

# INTERNATIONAL WOMEN'S DAY-IN-A-BOX

## Raising Awareness, Igniting Change



Are women playing a key role in shaping your company's IT future? ***International Women's Day-in-a-Box: Raising Awareness, Igniting Change*** helps companies observe International Women's Day by celebrating the achievements of women, raising awareness of persistent issues, and establishing a culture and expectation for broader diversity of thought. Use ***International Women's Day-in-a-Box*** to help your company address barriers and celebrate successes, in honor of International Women's Day: March 8.



AVAYA

Microsoft



# INTERNATIONAL WOMEN'S DAY-IN-A-BOX

## Raising Awareness, Igniting Change

### At-a-Glance

*Where is your organization looking for IT leadership and innovation?  
Are women playing a key role in shaping your company's future?  
Is your company making the most of diversity?  
Are you building on and benefiting from diverse perspectives?*

Companies striving to answer these questions now have an all-in-one resource at their disposal: *International Women's Day-in-a-Box: Raising Awareness, Igniting Change*. Use this resource to plan company activities and events, and to establish a culture and expectation for broader diversity of thought in IT.

*International Women's Day-in-a-Box* is designed to help IT companies and departments capitalize on women's innovative thinking and leadership potential. Organizations that accept low levels of participation and leadership by women leave intellectual capital and, ultimately, cash on the table. Businesses that assume their work environments adequately foster innovation might be limiting their capacity for real accomplishments. If your organization is eager to promote diversity in order to realize its full potential, then *International Women's Day-in-a-Box* is for you.

#### START PLANNING NOW WITH INTERNATIONAL WOMEN'S DAY-IN-A-BOX

Join NCWIT and a network of companies that are using International Women's Day (March 8) as an opportunity for publicizing, promoting, and improving women's participation in IT.

*International Women's Day-in-a-Box* is designed to help companies celebrate successes and address barriers to women's full participation in IT. Observe International Women's Day this year and use *International Women's Day-in-a-Box* to:

- » acknowledge the financial and workplace benefits from supporting diversity in IT
- » honor and reward the accomplishments that women have made to IT
- » publicize promising practices that have improved conditions for women in IT

- » identify next steps and aspects of the corporate environment that are ripe for change
- » initiate change efforts that address these aspects of the corporate environment

#### WHAT'S IN THE BOX?

*International Women's Day-in-a-Box* includes:

##### **Background and FAQ: International Women's Day and IT**

##### **Women in IT Fact Sheet**

These documents provide the background and advice you need to celebrate progress and address issues in association with International Women's Day.

##### **Practical Guide**

A guide that describes logistical tips for planning events and avoiding potential pitfalls. Use this guide to ensure that events go smoothly and have their intended consequences.

##### **Activities Guide**

A menu of activities and event ideas, as well as advice for planning, promoting, and executing your activities. Activities are organized in categories that help you start small or think big, depending on your organization's readiness and resources. Use the guide to select activities or to simulate your thinking about other ideas.

##### **Join NCWIT in Marketing IWD**

Information on how to connect your activities to NCWIT's global celebration and how to market your activities within your company.

##### **Templates**

A selection of sample press releases, awards-planning guides, promotional materials, and other tools to help you prepare for and promote International Women's Day events and activities.

##### **Resources Index**

A composite list of important resources referenced throughout this box.

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### USING INTERNATIONAL WOMEN'S DAY-IN-A-BOX

Simply “unpack” the box components to begin. Read the documents that set context for your actions, then use the Practical Guide, Activities Guide, and Templates to assist you with the entire process, from planning to evaluation. While these materials are written specifically for U.S. or U.S.-based companies, many of them can be adapted for other locations as well.

Does your institution already promote women in IT on International Women's Day? Use *International Women's Day-in-a-Box* to complement your current efforts and give you tools to make them even more effective.

### ASSESS YOUR EFFORTS

NCWIT is interested in your feedback. After examining or using *International Women's Day-in-a-Box*, please respond to a survey about its quality and usefulness. You will find the link to the survey on the IWD website.

*International Women's Day-in-a-Box: Raising Awareness, Igniting Change* is available on the NCWIT website at: [www.ncwit.org/iwd](http://www.ncwit.org/iwd).

*International Women's Day-in-a-Box was created by the Workforce Alliance of the National Center for Women & Information Technology (NCWIT), with support from NCWIT's Investment Partners: National Science Foundation, Avaya, Microsoft, and Pfizer. NCWIT Research Scientist Catherine Ashcraft and Education Consultant Jane Krauss co-authored these materials.*

### NOTES:

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# INTERNATIONAL WOMEN'S DAY-IN-A-BOX

## Raising Awareness, Igniting Change

### Background and FAQ: International Women's Day and IT

*International Women's Day-in-a-Box: Raising Awareness, Igniting Change* is an all-in-one resource kit, designed to help organizations celebrate International Women's Day (March 8) by highlighting women's contributions to Information Technology (IT) and by implementing programs that further women's participation. International Women's Day is an ideal opportunity for focusing on women in IT because it aims to spotlight and improve opportunities for women worldwide. Given the increasingly vital role technology plays in today's economy, any efforts to improve conditions for women must consider women's access and contributions to IT. To this end, *International Women's Day-in-a-Box* contains suggestions and materials for events, initiatives, and programs that celebrate the accomplishments of women in IT, raise awareness about the importance of women's contributions, and support systemic efforts to increase women's participation.

