The
CODETTE
Project

*Annual Report*
*2017-2018*

# TABLE OF CONTENTS

# MESSAGE FROM OUR FOUNDER

## HELLO!

Hi everyone! The Codette Project has had an amazing year in 2018. We've had more events and activities, a lot of firsts, and welcomed new faces to The Codette Team. We had our first Tech Iftar, Singapore's only Girls in ICT day celebration, classes on Design, UX, Social Media and Coding, as well as Singapore's first women-only hackathon in July. 2018 was also the start of the Facebook Community Leadership Programme. As part of this programme, Facebook will be funding a range of activities at The Codette Project, including internships, workshops and the creation of more online content.

In 2019, we'd like to create more online and offline engagement, and really get to know YOU and what your journey is in tech. We want you to be ambassadors for what we do, whether it's carrying Codette swag, supporting our events and workshops, telling other people about what we do or just following us on social media and learning with us every day. Keep talking to us, and tell us who you are and what you want to see from this community.

Most importantly, I'd like to say a HUGE thank you to the amazing Codette team for all the time, effort and love that they put into creating this ecosystem of success, and especially Attiya Ali for her work in putting this Annual Report together. You are all amazing people, and I am grateful
to be working with you. Here's to an even better 2019!

Much love,
Nurul Jihadah

## OUR MISSION STATEMENT

The Codette Project aims to have a sustainable economic impact through providing minority women with awareness and access to the tech industry.

The Codette Project has focused on the following three aspects:

1) Improve awareness of the possibilities available in tech
2) Encourage long-term interest in those exploring tech
3) Provide support to those who are enthusiastic about opportunities in tech

# MESSAGE FROM OUR RESEARCH TEAM MEMBER

## HELLO!

Being a researcher by profession, I highly value the usage of data for the purpose of assessments and subsequently improvement of operations to better cater to any targeted audience. Hence, I am proud to announce the inaugural release of The Codette Project's performance review.

We have been collecting surveys since 2017 (way before I joined the team in July 2018) to get a sensing of the effectiveness of the workshops and events we rolled out. While this meaningful, gaining much deeper insight entails the consolidation of all this data so that The Codette Project as an organisation can look back and see how much we have grown and how much further we can potentially go.

My aim is for this report to achieve this for the Dream Team of The Codette Project (see the next page!), and for us to be held accountable to the minority/Muslim women community that the organisation has established and strengthened.

2018 has been a year of much engagement with the community for The Codette Project, especially with the increasing myriad of workshops offered, collaborations with big tech organisations such as Accenture, Facebook and Google, as well as the execution of Singapore's first-ever women-only hackathon, the organisation looks to making an even bigger mark in 2019.

This report is a culmination of the surveys released to participants of various workshops, panels and events from 2017 to 2018 to gain deeper insight into their thoughts of our existing programs and topics. Apart from this, insights derived will enable The Codette Project to further improve internal operations so that the organisation will be able to add value to Singapore society through minority/Muslim women empowerment in a meaningful and effective way.

Would especially like to thank Jihadah, Amillin and my fellow research teammate, Liyana for their inputs and support during the construction of The Codette Project's first ever annual report.

Warmest regards,

Attiya

# THE DREAM TEAM

**Nurul Jihadah**
*Founder of The Codette Project*

**Zee**
*Design Social Media Team,*
*E-commerce*

**Nurul Amillin**
*Newsletter,*
*Research Advisor*

**Hakim**
*Finance,*
*Scholarships*

**Atikah Amalina**
*Community Team*

**Liyana**
*Research Team,*
*Community Team*

**Attiya**
*Research Team,*
*Events and Partnerships Team*

**Anastasia**
*Events and Partnerships Team,*
*Social Media Advisor*

**Zafirah**
*Design Social Media Team,*
*Events and Partnerships Team*

**Huda**
*Facebook Units Team*

# THE CODETTE PROJECT
# HIGHLIGHTS

| Type | Year | Month | Name | Main Partner |
|------|------|-------|------|--------------|
| Workshop | 2017 | March | Design for Social Media | Zee (PlayPlause Co-Founder) |
| Workshop | 2017 | March | Design for Social Media 2 | Zee (PlayPlause Co-Founder) |
| Workshop | 2017 | June | Code in Ramadhan | EchoEd Labs |
| Tea with Codettes | 2017 | August | Decoding Diversity @ Google | Google |
| Workshop | 2017 | September | Intro to Branding: A Digital Workshop for the Modern Entrepreneur | Bella Khaja (Founder of Nimble) |
| Workshop | 2017 | November | Basic Tech for Business | Zee (PlayPlause Co-Founder) |
| Workshop | 2017 | November | Branding & Social Media | Bella Khaja (Founder of Nimble) |
| Workshop | 2017 | November | UX Research and Ideation | Aishah Zahari (Independent UX Strategist) |
| Panel | 2017 | December | He for She | Wantedly |
| Workshop | 2017 | December | Coding for Adult & Child | Huda (Teacher at Saturday Kids) |
| Workshop | 2017 | December | Unlocking Your Potential in the Workplace | Asilah Azil (McKinsey & Co. Management Consultant & Diversity Advocate) |
| Workshop | 2018 | February | Cartooning with Powerpoint | Junior Art Lab |
| Tea with Codettes | 2018 | March | Decoding Design @ Fika | The Codette Project |
| Workshop | 2018 | March | Brand Design for Social Media | Zee (PlayPlause Co-Founder) |
| Workshop | 2018 | March | Design and Schedule with Nimble | Bella Khaja (Founder of Nimble) |
| Workshop | 2018 | March | Design for Good | Ziqq Ralphit (Founder of Design Says Hello and Designer at Foolproof) |
| Workshop | 2018 | March | Infographics with Piktochart | Huda (Teacher at Saturday Kids) |
| Panel | 2018 | April | Tech & Diversity in the Workplace @ Accenture | Accenture |
| Workshop | 2018 | April | Human Library: Girls in ICT | The Codette Project |
| Workshop | 2018 | April | Personal Branding & Digital Content | Illyana (Junior Art Lab) |
| Panel | 2018 | May | Tech Iftar | The Codette Project |
| Workshop | 2018 | May | How to Start your Freelance Business as a Creative | Hikmah Arts |
| Competition | 2018 | July | Tech for Good Hackathon | The Codette Project |
| Workshop | 2018 | August | How to Grow your Business on Facebook and Instagram | Facebook |
| Workshop | 2018 | August | Quick Fixes for LinkedIn and Resumes | Nurul Jihadah (Founder of The Codette Project) |
| Workshop | 2018 | September | Introduction to HTML & CSS | Denise & Amalina (Founders of Coding For Her) |
| Workshop | 2018 | September | Launch Good into the World of Crowdfunding | Ameera Begum (Regional Manager of LaunchGood) |
| Workshop | 2018 | September | Office 365 Productivity Hacks | Edukinect Pte Ltd |
| Workshop | 2018 | October | UX Design the World Around You | Marie Wong (Reassemble) |
| Workshop | 2018 | November | IG Story School | Anastasia Pavlovic (Account Manager at Facebook) |
| Workshop | 2018 | November | Use Google Magic to Hack Your Life/Business | Google |
| Panel | 2018 | December | Product Management Panel | Ninjavan |

