WTIA

IMPACT 2022

Annual Report

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Letter From the **CEO**

To all our highly valued members, funders, and allies: Thank you for your support and many contributions to our mission. Our coalition of the willing made a substantial, positive impact on our region.

Writing an annual report cover letter this year makes me reflect on what it means to be a WTIA member. Member of what? Are we a tribe? A club? A union?

> ***We seek tech companies and allies that view diversity as a competitive advantage, value collaboration as essential to sustainable growth, and fully embrace the opportunity to partner with and empower the communities in which we operate.***

Like members of a tribe, club, or union, WTIA members gain negotiation strength from our collective effort. We take care of each other during challenging times. We help each other succeed. Not all benefit equally and not all contribute equally. Yet over time, those who give receive more in return. This isn't so much a statement about money as it is about effort. Time invested into relationships generates higher returns than treasure invested in projects.

In 2022, our funding came from 56 organizations and fees earned from running a healthcare trust for 450 small companies. Many of those 56 funding organizations increased their contributions to WTIA, in spite of recessionary fears and budget cuts. We also helped those 450 small companies keep their healthcare costs well under the average inflation seen in the market, so they could invest in growing and innovating.

While the increase in funding was helpful, WTIA members applied even more effort in 2022 to help startups launch their companies; to build partnerships with allies in government; and to expand access to careers in tech for women, LGBTQ+, veterans, people of color, people with disabilities, and many other groups not well represented in tech. As you will see in this report, the collective impact of the WTIA membership has been immense, far exceeding the size of our staff and budget.

2022 is also the first full year in which membership was free for tech companies. We still have fewer than 1,000 members in a state with more than 8,000 tech companies. We are okay with that. WTIA isn't a fit for everyone. We only want those committed to working together to build a better future. We seek tech companies and allies that view diversity as a competitive advantage, value collaboration as essential to sustainable growth, and fully embrace the opportunity to partner with and empower the communities in which we operate.

That's not everybody. But it is you, and for that I am grateful. The outcomes we are proud to share in this report are possible because you chose to join this club. This tribe. This union of common values and beliefs. Thank you for your confidence, support, and effort.

Onward!

Michael Schutzler
CEO

Who We **Are**

WTIA is a consortium that includes a not-for-profit member trade association, a not-for-profit tech apprenticeship intermediary (Apprenti), and a for-profit corporation (Portalus) providing business services to small and medium technology companies.

The WTIA not-for-profit trade association includes programs focused on accelerating startup launches, emerging technology economic development, public policy to build a strong economy and inclusive communities, helping companies successfully recruit and motivate diverse teams, and partnerships with higher education to develop future talent.

Apprenti®, our not-for-profit tech apprenticeship intermediary, serves more than a dozen states with the tools and operational support needed to build a successful technology apprenticeship as part of an adult reskilling strategy. We have successfully funded this program with nearly two dozen grants including long-term partnerships with the US Department of Labor, JP Morgan Chase, Lumina Foundation, and many more.

Portalus™, our wholly owned for-profit subsidiary, has developed one of the most successful pooled healthcare benefit programs in the nation, providing small tech companies a powerful tool to recruit and retain senior talent. In addition, we offer one of the only pooled employer 401(k) programs designed to meet the needs of small tech companies, saving both employers and employees money and delivering above-average returns on retirement investments. Finally, we provide best-in-class business insurance to help small companies manage risk.

Our **Mission**

Our mission is to foster a robust, equity-centered technology sector that empowers thriving communities.

The values of diversity, equity, and inclusion are foundational to our work. Our values are anchored in respect, empathy, and cultural humility. We lead, support, and learn from our partners to create an innovative vision toward a just and equitable technology sector where all people from diverse backgrounds thrive—not simply survive.

We **Value**

Our core values define our highest priorities and foundational beliefs that we hold. These values drive our actions, align our teammates, and unite our vision for the future.

We actively pursue diversity

We methodically eliminate bias in every aspect of our company. We purposefully hire, advocate for, and develop women, Black, Latino/x, and other underrepresented populations in tech at every level of the organization including our boards, leadership, employees, and contractors.

We care deeply about our deliverables

We are intellectually curious, always learning or improving skills to ensure that what we deliver in our daily work is the best it can be.

We are entrepreneurial

We have the courage to build a better future for ourselves, our organization, and our community. We take risks and learn from our failures. We know that challenging our assumptions is necessary to capture opportunity.

