

WHO WE ARE

The National Center for Women & Information Technology (NCWIT) is a non-profit community that convenes, equips, and unites change leader organizations to increase the meaningful participation of all girls and women — at the intersections of race, ethnicity, class, age, sexual orientation, and disability status — in the influential field of computing, particularly in terms of innovation and development.

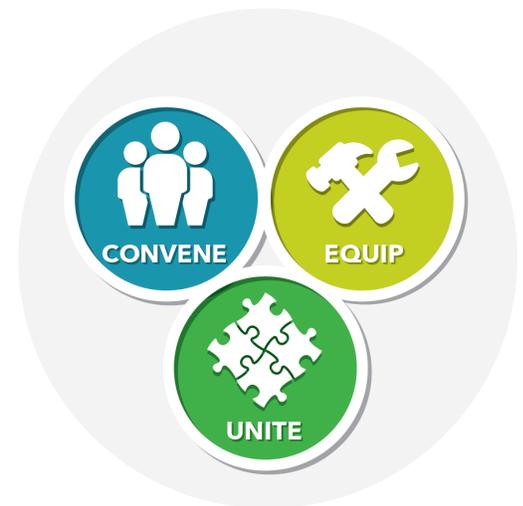
Before NCWIT was chartered in 2004 by the National Science Foundation, programs focusing on women and computing existed mostly in isolation — without the benefit of shared best practices, effective resources, communication with others, or national reach. Today, these programs are part of the NCWIT community, creating a far greater impact than if institutions acted alone.



HOW WE WORK

NCWIT uses a three-pronged strategy to improve awareness and knowledge, and motivate change leaders to act.

- 1. NCWIT Convenes.** NCWIT brings together men and women change leaders who carry out projects and initiatives in support of NCWIT’s mission. They represent 1,400 universities, companies, non-profits, and government organizations that are grouped into four Alliances. These change leaders convene annually at the NCWIT Summit — a three-day event where collaboration leads to action and produces positive results for others to follow.
- 2. NCWIT Equips.** NCWIT provides free, online research-based resources for reform at every level to help individuals implement change, raise awareness, and reach out to critical populations. These resources are frequently cited by national media outlets and widely distributed through outreach events and members’ networks.
- 3. NCWIT Unites.** NCWIT develops programs for members to achieve goals focused on policy reform, image change, outreach to underrepresented groups, and more. These programs unify change leaders in an action-oriented movement to create national change.



K-12 PROGRAMS	POST-SECONDARY PROGRAMS	WORKFORCE PROGRAMS
K-12 Alliance	Academic Alliance	Workforce Alliance
Counselors for Computing (C4C)	Computing Ed Resources	Affinity Alliance
TECHNOLOchicas	Extension Services (ES)	Corporate Research
Computing Educator Award	Collegiate Awards	Majority Group Allies
AspireIT Coding Programs	Implementation Seed Funds	Work Teams
K-12 Research	INCLUSIVE CULTURE CONSTRUCTION	
	PACESETTERS	
ASPIRATIONS IN COMPUTING		
SIT WITH ME ADVOCACY CAMPAIGN		
NCWIT SUMMIT, AWARENESS SESSIONS, RESEARCH, TOOLS, AND RESOURCES		

NCWIT PROGRAMS: PROVEN NATIONAL OUTCOMES

- **Aspirations in Computing (AiC)** provides ongoing support and encouragement to more than 16,000 technical women, resulting in long-term impact on women's participation in computing. For example, 82 percent of past high school Award for AiC recipients persist in computing. // www.aspirations.org
- **Counselors for Computing (C4C)** educates counselors with national and local data about computing education and careers so that they may advise, encourage, and expose students to options and pathways more effectively. More than 95 percent of C4C participants surveyed report having a better understanding of computing and greater confidence to guide students towards the computing discipline. // www.ncwit.org/C4C
- **Extension Services in Undergraduate Programs (ES-UP)** provides customized consultation for increasing women's participation in undergraduate programs. In only two years, two and a half times as many women applied to clients' majors after implementing ES-UP recommended recruiting plans. // www.ncwit.org/extensionservices

All NCWIT programs are backed by NCWIT "Gold Standard" resources, offering coherent, reliable, and actionable practices and information in support of reform. With NCWIT resources, change leaders are less likely to reinvent the wheel, recycle practices that do not work or that exacerbate problems, or move forward based on faulty assumptions. // www.ncwit.org/resources

PLUGGING INTO NCWIT PROGRAMS

- Host AiC participant visits to computing departments, volunteer as a judge for one or more AiC awards, or recruit college women into the AiC Community.
- Hold a C4C or an AiC event on campus; host an AspireIT coding camp.
- Through ES-UP, create a department-wide plan to increase women's participation in computing programs.
- Access more than 160 NCWIT research-based resources that are free and easy-to-use.

For more information, contact NCWIT CEO and Co-founder Lucy Sanders at lucinda.sanders@colorado.edu.

PLEASE JOIN US

NCWIT offers opportunities for engagement suited to a variety of goals and activities related to girls and women in computing: recruitment, retention, promotion, outreach, education, brand recognition, company culture, and advocacy. Partnering with NCWIT signals commitment to the national priority of increasing U.S. participation in STEM (science, technology, engineering and math) education and careers. Your participation with NCWIT helps build a national (and increasingly international) infrastructure that results in a broad, immediate impact. Corporate sponsorship and individual donations for NCWIT match financial support from the National Science Foundation, creating a true public-private partnership. Visit www.ncwit.org to learn more.