# Workshops

# ABOUT OUR WORKSHOPS

The Codette Project conducts 3-hour workshops on Saturdays at a shared workspace run by the Muslim Youth Forum. The frequency of workshops increased in 2018, with The Codette Project establishing more partnerships with various tech experts who feel passionately for our cause of empowering minority/Muslim women through tech. The workshops covered a wide variety of topics, ranging from resume building all the way to UX design. Workshops attracted both minority/Muslim female students and working professionals who were looking to explore the tech industry and familiarise themselves with various tools that would enhance their performances in school, the workplace or in their own personal projects.

*"Thank you for organising the event for mere mortals! For allowing anyone to join, thank you."*

*- Participant, Use Google to Magic Hack your Life Workshop*

*"Great job on the delivery and flow of the programme! Keep it up :) I really like The Codette Project initiatives."*

*- Anonymous, Participant, Quick Tips for LinkedIn and CV Workshop*

# PARTICIPATION RATES

From 2017 to 2018, workshop sizes have increased slightly to accommodate to demand and enthusiasm of participants. Attrition rates of workshops have reduced, ensuring that those who are able to commit to the workshop will be able to register for a spot. Additionally, The Codette Project is boosting survey response collections, as can be seen by improved response rates at the end of 2018, enabling us to receive more feedback for further enhancements,
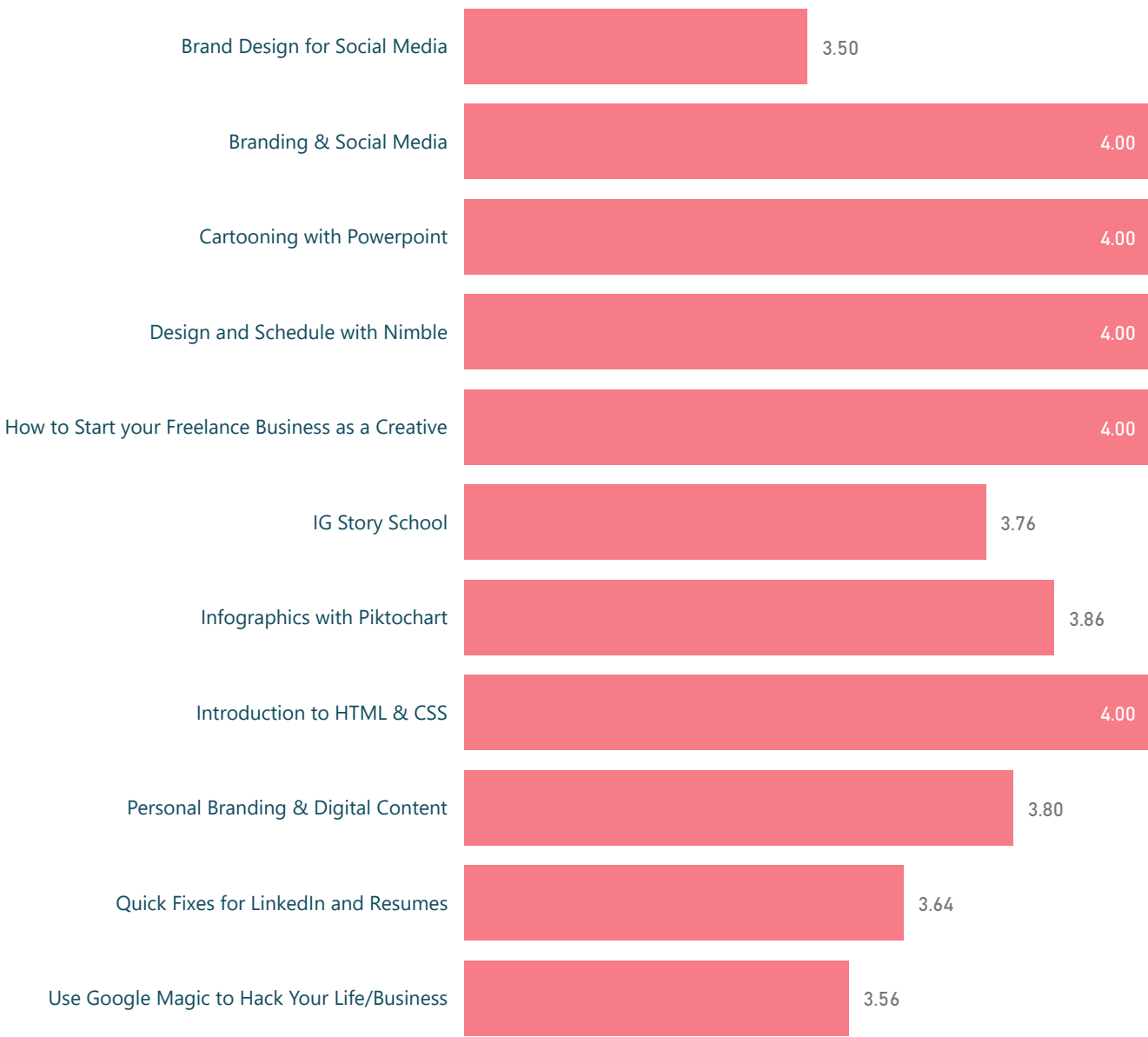