#### WHAT IS INTERNATIONAL WOMEN'S DAY?

International Women's Day is celebrated in many countries around the world. It is a day designed to recognize women for their achievements without regard to national, ethnic, linguistic, cultural, economic or political divisions. It is an occasion for looking back on past struggles and accomplishments, and more importantly, looking ahead to the untapped potential and opportunities that await future generations of women.

International Women's Day first emerged from the activities of labor movements at the turn of the twentieth century in North America and across Europe. The first National Woman's Day was observed in the United States on February 28, 1909, in honor of the New York garment workers' strike where women protested against their working conditions. In the years that followed, several countries throughout Europe joined the Women's Day movement, holding rallies calling for women's right to vote, to hold public office, and to have equal access to employment opportunities.

In 1978, during International Women's Year, the United Nations officially began celebrating International Women's Day on March 8.

Since those early years, International Women's Day has assumed a new global dimension for women in developed and developing countries alike. The growing international women's movement, which has been strengthened by four global United Nations women's conferences, has helped make the commemoration a rallying point to build support for women's rights and participation in the political and economic arenas. Increasingly, International Women's Day is a time to reflect on progress made, to call for change, and to celebrate acts of courage and determination by ordinary women who have played an extraordinary role in the history of their countries and communities. Today, IWD is a major day of global celebration, and the holiday provides a forum for countries worldwide to implement change efforts for increasing women's participation in political, economic, and social realms.

For more information about the history of International Women's Day, see <http://www.un.org/ecosocdev/geninfo/women/womday97.htm>.

#### WHY IWD AND IT?

Acknowledging women's contributions to IT and striving for greater participation is an ideal project that honors the spirit of International Women's Day. IWD has historically focused on issues and efforts related to improving rights, conditions, and opportunities for women. The persistent underrepresentation of women in the rapidly growing and essential field of IT results in costly consequences. It inhibits innovation by omitting the diverse perspectives and life experiences women bring to invention and problem-solving. It also perpetuates, and even exacerbates, the social and economic disparities for women everywhere. (See the *Women and IT Fact Sheet* for detailed statistics.)

Given the increasingly vital role that IT plays in today's world, increasing women's participation in this burgeoning field is essential both for improving conditions for women and for improving technological innovation, problem-solving, and development. IWD provides organizations a valuable and timely opportunity for addressing these important issues.



# INTERNATIONAL WOMEN'S DAY-IN-A-BOX

## Raising Awareness, Igniting Change

### WHO SHOULD GET INVOLVED IN LAUNCHING AN IWD EVENT OR INITIATIVE?

Anyone can initiate International Women's Day activities. Enlisting the support of leadership or top management, however, is vital. Events will be more successful if company leaders—both male and female—are involved. High-level involvement can take the form of helping to promote an event, extending invitations to speakers and attendees, or making introductions on the day of an event (see *Join NCWIT in Marketing IWD*).

Activities can take place at the company, department or team level. Local events are often more effective because they are tailored to the needs and interests of the specific region or audience. While much of the information in this box is customized for U.S. or U.S.-based companies, many of the activities and resources can be adapted for international users as well.

### WHAT KINDS OF AUDIENCES SHOULD AN ORGANIZATION TARGET?

Organizations can target a range of internal audiences, from all employees to subsets such as managers or specific departments. Organizations also can use IWD as an opportunity for reaching audiences outside of the organization. For example, IWD is an ideal time for coordinating outreach efforts targeted towards girls and youth. It is also a great opportunity for publicizing an organization's women-and-IT efforts in external media outlets.

While all-female events might be desirable for some purposes, it is generally best to include both women and men in some of the events. See the *Practical Guide* for potential problems that arise with "women-only" events.

What kinds of activities can organizations implement for IWD?

Activities can take a variety of forms, including luncheons, speaking engagements, webinars, photo galleries, IT "taster sessions" and more. It is important to consider events that not only raise awareness but also promote significant action for positive change. Ideally, IWD activities will not be simply "one-shot" events, but will trigger

sustained change efforts. See the *Activities Guide* for examples of activities and links to resources for planning them. Use these ideas as models to stimulate your own thinking about other potential activities.

### WHAT DO WE NEED TO LAUNCH AN IWD EFFORT?

Careful planning, a clear goal, a clear target audience, and support from top management or company leaders are all essential ingredients for success. Evaluating your event or program is also important so that you document its successes and identify areas for improvement. See the *Practical Guide*, *Activities Guide* and *Templates* for tips and resources that will assist with planning, evaluating, and avoiding potential pitfalls.

