



# Community Health Report

2023



Tech Sisters

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# Introduction

**Tech Sisters connects you with other women who share your story, experiences and goals so that you no longer have to feel like the only person like you at work.**

Welcome to our second annual Community Health Report!

The purpose of our community health reports is to provide a comprehensive overview of how well Tech Sisters serves our members and the results of the initiatives we implemented this past year. We'll compare our results with last year's report and discuss our challenges, successes, and next steps.

## About Tech Sisters

Tech Sisters was founded in August 2019 by Grace Witter. Like many of our members, Grace had worked as a software developer for a few years but never met any other Muslim women in that space. After attending a large tech conference, and realising that she was the only hijabi out of hundreds of attendees, Grace reached out online to see if anyone else shared this experience.

Many women came forward with similar frustrations and this shared experiences of being the only one like them on their team or company. It was clear this community needed a space to connect and share their stories – and that's how Tech Sisters started!

## Mission and Values

As a community, our mission is to help Muslim women feel seen and validated in their journeys so that they can build fulfilling and long-term careers in tech.

Our vision for Tech Sisters is to become a self-managed and self-sustaining community. This means that the community is so engaged that members organically create events and activities themselves and the group requires very little admin overhead to run smoothly.

We serve our mission through our core community values:

## **Deen**

Islam is the driving force and focus of life for our members. We show that we can excel in this field without sacrificing that essential part of our identity.

## **Sisterhood**

The women in Tech Sisters are united with a shared purpose and identity. We're sisters in Islam, and not only do we help each other through difficulties and support each other, we recognise the deeper importance of doing so *fi sabilillah* (for the sake of God).

## **Transparency**

There are no tricks or hidden agendas here. We're very honest about what we do – that's one of the reasons why we do this report! Sometimes we might code-switch or mask ourselves at work, but at Tech Sisters, we're safe to be our authentic and genuine selves.

## **Collaboration**

We know the importance of coming together to build things that have a positive impact on our community. Tech Sisters members are always willing to help and work with the other women in this community.

## **Giving Back**

Wanting to make a contribution to the community is a common reason for joining Tech Sisters and we see members doing that through taking on one of our voluntary roles, being a mentor, answering questions, or sharing resources.

**We see you. You're not alone.**

**We know what you're going through because we've been there too.**

## **Community Survey**

We ran our first community survey in January 2022 to measure how well we're serving the needs of our community and repeat the survey annually to maintain a good pulse on the health of our community. The goal of this year's survey was to measure how well we met our objectives from last year and inform how we can facilitate community growth.

It's a comprehensive survey that measures qualitative and quantitative feedback across Values, Activity, and Belonging.

The survey is shared in all of our community spaces over the course of one month. This year, there was a 30% response rate which was double the response from last year.

The larger pool of responses means that we have more critical feedback and therefore a more realistic portrayal of community health than in 2022. Although our quantitative scores in many areas are lower than last year, the qualitative feedback is consistent and indicates that lower scores are related to the larger number of responses and not a drop in quality.

# Reflections over the last year



**Forward by**  
**Grace Witter**  
**Tech Sisters Founder**

Going through the results of this report has been a beautiful experience for me. It's one thing for me to write and tell you that Tech Sisters has grown over the last year and that there's clearly more energy and friendships. But it's another thing to show you a report data and testimonials that support that growth. And as techies, we all know how much we love data-driven metrics!

The conclusions from the [2022 Community Health Report](#) were that community members were very positive about value and belonging and we were moving in the right direction with our programs.

However, we needed to focus on improving community engagement, particularly in Slack, making it easier for Tech Sisters to meet each other, and creating official volunteer roles and teams.

We started with volunteers and built an advisory board, admin team, and events team and recruited an

assistant podcast editor, social media manager, and community manager. For the first time since Tech Sisters was founded, work was being done by more than just one person!

