

2025

Waffle College Kickoff

Impact Report

Introduction

Waffle, a certified nonprofit organization dedicated to closing the gender gap in technology, ran the 90–120 minute experiential program “Waffle College Kickoff” for women and non-binary university and graduate students at 8 locations over 11 dates from December 2024 to July 2025.

The program supports participants in taking their first step toward a tech career. Feedback included comments such as “I discovered more career options” and “I wrote code for the first time and it was fun.”

Number of applicants	Share from outside the Tokyo metro area	Share who gained confidence handling technology:	NPS
266	49.4%	53%	51.7

What is Waffle College?

Launched in 2022, Waffle College is a technology-career support program for university and graduate students. It offers a curriculum that helps complete beginners work toward becoming IT engineers, with the goal of cultivating three pillars: Tech Careers, Empowerment, and Leadership.

The program has two components: Kickoff and the Tech-Career Course.

Kickoff: An introductory module open to any motivated woman or non-binary university/graduate student. By creating a website, participants replace the perception that “IT is difficult” with hands-on experience, and build interest in tech careers and self-efficacy.

Tech-Career Course: For students who pass a technical screening. Over about six months, participants learn IT skills and work toward securing engineering internships.

Both components are offered free of charge.

Kickoff: Program Overview

The program was delivered on the dates and at the locations below.

- On-campus sessions: For women and non-binary students enrolled at the host university.
- Online sessions: For women and non-binary students aged 18 or older enrolled at universities, graduate schools, junior colleges, colleges of technology, or vocational schools in Japan or overseas (those with full-time work experience were excluded).

Participation was free; anyone with a PC and internet access could join.

This program was made possible through a grant from Kyndryl Japan.

Locations	Dates	Applicants	Participants
Notre Dame Women's College of Kyoto	2024/12/11	26	24
Kyoto Women's University	2025/1/21	25	17
University of Fukui	2025/5/9	7	4
Tohoku University	2025/6/11	6	5
Tohoku Gakuin University	2025/6/12	42	29
Seisen University	2025/6/20	28	25
Tsuda University	2025/6/30	74	50
Online	2025/6/27 2025/7/2 2025/7/3 2025/7/9	58	30
		Total 266	Total 184

Program Content

Each session ran 90–120 minutes. All sessions included a website-creation experience; some also featured career talks by women working in the IT industry.

Website-Creation Experience

- ~30 minutes of instruction on the basics of building a website
- ~30 minutes to actually create a website
- Post-creation sharing of outcomes among participants



Career Talks by Women in IT (held at Tohoku Gakuin University, Seisen University, Tsuda University, and online)

- At Tohoku Gakuin University: speakers from NTT DATA Tohoku
- At Seisen University, Tsuda University, and online: women engineers from the Kyndryl Japan Group



Impact

Participation

A total of 266 applied and 184 participated.