### WHAT OTHER RESOURCES ARE AVAILABLE?

NCWIT is hosting an International Women's Day website ([www.ncwit.org/iwd](http://www.ncwit.org/iwd)) that features the materials in this box and links to additional resources. The website also will publicize activities of companies observing International Women's Day and will host live blogging, where individuals and companies can report on specific events, post pictures, and interact with others on March 8, International Women's Day. For other resources, see the *IWD Resources Index*.

# INTERNATIONAL WOMEN'S DAY-IN-A-BOX

## Raising Awareness, Igniting Change

### Women in IT: Fact Sheet

*The following statistics highlight some of the current conditions and obstacles for women in IT in the United States. These numbers suggest that companies and society as a whole are missing out on significant contributions women could make to innovation and product development. This underscores the importance of increasing women's participation in IT and of addressing these issues on International Women's Day.*

#### OVERALL PARTICIPATION OF WOMEN IN IT

In the U.S., women's participation in professional IT occupations has steadily decreased over the past 15 years, from 36 percent in 1992 to 27 percent in 2006. This is particularly troubling when considering that, during this same time period, women's participation in most other STEM fields has significantly increased, and considering that women hold more than half of all professional occupations overall. (*U.S. Bureau of Labor Current Population Survey, Annual Averages, 1985-2006*).

The numbers are even more bleak for women of color. In 2006 white women comprised 18.9 percent of the IT workforce, Black women accounted for only 2.8 percent, Asian women 4 percent, and Hispanic or Latina women 1.2 percent. (*U.S. Bureau of Labor Statistics, Current Population Survey, Employed Persons by Intermediate Occupation, Sex, Race, and Hispanic or Latino Ethnicity, Annual Averages 1985-2006*).

#### INNOVATION

Patenting is one important measure of IT innovation. Patents created by mixed-gender teams are the most highly cited IT patents, with citation rates 26-42 percent higher than the norm. (*Ashcraft, C. & Breitzman, T. (2007). Who Invents IT?: An Analysis of Gendered Patterns in IT patenting, Boulder, CO: NCWIT*).

Unfortunately, women account for only 4.7 percent of U.S.-invented IT patents. However, women have increased their overall patenting activity significantly over the past 25 years: from 1.7 percent in 1980 to 6.1 percent in 2005. (*Ashcraft, C. & Breitzman, T. (2007). Who Invents IT?: An Analysis of Gendered Patterns in IT patenting, Boulder, CO: NCWIT*).

While women's representation in computing is low, it is even lower in open source computing – only 1.5 percent of all Open Source Software (OSS) developers are women. (*Nafus, D., Leach, J., & Krieger, B. (2006). Free/Libre and Open Source Software: Policy Support (Integrated Report of Findings). Cambridge: FLOSSPOLS*).

#### FEMALE PARTICIPATION IN IT-RELATED OCCUPATIONS

Occupation	Women as a percent of total employed in 2006
<b>Computer and Mathematical Occupations</b>	<b>26.7</b>
Computer and information system managers	27.2
Computer scientists and systems analysts	31.9
Computer programmers	25.3
Computer software engineers	21.8
Computer support specialists	28.9
Database administrators	37.0
Network and computer systems administrators	16.6
Network systems and data communications analysts	25.5
Operations research analysts	40.3
Computer hardware engineers	16.2

Department of Labor Bureau of Labor Statistics, 2006.

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### LEADERSHIP/COMPENSATION

In 2007, only 9.6 percent of corporate officers and top earners in high-tech companies were women. Only 10 percent of board members for high-tech companies were women. (*2007 Census of Women Board Directors of the Fortune 500*. New York: Catalyst).

In a study of 167 high-tech startups, women accounted for only 14 percent of senior management when including technical and non-technical departments. They accounted for only 4 percent of senior management in technical departments (*Baron & Hannan (2007)*). In the company of women: Gender Inequality and the Logic of Bureaucracy in Start-Up Firms. *Work and Occupations*, Vol. 34, No. 1, 35-66 (2007).

In 2007, women in technology occupations earned 11.9 percent less than their male counterparts (*2007 Tech Salary Survey Results*, Dice Inc. [www.dice.com](http://www.dice.com)).

Women with 1-5 years of experience saw the smallest gender gap (approximately 2.3 percent) while women with more than 15 years of experience had the largest gap (11.3 percent); hence, women age 40-49 also saw the largest gender gap (16.4 percent). (*2007 Tech Salary Survey Results*, Dice Inc. [www.dice.com](http://www.dice.com)).