That alone was a huge milestone for Tech Sisters and for me personally. Doing all the work of running Tech Sisters by myself for so long always felt like something I always felt very conflicted about. I am grateful and proud of how far I was able to bring us, but it was never *supposed* to be that way. I never started Tech Sisters with the intention of running it like that and it was burning me out. So having sisters step forward into those roles and really commit to them has been absolutely transformational.

We made improving community engagement our main focus for the year through:

- Partnering with The Brandz Bee to improve how we portray and talk about Tech Sisters
- Improving Slack engagement by adding more role- and location-based channels, seeding conversations, learning activities like the code gym, and making a commitment that every

question gets an answer within 24 hours.

- Automating and streamlining our onboarding processes to reduce the number of people who sign up and don't know how to engage with the group.
- Adding a Whatsapp group to include members who don't use Slack
- Building a social media campaign and repeatable process that shows who we are and what we do at Tech Sisters and goes beyond reposting links!
- Finally getting the Tech Sisters Instagram account sorted out.
- Started doing some casual events, like our Eid picnic, halaqas, virtual games, and New Years' wrap up.

An extra special moment this year was being recognised for my work with Tech Sisters with the Women in STEM award from Muslim Women Awards.

There feels like there's so much more life in Tech Sisters now. It's firmly moved beyond something I do in my spare time and is a real community with energy and momentum and is increasingly driven by its members. We're getting closer and closer to our ultimate vision for Tech Sisters and we're ready to take some big new steps in 2023!

**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)**

# Value

## Are Tech Sisters members getting the benefits they signed up for?

Net Promoter Score (NPS) is a widely used metric for measuring loyalty and satisfaction. We have an NPS of 56 this year which is 7 points less than our 2022 score. However, despite the lower score, our NPS still falls within the “great” zone which indicates we have many happy members who are willing to recommend Tech Sisters.

# 56

NPS

“It’s very rare to find a space with Muslim professionals, let alone Muslim women! And it makes such a difference in my life to have role models, mentors and peers I can identify with.”

“From the real and inspiring stories shared online, I understand that I can succeed in this field without compromising my deen.”

“Tech sisters has been extremely valuable to me as I make my transition into tech. I’ve received so much support and being a part of community has been amazing and motivating especially during my lows.”





# Activity

## How are Tech Sisters members participating in our programs?

### Newsletter

Our weekly newsletter continued to see steady growth and a high open and click rate. Tech Sisters members enjoyed the curated resources and articles in particular and appreciated the jummah reminder.

While the majority of Tech Sisters members would still be happy to recommend the newsletter, that number decreased by 15% since last year. Criticisms included not knowing whom to share it with, wanting a more diverse range of job opportunities, and wanting to see more content from other members, like blog posts.

| Mailchimp Analytics | Average Open Rate | Average Click Rate | Average Unsubscribe Rate |
|---------------------|-------------------|--------------------|--------------------------|
| 2023                | 40%               | 7%                 | 0.2%                     |
| 2022                | 40%               | 9%                 | 0.2%                     |
| Industry Average    | 21.33%            | 2.62%              | 0.26%                    |

# 400

Newsletter subscribers (+138%)

# 80%

of members would recommend the newsletter (-15%)

# 204%

Increase in  
podcast followers

# 82%

of members would  
recommend the  
podcast (-5%)

## Top 5 Episodes

1. How to make your career change into tech super smooth
2. Reflections from the mentor match program
3. Shabana Ahmed: Accepting change is scary, but it teaches us to be brave
4. We become more confident when we see people like us succeed
5. Safa Ghribi: You should never limit your ambitions

“The guests invited are all inspirational and provide great examples of women who have succeeded in tech.”

## Podcast

Our podcast has seen continued success and growth over the last year. Our podcast followers have more than doubled, with listeners tuning in for diverse and inspirational stories from Muslim women in tech. Most members would recommend the podcast, and we're in the top 30% of shared podcasts worldwide.