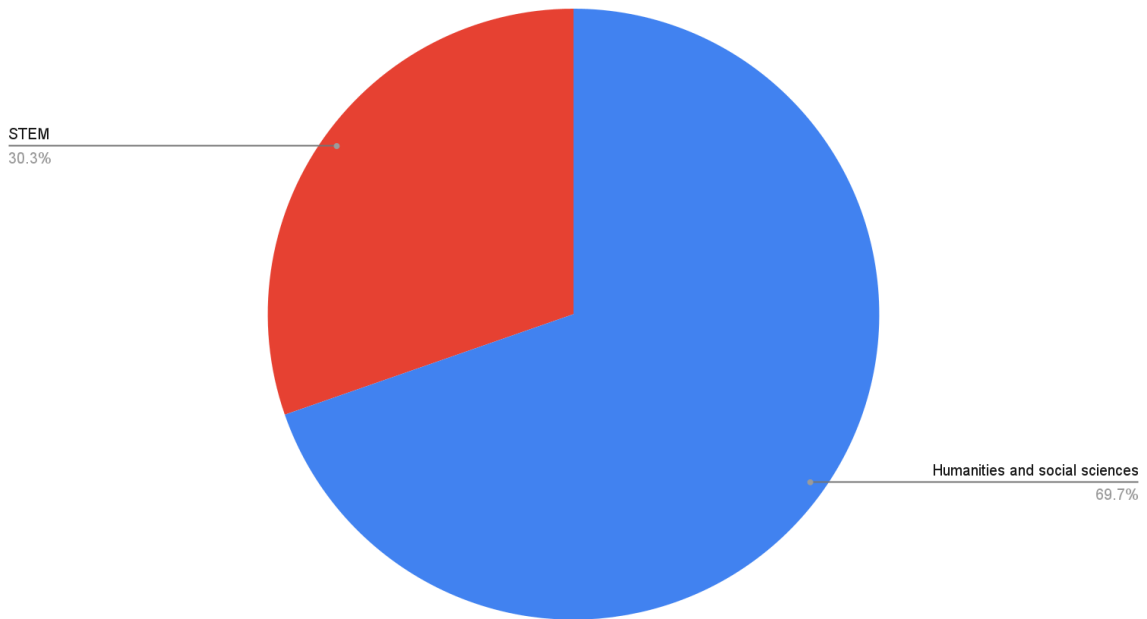
Who Participated

University Location



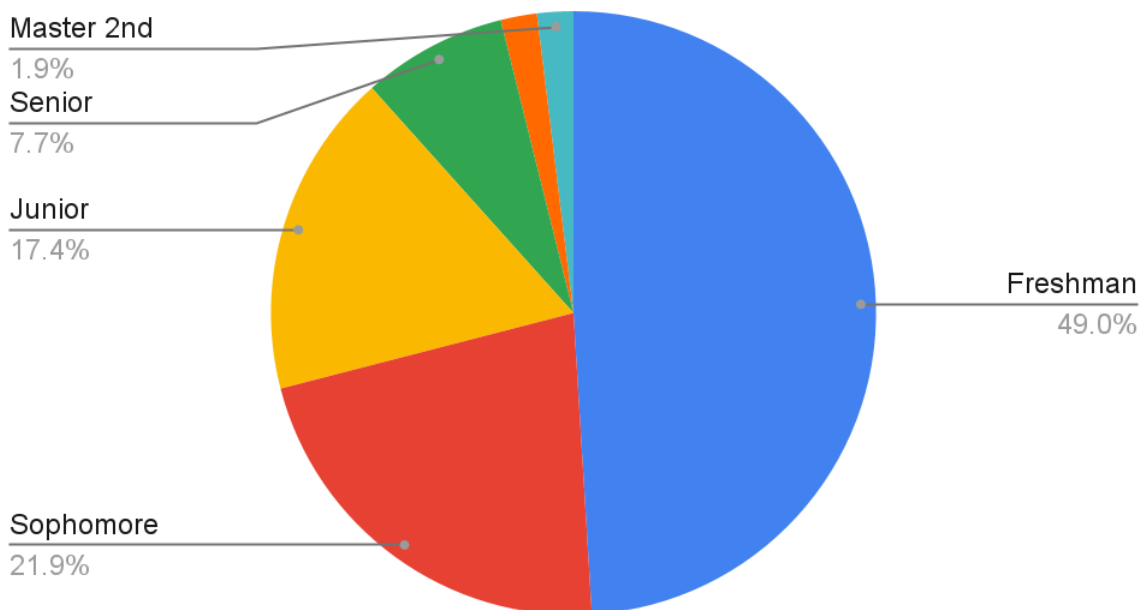
The split between the Tokyo metropolitan area and other regions was roughly half-and-half. The online sessions drew participants from a wide range of areas, from Miyagi to Nagasaki.

Fields of study



While many came from humanities/social-science faculties (law, business, literature, etc.), information-science students also participated.

School Year



About half of participants were first-year students.

Program Satisfaction

Among 178 survey respondents, NPS (Net Promoter Score) was 51.7.

- Promoters: 105
- Passives: 60
- Detractors: 13

There was no difference in satisfaction based on whether a career talk was included; even sessions with only the website-creation experience received high satisfaction.