● Event Capacity ● Sign Ups ● Attendance ● Surveys
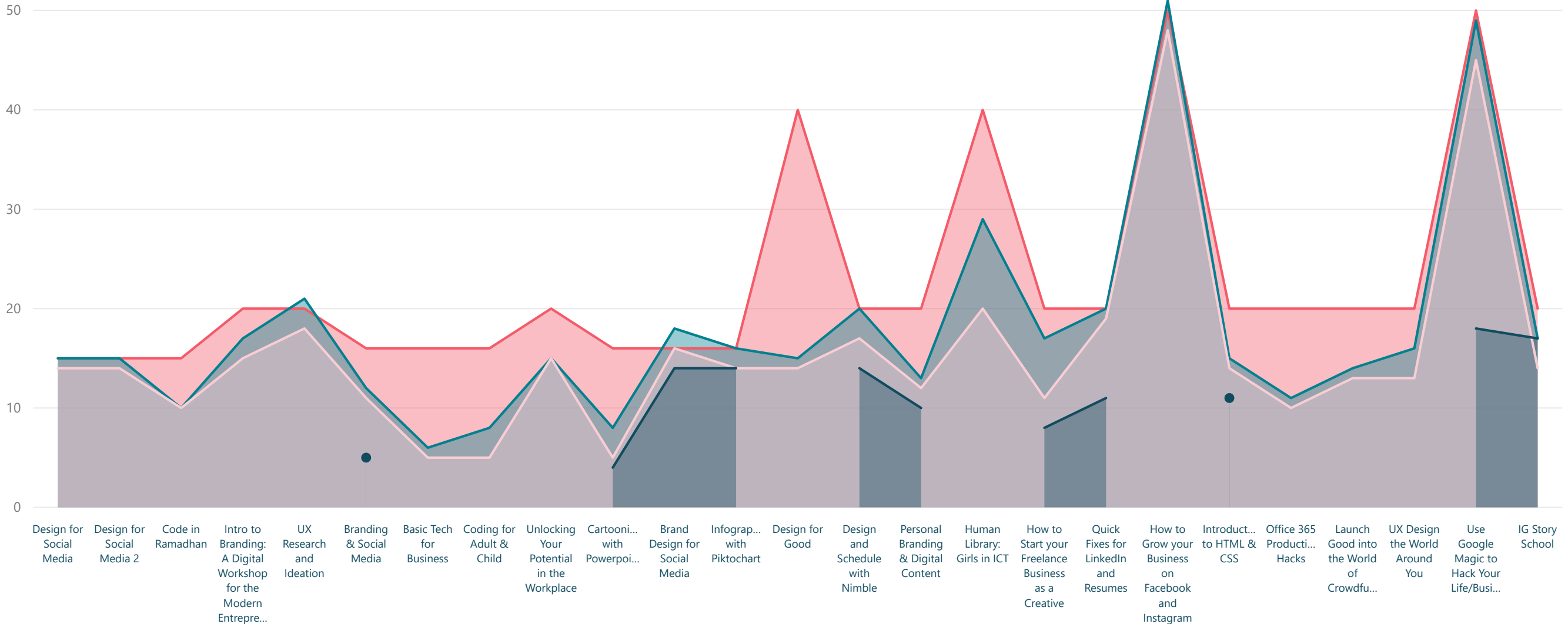
# SCALE OF USEFULNESS

*Likert Scale from 1 to 4 [1 being the "Not useful at all"]*

All classes have generally been perceived has very useful, with average ratings of between 3.50 and 4.00. Participants were able to learn new skills or upgrade existing ones, giving them an edge in their current positions or when looking for job opportunities. From feedback received, workshops run by The Codette Project do empower women either to improve their work performance or to further develop their tech skills.

**Potential Ways of Applying Knowledge Gained**

| Class | Rating |
|---|---|
| Brand Design for Social Media | 3.50 |
| Branding & Social Media | 4.00 |
| Cartooning with Powerpoint | 4.00 |
| Design and Schedule with Nimble | 4.00 |
| How to Start your Freelance Business as a Creative | 4.00 |
| IG Story School | 3.76 |
| Infographics with Piktochart | 3.86 |
| Introduction to HTML & CSS | 4.00 |
| Personal Branding & Digital Content | 3.80 |
| Quick Fixes for LinkedIn and Resumes | 3.64 |
| Use Google Magic to Hack Your Life/Business | 3.56 |

- Delve deeper into social media related work
- Improve brand design for business and volunteer works
- Share knowledge with colleagues

- For usage in school presentations and volunteer work

- Strategising business growth through social media usage
- Improving graphic designs in social media accounts

- Better idea of how to start a business
- Improve workflow and strategies of existing business

- Maximising capabilities of IG stories for businesses and projects

- For usage in school projects
- For usage when building a resume and/or portfolio

- Catalyses further exploration into the realm of coding
- For usage when constructing a personal/business website

- For usage in teaching aids, marketing content, school projects and personal branding