### EDUCATION

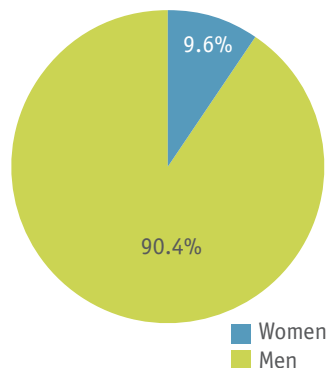
In 2006 women earned 59 percent of all bachelors' degrees, but only 21 percent of computer science degrees were awarded to women. (*U.S. Department of Education, National Center for Education Statistics, Integrated Postsecondary Education Data System, 2006*).

Women and under-represented minorities are also severely under-represented in earning doctoral degrees. Out of 1,189 Ph.D. graduates in computer science or computer engineering in 2005, only 18 percent were women, and only 3 percent—a mere 38 people—were African-American, Native American, or Hispanic graduates. (*U.S. Department of Education, National Center for Education Statistics, Integrated Postsecondary Education Data System, 2005*).

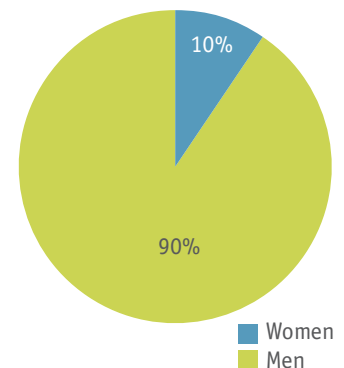
For more statistics and information on women in IT, see *By the Numbers: Statistics about Women & IT* at [www.ncwit.org/pdf/Stat\\_sheet\\_2007.pdf](http://www.ncwit.org/pdf/Stat_sheet_2007.pdf), and *The NCWIT Scorecard: A Report on the Status of Women in Information Technology*, at [www.ncwit.org/pdf/2007\\_Scorecard\\_Web.pdf](http://www.ncwit.org/pdf/2007_Scorecard_Web.pdf).

### TOP FORTUNE 500 IT COMPANIES: FEMALE LEADERSHIP

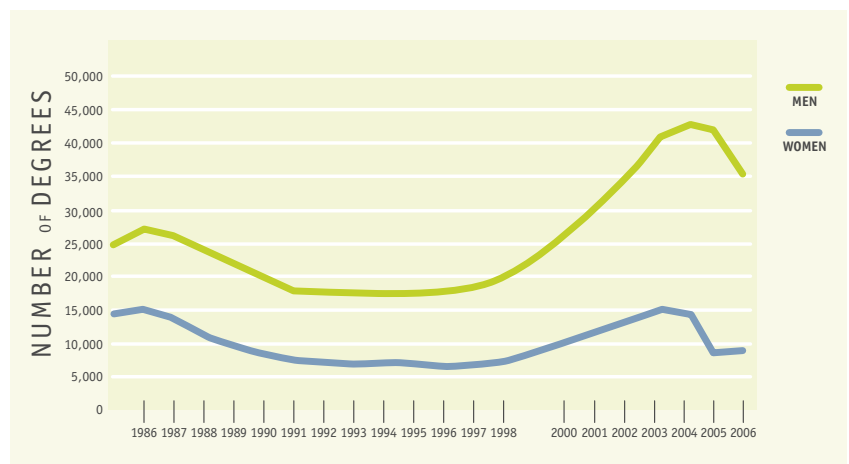
2007 Corporate Officers,  
High-tech Fortune 500 Companies



2007 Board Directors,  
High-tech Fortune 500 Companies



### BACHELOR'S DEGREES IN COMPUTER SCIENCE, BY GENDER



# INTERNATIONAL WOMEN'S DAY-IN-A-BOX

## Raising Awareness, Igniting Change

### INTERNATIONAL INFORMATION AND RESOURCES

International statistics and conditions vary widely by country, making it difficult to capture an accurate picture for purposes of this fact sheet. Below are additional resources containing statistics on international economy and workforce composition, as well as information on recent change efforts in different countries.

### WORKING PARTY ON THE INFORMATION ECONOMY: ICTS AND GENDER

Report by the Committee for Information, Computer, and Communications Policy of the Organization for Economic Cooperation and Development, March 2007.

### WOMEN 2000 AND BEYOND

Division for the Advancement of Women, Department of Economic and Social Affairs, United Nations Secretariat.  
Available from United Nations WomenWatch website (see link below)

### UNITED NATIONS WOMEN WATCH GENDER EQUALITY AND ICT WEBSITE

<http://www.un.org/womenwatch/feature/wsis2005>.

### WORLD SUMMIT ON THE INFORMATION SOCIETY WEB SITE

<http://www.itu.int/wsis/index.html>.