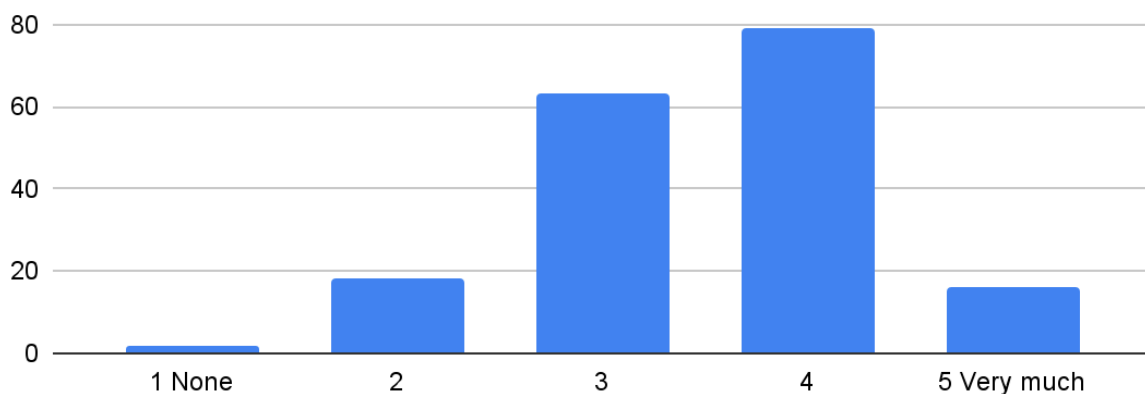
※Note on NPS: Net Promoter Score quantifies customer loyalty. It is calculated as: % Promoters (9–10 points) minus % Detractors (0–6 points).

Confidence in Handling Technology

When asked whether the program increased their confidence in handling technology, 95 of 178 respondents said “I gained confidence.”

(Counted those who selected 4 or 5 on a 1–5 scale, where 1 = not at all, 5 = very much.)

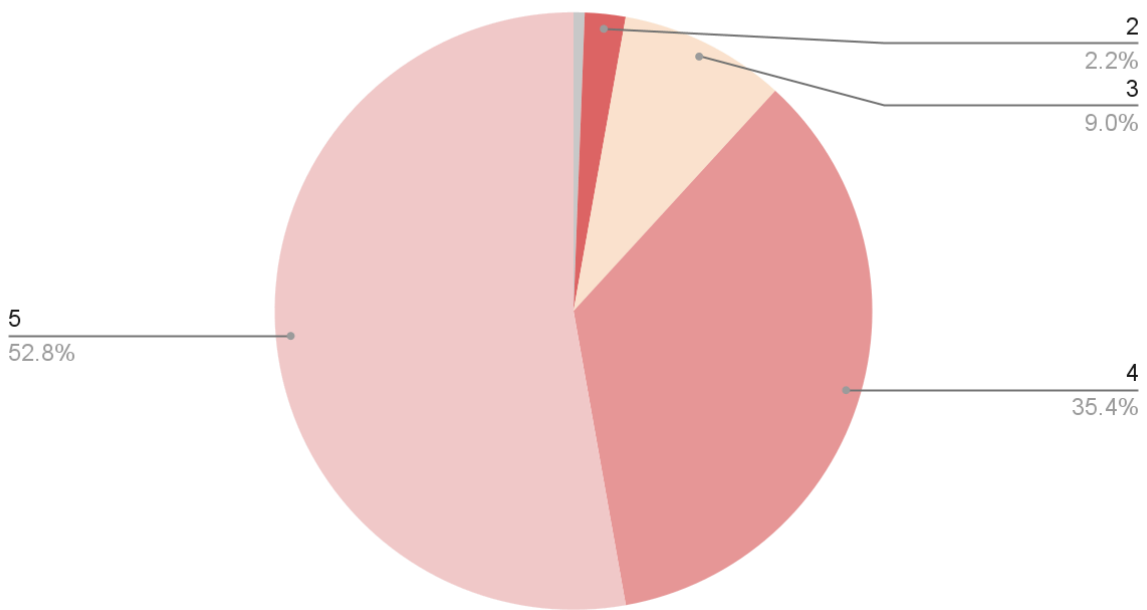
Confidence



Motivation to Continue Learning

When asked whether they would like to learn IT/programming going forward, 157 of 178 (88%) answered “Yes.” (counted 4 or 5 on a 1–5 scale). When asked whether they would like to join another Waffle program, 144 answered “Yes.” (counted 4 or 5 on a 1–5 scale). These results indicate strong appreciation for the program and for a women-and-non-binary-only learning environment.