- Improve quality of resume
- Building up of LinkedIn profile

- Enhance business practices
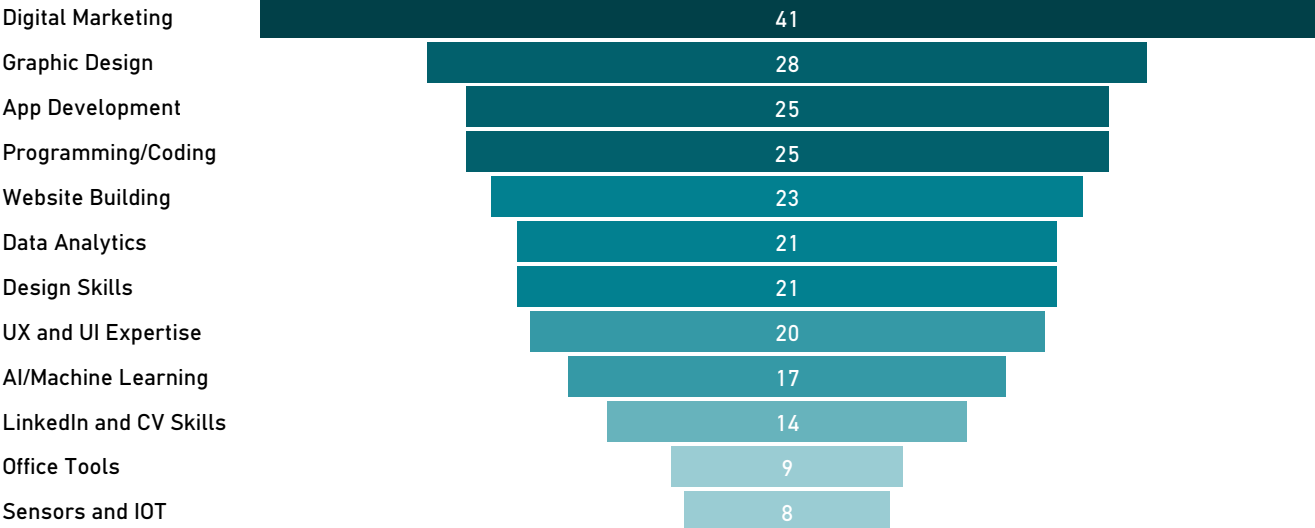- Improve work performance and outcomes for personal projects

# MOVING FORWARD

## AVERAGE LIKELIHOOD OF ATTENDING FUTURE EVENTS

4.59

0.00                                                    5.00

Note: Likert Scale from 1 to 5 [1 being the least likely]

## TOPICS OF INTEREST

| Topic | Value |
|---|---|
| Digital Marketing | 41 |
| Graphic Design | 28 |
| App Development | 25 |
| Programming/Coding | 25 |
| Website Building | 23 |
| Data Analytics | 21 |
| Design Skills | 21 |
| UX and UI Expertise | 20 |
| AI/Machine Learning | 17 |
| LinkedIn and CV Skills | 14 |
| Office Tools | 9 |
| Sensors and IOT | 8 |

Other topics suggested include: Agile Development, Cybersecurity, Data Science, Design Thinking, E-learning Platform Development, Hard Tech, Macros, Search Engine Optimisation, Social Media Literacy, Softwares, Troubleshooting

Participants have expressed interest in attending future events, indicating that they found the workshops useful and interesting. Further, significant number of participants would like more workshops for topics such as digital marketing, graphic design, app development and programming.

From here, it is evident that The Codette Project has done well in establishing a community, with there being a loyal base of participants who come for workshops more frequently. Having such a community is also a window of opportunity for The Codette Project to provide a wider variety of classes, as well as more in-depth ones so as to enable minority/Muslim women to have even greater exposure and development in tech.

# Panel Discussions

# ABOUT OUR PANEL DISCUSSIONS

The Codette Project holds panel discussions every now and then - in 2018, 2 of such events were conducted: Tech Iftar in May and the Product Management Panel Discussion in December. These panel discussions serve as an avenue through which participants are able to interact with minority/Muslim tech experts to discuss issues in relation to preparing one's self for job opportunities in tech, as well as to gain insight on how to confront issues in relation to diversity and minority representation in the workplace.

*"Keep doing what you're doing! I have been contemplating to be in the tech industry but by attending your workshops/talks, I am taking baby steps to learn more and expose myself in this industry."*
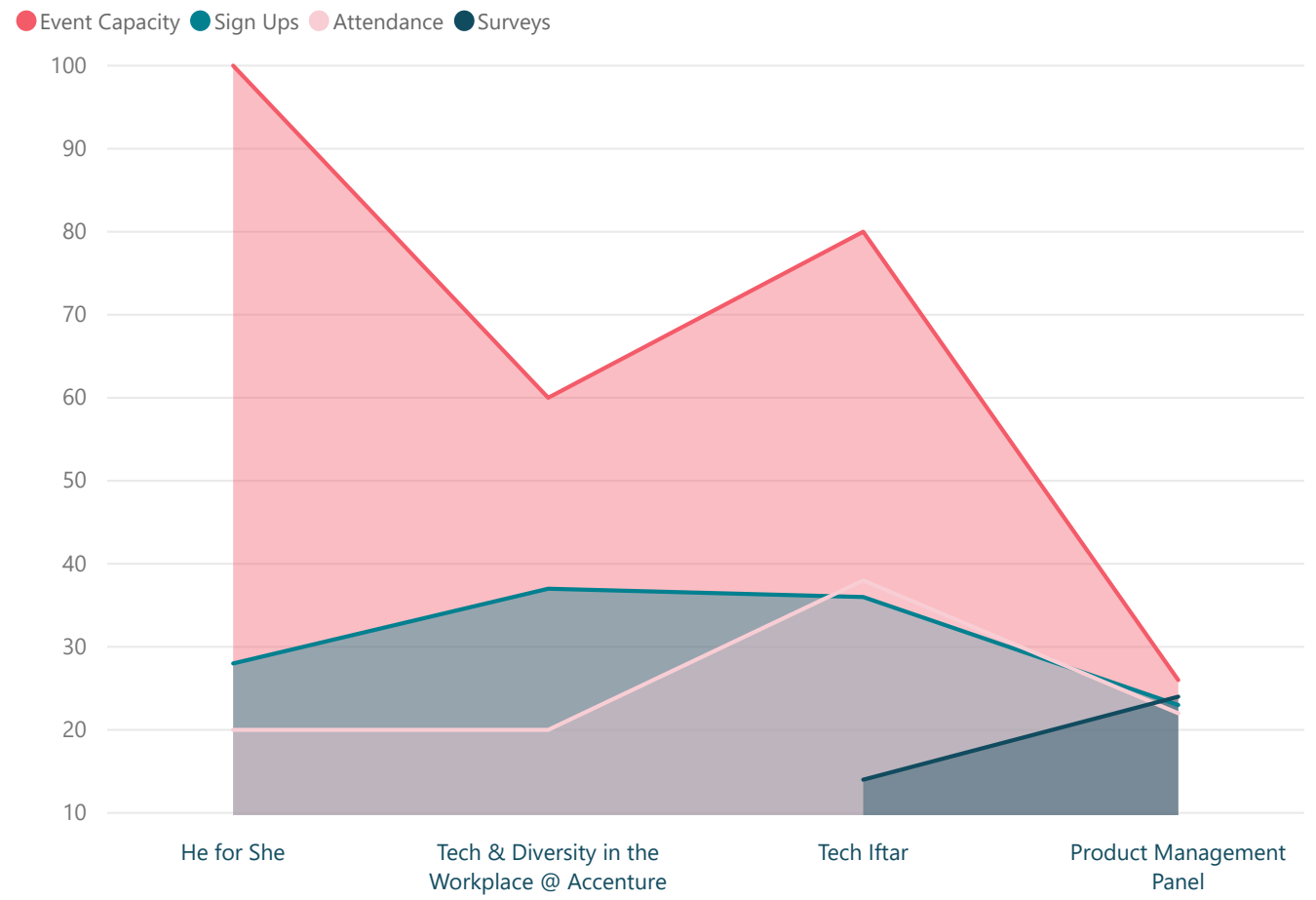
*- Participant, Product Management Panel Discussion*