We found that those who listened to the podcast felt like they gained valuable insights into how other women like them overcame challenges and achieved their goals.

## Mentor Match

The mentor match program has been running for three cohorts, and the feedback from participants has been overwhelmingly positive. Many members have found it extremely beneficial in terms of gaining advice, guidance, and support from experienced mentors. Through this program, members have had the opportunity to gain valuable insight into their chosen field and learn from people who have already achieved success in it.

“I needed to have that conversation with someone in a similar field. She understood my struggles because of her similar beliefs and understandings. It was nice to know I wasn't the only one.”

## Patreon

Our Patreon was recently introduced as a way for the community to cover the admin costs of running Tech Sisters. Only 10% of respondents use our Patreon. Reasons for not using it included not knowing what it is how how it benefits Tech Sisters.

# Slack

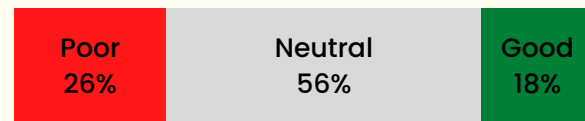
Our Tech Sisters Slack workspace is the hub of our community, and one of our key results from last year's report was increasing engagement on Slack. We achieved that goal very conclusively by dramatically increasing our number of active users. For example, the average number of monthly users posting messages increased by 1300% from last year.

The stickiness ratio is a measure of how often users return to use our Slack by calculating Daily Active Users / Monthly Active Users. Our stickiness went down compared with last year, indicating that although we have more members using Slack overall, they're not using it on a daily basis. This fits with the activity trends we observed, with most people checking Slack once or twice in the middle of the week.

This fits with how most respondents rated their Slack activity levels as either Neutral (56%) or Poor (26%). Reasons why included: being too busy with work or personal commitments, disliking Slack as a platform, and not knowing what to post.

We introduced multiple topical channels this year and the feedback was positive that this helped members with common interests meet each other. Finally, respondents said that Slack responses are always friendly and helpful, and there's a high degree of confidence that any question will receive a prompt answer.

## Self evaluated Slack Activity



| Slack Analytics  | Average Monthly Active Members (MAU) | Average Daily Active Members DAU | Stickiness Ratio DAU/MAU |
|------------------|--------------------------------------|----------------------------------|--------------------------|
| Logging In       | 1566 (+1000%)                        | 20 (+400%)                       | 1.25 (-2.06)             |
| Posting Messages | 640 (+1300%)                         | 6 (+300%)                        | 0.94 (-2.48)             |

# 230%

Increase in Slack members

# 85%

of members would recommend our Slack

# 376

Slack members (+220%)

# 79%

of members would recommend following us on LinkedIn (-12%)

# 67%

of members would recommend following us on Instagram

# 66%

of members would recommend following us on Twitter

Activities and programs Tech Sisters want to see more of in 2023

## Social Media

One of the actions from last year's community report was to improve community engagement through social media. We created a new Tech Sisters Instagram account and introduced a new social media campaign in Q4 2022. As it's still new, the feedback in this report does not reflect those changes.

Our social media accounts continued to grow, and most respondents would recommend following Tech Sisters on LinkedIn, Twitter, and Instagram.

Criticisms included not featuring enough talks or engaging content, not posting enough, and not having enough personality.

“There are a lot of useful links to articles and it is a great resource for friends or colleagues who are in the tech space and want to keep up with what is going on.”

## Jobs

Many Tech Sisters members are looking for a job and some members have used the group as a place to hire from. In fact, one person successfully hired from Tech Sisters this year. Members of Tech Sisters have expressed a desire for more job postings from around the world, not just the UK, and for more opportunities for beginners.

We can improve this experience by making it Tech Sisters who are hiring to find someone suitable within Tech Sisters. We can also improve this by hosting career-building events and workshops.