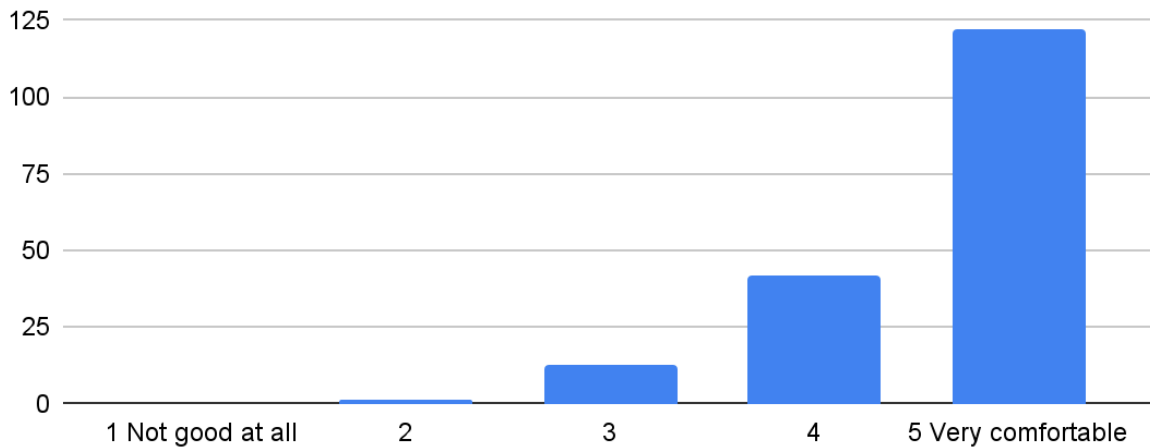
Future learning motivation



Comfort in a Women & Non-Binary-Only Environment

Asked how comfortable they felt experiencing website creation in a women & non-binary-only setting, 164 respondents answered “comfortable.” (Counted 4 or 5 on a 1–5 scale, where 1 = not at all good, 5 = very good.)

Women & Non-Binary-Only Environment



Participant Voices (selected)

- “Time flew by because I was so focused on building a website—it was really fun.”
- “I had assumed building websites was a specialized, difficult job, but I realized it can be done simply in a short time.”
- “Programming was explained clearly from the basics. I’d learned some programming in high-school information classes, but having so many supporters around who gave detailed guidance made it easy to understand—and I was drawn to the appeal of programming.”
- “I couldn’t picture what people in ‘IT’ actually do, but after hearing the talk, I felt I’d like to work in that field myself.”
- “As a humanities student, I had automatically ruled out becoming an engineer, but hearing from someone who built an engineering career from the humanities made me consider that path.”

Sponsors

We would like to express our sincere gratitude to the following companies for their support (titles omitted).

- Grant & Collaboration: Kyndryl Japan K.K.
- Cooperation: NTT DATA Tohoku Co., Ltd. (Tohoku Gakuin University session)

Summary

In FY2025, Waffle College Kickoff reached 184 participants across 8 locations and 11 dates, significantly boosting confidence and interest in technology. Notably, about 70% of participants were from humanities faculties and/or had no prior IT experience, and many initially lacked confidence in IT. Yet after just 90–120 minutes, 95 of 178 (53%) reported gaining confidence in handling technology. This is a meaningful first step that transcends gender and academic background, demonstrating how even brief, hands-on practice can build self-efficacy and broaden the pipeline of future IT talent.

Going forward, we will strengthen pathways to next steps—such as the Tech-Career Course—to turn this initial interest into sustained action. We will continue working toward a society in which anyone, regardless of gender, can learn and thrive in technology.

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