*"Loved the panelists' insights and the food and superb service by Wedding Briyani! Oh and the brownies were heavenly."*

*- Anonymous, Participant, Tech Iftar*

# PARTICIPATION RATES

# MOVING FORWARD: AVG LIKELIHOOD OF ATTENDING FUTURE EVENTS



● Event Capacity ● Sign Ups ● Attendance ● Surveys

4.16

0.00     5.00

Note: Likert Scale from 1 to 5 [1 being the least likely]

While the capacity for panel discussions is larger for the earlier panel discussions, the sign-up rates did not match up. However, the final panel discussion saw an almost 100% sign-up rate. This can be attributed to the smaller event capacity as well as more aggressive efforts in advertising and social media engagement.

# Tea with Codettes

# ABOUT OUR TEA WITH CODETTE SESSIONS

The Codette Project has held a couple of Tea with Codette sessions since 2017, and is looking to hold more of such sessions in 2019 and beyond. These sessions are an avenue in which the Dream Team of The Codette Project and various women in tech can get close and personal with minority/Muslim women to gain deeper insight of their perspectives, concerns and challenges when it comes to exploring the realm of tech. It is through such sessions that innovative ideas are shared that enable The Codette Project to better meet the needs of the community.





*"Apart from the program itself, people are very interested in building a community of women for support and networking opportunities"*

*- Nurul Amillin Hussain,*
*The Codette Project Founding Team Member*

# Hackathon

# ABOUT OUR HACKATHON

The Codette Project held her first idea hackathon competition in July 2018 - Tech for Good. This was also Singapore's first women-only hackathon, which aimed to create a safe space for women of all backgrounds (regardless of tech experience) to come together and create innovative tech solutions to address various societal issues. The hackathon, which took place over 2 days, saw participants being engaged by women in tech during the workshops such as that of coding, design principles and prototyping. In addition to that, participants got the opportunity to receive one-on-one mentorship with various tech experts who showed tremendous support for the event. The competition segment was graced by former Minister Dr Yaacob Ibrahim who expressed hope for more women to participate in hackathons in Singapore.





*"We want to empower women – not just women who already have a tech background, but all women, to create their own digital solutions to problems. The overwhelming demand here shows that women want to be part of it – organisations just need to figure out how to create more opportunities for them."*

*- Nurul Jihadah Hussain, Founder of The Codette Project*

*"Thanks for making this hackathon possible. It opened a whole new world of opportunities for me. Being recognized for my effort by teammates, mentors and judges who I have never met before is really motivating for me to take a further step towards personal development in terms of soft & hard skills."*
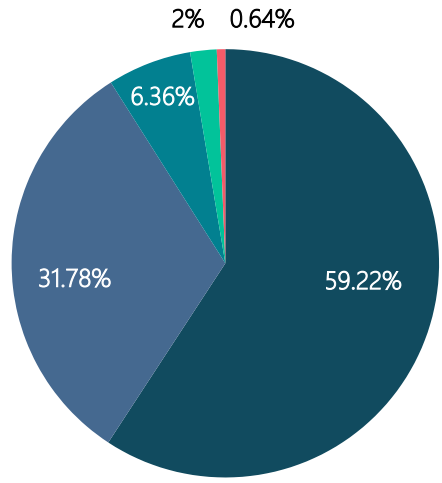
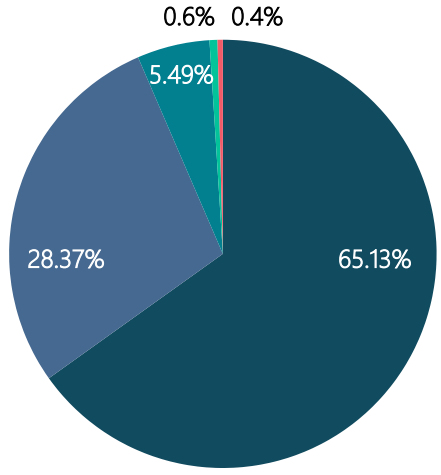*- Estee, Participant, Tech for Good Hackathon*

