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## **Greater Washington Partnership's Capital CoLAB Announces New Digital Tech Credential Scholarship for Minorities and Women**

*The scholarship aims to attract more students from underrepresented backgrounds—particularly Black, Latinx, and women—to pursue a digital tech education and work pathway in the Capital Region*

**Washington** - Today, the Greater Washington Partnership announced a new student scholarship to support up to 2,000 learners from underrepresented backgrounds in pursuit of digital tech education by 2025. Students from [seventeen of Capital CoLAB's University partners](#) are eligible to apply beginning in Fall 2021. The Digital Tech Credential ("DTC") Scholarship for Minorities and Women, overseen by the Partnership's Capital CoLAB, is part of an ongoing effort to build the most diverse digital tech workforce in the country. By 2025, Capital CoLAB aims to engage more than 45,000 students and adult learners in digital tech pathways and ensure at least 50 percent of the people we engage are from underrepresented populations.

As the nation's second largest tech hub, the Capital Region's unique mix of industries—federal government, defense, healthcare, IT, and professional services—offers ample opportunities to pursue digital tech and tech-adjacent careers. However, long-standing structural barriers and changes in the workforce resulting from the economic and public health impacts of COVID-19 have had a disproportionate impact on underrepresented populations, resulting in an urgency to broaden access to digital tech education and career pathways.

To that end, the Digital Tech Credential Scholarship for Minorities and Women will:

- Put funding support into the hands of students who especially need it post-COVID-19;
- Create a supply of diverse, digitally proficient candidates for regional jobs;
- Increase regional awareness of, and enrollment in, CoLAB's Digital Tech Credential;
- Highlight CoLAB employers committed to diversifying the region's digital tech workforce; and
- Drive inclusive growth in the region, helping to fulfill the overarching mission of the Partnership.

"Investing in our region's digital tech talent pipeline today will have a lasting impact on the region's workforce tomorrow, since a majority of college graduates begin their careers in the region where they graduated," says **Dr. Jeanne Contardo, Vice President and Managing Director of the Capital CoLAB**. "This scholarship represents the evolution of the CoLAB's

vision and work: we recognize inclusion and equity as the guiding principles to building the nation's most diverse and well-trained digital tech ecosystem. I am grateful to our partners in the business community who share our vision and I look forward to working with all of our stakeholders to ensure that any student, regardless of background, has the resources and access to pursue a digital tech education and career pathway.”

“The growing demand for tech talent across the Capital Region requires a more inclusive approach to training, one that ensures all graduates can join the digital economy,” says **Nora Gardner, Managing Partner of McKinsey & Company's Washington, DC office and Capital CoLAB Advisory Committee Co-Chair**. “Increasing opportunities for minorities and women in one of the fastest-growing and highest-paying sectors of the economy requires deliberate and consistent efforts, and that’s what this new scholarship represents.”

“There are abundant opportunities in this region for talented individuals who want to grow their digital competencies,” said **Amy Gilliland, president of General Dynamics Information Technology (GDIT) and Capital CoLAB Advisory Committee member**. “This scholarship helps ensure that we continue to invest in and build this region’s diverse technical workforce by providing the next generation of technologists the skills and confidence they need to succeed.”

“Inclusive economies create a better outcome for everyone, helping to build resiliency, attract talent, and stimulate investment,” says **JB Holston, CEO of the Greater Washington Partnership**. “Investing in students—especially those who have not historically benefitted from our region’s wealth of resources and opportunities—is a moral and economic imperative. The Scholarship represents our funders’ collective acknowledgement and commitment to prioritizing inclusion as both a strategic business decision and the right thing to do for the region.”

“The Capital CoLAB’s Digital Tech Credential is a core part of growing a diverse and well-prepared digital tech workforce in the Capital Region,” says **Capital CoLAB Inaugural Chair Wes Bush**. “In order for our region to excel as a technology hub, our region must be able to leverage the power of diversity in our workforce. That diversity is enhanced by increasing the number of technology learners in underrepresented groups like minorities and women. This scholarship seeks to provide crucial support to those learners as they pursue digital tech educations and work pathways. This is a great step for the Capital Region as we all work to transform the region into the most diverse and equitable digital tech ecosystem in the country.”

The Digital Tech Credential Scholarship for Minorities and Women is made possible through a joint commitment from our funders to ensure that the Capital Region has the most diverse digital tech workforce in the country and to close the shortfall of qualified digital tech workers in the region. Inaugural funders include: Deloitte Foundation, General Dynamics, Northrop Grumman Corporation Foundation, and T. Rowe Price.

The Scholarship is available to students from the seventeen schools currently offering the Digital Tech Credential: American University, Bowie State University, Frostburg State University, George Mason University, George Washington University, Georgetown University, Howard University, Marymount University, Trinity Washington University, Towson University, University of Maryland, University of Maryland Eastern Shore, University of Maryland Global Campus, University of Richmond, University of Maryland Baltimore County, Virginia Commonwealth University, and Virginia Tech.

To learn more about the Digital Tech Credential Scholarship for Minorities and Women, please email [colab@greaterwashingtonpartnership.com](mailto:colab@greaterwashingtonpartnership.com).

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***About the Greater Washington Partnership***

The Greater Washington Partnership is a first-of-its-kind civic alliance of CEOs in the Region, drawing from the leading employers and entrepreneurs committed to making the Capital Region – from Baltimore to Richmond – one of the world’s best places to live, work and thrive. Working in collaboration with leaders across our communities, the Partnership connects and leverages the region’s extraordinary assets to advance inclusive, actionable solutions that strengthen the Capital Region as a leading global region and center for commerce and innovations.

***About the Capital CoLAB***

The Capital CoLAB (Collaboration of Leaders in Academia) is the Greater Washington Partnership’s action-oriented talent and skills initiative of leaders from the region’s top universities and largest employers committed to shaping a diverse digital tech talent ecosystem. CoLAB’s programs span K-12 school districts, community colleges, universities, and large employers working to ensure that the Capital Region offers digital tech employment pathways while expanding and diversifying the tech talent pipeline.