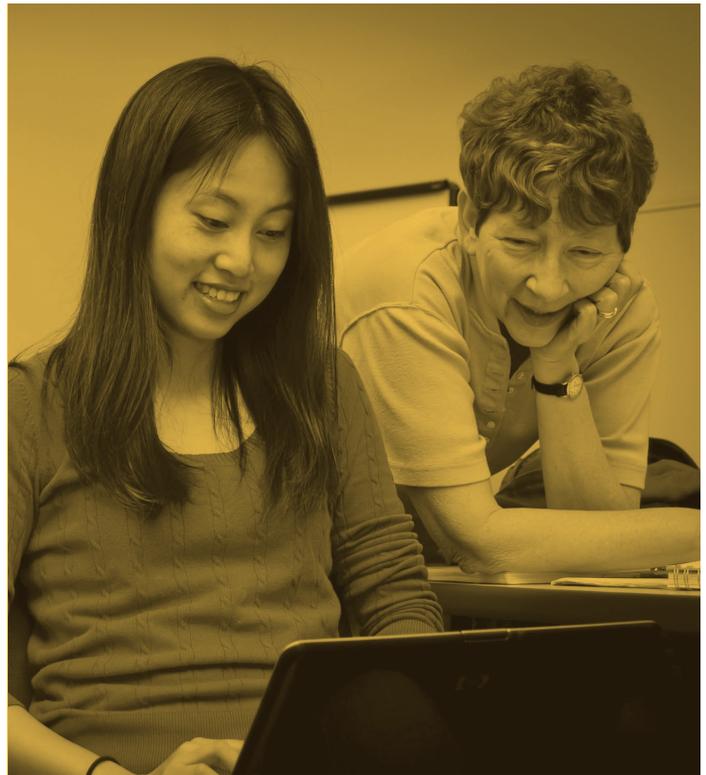
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The NCWIT Academic Alliance (AA) empowers faculty and staff to build thriving, knowledgeable, and effective teams to broaden participation in postsecondary computing programs at local, regional, and national levels.

By focusing on their institutions as places of learning, research, and work, AA member organizations are growing more inclusive cultures that support students' computing education.



THE AA IS DIVERSE AND NATIONWIDE

600+ U.S. institutions of higher education
are represented by
2,500 faculty and staff



- The AA spans all 50 states, the District of Columbia, Puerto Rico, the U.S. Virgin Islands, and Guam.



- Members include research and PhD-granting universities, master's colleges and universities, liberal arts colleges, community colleges, Historically Black Colleges and Universities, Hispanic Serving Institutions, Tribal Colleges, and more.



WHAT AA MEMBER REPRESENTATIVES SAY



I believe we owe much of our success in the last decade to our work with NCWIT. When we became AA members in 2013, women were only 16 percent of undergraduate majors in the Engineering College. Now, almost 1 in 4 are women. And since 2008, the number of women declaring computing as their majors has increased more than six-fold.

~ Emerita Professor ”



By studying representation and retention data in detail, we can devote our resources to efforts that will address the biggest challenges we face, instead of guessing what might work.

~ Associate Dean ”

GET INVOLVED

- **Fund NCWIT programs** that provide AA member representatives with resources to kick-start their efforts to mitigate barriers for women in postsecondary computing.
- **Sponsor NCWIT awards** that celebrate faculty for outstanding mentoring and research that recognizes institutions for achieving systemic change leading to increased representation of women in computing.
- **Sponsor in-person and virtual convenings**, such as workshops, symposiums, webinars, podcasts, provided by NCWIT-HigherEd: An NCWIT Community of Practice.
- **Offer student scholarships and facilitate computing opportunities for young women at a local level** by engaging with NCWIT Aspirations in Computing, a program that provides encouragement, enables persistence, opens doors, and changes lives for women in technology from K-12 through career.
- **Advance knowledge of how to broaden participation in computing** by supporting sustainable mechanisms for collecting data, evaluating efforts, and disseminating findings.

Learn more at www.ncwit.org/aa.

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GRADUATING MORE WOMEN

76 percent of all 2018 computing bachelor's degrees were awarded by AA member institutions



INSPIRING CHANGE LEADERS

73 percent of AA member representatives indicated that they made changes to their own behavior informed by their NCWIT participation in 2018

JUMPSTARTING MEMBER INITIATIVES

Since 2007, the NCWIT AA Seed Fund* has awarded a total of \$775,450 to 70 AA member institutions to grow initiatives to increase the recruitment and retention of women in their computing programs. Recipients report increased credibility and viability for future funding.

**THE IDEA YOU
DON'T HAVE IS
THE VOICE YOU
HAVEN'T HEARD.**

Inclusion changes what's possible.

WHAT AA MEMBER REPRESENTATIVES SAY



NCWIT's expertise and resources are evidence-based and well respected.

~ Associate Professor of Computer Science

* The NCWIT AA Seed Fund is sponsored by Microsoft Research and other generous supporters.



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The NCWIT K-12 Alliance is dedicated to creating access to authentic, inclusive computing education for every girl, everywhere. Made up of national girl-serving organizations, professional educator associations, academic institutions, and businesses, the K-12 Alliance leverages the reach and diversity of its members to create outreach programs and resources that recruit, retain, and advance more girls into computing nationwide. By working together, the distinguished K-12 Alliance members make a larger and more immediate impact than if they acted alone. Find out more at www.ncwit.org/k12a.



