by establishing a space where black identities and tech-enabled opportunities drive the economic progress of our communities.

## THE CAMPAIGN

The 501c3 Nonprofit, Diversity Cyber Council, and Community Partners present a digital media and social campaign that leverages the influence of black music, art, and entertainment to establish pathways to technology careers and tech entrepreneurship for the current and next generation.



# THE MESSAGE

## OUR CAMPAIGN

Diversity Cyber Council, a 501c3, and community partners present Tech is the New Trap. Our campaign is about representation, advocacy and equity in tech achieved by the economic and financial progression of our people, the 365 day celebration of black excellence, and being intentional about collaborating and supporting one another as a community.

### REPRESENTATION

The inclusion and acceptance of black identities in corporate spaces at all levels (Not as a monolith but as individuals).

### ADVOCACY

Proactive support with intention and tangible outcomes for those who are putting in work to be greater (No lip service, please and thank you).

### EQUITY

Substantial financial investments (not low interest loans) and opportunities for revenue generating activities for black entrepreneurs that are dedicated and proven to positive social impact for the black community.

### WHAT WE WANT

Champions and advocates (of all races, cultures, genders, and orientations) that contribute financially and/or by offering resources, time, and support that empowers us to meet our mission with sustainability, impact, and quality.

### WHAT WILL NOT BE ACCEPTED

Compromising the mission, Misrepresentation of the mission, Any person not of the culture and understanding of the culture leading the mission





## THE STRUGGLE

Despite the demand for talent, **black professionals make up less than 10% of the tech workforce.** For the black professionals that have a tech career, many suffer from mental health and anxiety due to code-switching, microaggressions, and having to work twice as hard to be offered half of the opportunities their peers receive.

**Additionally it is estimated that 80% of black tech entrepreneurs are solopreneurs that do not have equitable access to revenue generating activities and non-debt accruing funding opportunities.**





## THE SOLUTION

We will tell our stories about our collective experiences, the good and the bad as a way to celebrate our worthiness and bridge the gap of inequity. We will showcase the black excellence of the past while highlighting the potential and value of today's black creators, professionals and entrepreneurs. We will establish systematic solutions through community, advocacy, training, and access to opportunities that fortifies individual personal and professional growth so we may rise as a collective.

**We are done asking to sit at the table,  
we are building our own.**





# COMMUNITY IMPACT

## ATLANTA TECHNOLOGY WORKFORCE ECOSYSTEM

We address our community's needs with meaningful action and unprecedented value for corporate partners, employers, advocates and brand ambassadors.

## PROJECT SPOTLIGHT

Developed by a Global Diverse Team, Spotlight is a technology that amassess Atlanta Social Impact Organizations to network, share opportunities, and collaborate to create a greater impact in the community and fortify the technology career journey of local professionals.

## TECH IS THE NEW TRAP MUSIC + TECHNOLOGY FESTIVAL

Tech is the New Trap is a digital media and marketing campaign that leverages the influence of black music, art, and entertainment to establish pathways to technology careers and entrepreneurs for the black community.

## AFFORDABLE CONNECTIVITY PROGRAM

Tech is the New Trap is a digital media and marketing campaign that leverages the influence of black music, art, and entertainment to establish pathways to technology careers and entrepreneurs for the black community.



# PROJECT SPOTLIGHT

## SOCIAL IMPACT ORGANIZATION

### KPI + DATA MANAGEMENT

Capture important data points related to service-based offerings measuring your organization's community impact.

### CASE MANAGEMENT

Leverage a structured case management tool for tracking services offered to program participants.

### SERVICE-NEED MATCHMAKING

Proactive matchmaking of services to people in need.

### ENHANCE PROGRAM VISIBILITY

Market directly to a targeted audience within the community.

## COMMUNITY RESIDENTS

### PERSONAL AND PROFESSIONAL SERVICES ROADMAP

Establish a technology career roadmap based on interests, skills, and goals.

### PROFESSIONAL NETWORKING

Network with other technology professionals for key insights and career guidance

### PROACTIVE NEED BASED MATCHMAKING

Be matched with social impact organizations offering free support and wrap-around services to reinforce the success of landing your next role in the technology workforce.



# ATLANTA TECHNOLOGY WORKFORCE ECOSYSTEM

An ecosystem of technology pathway (Cybersecurity, AI, Software Development, etc.) programs that establish a sustainable and diverse talent pipeline to enter the technology workforce.

