

2022 Tech Sisters

Community Health Report



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Introduction

Tech Sisters is a community that supports Muslim women in tech through storytelling and sisterhood.

We provide a safe space for the women in our community—a space where they truly belong. Where they feel safe being themselves and asking questions.

Tech Sisters provides an opportunity for sisterhood in a field where women like us can feel isolated and lonely.

The women you'll meet in our community come from all walks of life. We're of different ages and backgrounds, have different responsibilities at work and home, and specialise in diverse areas of the technology sector. But we're all united by a shared sense of purpose and identity as Muslim women.

Sharing their stories with Tech Sisters is often the first time many of these women have been able to talk about their life and work in a way that's natural and true for them without code-switching. Listening to the stories and connecting with the women in our community through our mentoring program or just by posting in Slack is a profoundly validating experience.

You're not alone. You have sisters who understand.

“ One who helps a fellow Muslim in removing his (or her) difficulty in this world, Allah will remove the former's distress on the Day of Judgement ... Allah continues to help a servant so long as he goes on helping his own brother (or sister). (Muslim) ”

Our Community History



Forward by
Grace Witter
Tech Sisters Founder

Tech Sisters started as a newsletter in 2019. Before that, I had worked as a developer for a few years and never met any other Muslim women at work. Then, after attending a huge tech conference, I noticed that I was the only hijabi out of the hundreds of people there.

I vented my feelings of frustration and isolation on Twitter, as you do, and Muslim tech Twitter showed up. There were so many responses from women who had the same experiences and frustrations as me! It was clear that we as a community were starving for a way to connect in deep and meaningful ways.

There weren't really any other communities focusing on the stories of Muslim women in tech. And as a single person thinking of this as a hobby, I thought, **"Well, that's achievable. I don't have to build a whole community myself. I can just interview someone and share their story."**

That's how it started!

Three years later, that hobby spawned a community with 170 Muslim women in our Slack community, a newsletter with 250 subscribers, an inspiring Mentor Match program, and a podcast that's listened to by people all over the world.

There are astounding women in our community who believe in Tech Sisters and support our mission.

I can't express the depth of my gratitude to all of you. All I can say is that I truly believe that Allah SWT sent you as answers to the many dua I make for Tech Sisters.

This community is poised to bring profound benefit to the ummah inshAllah. We can make tech careers more accessible for Muslim women worldwide, bringing them closer to financial independence. **We're coming together to positively impact our community and the world through our skills and knowledge.**

I'll forever be grateful to be a part of this community's journey, and I'm so excited for Tech Sisters to reach a point where it can manage and sustain itself.

The Survey

In January 2022, we launched the first ever Tech Sisters Community Health Survey. We saw the survey as a necessary tool to measure how well our community is serving the needs of its members. We intend to repeat this survey annually to get a good pulse on the health of our community.

The survey was shared in all of our community spaces over the course of one month. There was a 15% response rate.

We had four goals for the Community Health Survey:



Establish a community baseline

Who are the women who make up Tech Sisters? What do they want to get from this community? Who are the most engaged members and what keeps them coming back to this community?



Prioritise Programs

Which programs have given the most benefit to our members and how? What programs and initiatives do we need to focus on next?



Community Growth

How can we empower Tech Sisters to become a self-managed and self-sustaining community? We can't scale if there's only one person doing most of the work. We need more members taking an active role.



Publish a Report

This report is intended to transparently share the survey results. It will take a deep dive into the data and suggest action points we can focus on to improve community health.

Value

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

Net Promoter Score (NPS)

NPS is a member loyalty and satisfaction metric. The higher the NPS score, the more loyal and enthusiastic our members!

We calculated it by asking members to score out of 10 how likely they are to recommend Tech Sisters to a friend or colleague. Then we found the difference between the percentage of promoters (those who scored us 9 or 10) and dismitters (scored 6 or lower).

Our NPS score is **63** which, according to industry standards, is considered **Great**.