The K-12 Alliance is home for several NCWIT flagship programs that serve multiple stakeholders, including girls and an increasing number of boys, as well as adult influencers like counselors, formal and informal educators, and families:

- **Counselors for Computing (C4C)** provides professional school counselors with information and resources they can use to support ALL students as they explore computer science education and careers. (www.ncwit.org/c4c)
- **NCWIT Aspirations in Computing (AiC)** provides technical girls and women with ongoing engagement, visibility, and encouragement for their computing-related interests and achievements from high school through college and into the workforce. AiC reaches all 50 states, the District of Columbia, Puerto Rico, Guam, the U.S. Virgin Islands, and all U.S. military bases overseas. (www.aspirations.org)
- **TECHNOLOchicas**, co-produced with the Televisa Foundation, is a national initiative designed to raise awareness among young Latinas and their families about opportunities and careers in technology through the stories of “relatable” role models and outreach events. (www.technolochicas.org)

K-12 Alliance members also serve on resource committees and project teams to provide feedback on key NCWIT research and resources, including:

- talking points for adults to spark young people’s interest in computing careers (www.ncwit.org/cwcpsters, www.ncwit.org/youngwomen, www.ncwit.org/counselorsasallies, and www.ncwit.org/top10families)
- advocacy materials concerning the critical need for computing education in K-12 schools (www.ncwit.org/schools)
- reports that address the key barriers to increasing girls’ participation in computing, and promising practices for addressing them (www.ncwit.org/thefactsgirls)



RESULTS

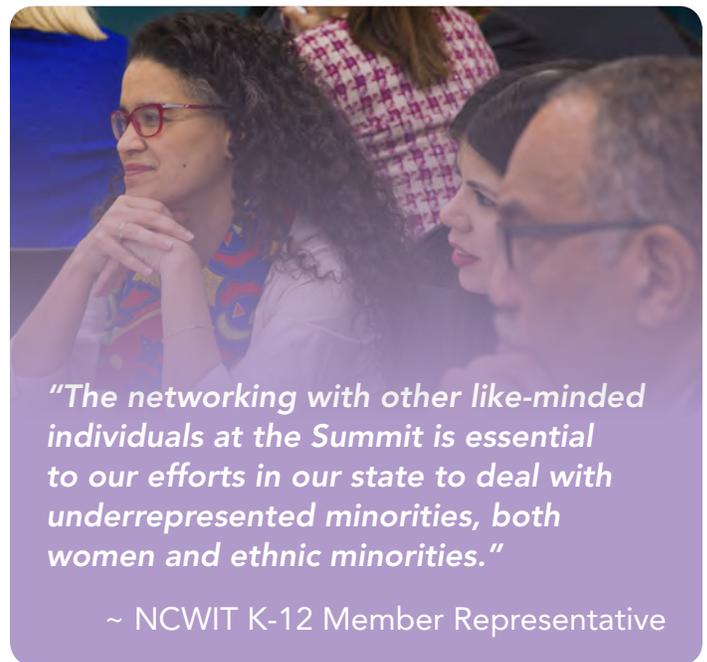
- One hundred percent of K-12 Alliance members report presenting or publishing on women in computing.
- More than 95 percent of C4C participants surveyed report having a better understanding of computing, a broader sense of who is right for computing, and greater confidence to guide students toward computing education and careers.
- AiC offers 79 Regional Affiliate Awards for 9th-12th grade women — reaching all 50 states, the District of Columbia, Puerto Rico, Guam, the U.S. Virgin Islands, and all U.S. military bases overseas.
- Notable public figures have supported TECHNOLOchicas, including Eva Longoria, Juan Felipe Herrera, and representatives from the White House Initiative on Educational Excellence for Hispanics.

WHY YOU SHOULD PARTICIPATE

- Access and share practices with a national network of peer K-12 organizations.
- Connect with NCWIT Academic, Affinity, Entrepreneurial, and Workforce Alliances to promote programs, acquire volunteers, and more.
- Participate in the annual NCWIT Summit.
- Contribute to the national dialogue about the future of U.S. computing education.
- Gain visibility through NCWIT communications channels.

ABOUT NCWIT

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Women today hold 57 percent of all professional occupations in the U.S. workforce, but comprise only 26 percent of computing occupations. Additionally, in the high tech industry, the quit rate is more than twice as high for women (41 percent) than it is for men (17 percent). Evidence suggests that workplace conditions, a lack of access to key creative roles, and a sense of feeling stalled in one's career are significant contributing factors.



The Workforce Alliance (WA) focuses on internal corporate culture change to promote more inclusive environments, build stronger technical teams, and enhance technical innovation.

WHY YOU SHOULD PARTICIPATE

Membership benefits include:

- support from NCWIT staff and social scientists in utilizing the NCWIT Industry Systemic Change Model to develop a holistic approach to technical cultural reform
- guidance in applying research-based strategies to mitigate bias in systems, such as hiring, task assignment, performance evaluation, and promotion
- opportunities for corporate volunteerism, outreach, and recruitment with the NCWIT Aspirations in Computing Community, the largest network of its kind that includes more than 16,000 high school and college women nationwide
- invitations to the annual NCWIT Summit, the world's largest annual convening of change leaders focused on significantly improving diversity and inclusion in computing
- continuous access to the latest research, resources, and business-critical data, as well as the opportunity to serve on resource committees and project teams to help NCWIT understand emergent trends and issues most important to change leaders
- membership in a national community of nearly 1,240 organizations, spanning K-12 to industry



WHAT WA MEMBER REPRESENTATIVES SAY

"You changed the thinking of many of the employees here for the better."