# INTERNATIONAL WOMEN'S DAY-IN-A-BOX

## Raising Awareness, Igniting Change

### Practical Guide

*The Practical Guide sets the stage for using the IWD box, offering tips for planning as well as pointing out important pitfalls to avoid. Use this guide to ensure a smooth program and avoid unintended negative consequences.*

#### GENERAL PLANNING TIPS

- » Plan ahead and keep a narrow focus. Be clear about your goals for each activity (e.g. increasing awareness, role modeling) and your target audiences.
- » Send a “save the date” notice early in planning stages.
- » Enlist top leadership support (see Join NCWIT in Marketing IWD).
- » If this is your first time sponsoring an event, start small but have a plan for expansion.
- » Tailor your plans to the needs and interests of your local environment, but make other offices/departments/locations aware of events across the organization.
- » Publicize your events to external media and coordinate press coverage. It will be good for your company’s image and reputation. Work with your communication or public relations department to accomplish this.
- » Consider inviting clients, suppliers, and youth to your events, rather than limiting your events to employees. This can help foster communication, networking, recruitment, innovation, and product development.
- » Ask the different generations in your workforce to share their experiences over the last 40 years—what’s changed, what’s the same—regarding conditions for women and IT. This can be particularly powerful and inspiring in the story-telling activities and helps create a lasting impact.
- » Link the messages you want to convey through your events to your company’s business objectives: growth, talent development, innovation, etc.
- » Focus on what to do next. Be sure to plan events or follow-up that leads to serious action.

#### A WORD OF CAUTION: POTENTIAL PITFALLS AND HOW TO AVOID THEM

*While International Women’s Day provides a powerful opportunity for addressing women’s participation in IT, it is important to be aware of a few potential unintended consequences and plan ways to avoid them<sup>1</sup>.*

**Potential pitfalls with “women-only” events.** Given current inequities, women-only events are often important places for moral support, encouragement, and mentoring. On the other hand, they can set a particular population apart as “different” or as an “exception to the norm.” This can make it appear as though their “difference” is the problem, rather than the organizational structure or culture that excludes those who are different. An additional problem with these events is that they tend to treat women as one singular group, masking differences among a diverse array of women. Single-group events also can cause resentment if their purpose is not made clear. To avoid these potential pitfalls:

- » Include an explicit statement about why the company is celebrating this day and your rationale for focusing on women.
- Sample Statement:** *“We wish to stress that this event/program/celebration welcomes everyone, not just women. We focus on women because of their underrepresentation in IT. Through the attention from this event and the support from everyone, we hope to promote diversity and the benefits it can bring.”*
- » Involve men in planning your events and open events to everyone. While you may want to host some “women-only” events for networking, support, and other important purposes, you can balance these with other events that include everyone. For example, try combining a networking event for women only with a webinar, speaking engagement, or luncheon that involves all employees.
  - » Stress that efforts to broaden diversity stand to benefit everyone, particularly in terms of increased innovation and problem-solving. Avoid talking about International Women’s

<sup>1</sup> Because this box is designed primarily for U.S. users, these tips for avoiding potential pitfalls are written specifically U.S. and U.S.-based companies. While many of these tips will most likely be helpful to other users, some may not be as applicable or may need to be altered.

# INTERNATIONAL WOMEN'S DAY-IN-A-BOX

## Raising Awareness, Igniting Change

Day or increasing women's participation in IT simply as a "women's issue."

- » Include a diverse range of women in your visual representations, stories, and statistics and highlight some of the different obstacles that women face. Global companies, in particular, should be sure to recognize different conditions and experiences for a diverse range of U.S. women and for women from other countries. In other words, avoid focusing only on global diversity instead of U.S. diversity, or vice versa.

**Potential pitfalls with single day or one-shot events.** Events that function only as one-time, "feel good" events will not result in any real action or change. Further, such events can actually have a negative effect by creating the illusion that you are doing more to address a problem than is really the case. The illusion keeps organizations from recognizing the fact that much more needs to be done. To avoid this potential pitfall:

- » Suggest ways people can continue working for change after the day is over.
- » Host several different kinds of activities throughout the week. Combine activities that simply raise awareness with activities that also work toward long-term change and transforming conditions for women in IT.
- » Connect International Women's Day efforts with existing diversity programs or use IWD as a kick-off for launching a new program that fosters diversity.
- » Treat IWD as an annual benchmark event. Build a tradition of taking stock on this day, celebrating successes, and challenging the organization to stay vigilant in its efforts to do more.

**Potential pitfalls with ethnocentricity.** For U.S. or U.S.-based countries, this problem includes two different extremes. First is the tendency to focus exclusively on U.S. conditions and change efforts, forgetting the efforts of other countries. Many countries have been addressing International Women's Day—and specifically women in IT on this day—for much longer than the U.S. has. It is important to tap into and learn from these efforts.

Second is the tendency to think that "international" events or programs are for other countries or that the U.S. is more "advanced" in regard to women's issues than some countries. This can lead to a condescending tone when talking about conditions or programs in other countries. To avoid these potential pitfalls:

- » Communicate with your global offices/locations and learn what they are doing on International Women's Day to improve conditions for women in IT.
- » Raise awareness about conditions for women in IT in a variety of countries. Highlight different barriers as well as different successes. Be positive when discussing company diversity efforts; avoid a condescending or evaluative tone.
- » Make clear that all countries have problems with women's participation in IT and that we should all try to learn about "what works" from each other and collaborate where we can to better the conditions for women.
- » Avoid simplistic statements that perpetuate stereotypes and characterize other cultures as more demeaning of women. The situation is more complex than these statements allow.
- » Include a diverse range of women (in terms of race, class, country of origin, among others) in your visual representations, stories, and statistics and highlight some of the different successes and obstacles that women in different countries face.