63

Tech Sisters NPS



“ It's great to find a community that understands your challenges and struggles. This is a community that shares and can be an invaluable resource to others. ”

“ Tech Sisters is a community that promotes Muslim women doing well or getting started in the tech industry, it has helped me to feel a sense of belonging as a young Muslim woman. ”

“ Tech sisters have greatly encouraged me to move forward in the tech field, especially by informing me about various scholarships and I have already taken 2 of the scholarships ”

Activity

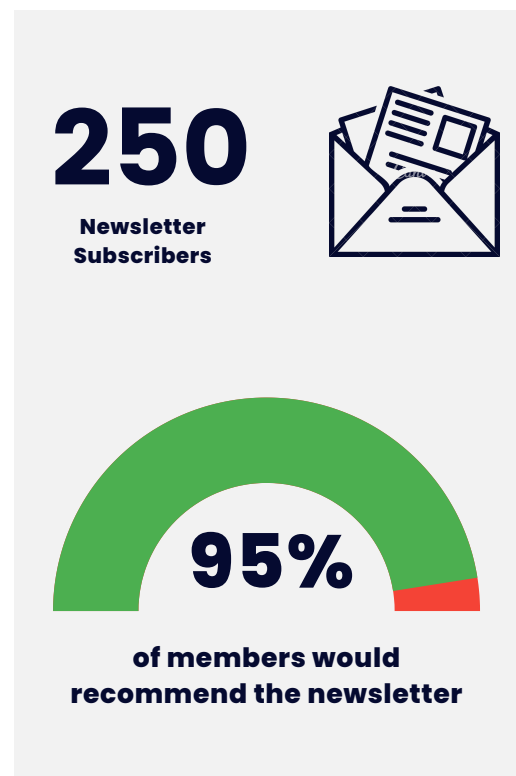
How are Tech Sisters members participating in our programs?

Newsletter

Most Tech Tech sisters enjoy our weekly newsletter. Respondents said that they especially enjoy the many resources and useful content without any spam. Most members didn't feel like the newsletter needed any improvement.

We've been much more consistent over the last 6 months in publishing the newsletter every week. We've seen a steady growth rate of 1400% as a result.

Our average open rate of 39.5% is much higher than the industry average, meaning that subscribers are happy to open our newsletter each week!



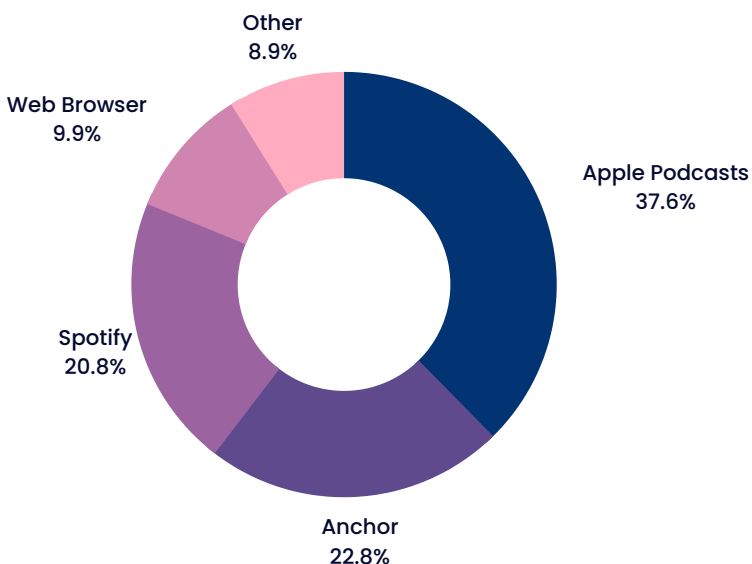
Mailchimp Analytics	Average Open Rate	Average click rate	Average Unsubscribe rate
Industry Average (source)	21.33%	2.62%	0.26%
Tech Sisters	39.5%	8.5%	0.2%

Podcast

The podcast has been a big success! More people listen to the interviews now as a podcast than used to read them as written articles.