"We implemented Gender Neutral Job Descriptions Guidelines, majorly impacted by NCWIT materials."

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RESULTS

WA members achieve a wide range of outcomes, including a heightened awareness of systemic barriers stemming from unconscious bias, the increased involvement of men in change efforts, and progress towards greater public accountability through the release of diversity data. WA members are also developing innovative new programs, such as alternative pathways to increase mid-career hires and expanding outreach to build a more diverse K-12 computing pipeline.



MEMBERSHIP

A corporation may join by making a \$25,000 annual contribution. This is a member-imposed carrying cost used to cover the expenses of running the Alliance. Corporate members identify a core team of employees (women and men) across a range of job functions—top leadership, technical, HR, diversity and inclusion, etc.—to work with NCWIT and drive change efforts across the organization.

Sponsorship opportunities are also available at www.ncwit.org/wa.

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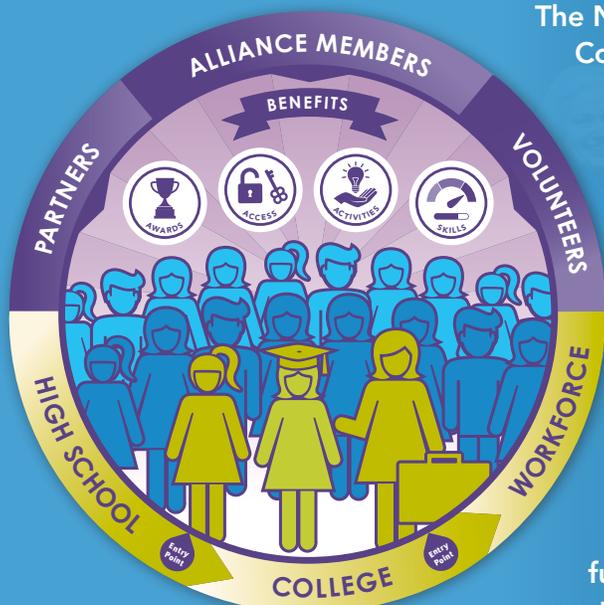


AiC Awards: Identifying and Honoring Technical Women and Their Influencers

K-12	HIGH SCHOOL <i>The high school awards include both national and local recognition in 79 regions.</i>		COLLEGE
			
<p>NCWIT AspireIT connects high school and college women with K-12 girls to teach programming and computational thinking fundamentals in fun, creative environments.</p>	<p>The NCWIT Award for Aspirations in Computing recognizes 9th-12th grade women who are active and interested in computing and encourages them to pursue their passions.</p>	<p>The NCWIT Aspirations in Computing Educator Award publicly celebrates formal and informal educators who encourage 9th-12th grade women's interest and ability in computing.</p>	<p>The NCWIT Collegiate Award honors undergraduate and graduate women whose technical contributions to projects demonstrate a high level of creativity and potential impact.</p>

AiC Community: Encouraging Persistence Into Computing Education and Careers

9th Grade through College+



The NCWIT Aspirations in Computing Community provides ongoing support and encouragement to more than 11,500 technical women, resulting in long-term impact on women's participation in computing. AiC Community members are within an expansive network of peers, volunteers, and NCWIT Alliance member organizations who offer exclusive access to scholarships, internships, and professional work. These computing-related opportunities allow AiC Community members to strengthen their leadership, technical, and entrepreneurial skills, further preparing and motivating them to participate in the computing workforce.



KEY RESULTS

- The AiC Community, the largest network of its kind, includes **more than 11,500 technical women**.
- Award for AiC winners consistently report **greater confidence, awareness of computing fields, motivation to persist**, as well as less anxiety and uncertainty about computing skills when asked to describe the impact of the award.
- **Ninety percent** of past Award for AiC winners **report a major or minor in a STEM** field while in college — 80 percent in computer science or engineering.
- More than **8,000 girls** have received nearly 240,000 instruction hours through 300 AspireIT programs in 40 states.
- **Fifty-four percent** of 2018 Award for AiC applicants identified as a person of color.
- **More than 500** AiC Educator Award winners have received more than \$145,000 for professional development.
- NCWIT Collegiate Award winners often receive **national media attention** for their mobile applications, devices, visualization tools, and more.
- **More than 1,500** industry volunteers nationwide are engaged with the AiC program each year.



WHY YOU SHOULD PARTICIPATE

- Encourage and inspire more women and girls in computing.
- Increase the visibility of your organization among technical girls and women.
- Demonstrate your commitment to diversity and inclusion in technology innovation.

WAYS TO GET INVOLVED

- Sponsor the AiC program nationally or locally.
- Volunteer: review award applications, speak at an event, be a mentor, or join a committee.
- Offer opportunities to AiC Community members: internships, scholarships, informational interviews, office and campus tours, professional development activities, or job postings.
- Partner with other NCWIT Alliance member organizations to host a local AiC Affiliate, AspireIT program, or AiC Community networking event.
- Share your engaging computing curriculum with AiC Community members to use in an AspireIT program.