## TECHNOLOGY REGISTERED APPRENTICESHIPS

Full Department of Labor Registered Apprenticeship (**Duration 1 Year Minimum**) offering classroom learning and paid on-the-job training in addition to free wrap-around support services (*childcare, internet, stipends, technology equipment*) for participation. (*3 Entry Level or Intermediate Technology Industry Certification Offered Minimum*)

## TECHNOLOGY PRE-APPRENTICESHIP PROGRAMS

**3 Months of Technical & Soft Skills Training** that also extends free wrap-around support services (*childcare, internet, stipends, technology equipment*) for participation. (*1 Entry Level or Intermediate Technology Industry Certification Offered Minimum*)

## TECHNOLOGY YOUTH APPRENTICESHIP PROGRAMS

**4-6 Weeks (Summer) Classroom & Paid on the Job Training** for High School Juniors & Seniors from under-served communities. (*1 Entry Level Technology Industry Certification Offered Minimum*)

The goal is to develop and refine the skills of diverse talent from underserved communities and gain a commitment from Atlanta-based businesses to hire graduating students/apprentices further enhancing economic development in the City of Atlanta and equitable access to opportunity for underrepresented demographics.





# MUSIC & TECHNOLOGY FESTIVAL

3 Day Music Festival that brings the community, technology training providers, and employers together to recruit participants and streamline access to tech careers.



## MOTIVATIONAL SPEAKERS

*Eric Thomas,  
David Goggins, Les Brown*



## ATLANTA'S HOTTEST MUSIC ARTISTS



## TECH PANELS



## PROFESSIONAL NETWORKING

*collaborate laterally to  
build together upwardly*



## ON-SITE INTERVIEWS

*Hiring with intention  
and equity*





# AFFORDABLE CONNECTIVITY PROGRAM

The Affordable Connectivity Program (ACP) is a U.S. government program run by the Federal Communications Commission (FCC) to help low-income households pay for internet service and connected devices like a laptop or tablet.

*We are promoting the Affordable Connectivity Program because we recognize how essential it is for people in the community to have reliable internet access to be better positioned for tech training and technology related careers. Our team will be assisting with intake and enrollment to streamline the opportunity to people in need.*

You are likely eligible if your household's income is below 200% of the Federal Poverty Line, or if you or someone you live with currently receives a government benefit like SNAP, Medicaid, SSI, WIC, Pell Grant, or Free and Reduced-Price Lunch.



**UP TO A \$30/MONTH DISCOUNT ON YOUR INTERNET SERVICE**



**UP TO A \$75/MONTH DISCOUNT IF YOUR HOUSEHOLD IS ON QUALIFYING TRIBAL LANDS**



**A ONE-TIME DISCOUNT OF UP TO \$100 FOR A LAPTOP, TABLET, OR DESKTOP COMPUTER (WITH A CO-PAYMENT OF MORE THAN \$10 BUT LESS THAN \$50)**