The main reason people cited for not listening to the podcast was lack of time. Respondents highlighted diverse and uplifting personal stories as the reason they listen. They described the podcast as natural, educational, and motivational.

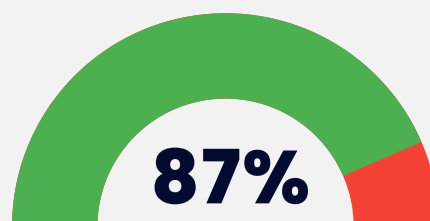
When asked how we can improve the podcast, the most thought it needed no improvement, and some suggested focusing on guest audio quality.



“ The podcast is the best - you hear, in their own voices, stories of amazing women and what challenges they have faced and what they have overcome. Its nice to relate to similar sets of challenges and understand amazing observations. Its amazing to HEAR them - you connect the voice and the picture. ”

63%

of members listen to the podcast



of members would recommend the podcast

Top 5 Episodes

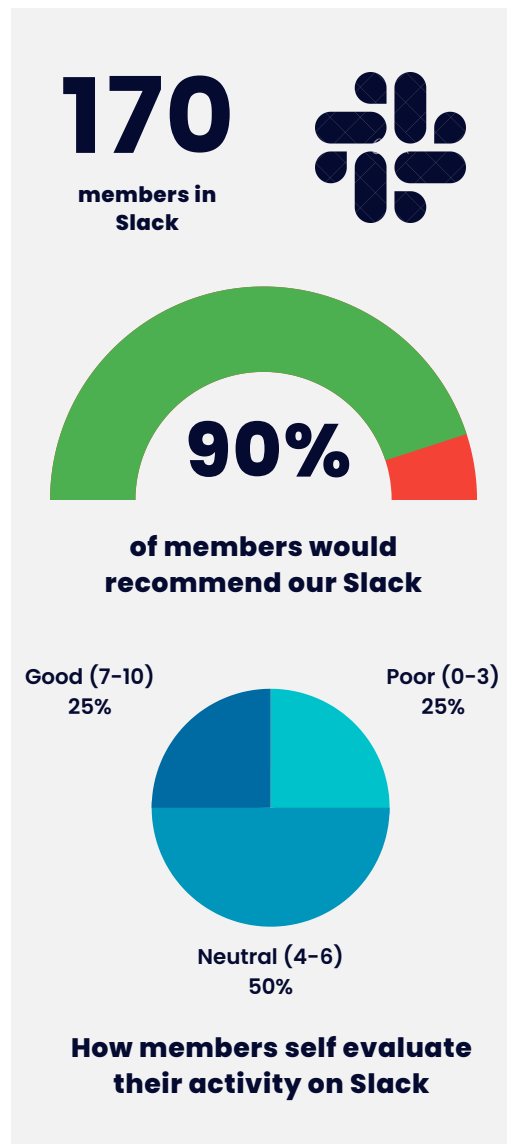
- #1** Shabana Ahmed: Accepting change is scary, but it teaches us to be brave
- #2** How To Make Your Career Change Into Tech Super Smooth
- #3** Zakia Abdullah - The Scariest Decision Of My Life Was The Best One I Ever Made
- #4** Nina Nduwayo: Examine Your Motives and Intentions to Make Better Decisions
- #5** Safa Ghribi - You should never limit your ambitions

Slack

Slack is our central hub for communication. Respondents said that they liked using Slack as an easy way to connect with other Muslim women in tech. They pointed out that the tone is very calm, respectful, and helpful.

However, there's a consistent theme that there aren't many active conversations on Slack. Without actively participating in any conversation threads, people don't feel much of a need to check Slack for updates.

The Slack analytics further substantiates that pattern. The stickiness ratio measures how many people are likely to log in or post on any given day out of monthly active users. A low stickiness ratio means that people are infrequently using Slack, which further perpetuates the negative feedback cycle.