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"I really enjoy the NCWIT community! It's so inspiring to see so many women doing awesome things in technology. Because of NCWIT, I'm not afraid to try new things and I'm excited for a future in CS."

~ Award Recipient

The entire AiC program platform is supported generously by Apple. AiC also receives support for specific national program elements. The Award for AiC is supported by Bank of America; the Educator Award is supported by AT&T; the Collegiate Award is supported by Qualcomm with additional support from Palo Alto Networks; Microsoft and Motorola Solutions Foundation support the Aspirations Affiliate program; and Facebook sponsors the AiC Community. AspireIT is supported by Google, Intel, Northrup Grumman, Bank of New York Mellon, and Kode with Klossy.

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WHAT IS TECHNOLOchicas?

TECHNOLOchicas, co-produced with the Televisa Foundation, is a national initiative designed to raise awareness among young Latinas and their families about opportunities and careers in technology. Powerful stories highlight the lives of Latinas from diverse backgrounds and environments who are in technology fields and recognize the power of innovation to change the world. These stories allow girls to perceive TECHNOLOchicas as “relatable” role models who are similar to themselves and are promoted through several communication channels, including broadcast television, local events, social media, and online videos.



WHY TECHNOLOchicas?

Latinas occupied only 1 percent of jobs in the computing workforce in 2017. Yet, both the number of technology positions and the Hispanic population are growing. The U.S. Department of Labor predicts 3.5 million computing-related job openings by 2026. Latinas represent a vastly untapped computing talent pool that is vital to increasing the bottom line of the U.S. economy and creating diversity in the computing workforce, leading to advanced technical innovation. Their participation in computing disciplines also improves the economic outlook of the Hispanic community.



“There is a huge space for Latinas to make a difference with their unique diverse backgrounds in any of the disciplines they choose to focus on.”

~ TECHNOLOchica Janet Barrientos

TECHNOLOchicas is co-produced by NCWIT and the Televisa Foundation with support from Apple, Google, Qualcomm, Microsoft, Intel, AT&T, Dell/EMC, Univision and the Computing Alliance of Hispanic Serving Institutions (CAHSI).

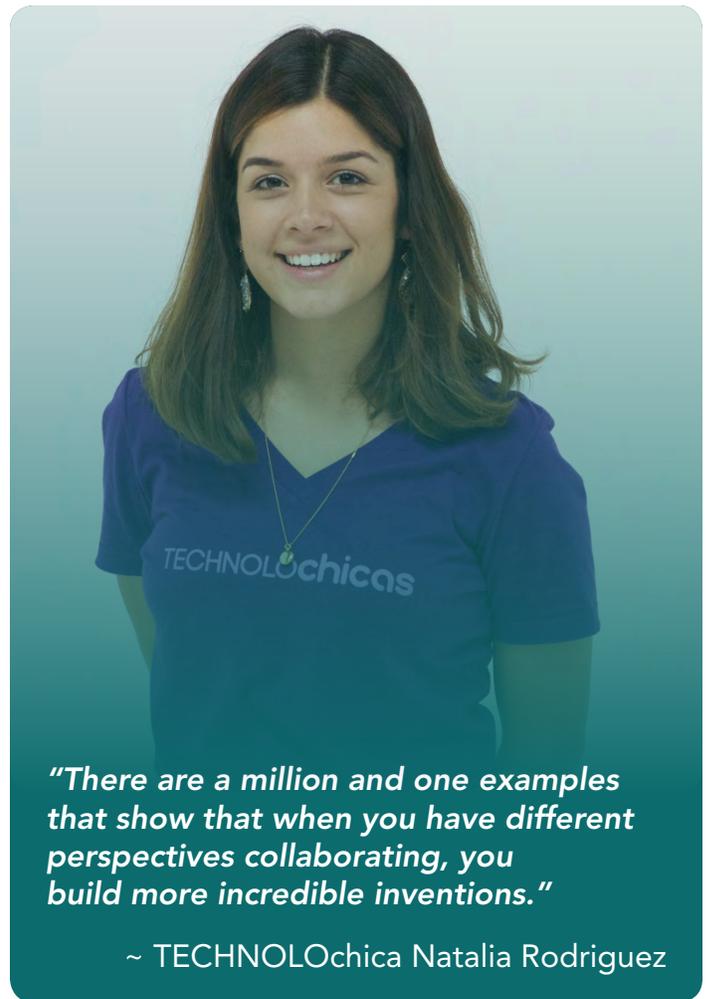
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KEY RESULTS

- Notable public figures have supported the TECHNOLOchicas campaign, including Eva Longoria, Juan Felipe Herrera, and representatives from the White House Initiative on Educational Excellence for Hispanics.
- To date, public service announcements have aired more than 6,000 times on Univision stations in more than 20 markets nationwide, reaching millions of Spanish speaking households.
- TECHNOLOchicas was short-listed for the 2017 ITU and UN Women GEM-TECH Awards: Promote Women in the Technology Sector.
- TECHNOLOchicas have participated in more than 120 outreach events nationwide, including appearances at local schools and public housing communities, conference presentations, CSEdWeek events, as well as events hosted by major tech corporations, including Apple, Qualcomm, AT&T, Intel and Microsoft.
- The TECHNOLOchicas campaign leverages NCWIT resources, in both English and Spanish, for engaging young women in computing.
- More than 250 profiles of real-life, diverse Latinas in tech are available at technolochicas.org.