We are servant leaders

We endeavor to help each other, our members, partners, and stakeholders get what they need, when they need it. Every moment, we ask “how can I help” and then we are responsive, nimble, and make a good effort to achieve the outcome.

We are radically transparent

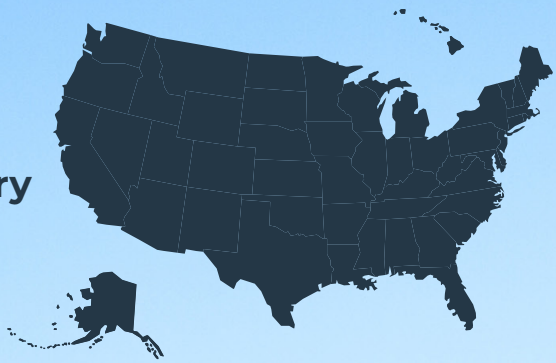
We work diligently to remove barriers to organizational information and openly share the development of policies and processes with each other. We speak and act with integrity, and embrace differences of opinion.

Impact

A sample of the outcomes from our programs in 2022:

Helped more than 200 companies launch their products and raise more than **$250M in startup funding**

Delivered more than $90 million of affordable healthcare benefits to **more than 8,000 employees** working at nearly 450 small businesses



Placed nearly **900 people in tech apprenticeships across the country** generating almost $1 billion of incremental income for women, people of color, veterans, and other underrepresented groups

Managed $57 million in retirement benefits **for 1,500 employees** at more than 40 small and medium tech companies, substantially outperforming the market and lowering costs

Won a long-term contract with WA Commerce to drive **global leadership in blockchain and quantum computing for the region**

Established public policy leadership with a focus on education and **improving access to tech careers for all Washington students**

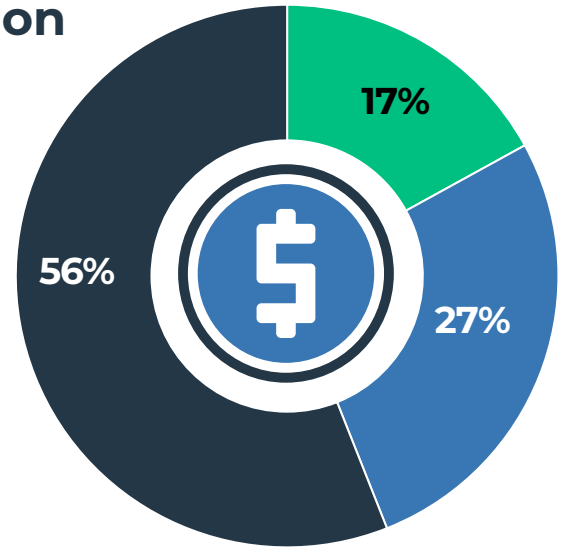
Served dozens of tech companies with guidance and support to build a more inclusive workplace and **successfully recruit, develop, and retain diverse talent**

Operations

Highlights about our organization and how it operates:

2022 Budget Composition

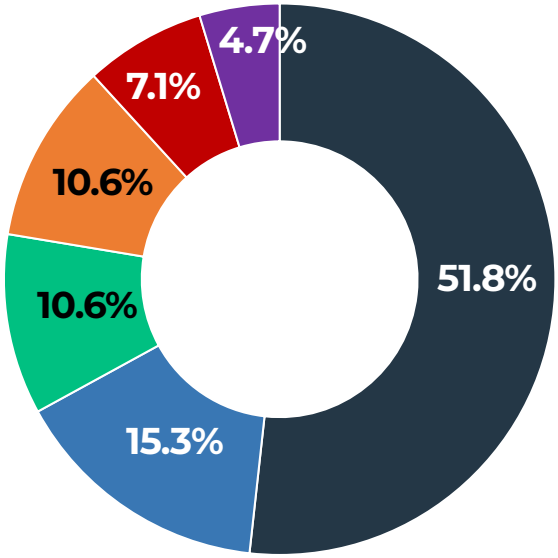
- Apprenti
- Portalus
- Trade Association