**A LOW COST SERVICE PLAN THAT MAY BE FULLY COVERED THROUGH THE ACP**



# CAMPAIGN EVENTS



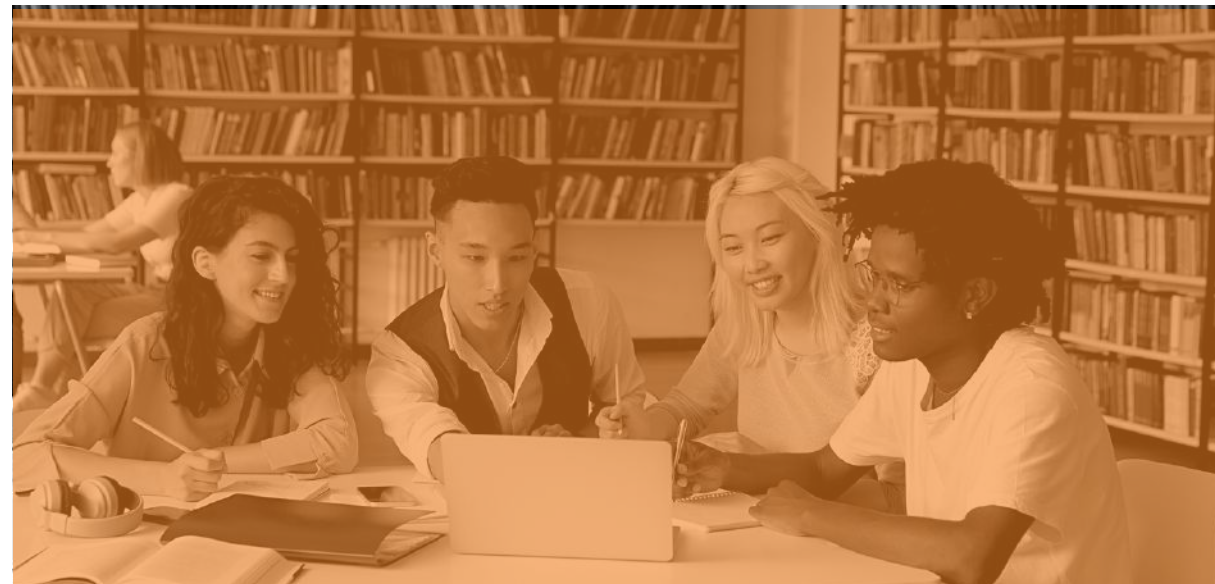
**MARCH**  
**2023**

**TECH FOR GOOD  
CELEBRITY INFLUENCER  
BASKETBALL GAME**



**APRIL**  
**2023**

**TECH FOR GOOD  
SOCIAL EVENTS**



**MAY/JUNE**  
**2023**

**TECH FOR GOOD HIGH  
SCHOOL TECH  
INTERNSHIP EVENT**



**AUGUST**  
**2023**

**TECH IS THE NEW TRAP  
SUMMER MUSIC &  
TECHNOLOGY FESTIVAL**







## DIGITAL MEDIA

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**INTERVIEWS** Short interviews with artists, entertainers, business leaders and the local community to talk how technologies impact in their career, life, and where they see things headed next, ending with a call to action while at times spotlighting the inequity of diverse representation and a solution.

**VIDEO REELS** consisting of tips and tricks for popular technology, resume writing and career seeker hacks, current tech opportunities and events.

## BRAND AMBASSADORS

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Young professionals, creatives, and influencers that establishes the Tech is the New Trap wave and connect with the community.

## BRAND PROMOTION AND COMMUNITY OUTREACH

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Tech is the New Trap brand presence at local events, engaging guests with tech related challenges and on the spot interviews where appropriate to boost brand/campaign presence and awareness.



# SPONSORSHIP PACKAGES

Advocates & Supporters | Corporate Sponsors | Event Sponsor | Project Spotlight Sponsor  
Employer Partners | General Donors



# ADVOCATES + SUPPORTERS

Tech is the New Trap is about creating space for black identities within the tech workforce for a more equitable experience.

## Join our Slack Community & Subscribe to our Social Media

*Value* - Stay up to date on latest news, events, training and career opportunities

## Sign the EEOC Reformation Petition

*Value* - Lend your voice and commitment to bring more equity to people of color that face discrimination, systemic and inherent bias, as well as institutionalized racism in the workforce by reforming EEOC and discrimination laws.

## Sign up for the Spotlight BETA

*Outcome* - Gain access to personal and professional services like childcare, workforce development training, job placement, housing, technology equipment, and more by proactively being matched with Social Impact & Nonprofit Organizations in your community.

Provide links to social media, forms, and slack channel



# CORPORATE SPONSORS

Tech is the New Trap is a campaign that empowers the individuality of black identities in the corporate tech workforce and reinforces a path towards economic development for the black community.

## Become a Corporate Sponsor & Donate to the Campaign

**Value** - As a Corporate Sponsor your organization will be highlighted as an advocate and ally proactively extending social and economic equity to the black community and people of color.

## Additionally your organization will receive:

- Social Media Advertising Tickets to Social Events
- Inclusion in Monthly Social Impact Report Newsletter
- Opportunities to support and hire black professionals and people of color
- Opportunities to participate as mentors
- Opportunities to serve on an advisory board
- Showcase your products and services
- Impactful Storyline for CSR

## Packages

- **Silver:** \$5,000 to \$10,000
- **Gold:** \$15,000 to \$45,000
- **Platinum:** \$50,000 to \$100,000



# EMPLOYER PARTNERS

Tech is the New Trap is a campaign that enhances employer visibility on black talent while highlighting the value and advantages of hiring diverse professionals and fostering more inclusive work cultures.

## Become an Employer Partner & Donate to the Campaign

**Value** - As a Corporate Sponsor your organization will be highlighted as an advocate and ally proactively extending social and economic equity to the black community and people of color.

## Additionally your organization will receive:

- Social Media Advertising
- Tickets to Social Events
- Inclusion in Monthly Social Impact Report Newsletter
- Opportunities to support and hire black professionals and people of color
- Opportunities to participate as mentors
- Opportunities to serve on an advisory board
- Showcase your products and services
- Impactful Storyline for CSR

## Packages

- **Silver:** \$5,000 to \$10,000
- **Gold:** \$15,000 to \$45,000
- **Platinum:** \$50,000 to \$100,000



# GENERAL DONORS

Tech is the new trap is a campaign that brings together the community through technology, music, and culture to fortify paths that extend equitable and inclusive opportunities in the tech workforce.

## Become an Event Sponsor & Donate to the Campaign

**Value** - As a Corporate Sponsor your organization will be highlighted as an advocate and ally proactively extending social and economic equity to the black community and people of color.

## Additionally your organization will receive:

- Social Media Advertising
- Tickets to Social Events
- Inclusion in Monthly Social Impact Report Newsletter
- Opportunities to support and hire black professionals and people of color
- Opportunities to participate as mentors
- Opportunities to serve on an advisory board
- Showcase your products and services
- Impactful Storyline for CSR





TECH

IS THE NEW

TRAP

TOGETHER LET'S AMPLIFY AND ENHANCE DIVERSITY  
IN THE TECH WORKFORCE AND BEYOND.

GET IN TOUCH:

[support@diversitycybercouncil.com](mailto:support@diversitycybercouncil.com) | 713.376.2082