WAYS TO GET INVOLVED

- **Join the campaign via social media:** follow @TECHNOLOchicas on Twitter and like TECHNOLOchicas on Facebook for daily tips, inspirational quotes, and Latinas in technology news that you can share with friends. Follow @TECHNOLOchicas on Instagram, and see event highlights through their eyes.
- **Host an event:** ask a TECHNOLOchica to make an appearance, or show a screening of videos for young Latinas at schools or community organizations. (Contact technolochicas@ncwit.org to start planning.)
- **Identify more TECHNOLOchicas:** know Latinas in technology who could be profiled as a TECHNOLOchica? Share this application form with them: <http://bit.ly/1OVS2lw>.

Learn more at www.technolochicas.org.

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SIT WITH ME

an NCWIT Program

Sit With Me (SWM) is a national advocacy program that celebrates women’s contributions to technology through local events. Individuals—men and women, technical and non-technical, allies and advocates—from businesses and educational institutions use the SWM platform and its iconic red chair to create spaces where everyone can reflect on the value of diversity and inclusion.



WHAT PARTICIPANTS SAY

“
The RED CHAIR (it was so wonderful, it gets capital letters!) was the perfect feature to include. The young ladies got the sense that their passion for technology is truly needed in the world.
”

Beginning the conversation about inclusion can be intimidating for both men and women alike, but the challenges of inclusion must be explored to be overcome. Hosting dialogues about how technical women are changing what’s possible in technological innovation is a fun, creative way to get talking.

Sit With Me was created by members of NCWIT with creative direction from marketing and branding firm BBMG.

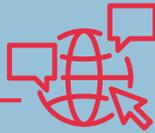
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10K+ people have attended SWM events around the world

3,000+ photos taken of advocates, allies, and women in computing

160+ stories captured at sitwithme.org



NOTABLE PUBLIC FIGURES PARTICIPATE

Chelsea Clinton, Clinton Foundation vice chair; **Donna Brazile**, author, syndicated columnist, and television political commentator; **Mayim Bialik**, actress, activist, and neuroscientist; **Meryl Streep**, actress; **Shaquille O'Neal**, celebrity and retired NBA player; and **Sheryl Sandberg**, Facebook COO



COMPANIES HOLD SWM EVENTS OR PRODUCE MULTIMEDIA

AT&T, Bank of America, Bloomberg, Eastman Chemical, Edward Jones, Expedia, Google, Infosys, Intel, JP Morgan Chase, Microsoft, PNC, Thomson Reuters, and others

EDUCATIONAL INSTITUTIONS HOST EVENTS AND DISPLAY THE SWM CHAIR ON THEIR CAMPUSES

University of Nebraska, Indiana University, Montana State University, Oregon State University, University of Buffalo, and others

THE IDEA YOU DON'T HAVE IS THE VOICE YOU HAVEN'T HEARD.

Inclusion changes what's possible.

GET INVOLVED

- Open the door, pull up a chair, and **host your own SWM event**.
- **Borrow, purchase, or create your own SWM chair** to keep in an office, lobby, or classroom as a conversation starter.
- **Share event highlights on social media** with the hashtag #SitWithMe.

Get started at www.sitwithme.org.

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NCWIT Counselors for Computing (C4C) provides professional school counselors with information and resources they can use to support ALL students as they explore computer science education and careers.

Through C4C, NCWIT offers professional development, ranging in length from one-hour webinars, to one-day workshops, to two-five day institutes that include advanced leadership development.

- Each program is customized for immediate relevance. Presenters share national and local data about CS education and careers, invite technical people to speak about their career paths and work, and have young women share their accomplishments and aspirations in computing.
- Counselors try their hand at computing through interactive experiences, such as Code Studio and “Sorting Networks.”
- Counselors also receive C4C Resource Kits that they can use as they work to increase student access to computing education and careers.



Counselors are influencers. They advise and encourage students in their education and career aspirations, provide recommendations for course selections, and expose students to occupations through career fairs and internships. If young women are to get the exposure and encouragement they need to pursue computing, it is essential that counselors get up to speed on the knowledge and resources necessary to guide effectively.

WHAT COUNSELORS SAY



I have partnered with our AP Comp Sci teacher to advertise/market/inform more about CS. We’re including information about CS in our career and college readiness curriculum lesson to all students.



Counselors for Computing (C4C) is sponsored by Apple, Cognizant U.S. Foundation, Department of Defense (DoD) STEM, Google, and Palo Alto.



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74 in-person and virtual C4C events were held nationwide in 2020



5,317 counselors and other educators were reached

2.3M students were potentially reached

100 percent of counselors who have attended a C4C workshop indicated that their understanding of various CS topics has increased



96 percent of survey respondents said that their advising practices have changed since attending a C4C workshop

80 percent of survey respondents said they have gained an understanding of career demand and gender issues in computing

THE IDEA YOU DON'T HAVE IS THE VOICE YOU HAVEN'T HEARD.

Inclusion changes what's possible.