Events 70%

Workshops 56%

Community Outreach 52%

Mock Interviews 46%



# Belonging

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

“Love my Tech Sisters friends”

Like last year, every single person responded that they feel safe in the Tech Sisters community and most of the members feel included and that their voices are heard. Sisters are making friendships with other members of the community, regularly keeping in touch and meeting up.

However, more than half of the respondents didn't feel that they could engage in the community as much as they'd like, with most of them citing personal commitments and timezone differences. One respondent said that there are not many discussions taking place on Slack. The good news is that 90% of those who responded are willing to work on building new community engagement initiatives.

# 45%

of members are happy with their personal level of community engagement

“Alhamdulillah, through the Slack channel I have been able to engage with a lot of conversations. I would like to contribute more but ... it's not something feasible in this moment in time.”

“Having a slack channel just accessible to Muslim women makes me feel safe to ask the questions I want and know I won't be judged and will have the support of those with similar experiences to mine.”

“Tech Sisters is very welcoming and I never experienced anything that felt uncomfortable.”

**100%**

of members feel  
safe

“Everyone is just so kind and helpful.”

**96%**

of members feel  
included

“The community is very supportive and I am never made to feel like an outsider despite being a newbie.”

**86%**

of members feel  
heard

“Every question I asked in the group or privately was always answered.”

**50%**

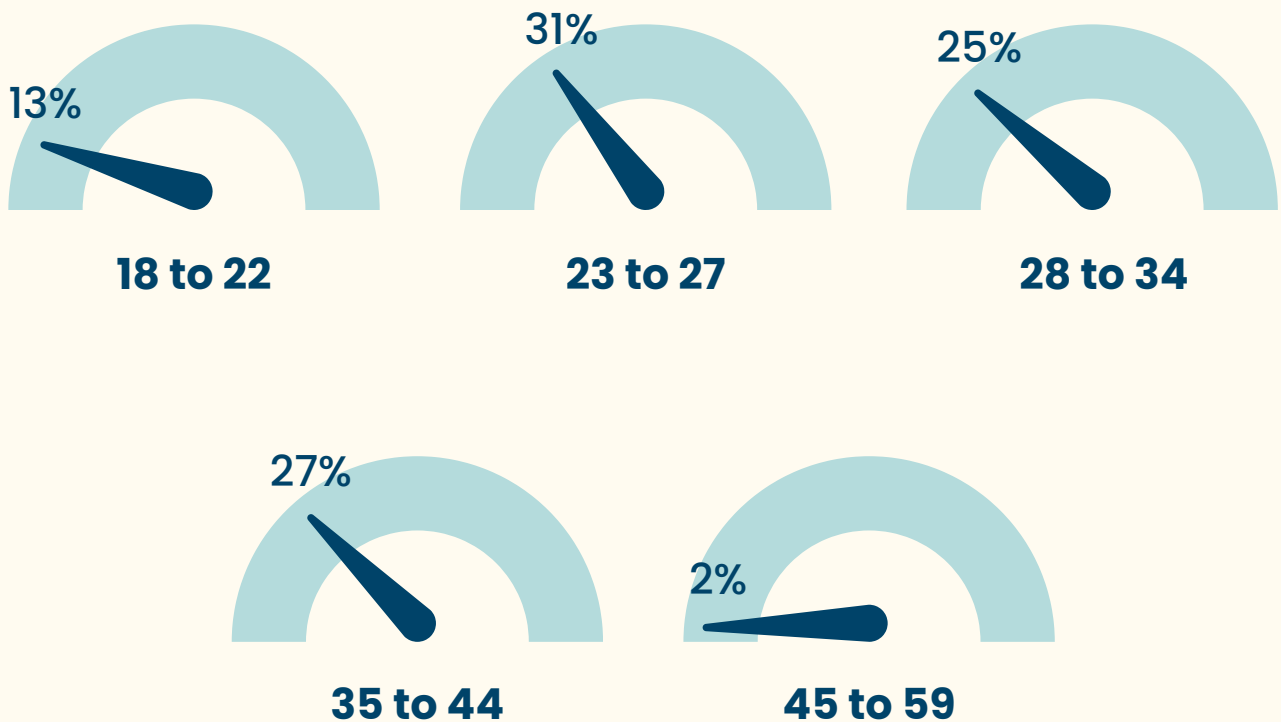
of members have  
formed friendships  
with each other