# INTERNATIONAL WOMEN'S DAY-IN-A-BOX

## Raising Awareness, Igniting Change

### Activities Guide

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##### STARTING SMALL: INITIAL EFFORTS

###### Raising Awareness Activities

- » Describe your company's situation
- » Share information about the national/global situation
- » Associate your corporate identity with IWD
- » Join the NCWIT IWD campaign

###### Intentional Role Modeling Activities

- » Nominate a candidate for an existing award
- » Create an award
- » Acknowledge accomplishments; Address challenges

###### Mentoring/Networking Activities

- » Host "Take Your Ambition to Work Day"

###### Outreach to inspire young girls to pursue computing or information technology careers

- » Examine existing and new outreach efforts for attracting girls to IT

##### EXTENDING THE IMPACT: BROADEN EFFORTS, ACCOMPLISH MORE

###### Raising Awareness Activities

- » Extended internal and external media campaign

###### Intentional Role Modeling Activities

- » Acknowledge achievements with awards
- » Address challenges
- » Extended ideas

###### Mentoring/Networking Activities

- » Networking breakfasts/luncheons
- » Webinars
- » Speed networking
- » Information technology taster sessions
- » Launch an innovation/patenting group

###### Outreach Activities

- » Site visits
- » Information technology taster sessions
- » Bring shops to the shop

##### LAUNCHING SUSTAINED CHANGE: LARGE-SCALE AND SYSTEMIC EFFORTS

###### Make the business case for broader participation

###### Establish diversity councils

###### Take stock of board representation/leadership

###### Launch or refine mentoring program

###### Launch or refine supportive business practices

*Whether you start big or small, this activities guide offers a range of ideas for acting on International Women's Day to raise awareness and ignite change around conditions for women in IT. Activities are divided into different categories, based on your organization's resources and readiness for implementation. Within each of these categories activities are further divided by type or intended goal (e.g. raising awareness, role modeling, mentoring, outreach).*

*Many of the activities represent long-term commitments, whether a single day or week-long event. Some activities are targeted toward women while others are designed for all employees. Combining different kinds of events can help avoid potential negative consequences and can achieve a more inclusive and extended effect (see the Practical Guide for more tips on avoiding unintended negative consequences). Keep in mind that this is not an exhaustive list. Our hope is that this list will stimulate further thinking about additional ideas. So start small or think big—but be sure to think beyond the day itself, and connect your IWD celebration to new or existing long-range programs.*

##### Tune in

Encourage employees to tune in to International Women's Day events happening locally and around the world. The Secretary General of the United Nations commemorates International Women's Day and hosts a panel of international speakers. The entire session is broadcast as a webinar. Learn more here from the UN Women Watch website: <http://www.un.org/womenwatch/feature/iwd>.

##### STARTING SMALL: INITIAL EFFORTS

*Activities in this category are especially intended as first-time efforts or for departments or organizations with limited resources. In order to sustain interest and commitment, consider combining these activities into a series of events that lead up to International Women's Day and continue throughout the year.*

# INTERNATIONAL WOMEN'S DAY-IN-A-BOX

## Raising Awareness, Igniting Change

### RAISING AWARENESS: SPREAD THE WORD ABOUT EXISTING CONDITIONS AND PROMISING PRACTICES FOR WOMEN IN IT.

#### Communicate about your company's situation.

Does your company participate in outreach to girls and young women regarding potential IT careers? Do you offer programs that aim to recruit, mentor, retain, and advance women? What accomplishments have specific women in your organization achieved? Use International Women's Day as a reason to gather and publicize this information. After listing accomplishments, take a moment to identify next steps and areas for improvement. Many global companies also take advantage of this day to raise awareness about specific barriers, accomplishments, and promising practices for technical women in their worldwide offices.

This information can be published internally via company newsletters, websites, email, posters, or other displays and/or externally in media outlets using the *Company Press Release Template*.

#### Communicate about the national and/or global situation.

Raise awareness and work toward change by spreading the word regarding women's current participation rates in IT and worldwide efforts to increase this participation. See the *Women in IT Fact Sheet* and other NCWIT resources for ready-to-use statistics and examples of promising practices being implemented by a number of organizations. Consider publishing this information internally in company newsletters, websites, email, posters, or other displays, and/or externally in media outlets. For promising practices, statistics, profiles of successful technical women, and other resources, visit [www.ncwit.org](http://www.ncwit.org).