1,237 C4C Resource Kits were distributed to educators nationwide in 2020



GET INVOLVED

Help students bring their interests and passions to technology-based career pathways:

- **Take part in custom, local professional development** around computing education and careers.
- **Host or present at C4C events**, with the opportunity to distribute company swag, to enact real change at the local level.
- **Financially support the national expansion** of C4C.
- **Distribute C4C Resource Kits** containing research on gauging student interests, creating lesson plans, and more.

Representatives from colleges, universities, youth-serving organizations and businesses; computer science educators; professional counselor associations; and other adult influencers can learn more at www.ncwit.org/C4C.

ABOUT NCWIT

The National Center for Women & Information Technology (NCWIT) is a non-profit community of 1,400 universities, companies, non-profits, and government organizations nationwide working to increase the influential and meaningful participation of girls and women—at the intersections of race, ethnicity, class, age, sexual orientation, and disability status—in the field of computing, particularly in terms of innovation and development. NCWIT equips change leaders with resources for taking action in recruiting, retaining, and advancing women from K-12 and higher education through industry and entrepreneurial careers. Find out more at www.ncwit.org.

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NCWIT Pacesetters is the first, fast-track program of its kind, aiming to move the national needle for women's participation in computing. Company and university leaders work together across corporate and academic boundaries, committed to increasing their organization's number of technical women at an accelerated pace. NCWIT Pacesetters employ innovative methods and set quantifiable goals to recruit untapped talent pools of "Net New Women" — technical women who would otherwise pursue non-computing careers or would be at risk of leaving.



"Net New Women" include technical women who may have received little or incorrect information about computing occupations and fields of study; may pursue a technical path, if given exposure or encouragement; or may have dropped out or changed careers due to bias, isolation, and other obstacles.

Adding "Net New Women" to the U.S. computing talent pool can yield a larger and more competitive workforce; research shows that groups with greater diversity solve complex problems better and faster than do homogenous groups.

Strategies executed by NCWIT Pacesetters include:

- active recruitment of female college students to computing majors
- changes to curriculum, pedagogy, and culture to improve retention
- development and promotion of mid-career options and workplace policies
- encouragement of women's contributions to technical innovation



"Change doesn't just happen. Having goals, a strategic focus, key company stakeholders involved, and a strong NCWIT team leading the way and pushing a bit from behind is crucial and leads to action! "

~ NCWIT Pacesetter

NCWIT Pacesetters is sponsored by NSF, Google, and Qualcomm.

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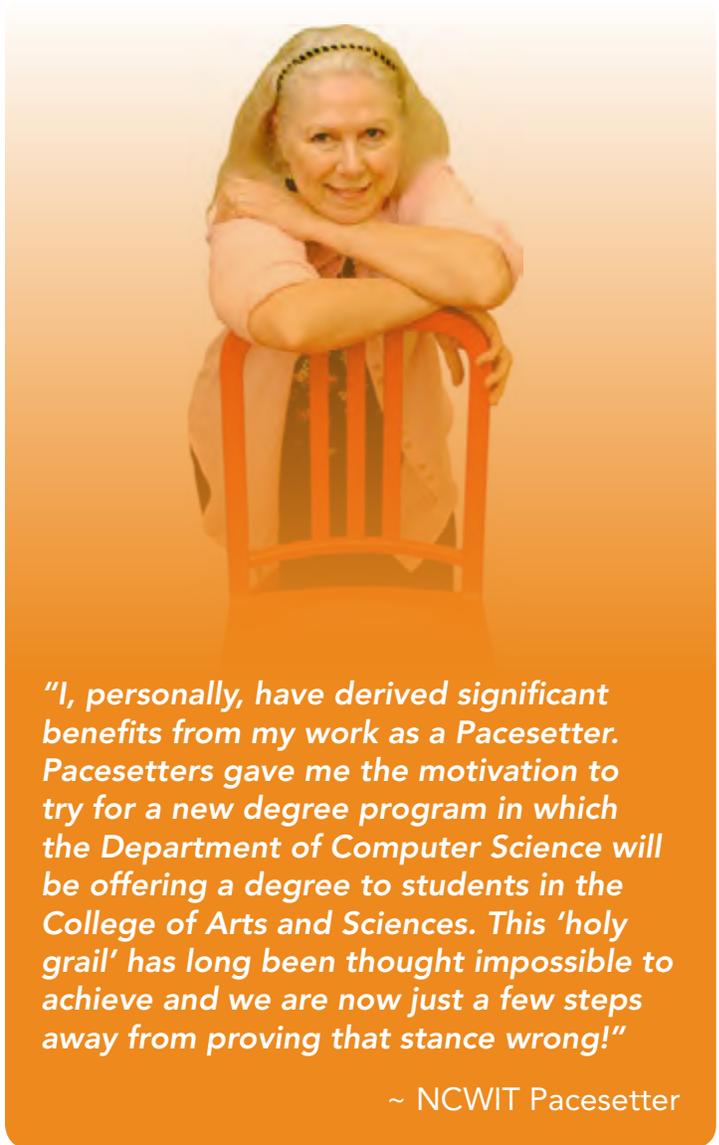
RESULTS

NCWIT Pacesetters held shared accountability for achieving a goal of recruiting or retaining 1,000 technical women in the U.S. computing work force by 2012. They shattered this goal, reporting 1,685 "Net New Women." NCWIT Pacesetters demonstrate that innovative strategies can work and pave the way for other organizations to follow.

