



Building a skilled workforce by creating alternative pathways
for driven people seeking careers in technology.

FOR IMMEDIATE RELEASE

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LaunchCode Expanding Woman-Focused Digital Career Training Program to Kansas City

Now Enrolling 150+ Women Looking to Transition into High-Demand Tech Jobs

KANSAS CITY- [LaunchCode](#), a nonprofit providing free and accessible job training and placement in web and software development, has announced the expansion of its women-focused, free job-training program, [CoderGirl](#), to the Kansas City region.

Since inception in 2014, LaunchCode's CoderGirl program has provided industry-relevant digital skills to over 1,200 women and non-binary technologists in St. Louis. The program equips learners with specialized technical skills and job-readiness and acts as an on-ramp to LaunchCode's Apprenticeship Program. Graduates have been placed with companies that include Mastercard, Boeing and Microsoft. Kansas City will be the first city outside of St. Louis in which the CoderGirl program is deployed.

Opening more doors to digital careers for women is crucial in the wake of the pandemic. McKinsey & Company [reports](#) despite making up just 48% of the workforce, women have accounted for nearly 56% of workforce exits since the start of the pandemic. At the same time, thousands of high-wage, upwardly-mobile tech jobs sit unfilled in the region.

"Getting women back into the workforce is paramount, but the industries they left are the ones most affected by the pandemic and many do not produce family-sustaining wages," said Jeff Mazur, LaunchCode Executive Director. "We must equip women with the skills they need for stable and high-wage employment while eliminating barriers like cost. LaunchCode does just that."

"United WE and LaunchCode share the same mission of opening doors to opportunities that will economically empower more women," said Wendy D. Doyle, United WE President & CEO. "Through our newly-formed Women's Economic Development Task Force, we hope to understand and break down the barriers that keep women from achieving economic participation. By delivering job-focused skills and job connections for free, LaunchCode is playing a huge part in eliminating obstacles that keep women from entering the high-demand tech industry."

LaunchCode has provided free education to nearly 800 aspiring technologists since beginning work in the Kansas City market in 2016. Graduates have been placed into paid apprenticeships and jobs with leading companies like VMLY&R, Commerce Bank, the Federal Reserve Bank of Kansas City, as well as area startups including PayIt, RFP360, TopBox and others.

Applications are being accepted for the first Kansas City cohort of LaunchCode's CoderGirl program beginning Wednesday, July 28. Applicants do not need any previous technical experience to apply. Students will attend class one evening a week and are expected to complete about 15 hours of work outside of class.

To apply or learn more, those interested can visit launchcode.org/codergirl.

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Media is invited to attend a launch event and interviews can be arranged with company representatives and/or LaunchCode graduates.

WHAT: Launch Event for LaunchCode's CoderGirl Job-Training Program

WHEN: Wednesday, July 28 @ 5pm - 7pm

WHERE: The Exchange at Lead Bank - 1801 Main St. Ste 400, Kansas City, MO