#### Associate your corporate identity with IWD.

On March 8, Google changed its logo on its global search pages in honor of International Women's Day. In India, three major airlines changed their luggage tags for the day. Consider a similar type of creative awareness activity using your company logos, materials, or products. Be sure to direct the audience to relevant company websites, the NCWIT website, or other sources where they can obtain additional information.

#### Join the NCWIT IWD celebration.

NCWIT offers several options for companies to participate in its IWD celebration. Visit [www.ncwit.org/iwd](http://www.ncwit.org/iwd) for more details.

### INTENTIONAL ROLE MODELING: HIGHLIGHT ACHIEVEMENTS OF TECHNICAL WOMEN AND THOSE WHO HAVE CONTRIBUTED TO CHANGE FOR WOMEN IN IT

#### Nominate a candidate for existing technical awards.

Nominate notable women in your organization for recognition and broadcast the news on International Women's Day. The following awards acknowledge individuals who have made major contributions in technical fields.

- » ACM SIGSOFT Outstanding Research Award for Software Engineering: <http://www.sigsoft.org/awards/outResAwd.htm>
- » Women in Technology Leadership Awards, with winners in corporate, entrepreneur, rising star, champion and other categories: <http://www.womenintechology.org/content.asp?contentid=155>
- » Women of Vision Awards, Anita Borg Institute for Women and Technology <https://ssl.linklings.net/organizations/abi/>
- » Athena Lecturer, ACM: [https://campus.acm.org/public/acmw/athena\\_announcement.cfm](https://campus.acm.org/public/acmw/athena_announcement.cfm)
- » Weizmann Women & Science Award: [www.weizmann-usa.org/site/PageServer?pagename=gina\\_women](http://www.weizmann-usa.org/site/PageServer?pagename=gina_women)

#### Create an award for technical achievement.

Use International Women's Day as a way to honor the technical achievements of women in your company. For example, consider an award that honors innovation efforts by women or by diverse work teams. A recent NCWIT report on patenting found that mixed-gender work teams produced more highly-cited patents; you might highlight these findings in the award presentation ceremony to underscore the importance of diverse participation. Enlist the help of the CEO and other top leadership to endorse these awards by supporting the call for nominations and by participating in the award presentation. Be sure to publicize these awards through external media outlets.

# INTERNATIONAL WOMEN'S DAY-IN-A-BOX

## Raising Awareness, Igniting Change

### Create an award for inclusive practices—for an individual, department or work group.

Think about practices that promote diversity, that you'd like to make a part of everyday business (e.g. flexible work practices, practices that foster diverse innovation teams, or mentoring programs). Do certain individuals, departments, or work groups already exemplify this ideal? Consider establishing an award you can present annually on International Women's Day. For example, on International Women's Day Motorola's Women's Business Council presents awards for outstanding contributions in five different areas: networking, mentoring, leadership, strategic business impact, and community outreach. Make your award open to both male and female employees as well as departments or work groups. Be sure to ask the CEO and other top leadership to support these awards by supporting the call for nominations and by talking about how these practices encourage diversity, foster innovation, and ultimately improve the bottom line. Be sure to publicize these awards through external media outlets.

### Acknowledge accomplishments.

On International Women's Day share stories of women who have made significant technical accomplishments in your organization or in the field of computing and technology. Collect stories from your own company and/or use existing resources, including written materials, photographs, video, or podcasts. The Anita Borg Institute for Women and Technology, has its own channel on YouTube ([www.youtube.com/abiwt](http://www.youtube.com/abiwt)) with videos highlighting the accomplishments of women such as Fran Allen, Radia Perlman, and Shawna Thomas. NCWIT offers a Heroes audio series featuring interviews with women who have made significant entrepreneurial contributions to information technology at [www.ncwit.org/heroes](http://www.ncwit.org/heroes). Consider distributing these and other links through email or by creating a display or culling these resources for employees.

### MENTORING/NETWORKING: PROVIDING SUPPORT AND RESOURCES FOR TECHNICAL WOMEN

#### Take Your Ambition to Work Day.

Several organizations have created Take Your Ambition to Work Day, where employees are encouraged to take stock of their professional lives and talk about their ambitions with peers and mentors. The first

step to realizing one's ambition is acknowledging it. On International Women's Day, give women a structured opportunity to meet with mentors and/or managers to discuss their ambitions and professional plans to achieve them.

### OUTREACH: INSPIRE GIRLS TO PURSUE COMPUTING OR INFORMATION TECHNOLOGY CAREERS

#### Attract girls to IT careers.

Consider having a group of female employees deliver presentations in local middle school classrooms. Use your own ideas for presentations or download NCWIT's Outreach-in-a-Box, which includes a variety of materials for coordinating these visits including a letter to teachers and sample lesson plans. (See [www.ncwit.org/outreach](http://www.ncwit.org/outreach).) NCWIT also offers three-minute videos featuring girls who have won the Award for Aspirations in Computing. (See <http://www.ncwit.org/award>.) Consider inviting girls from local middle and high schools to your company's site for a one-day event that includes a luncheon, tour, focus-group session, handshake with the CEO, or video presentation.