Slack Analytics	Average Monthly Active Members	Average Daily Active Members	Stickiness Ratio
Logging In	151	5	3.43%
Posting Messages	48	2	3.42%

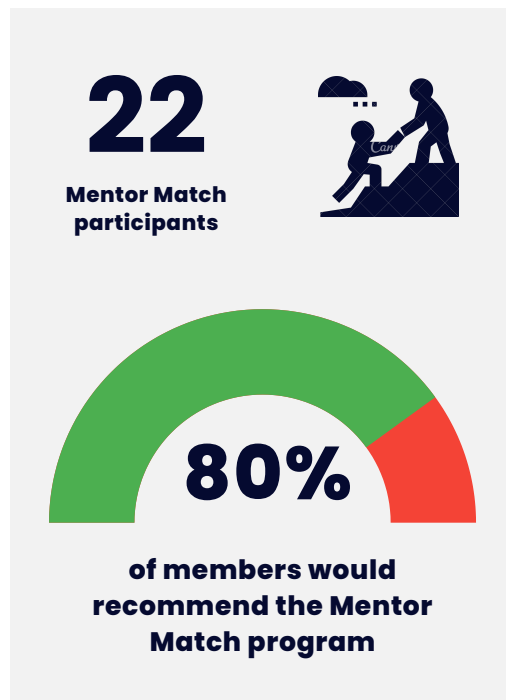
Mentor Match

"We launched our mentoring program in December 2021. Our membership forms clearly showed that mentoring was a significant need for Tech Sisters members.

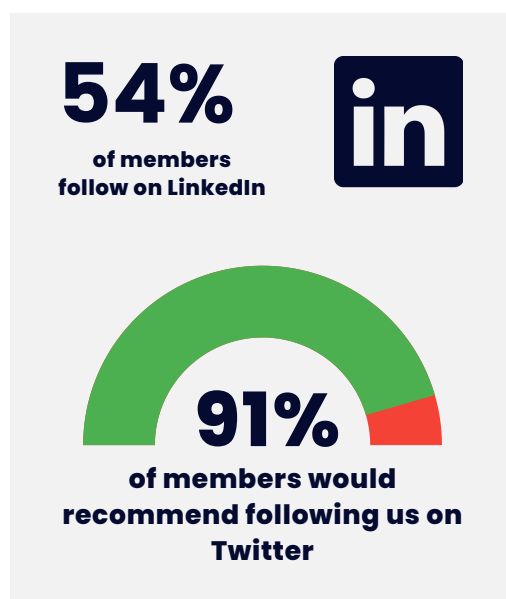
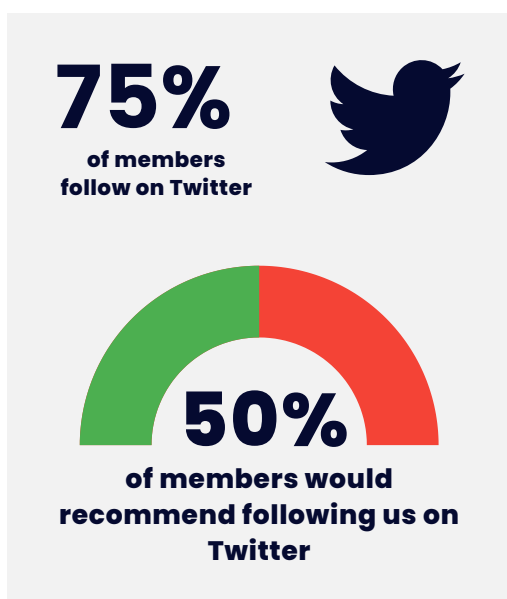
Those who participated in the Mentor Match program were very enthusiastic about the benefits they received. One sister was able to get a new job and many mentoring pairs developed into lasting friendships.

Respondents who did not participate in the mentoring program cited not being aware of the program, not knowing what it was, and missing the deadline.