# Finances
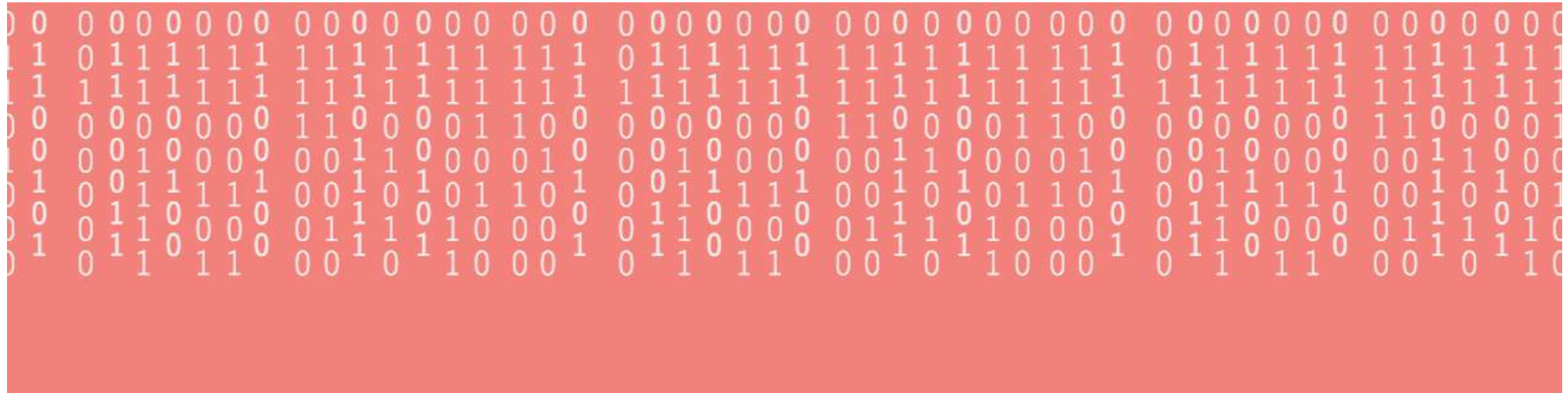
# FINANCIAL MANAGEMENT

## INFLOWS

- CLF Labs
- NYC Changemaker
- Awesome Fund
- Events
- NVPC

2%   0.64%
6.36%
31.78%   59.22%

## OUTFLOWS

- Events
- Rental
- Marketing
- Subsidy
- Operating

0.6%   0.4%
5.49%
28.37%   65.13%

The initial seed funding from The Codette Project was from the Ridzwan Dzafir Scholarship by Mendaki, which gave our founder $7500 to try out what would become The Codette Project. This initial funding lasted us 18 months!

Prudence has been at the core of how we approach our finances. Our first full year was marked by frugality as we lay the foundations of The Codette Project with limited resources. Your overwhelming support pushed us to source for the funds to match the growth of our community.

In 2018, we managed to triple funds raised from the previous year. We remain reliant on governmental and government-affiliated organisations, but managed to expand our sponsorship base to 3 main sponsors. As we cater to the interests of our growing community, we have managed to expand our activities to many more workshops and our first major event, Tech For Good Hackathon 2018; resulting in a doubling of our expenses, concentrated on our regular events and rental costs associated with our events.

We make it a point of running The Codette Project in as lean a manner as possible, helped by a halving of our marketing costs as our membership base grows organically.  It also should be made clear that there are no full-time Codette team members, no wages being paid for Codette, nor profits being earned. Our main costs continue to be rental, and we are consistently looking for ways to mitigate this. In addition to this, we would love to continue taking on interns for social media and design, which is an additional expense we are forecasting for 2019.

Looking ahead, we are intently focused on investing in capacity building where it makes sense and aligns with our goals of increasing awareness, providing support, and encouraging long-term interest in technology. We aim to further diversify our sponsorship base and find ways to continue serving the community.

# Media Coverage
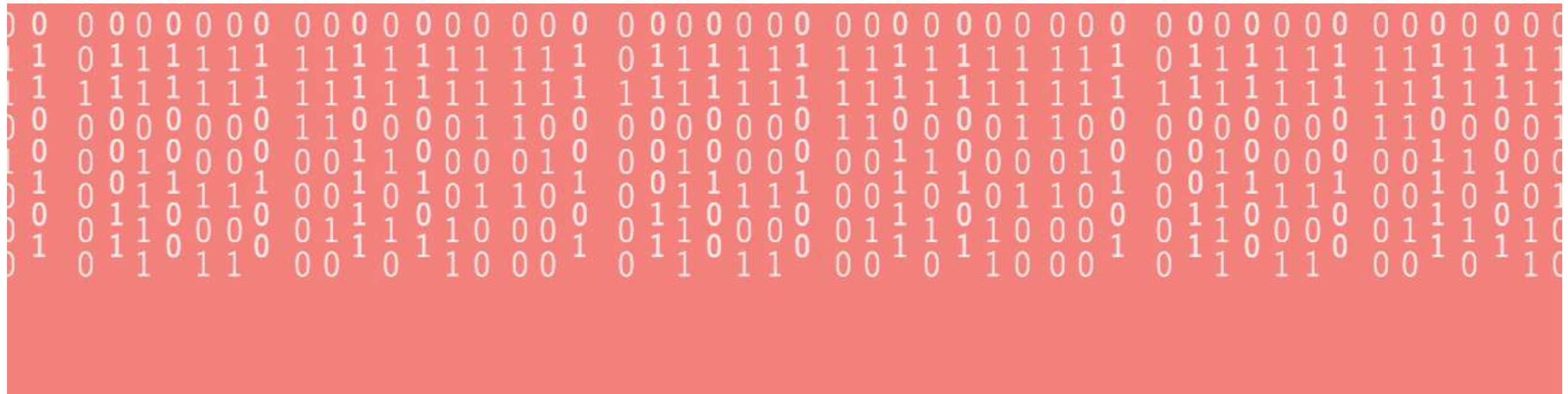
# MEDIA FEATURES

The Codette Project has been gaining much traction in local media, including newspapers such as The Straits Times and Berita Harian. At the same time, non-news media companies such as Rice Media, Yellow Pages and Her World have picked up on our movement. We find such this coverage to be an important platform that enables us to encourage more minority/Muslim women to participate in our programmes and to increase awareness about the underrepresentation of minority/Muslim women in the tech industry in Singaporean society at large.



You are reading
It's Time We Stopped Saying Singaporeans Are Apathetic

Giving voice to minorities (in particular, Muslim women in Singapore) is Nurul Jihadah, who started The Codette Project at the end of 2015 after graduating from SMU with a Masters of Business Administration. In the male-dominated world of technology, it's easy for women to shy away or give up when they don't get the support and opportunities they need to succeed.



