



INFORMATION
TECHNOLOGY
ACADEMY

ANNUAL REPORT 2024-2025

EMPOWER TODAY'S STUDENT FOR TOMORROW'S FUTURE





A MESSAGE FROM OUR DIRECTOR

Welcome to our 2024–2025 Annual Report! This is a moment for us to pause, reflect, and celebrate the incredible accomplishments of our students and staff. Over the past year, we’ve continued to strengthen our commitment to equipping students with the skills, support, and experiences they need to succeed in high school and confidently pursue higher education. In 2024, our team launched ITA’s Renewal Initiative, an effort to review and enhance the student experience across all program sites. As a result, we made thoughtful updates to our curriculum and calendar, and introduced new activities and enrichment opportunities designed to better serve our scholars.

Through this work, ITA continued to advance access to pre-college opportunities to ensure our students have college access and have the tools to thrive once they’re there. These milestones would not be possible without the unwavering dedication of our staff, alumni, university partners, and supporters. Thank you for believing in our mission and investing in the future of our students.

This report covers ITA activities and outcomes from June 2024 to June 2025—capturing the full 2024–2025 program year, including Class of 2029 and 2028 recruitment, and the graduation of the Class of 2025.

Brenda Vazquez Carranza

BRENDA VAZQUEZ CARRANZA

INTERIM DIRECTOR

OUR FOUNDATION

VISION

Empower today's student for tomorrow's future

MISSION

Through a triple focus on technology exploration, leadership development, and college preparation, ITA offers high school students the skills, resources, and support needed to become strong candidates for admission to the University of Wisconsin-Madison.

CORE VALUES

At ITA, we love our students and believe in their ability to achieve their goals and their dreams. Our work together is guided by these core values:

- We have serious fun together.
- We engage in the art of collaboration.
- We inspire a love for learning.
- We lift up diverse voices.
- We foster a supportive community



ITA is proud to provide our program at no cost to students, ensuring equitable access to all eligible participants across Madison, Lac du Flambeau, and Oneida communities.

VOICES OF ITA



“Being part of the ITA community brings me a sense of belonging because I share a lot of common interests and goals with the people in ITA, whenever you need support there's always somebody there to help you and give their best advice, and everyone wants the best for each other.”
- Rama, ITA Madison Class 2028

“My favorite memory from ITA has to be developing the Road Show game. There were so many cool ideas that the students presented, and I was excited to find one that reflected my interests! Both developing the game and watching the children play made me so happy! Another good memory I have is making the hype video for the Road Show. I am very passionate about video editing, and I would love to edit more videos for ITA in the future!”
-Martin, ITA Madison Class of 2027



For me being apart of the ITA community means that I will always have a shoulder to lean on. This program has really become a sense of belonging through out the years and it feels like a second home. Everyone is always there to help you and pushing you to your best. I am very grateful for this opportunity and more importantly the people that make it possible!
-Lailah, ITA Lac du Flambeau Class of 2026

“ITA helps me grow each year because it helps me diversify my thinking to become more open minded. I believe that understanding people from their perspectives is extremely important for one’s future and becoming a better person. I think being in ITA and hearing everyone’s stories helps me grow each and every year since it can help understand other people”
- Winnie, ITA Oneida Cohort 2025





CLASS OF 2025 SUCCESS!

157 students served in
our three sites :



Lac du Flambeau, Madison,
and Oneida



of ITA seniors graduated
from high school



of seniors who identify as
first-generation are
college-bound

97% of seniors



enrolled in college
immediately after
graduation

49% of graduates



are pursuing a STEM or
tech-related majors



46%

of seniors enrolled at
UW Madison

BY THE NUMBERS

Recruitment & Admissions

- 146 applications received across 3 sites:
 - Madison: 106
 - Oneida: 27
 - Lac du Flambeau: 13
- 59% of applicants (86) identified as first-generation
- 51% (74) reported low-income status
- 43% (63) were both first-generation and low-income
- An additional 13 applicants were first-gen with uncertain income status, bringing potential financial need to 52%

Enrollment & Retention

- 169 students enrolled across all sites at the beginning of summer camps in June 2024
- 12 students (7%) voluntarily withdrew (due to personal conflicts)

Student Demographics

- 157 students served across cohorts 2025-2028
 - 56% first-generation
 - 63% from low-income households

Student & Family Feedback

- 93% of families reported being Happy or Very Happy with ITA
- 85% of students reported the same

Choice Sessions

- 30 sessions offered throughout the year
- Topics ranged from Vision Board for Academic Year to How to Use AI
- Designed to support student identity, interest exploration, and professional growth

Alumni Engagement

- 16 alumni expressed interest in volunteering
- 11 alumni participated in panels and mentoring
- 2 alumni served as guest speakers for Get Invested

Senior Outcomes: Class of 2025

- 95% of first-gen seniors enrolled in college
- 45% of those first-gen seniors are attending UW-Madison
- 93% of low-income seniors are college-bound
- 37% of low-income seniors are attending UW-Madison
- 49% of all seniors are pursuing STEM or tech-related majors

Fundraising & Community Support

- \$2,685 raised during Day of the Badger
- Instagram reach grew 2,000%, profile visits increased 920%
- \$852 raised during Brat Fest with 13 volunteers



PROGRAM HIGHLIGHTS

Throughout the year, ITA scholars engaged in a wide range of hands-on learning experiences designed to foster academic growth, community connection, and exposure to higher education and career pathways. Here are a few standout moments from 2024:



Senior Residential Experience

ITA held its annual Senior Residential Experience, a key part of our college readiness programming. During this immersive week, seniors lived on campus, explored academic and career interests, and engaged in workshops and community-building activities. For many, it was their first time staying on a college campus—an experience that built confidence, independence, and a stronger commitment to higher education.