Mentor Match feels like it will develop into a core Tech Sisters program even at this early stage. We anticipate it will bring many benefits to participants, professionally and personally, and will also do a great deal to strengthen community bonds and increase engagement.



Social Media



Belonging

Do Tech Sisters members feel connected, safe, and included?

Every single person responded that they feel safe in the Tech Sisters community. They feel like they're among like-minded sisters. And they don't feel worried they might "get humiliated for who I am."

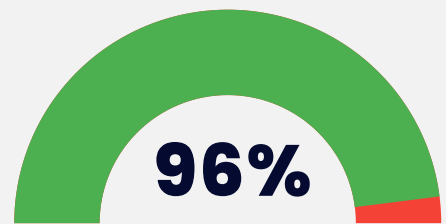
Respondents also felt that their voices were heard and respected in Tech Sisters. They described the overall atmosphere as welcoming and warm. Not many people ask questions, but the community is always ready to listen and help when they do.

Results were mixed when asked if they felt included in the group. Some sisters felt like they didn't quite fit in because they didn't yet have a tech job or language barriers. However, most respondents described the community as Muslim women like me.

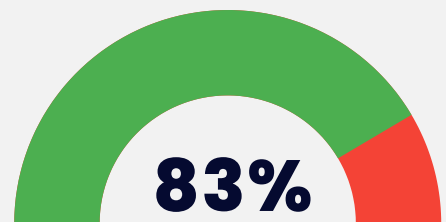
“ I trust them. ”