The Zuhlke mentors for the codette project hackathon: Florian, Nadine and Chloe (from left). (Zuhlke)

**Zuhlke Asia**

Leave a comment

Mentoring at Singapore's first women-only hackathon

19 July 2018 | Business Innovation (https://www.zuehlke.com/blog/en/category/business-innovation-en/) | Nadine Broghammer (https://www.zuehlke.com/blog/en/author/nadine-broghammer/), Chloe Tarbet (https://www.zuehlke.com/blog/en/author/chloe-tarbet/), Florian Besser (https://www.zuehlke.com/blog/en/author/florian-besser/)

Three employees of Zuhlke Singapore participated as mentors in the country's first women-only hackathon. They met participants who showed great motivation, creativity and camaraderie.

# 'R U OK' beri sokongan kepada pesakit mental

Aug 12, 2018 | 05:30 AM
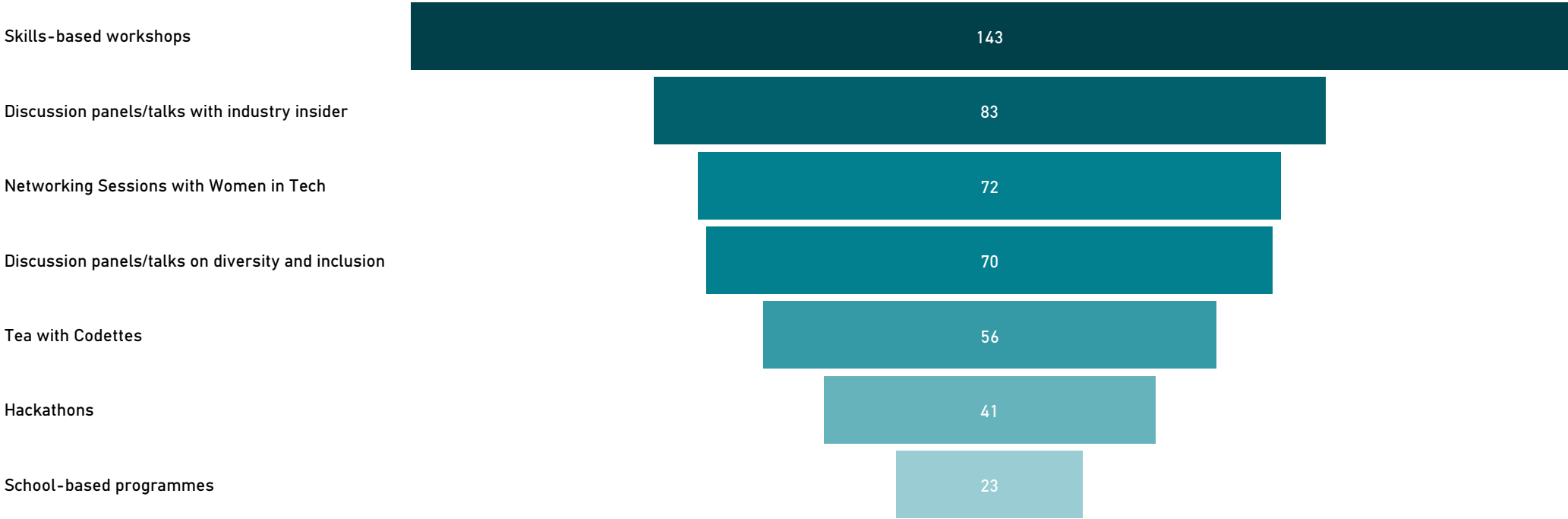
ATIYYAH MOHD SAID

Kongsi



BANTU PESAKIT MENTAL: (Dari kiri) Cik Sarahnadia Roisza Ismail, Cik Luna Ong, Cik Yasmin Diyana Zainol, Cik Siti Aishah Zahari dan Cik Nur Atikah Amalina Mohd Zaini, muncul sebagai juara dengan idea aplikasi yang bertujuan menolong mereka yang mengalami masalah kesihatan mental. - Foto BH oleh LIN ZHAOWEI

*Lebih 60 wanita daripada semua lapisan usia dan latar belakang telah memerah otak untuk menghuraikan bermacam masalah menggunakan teknologi dalam acara 'hackathon' pertama khusus wanita, Tech For Good, anjuran The Codette Project, baru-baru ini. Tiga idea aplikasi bimbit yang menarik telah dipilih sebagai pemenang.*
**ATIYYAH MOHD SAID** *(atiyyahm@sph.com.sg) meninjau.*

# Code for success: Getting women to be techies

Project aims to get women, especially those from minority groups, to embrace technology

**Sue-Ann Tan**

Inspired by a movement in the US, Ms Nurul Jihadah Hussain started The Codette Project, in 2015, hoping that under-represented women will become a common sight in the computer coding industry.

The 30-year-old wants to see more representation from minority groups – such as Malay-Muslim women, women of mixed race and single mothers – in the Science, Technology, Engineering and Mathematics (Stem) fields.

"I was inspired by similar organisations in the United States like Black Girls Code," she said. Black Girls Code provides opportunities for African-American women to learn about Stem subjects so they can enter such professions.

She added: "I personally did not know any minority women in tech when I started The Codette Project. In Singapore, only 30 per cent of the tech workforce is female, and fewer than 5 per cent of start-up founders are women, and some minorities, like the Malay-Muslim minority, are practically invisible."

With a core team of about six women, the project has been holding free coding classes at Myspace in Arab Street, equipping mothers and even their daughters with basic skills.

These range from actual coding to other skills such as Web design and social media navigation.

The classes are targeted not just at women who want to enter Stem fields, but also those who want to use technology more effectively in their daily lives.

"We have had women come to our classes wanting to learn skills for school and home and work and everything in between. We don't think tech is just limited to the workplace. Tech is everywhere, and using it more effectively will help all of us get to where we want to be," said Ms Nurul, who engages volunteers to train the women.

The courses offered include designing for social media, Hypertext Markup Language (HTML) and social media and branding.