“... one sister invited me to her work office and another sister I've become very good friends with who I regularly keep in contact with and have met up with a few times... I thank Allah for bringing her into my life.”

# Demographics

## Who is in the Tech Sisters community?

### Age



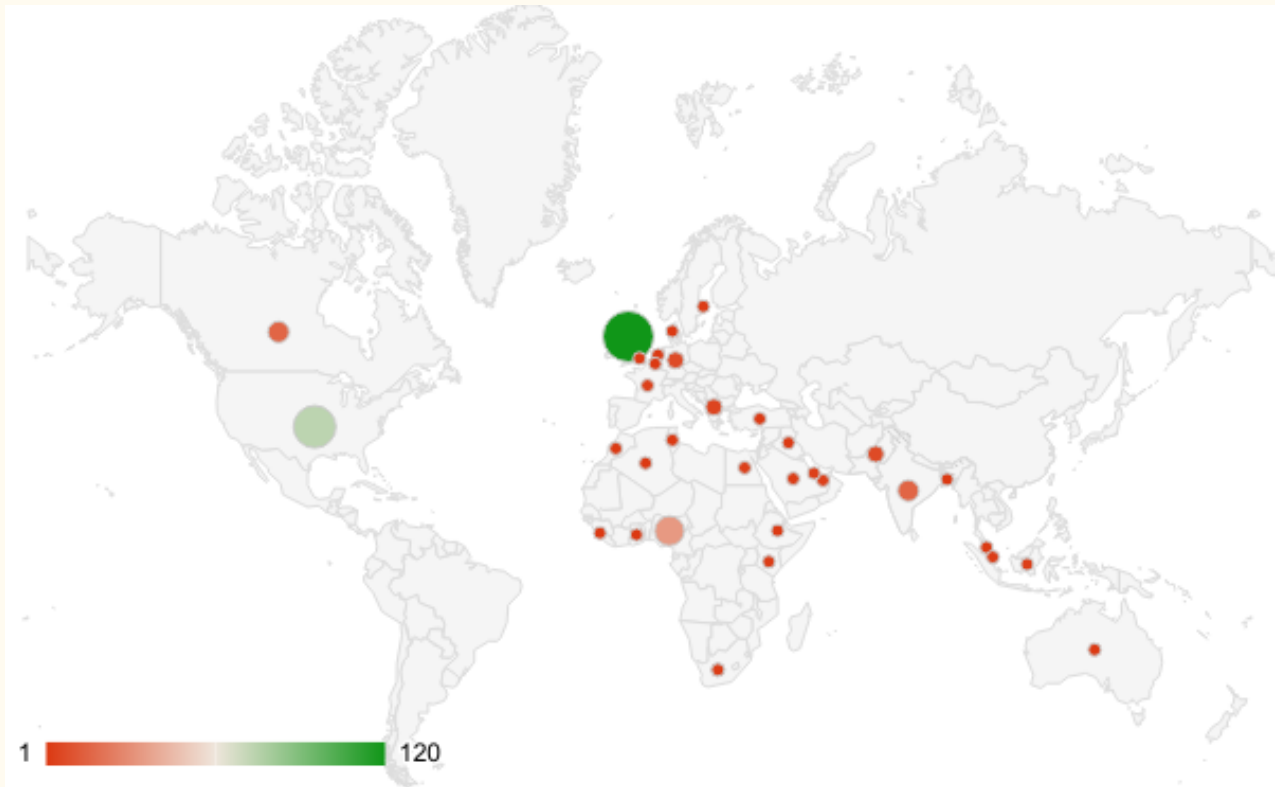
**37%**

of members  
have children

**52%**

of members are  
married

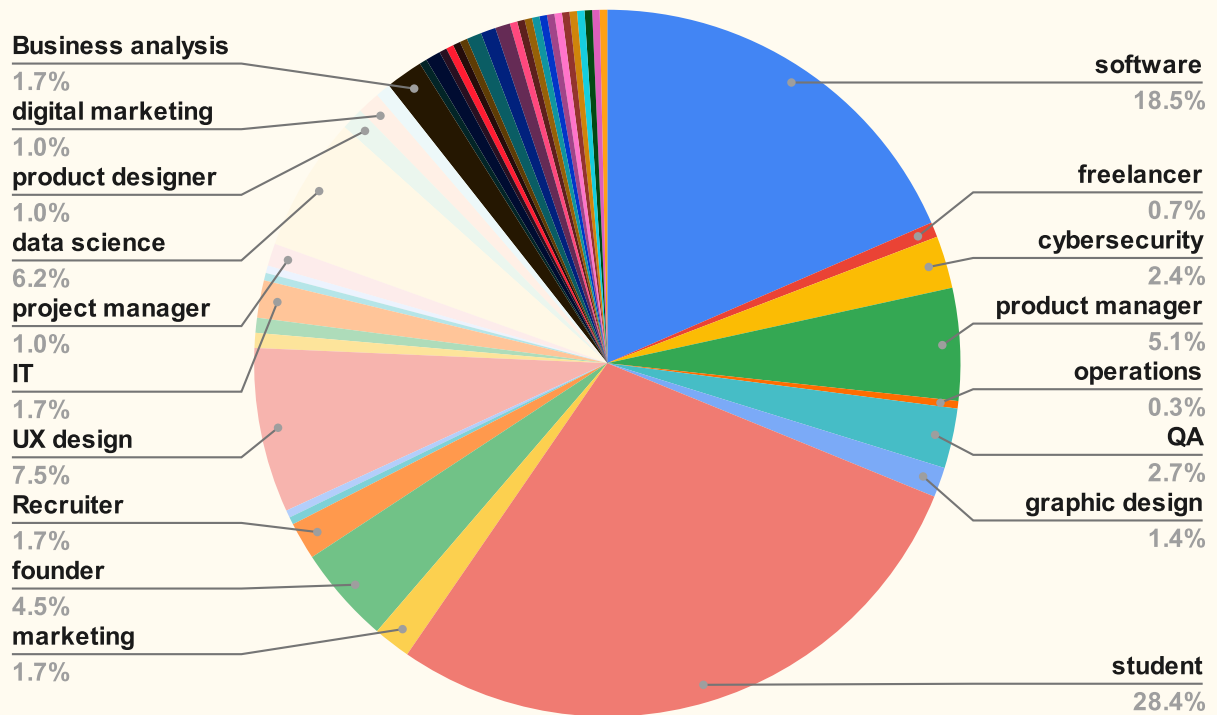
# Location



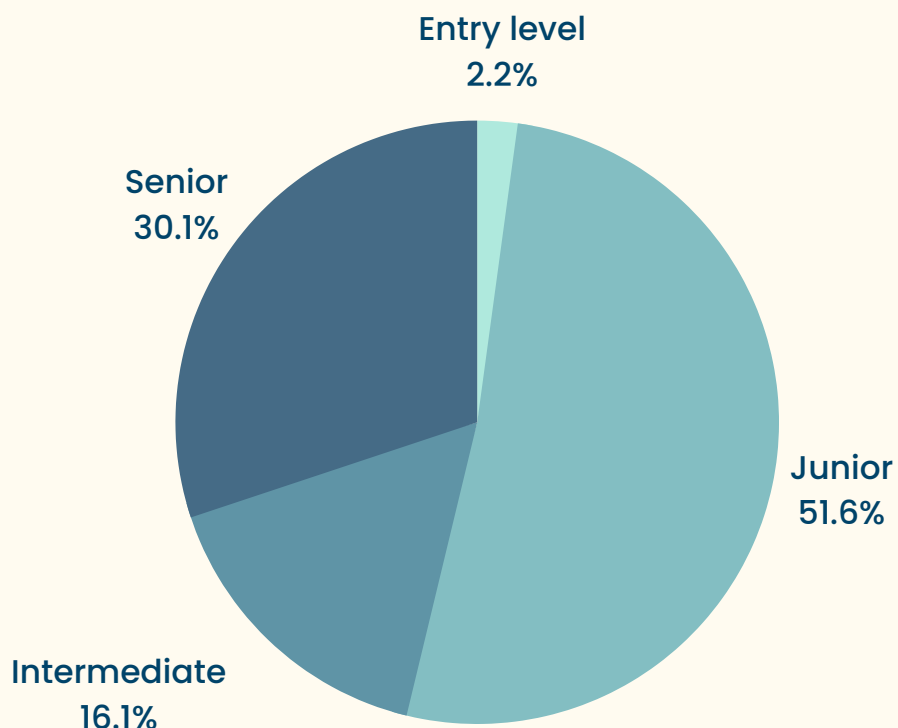
|               |              |                 |              |
|---------------|--------------|-----------------|--------------|
| Algeria       | France       | Malaysia        | Singapore    |
| Australia     | Germany      | Morocco         | South Africa |
| Bangladesh    | Ghana        | Netherlands     | Sweden       |
| Belgium       | <b>India</b> | <b>Nigeria</b>  | Tunisia      |
| <b>Canada</b> | Indonesia    | <b>Pakistan</b> | Turkey       |
| Denmark       | Iraq         | Qatar           | UAE          |
| Egypt         | Kenya        | Saudi Arabia    | <b>UK</b>    |
| Ethiopia      | Macedonia    | Sierra Leone    | <b>USA</b>   |