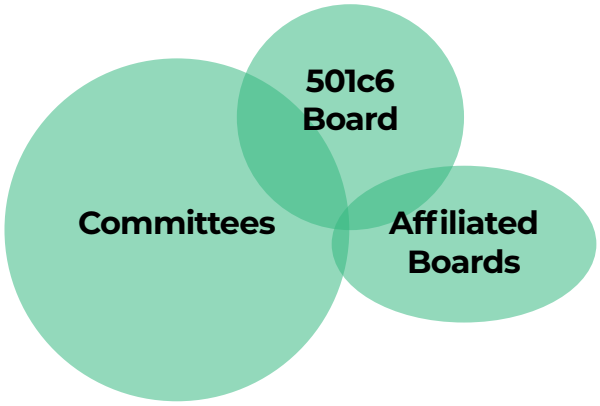
93 Full- and Part-Time Employees

Employee Ethnicity & Race

- White
- Asian
- Black
- Not Defined
- Hispanic
- Other



Volunteer Distribution



There are 128 volunteers serving on our boards and committees to build and steer our programs, to better serve our industry, and to serve the communities in which we operate.

Outcomes

Volunteers, contractors, and staff spent

27,300 work hours

on advocacy, leading to public investments, better regulations, and new laws that serve our industry and communities well.

We hosted

39 events with 1200 registrants,

sharing best practices, combating misinformation, and building collaborative relationships.

We earned

238 media placements

generating nearly 1.5B impressions, valued at more than $10 million,

helping our state attract human and financial capital, leading to a net growth despite recessionary fears and industry layoffs.

Reimagining **Our Role**

We were pleased to bring sea.citi into the WTIA consortium in 2022. sea.citi is aligned with our values and goals, with shared membership and an impact-driven mission of building a stronger, more vibrant, and equitable region for all. We will be using that platform to build new partnerships focused on serving the greater Seattle metropolitan area.

The employees in tech companies are also residents and commuters who care very much about livable communities, affordable housing, public transportation, and many other topics often left to individual or issue-based advocacy organizations . We are determined to be a solution-focused participant in building a better future together with our neighbors.

Our **Research**

2022 WTIA Cloud Computing Skills Demand Analysis

The Washington Technology Industry Association (WTIA) commissioned this report to provide a detailed, data-rich assessment of the key skills, expertise, and experience in the highest demand for cloud computing occupations in Washington state with a particular focus on entry-level career opportunities.

Tech Workforce eImpact Data Report

Talent management—the ability to consistently recruit, hire, train, and retain qualified people—is a challenge for all employers of technology professionals. The demand for technology talent exceeds supply in almost every sector of the economy because technology talent is now an integral part of almost every business—from farming to pharmaceuticals, from software to supply chain logistics. This report details the demand for tech jobs in specific regions, the number of people available for those jobs, and the number of individuals graduating from tech-related programs.

TECNA National Workforce Study

In May 2022, the Technology Council of North America (TECNA) completed a study with data research firm eIMPACT that looked at data on where tech jobs were being created and what portion of those jobs were being performed in the locations in which they were created.

2021 Cascadia Blockchain Council Impact Summary

This report details how the CBC helped blockchain companies from across the Cascadia region to reach their full potential in 2022, including events hosted and attended; activities and outcomes, such as podcasts, advocacy, partnerships with government leaders, workforce development, coordination with other states, and community building; prominent media coverage; and goals for 2023.

2022 Startup Impact Summary

The Startup Programs had a pivotal year in 2022, adding 100+ new startup members, hosting nearly 100 events, growing the Founder Cohort community to 200+ startups, and more. Read all about our Startup Program activities, events, accelerators, and competitions in this report.

The Quantum Information Sciences (QIS) in Washington State Landscape Report

Prepared by Moonbeam for the WTIA Advanced Technology Cluster (ATC), the Quantum Landscape report solidifies Washington's established expertise in quantum computing and highlights opportunities for specialization, QIS workforce expansion, and collaboration with other material clusters around the country.

The DEI Insights Report

This report provides a high-level overview of findings from a 10-month mixed-methods research study about diversity, equity, and inclusion (DEI) practices employed at technology companies, nonprofits, educational institutions, and social enterprise organizations.

Our Commitment to **DEI**

In 2022, our DEI Center of Excellence accomplished the following milestones:

Solidified a partnership with Diversity Way-Maker™ to offer leadership education and coaching opportunities

Offered comprehensive training on foundational DEI concepts covered in 22 online modules, completed by 88% of WTIA staff

Engaged 400+ participants in six DEI events, including the 2022 DEI Summit

Board & Committee Members

Thank you to all of the contributors and volunteers who help make our work possible:

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