100%
of members feel safe as part of Tech Sisters

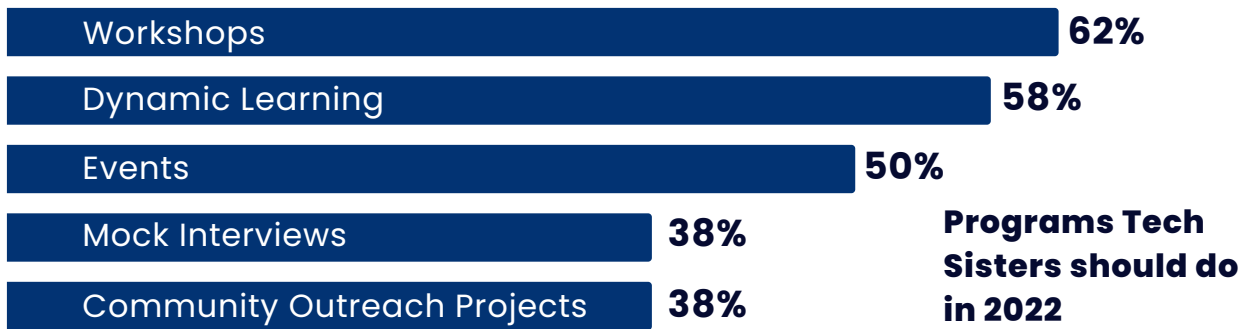


96%
of members feel their voices are heard



83%
of members feel included

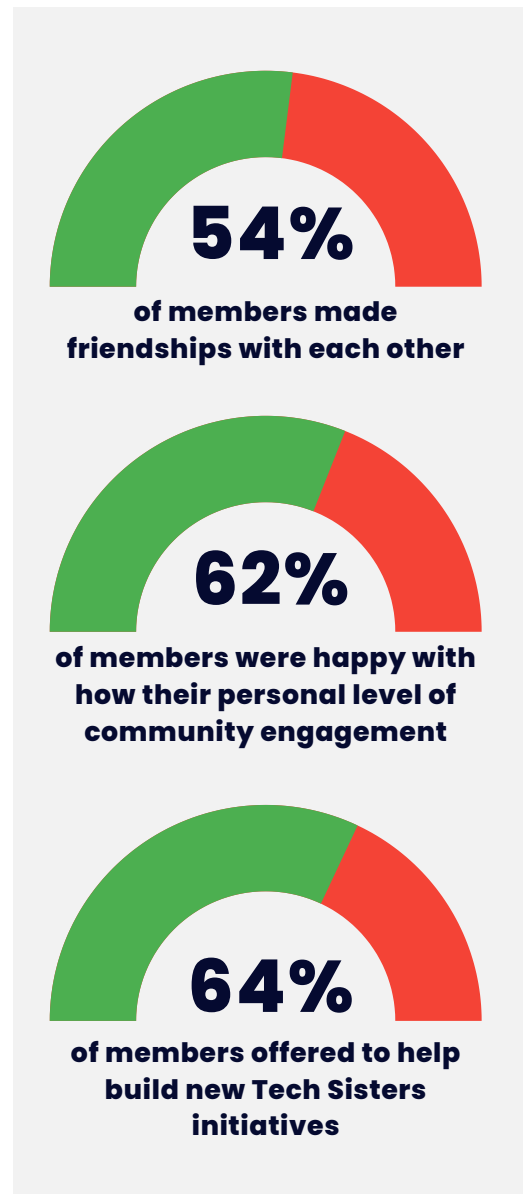
Community Engagement



Sisters struggled with making friendships with other community members. They raised issues like not really knowing other members, not being active on Slack, and simply not knowing where to start. One respondent said that Slack is an introduction tool, and it's easier to make friendships by participating in video calls.

Similarly, the responses about personal engagement suggested that members wanted to contribute; however, they either didn't know how to engage or didn't know how to balance engaging with Tech Sisters with their other commitments. Suggestions for improving engagement included: a member directory, volunteer projects, and more regular meetups. When asked what Tech Sisters should do in 2022, respondents were most interested in dynamic learning projects, workshops, and events. These are all closely related to the community engagement theme.

64% of members offered to help build these new initiatives - which is certainly enough to get started!

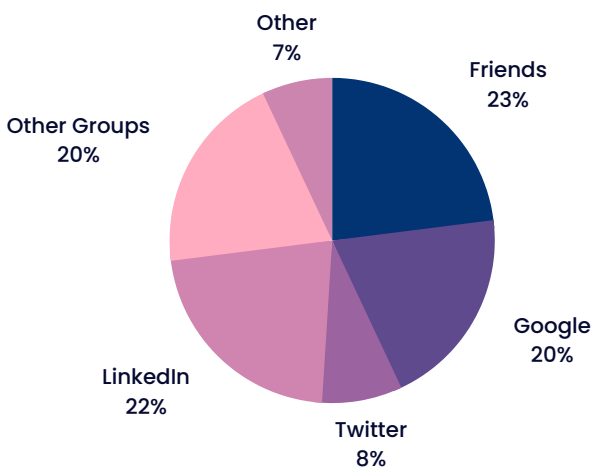
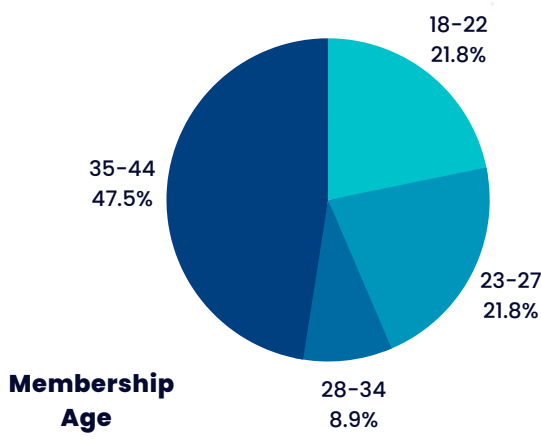