## Job category

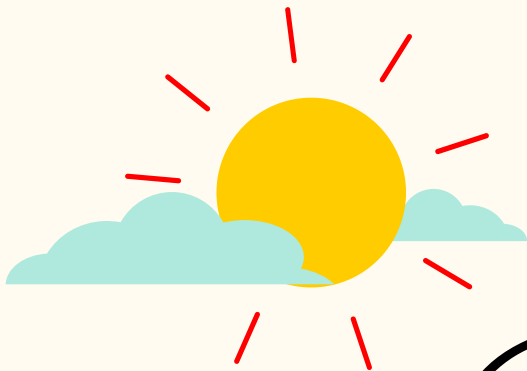


## Experience level

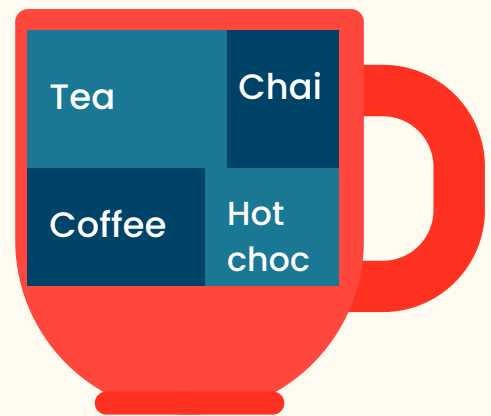


# Fun

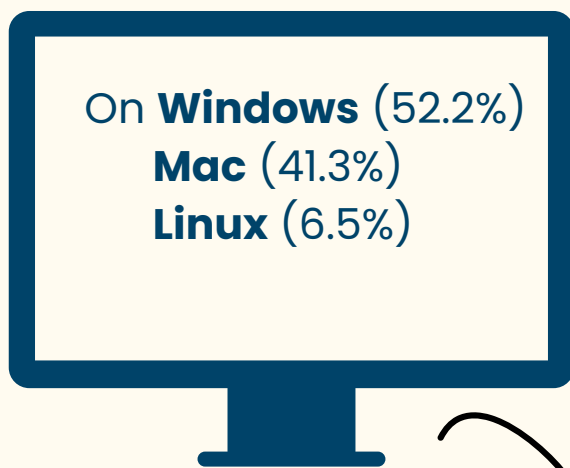
## We saved the best for the last - fun information about Tech Sisters members!



Over 70% get their best work done in the day. The rest prefer evenings and night time.



Preferably with a cup of tea (35%), coffee (28%), chai (13%) or hot cololate (15%)



On **Windows** (52.2%)  
**Mac** (41.3%)  
**Linux** (6.5%)



This year's favourite programming language is JavaScript, followed by last year's favourite, Python.

Tech Sisters members prefer a mix of home and office working. **10% want to work remotely from the wilderness!**

## How Tech Sisters members like to de-stress

Being out in nature

Yoga

Journaling

Crocheting

Dhikr, prayer, Quran, meditation

Sports/Exercise

Watching TV / Netflix

Eating

Sleeping

Spending time with family

Reading

Listening to music

Warm shower

Painting and drawing

With a cup of tea

# Conclusion

Once again, the community health survey has given us actionable metrics and a deep insight into Tech Sisters. The higher response rate means we can feel more confident that these answers reflect reality. The qualitative and quantitative responses support that we're progressing and are continuing to move forward in the right direction.

We have the strong and healthy foundation we need to move forward, grow further, and move closer towards becoming a self-sustaining community.

## Get Involved

- Participate in our Brainstorming Session on 15 Feb to capture actions related to this report
- Commit to telling at least 2 friends about Tech Sisters
- Listen to and share the [podcast](#)
- Never miss an update by following us on [LinkedIn](#), [Twitter](#), [Instagram](#), [subscribing](#) to our newsletter, and [becoming a member](#)
- Tell us about any organisations we should reach out to