There are also a #HeforShe panel discussion, done in collaboration with the Singapore Committee for UN Women, and a workshop to teach women how to excel in the workplace.

As for the targeted numbers they hope to reach out to, Ms Nurul said: "My measure of impact is simple –

one person. As long as one woman feels like she has benefited from our workshops or our events, then that to me is a measure of success."

She added: "The benefit is in the long term. For The Codette Project, we want to see more alternative narratives of success for minority women, by minority women, and for this to be present across industries including tech."

Their coding session on Dec 2, which taught mothers and daughters to appreciate technology alongside each other, drew eight adults and 11 children.

Ms Sameera Begum, 20, an SIM Global student, took her younger cousin to the session. She said: "I believe it's important to learn how to code regardless of gender... However, there is a gender bias in this field. It's a male-dominated industry and I hope in the future, we have more females working and succeeding in the IT industry."

Her cousin, 10-year-old primary school pupil Nur Fahima, said: "The session was very fun for me. The best part of the session was making my very own animation clip."

Ms Sarah Bagharib, 26, who helped set up The Codette Project, said they hope to have bigger sessions in the future, with more participants each time.

"Our workshops are limited by rental costs constraints," she explained.

"We have an agreement with the Muslim Youth Forum to use their premises for a reduced rate. This space holds about 15 to 20 people, and we have reached ticket capacity for all our workshops. Our larger-scale one-off events like networking sessions have been held at spaces like Google, and we have had 50 to 60 people."

The Codette Project has drawn more than 800 followers on Facebook and about 350 on Instagram.

suetan@sph.com.sg

• Those who are interested in their courses can visit their website at https://www.facebook.com/thecodetteproject/

From left: Ms Nurul Jihadah Hussain, founder of The Codette Project, trainer Nurhuda Rafi Ang and course participants. ST PHOTO: MOHD KHALID BABA

SCAN TO WATCH
Teaching women to code. http://str.sg/thecodetteproject

# Onward to 2019

# PROGRAMMES OF INTEREST

| Programme | Count |
|---|---|
| Skills-based workshops | 143 |
| Discussion panels/talks with industry insider | 83 |
| Networking Sessions with Women in Tech | 72 |
| Discussion panels/talks on diversity and inclusion | 70 |
| Tea with Codettes | 56 |
| Hackathons | 41 |
| School-based programmes | 23 |

Other programmes suggested include:
Buddy/Support System for Participants for Skill Development and Mentorship, Volunteer and Internship Opportunities

It is evident that the workshops organised by The Codette Project have been the most popular type of programme offered. The organisation looks to provide more for the community in this respect, as well as to provide more opportunities for minority/Muslim women to participate in other programmes. Generally, those who come for a specific programme type tend to indicate interest in attending similar programmes in the future. Hence, to improve interest in the other programmes, The Codette Project will be looking to find effective means of encouraging minority/Muslim women to engage us beyond the setting in which they are familiar with in the workshops.

# INSIGHTS FOR EVENTS

## WORKSHOPS

Workshops have largely been viewed as useful for participants, many of whom have expressed the intention of applying their newly acquired skills in school and the workplace. Additionally, some are keen on learning about the subject beyond the introductory level.

Participants highly value interactive sessions in small-class settings led by a well-versed and approachable trainer. Participants would like to receive material that summarises the topics covered in the workshop and also information on resources/tools for further enhancement

## PANELS/TALKS

Panel discussions and talks have enabled participants to gain deeper insight into the subject matter discussed. Additionally, participants value the opportunity of being able to interact with experts from the tech industry. Such experiences enable participants to gain the confidence to attend other networking opportunities and get a clearer idea of the next steps they should take to make progress in school or in their careers.

In instances such as the Product Management Panel whereby the subject matter was largely unfamiliar to majority of participants, having panellists who were able to communicate their ideas effectively enabled participants to derive meaning from the session.

That said, ratings for likelihood of attending future events was slightly lower for participants of such discussions as opposed to workshops. As the organisation goes further and holds more of such events, there will be opportunity to collate deeper insights to understand how these events can improve in their appeal.

## FUTURE PROGRAMMES

Those who attend specific types of programmes (e.g. workshops/panels/Tea with Codettes) express interest in attending those same types of programmes in the future, suggesting that they have had a good experience with The Codette Project.

That said, there appears to be a significant number of participants who have indicated their interest in skill-based workshops. Of these, participants are largely beginners and thus the pace of the lesson and the amount of material covered needs to be taken into consideration to ensure participants are not overwhelmed. Participants with more familiarity would like to have more in-depth exposure to subject matter.

## FUTURE TOPICS

Largely, sessions in relation to digital marketing are of interest to participants. This could be due to our participants running their own businesses, or looking to explore this particular form of employment. This could also explain why there is greater interest for topics such as graphic design, coding, app development and website building as these enable business owners to improve their outreach to consumers, be it in terms of advertising or by extension, the provision of products and/or services.

For instance, there are participants who attend who express that they are looking to apply the skills they have learnt to improve the social media presence of their own businesses of that of their family members.

# CONCLUDING WORDS

## TO A GREATER 2019!

Moving forward, The Codette Project is definitely looking to expand existing programmes. In fact, we are starting off 2019 with a month solely focussed on Data Analytics, with the first two weeks focusing on a single software known as Power BI (which was also used for this report!). This is very much in line with the feedback from our ever-enthusiastic participants who have expressed interest in learning more about various forms of tech on a deeper level.

In addition to that, 2019 will be a year of creating new programs and opportunities, including that of internship opportunities for tertiary students. The Codette Project has several more initiatives up our sleeves, but we'll let these remain to be a surprise until the time comes!

As we continue to grow, we strive to improve the organisation's internal processes to ensure that we will always be aligned to our ultimate mission of empowering minority/Muslim women through tech! Here's a little hooray for 2018, and to an even greater 2019!

# GET IN TOUCH WITH US!

✉ hello@thecodetteproject.com

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If you'd like to share your thoughts, feedback and to discuss potential ideas that you feel would benefit our community, do not hesitate to reach out to us through any of the mediums above. We would definitely love to hear from you!

The CODETTE Project