Campus Day

ITA Madison held our second annual Campus Day with 20 students in attendance! This event offers Madison-based students a unique opportunity to attend a college lecture, explore campus alongside college students, and visit campus areas beyond our standard programming.



Oneida End of Year Celebration



The End-of-Semester Gathering brought together students from ITA Oneida site to celebrate their hard work and build community. Held at Oneida Nation High School, the event featured festive activities like gingerbread house building, cookie decorating for elders, holiday movie screenings, and karaoke. Students showed off their creativity through holiday attire and ended the evening with “2 Wishes and a Star,” reflecting on accomplishments and sharing goals for the future.

Spring Conference

The Spring Conference brought together students from all three sites for a day of connection and learning. Students participated in community building and a variety of sessions to learn more about academic preparation and technology skills. Seniors also attended the second annual PEOPLE’s Badger Signing Day, where they connected with fellow PEOPLE scholars and staff, building relationships and creating a sense of community that they will carry with them into UW-Madison.



Road Show



The ITA Madison Road Show is a culminating event that brings together ITA high school students and 5th graders from Orchard Ridge Elementary School to collaborate on technology-based projects, exposing younger students to creative tech experiences while promoting ITA’s mission and sparking early interest in education and careers in technology.



THE FUTURE OF ITA

As we move into the 2025-2026 year, ITA remains focused on reimagining and refining the student experience through our ongoing Renewal Initiative. The work we began in 2024 is now shaping a more intentional, flexible, and responsive program model that aligns with the evolving needs of our students, families, and communities.

SUMMER CAMP UPDATES

Starting in 2025, ITA will offer shorter, more focused summer camps tailored to each cohort. Our goal is to deliver high-impact, hands-on learning in a more accessible and sustainable format.

NEW ACADEMIC YEAR CALENDAR STRUCTURE

We are transitioning to a new calendar model designed to provide more balanced, consistent programming throughout the academic year. This allows for deeper engagement, reduced scheduling conflicts, and more time for reflection and application of learning.

ONLINE COURSES

We are moving all three sites to a hybrid model. All students will have online course work to provide them with greater flexibility and access. These self-paced modules will include our established and loved curriculum as well as introduction to new content! This will offer students more control over how and when they learn and provide flexibility to be involved in community and high school opportunities.

IMPROVED PROGRAM INFRASTRUCTURE

Behind the scenes, we are strengthening our internal systems to better support staff and students. From streamlined communications to enhanced data tracking, these improvements will ensure we can scale impact while maintaining quality and care.

With the foundation laid in 2024-2025, we are excited to continue building a more dynamic, innovative, and student-centered ITA.

WITH GRATITUDE

At ITA, our mission is driven by a collective effort of individuals who believe in the power of education, technology, and opportunity.

To our current and past sponsors and donors: Your generosity fuels more than just programs—it opens doors. Thank you for investing in our vision and in the potential of every ITA scholar.

To our staff: Behind every successful student moment is a team of deeply committed staff members. Thank you for your creativity, care, and unwavering belief in ITA.

To our students and families: You are the reason we do this work. To our scholars, thank you for showing up, stepping up, and pushing yourselves to grow. To our families, thank you for trusting us to walk alongside your students and for the encouragement you provide every step of the way.

Together, we are shaping futures. Thank you for being part of the ITA journey.

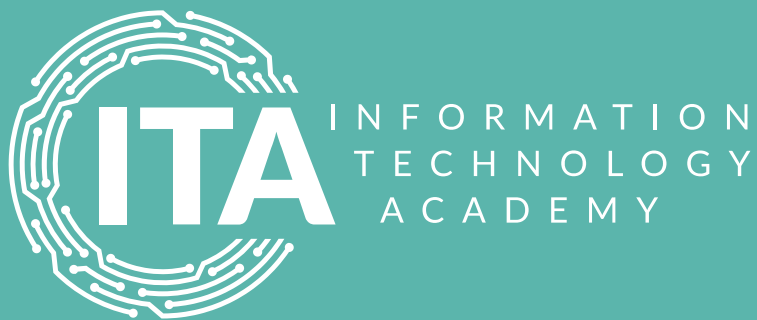


“The moment this year that reminds me why I do this work happened when I helped a former ITA student that reached out needing help. The student was living in another state and wanting to relocate back to Madison. I assisted in getting the student back to Madison and enrolled into MATC. Said student was recently accepted into the UW after only one year at MATC.”

– Excell Williams, ITA Staff Member

“The most rewarding part of ITA not only this year but throughout the whole program has been getting to know the students and seeing them grow. They never failed to impress me. These are truly amazing young adults, and it was a pleasure getting to connect with them.”

– Sophia White, ITA Student Staff Member and ITA Oneida Alumni Class of 2021



KEEP IN TOUCH!

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