## What's working

- We absolutely smashed our goal of improving Slack engagement. Now that we know, we have the right foundations and processes in place, we're confident engagement will only increase as we work through our 2023 goals.
- Tech Sisters is providing excellent value for our members. One of the things we heard outside of the survey was that **Tech Sisters feels like home. Our members felt lost and looking for a place they can be themselves. And they've found it here with us.**

## What's next

- Events! We have the team, we have the community engagement, and now we can finally put together something Tech Sisters have wanted from the beginning.
- Community outreach projects. So many Tech Sisters are looking for projects to put on their portfolios, collaborate with other members, and use their talents to build something of benefit.
- Partnering with other organisations. To help us with the above points, we're ready to reach out to other groups that share our values and collaborate.

# 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 incredibly grateful to the members who participated in the survey. Without your patience in enduring quite a long survey, this report wouldn't exist!

A special thank you to Rukayat Oyalowo for helping put this report together.

And finally, thank you to our volunteers. It would be impossible to get Tech Sisters where it is now without you.

## Advisory Board

|               |                   |
|---------------|-------------------|
| Afsa Akbar    | Alifya Kagalwalla |
| Hawaa Budraa  | Marwa Khan        |
| Moina Farheen | Sadiya Zackria    |

## Events Team

|                 |                 |
|-----------------|-----------------|
| Amira Chalbi    | Marimzii        |
| Maisha          | Rukayat         |
| Chowdhury       | Oyalowo         |
| Nadia Djeridi   | Shaheen Sultana |
| Zaibunisa Jamil | Ren W           |
| Malissa Lamah   |                 |

## Podcast Assistant

Besa Asani

## Social Media Manager

Safeeka Ayooob



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

## Tech Sisters

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