Demographics

Tech Sisters is a global community

15

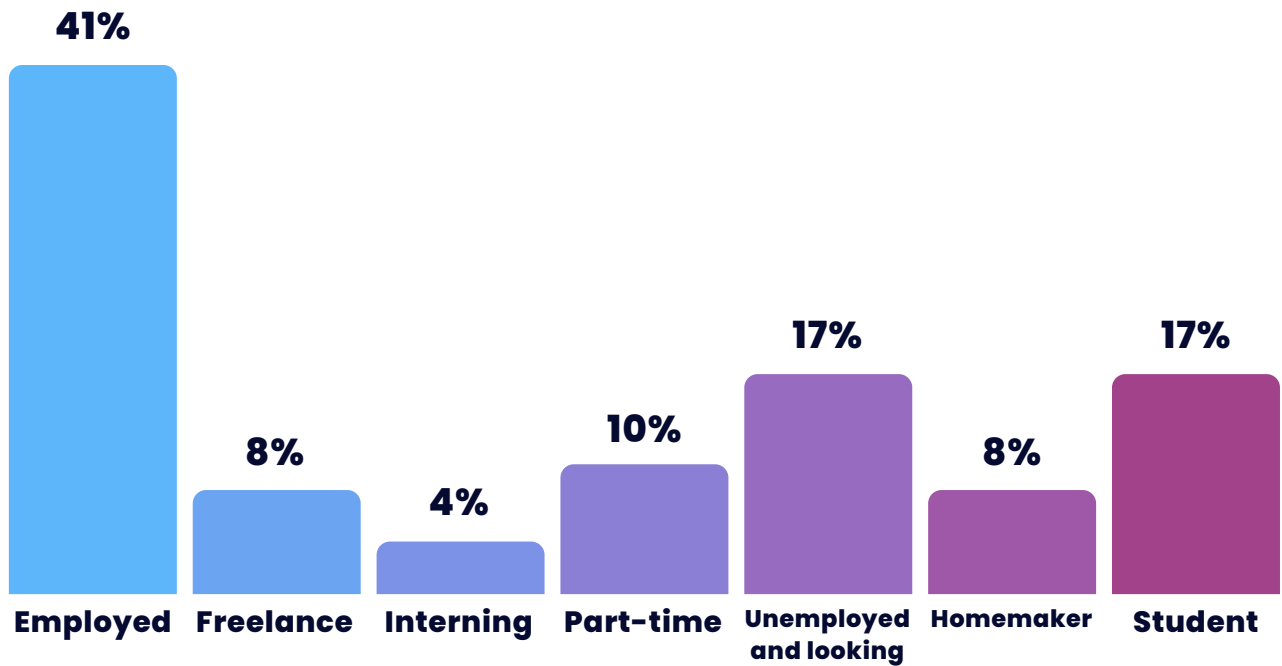
different ethnicities



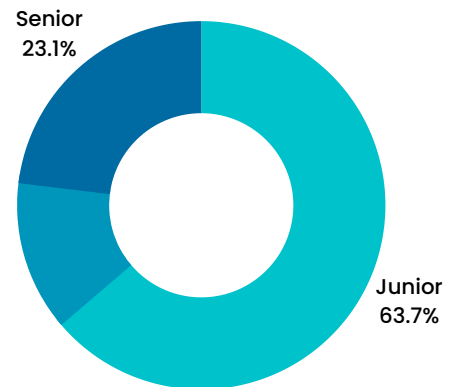
How members find Tech Sisters



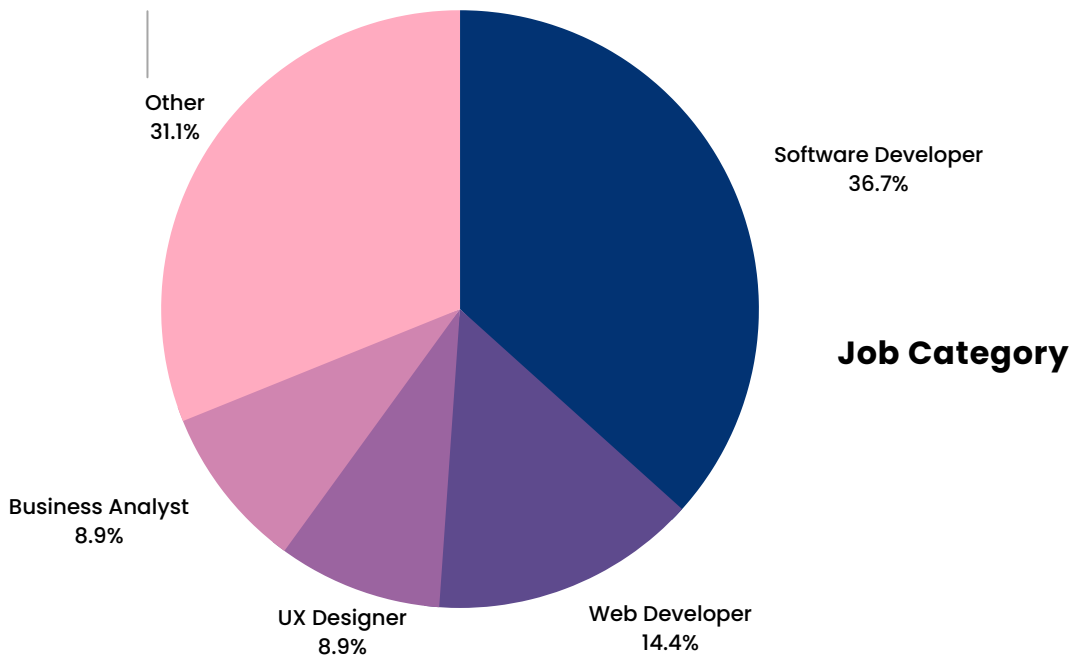
Work Experience



Experience Level



- 4% Account Manager
- 4% Data Science
- 4% Automation Engineer
- 4% Graphic Designer
- 4% Service Desk
- 4% Founder
- 4% UX Researcher
- 4% Quran Teacher



Fun!

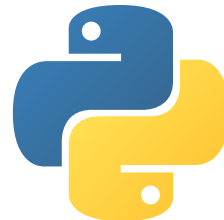
it's not all about analytics and engagement. We wanted to collect some fun information about Tech Sisters members as well.

70%



get their best work done in the morning

18% like working in the evening and 9% like working late at night



Python

Python is most members' favourite programming language, followed by JavaScript

54%

prefer working on Windows. Followed by 38% on Mac and 8% on Linux

Our favourite way to relax is with a nice hot cuppa, some knitting, and listening to the Quran.



0

Tech Sisters want to work in an office all the time.

61% prefer working from home, 26% like a hybrid approach, and 13% want to work remotely from the wilderness

Conclusion

Overall, the Community Health Survey gave us incredibly valuable insights, especially considering this was the first iteration of what we plan to repeat annually.

What's working

- Community members are very enthusiastic about the value they get from Tech Sisters.
- Tech Sisters are confident that they're safe, heard, and included in this community.
- We're moving in the right direction, especially with the podcast and Mentor Match initiatives.

What's next

- A consistent theme from the results was that we need to focus on improving community engagement.
- That will include lower barriers to connecting with people on Tech Sisters and making real-life friends. As well as creating more defined volunteer roles to make it easier to help build community initiatives.

We've done fantastic work in bringing Muslim women in tech together, providing a safe space, and amplifying their stories.

Now it's time to deepen those bonds of friendship and engagement and move closer towards a self-sustaining community.

Get Involved

- Participate in our engagement [brainstorming session](#) on 19 March
- Commit to telling at least 2 friends about Tech Sisters
- [Listen, rate](#), and share the podcast
- Never miss an update by following us on [LinkedIn](#), [Twitter](#), [subscribing to our newsletter](#), and [becoming a member](#)

Acknowledgements

We would first like to thank the women of Tech Sisters: the ones who agreed to be interviewed and share their stories and everyone who believed in Tech Sisters' mission and wanted to be a part of it. We're especially grateful to the members who participated in the survey. Without your patience in going through quite a long survey, this report wouldn't exist!

Finally, a special thank you to those remarkable people who helped put this report together: Amira Chalbi, Sadiya Zackria, and Medina Tochi.

**We thank you for your continued support
in our efforts to support Muslim women in
tech**

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