Although individual organizational goals are held confidential, following are a few examples:

- One corporation doubled its number of female engineer interns.
- Another company piloted a highly successful workshop for over 100 mid-career female technologists to learn how to command presence in executive environments.
- Several universities increased participation of women in computing degree programs by 50-100%.
- A university instituted a new four-year degree program that is attracting double majors in the area of neuroscience, film, and law.

NCWIT Pacesetters also influenced the inception of Sit With Me, a national advocacy campaign that provides a platform to raise the visibility of technical women and acknowledge the valuable contributions of women in computing. Find out more at www.sitwithme.org.



"I, personally, have derived significant benefits from my work as a Pacesetter. Pacesetters gave me the motivation to try for a new degree program in which the Department of Computer Science will be offering a degree to students in the College of Arts and Sciences. This 'holy grail' has long been thought impossible to achieve and we are now just a few steps away from proving that stance wrong!"

~ NCWIT Pacesetter

GET INVOLVED

Pacesetter organizations work together in "cohorts" for two years. If you would like to be considered for the next Pacesetters cohort, please contact info@ncwit.org. Find strategies and planning guides to leverage your own efforts, and learn more about the NCWIT Pacesetters program at www.ncwit.org/pacesetters.

ABOUT NCWIT

The National Center for Women & Information Technology is a non-profit community of more than 450 prominent corporations, academic institutions, government agencies, and non-profits working to increase women's participation in technology and computing. NCWIT helps organizations recruit, retain, and advance women from K-12 and higher education through industry and entrepreneurial careers by providing community, evidence, and action.

NCWIT Pacesetters is sponsored by NSF, Google, and Qualcomm.

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NCWIT Extension Services (ES) partners with undergraduate departments of computing to tackle a national crisis. In 2017-18, only 18 percent (or 9,131) of the 50,599 Computer and Information Sciences undergraduate degree recipients were women. NCWIT ES addresses this severe gender imbalance in undergraduate computing by equipping computing departments (“clients”) with evidence-based strategies and resources to attract women to their majors and retain them through graduation. ES and departmental change-leader teams advance sustained organizational change by revising socio-educational systems, not by changing women to fit into existing systems.



ES offers clients two consulting approaches, grounded in the NCWIT Undergraduate Systemic Change Model (pictured below), for developing and implementing high-impact strategic recruitment and retention plans tailored to local needs and conditions:

1. Clients are paired with consultants for one to two years.
2. Clients participate in a year-long Learning Circle — a small group of clients that meet online with ES staff, consultants, and invited speakers.

NCWIT Undergraduate Systemic Change Model



“When we first began working with Extension Services, we were encouraged to try data-driven action. Although we were skeptical — after all, we really knew our students — we tried it. Wow, were we wrong on a number of decisions! We now ask the students a lot of questions, but more importantly, we listen and implement changes accordingly (within days to weeks). What we didn’t expect were the far-reaching positive results. Now we wonder why we didn’t do this earlier.”

~ ES Client

With both approaches, change-leader teams receive guidance on identifying opportunities and allies, utilizing strategic approaches and resources, and building assessment plans to evaluate progress. The NCWIT Tracking Tool, a unique web-based data and presentation system, allows clients to track their progress and compare results to peers. The Tracking Tool also assists clients in evaluating, visualizing, and communicating admissions, enrollment, and graduation data by gender and race/ethnicity. At present, ES has served more than 100 institutions.

KEY OUTCOMES

- **More undergraduate women apply, are accepted, and graduate from ES client departments.**
- **Commitment and learning leads to steady, long-term growth.**
 - Between 2007-2011, ES consulted with 32 departments that together awarded 14 percent of all the 2017 BS computing degrees in the U.S.
 - While the national average of BS degrees awarded to women was 18 percent, 32 early ES clients awarded 21 percent of their BS degrees to women.
- **Clients see gains very quickly, setting them up for long-term impacts.**

ES consulted with 37 departments from 2012-2017. After their two-year consulting periods, clients:

 - attracted 2.5 times more women
 - grew women applicants from 14 percent to 18 percent, in total
 - increased women's share of newly-enrolled majors by 4 percent
 - increased women's portion of total degrees awarded from 13 percent in 2012 to 18 percent in 2017
 - awarded degrees to 3.1 times as many women in 2017 as in 2012 (compared to 2.2 times as many men in the same period)



WHY YOU SHOULD PARTICIPATE

- Demonstrate your commitment to increasing gender diversity within computing departments.
- Advance systemic change initiatives to increase meaningful participation of women majoring in computing.
- Promote adoption of research-based strategies to create inclusive pathways for women as they progress to graduation with degrees in computing.

WAYS TO GET INVOLVED

- Help NCWIT fund departments committed to systemic culture change.
- Sponsor NCWIT Extension Services Transformation (NEXT) Awards, recognizing clients' significant positive outcomes in women's enrollment and graduation rates.
- Connect NCWIT to academic change leaders who are interested in becoming a client.

Find out more at www.ncwit.org/extensionservices or contact es@ncwit.org.

ABOUT NCWIT

The National Center for Women & Information Technology (NCWIT) is a non-profit community of nearly 1,100 universities, companies, non-profits, and government organizations nationwide working to increase girls' and women's meaningful participation in computing. NCWIT equips change leaders with resources for taking action in recruiting, retaining, and advancing women from K-12 and higher education through industry and entrepreneurial careers. Find out more at www.ncwit.org.

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