### EXTENDING THE IMPACT: BROADEN EFFORTS, ACCOMPLISH MORE

*Activities in this category include larger-scale efforts that may require more resources for implementation. These activities also can be combined into a series of events leading up to and continuing beyond International Women's Day.*

### RAISING AWARENESS: SPREAD THE WORD ABOUT CONDITIONS AND PROMISING PRACTICES FOR WOMEN & IT

#### Extended awareness or media campaign.

See "Raising Awareness" activities in previous section for ideas you might combine and/or build upon. Also, when selecting one or more of the activities from the categories below, combine them with some of the "Raising Awareness" activities to maximize reach and impact.



# INTERNATIONAL WOMEN'S DAY-IN-A-BOX

## Raising Awareness, Igniting Change

### INTENTIONAL ROLE MODELING: HIGHLIGHT ACHIEVEMENTS OF TECHNICAL WOMEN AND THOSE WHO HAVE CONTRIBUTED TO CHANGE FOR WOMEN IN IT

#### **Acknowledge accomplishments: extended ideas.**

The previous “Starting Small” section included suggestions for sharing stories of accomplished women in your organization or in the larger field of computing and technology. Consider expanding these into larger-scale efforts. For example, conduct interviews with and create your own videos of women who have made significant accomplishments in your company. Distribute these videos through email or your company’s Intranet during the week of International Women’s Day, or build a website that allows others to access them on International Women’s Day and beyond. Incorporate videos into an International Women’s Day luncheon or webinar event (see below). Consider distributing this information and other links through email, by creating a display, or by culling these resources for employees.

### MENTORING/NETWORKING: PROVIDING SUPPORT AND RESOURCES FOR TECHNICAL WOMEN

#### **Networking breakfasts/luncheons.**

Organize a networking breakfast or luncheon that includes a keynote speaker who addresses issues related to women and IT. Your speaker might participate through a webinar rather than in-person (see next activity). Make this an inclusive event; there can be advantages to women-only events, but there are disadvantages as well (refer to the Practical Guide regarding unintended consequences). If you have a specific purpose for hosting a women-only event, combine it with other events that are open to all employees.

#### **Webinars.**

Organize a webinar session that involves a speaker or panel of speakers discussing a particular theme relating to women and information technology. For global companies, you might want to focus on increasing awareness and communication about activities and existing conditions in different global offices and contexts. For example, IBM partnered with Working Mother Media to sponsor an external webinar (available to IBM employees and employees from other organizations for a small fee) with a panel about conditions and advancement of women in Brazil. IBM also broadcasted an internal webinar to its offices worldwide focusing on creating and

leveraging global networks. Key to these events’ success was the involvement of two high-level executive women who invited employees to the event and introduced the panelists.

#### **Speed networking.**

EDS, the Business Network Chicago IT Group, and other organizations have begun hosting “speed networking” luncheons. Following a luncheon speaker’s remarks, participants spend sixty minutes speed networking, switching tables every fifteen minutes and chatting with most, if not all, of the people at the event. Encourage participants to bring business cards and artifacts of their work—a design prototype, summary of a project in progress, notes on an innovative strategy they are testing, or things others should know about their work. (For more information see <http://www.entrepreneur.com/marketing/marketingideas/networkingcolumnist>.)

#### **Information technology taster sessions.**

In an effort to pique women’s interest and increase awareness of emerging technologies, an organization in the UK—the Doncaster Metropolitan Borough Council—offered “Information Technology Taster Sessions.” While most of the sessions involved using technology to create a product (e.g. a web page), you might experiment with taster sessions that focus on developing or creating technology. Such taster sessions could be offered across departments as ways for employees to broaden horizons, become more aware of activities and opportunities in other departments, and foster collaboration and innovation across departments and workgroups. Consider making taster sessions open to all employees, not just women.

#### **Launch a patenting and innovation group for women.**

A recent study sponsored by NCWIT’s Workforce Alliance found that mixed gender teams produced the most highly-cited patents. Consider establishing a women’s patenting or innovation group, as IBM did, to help employees learn how to patent and to foster diverse innovation. Consider using International Women’s Day to launch and publicize this program. You might invite a speaker to talk about gender and innovation, distribute findings from the NCWIT Patent Report (see [www.ncwit.org/pdf/NCWIT\\_Patent\\_Summary\\_FINAL.pdf](http://www.ncwit.org/pdf/NCWIT_Patent_Summary_FINAL.pdf)), and announce the program in internal company publications and through external media (See *Company Press Release Template*).

# INTERNATIONAL WOMEN'S DAY-IN-A-BOX

## Raising Awareness, Igniting Change

### OUTREACH: EXPANDING COMMUNITY OUTREACH, INSPIRING GIRLS TO PURSUE COMPUTING OR INFORMATION TECHNOLOGY CAREERS

#### Tech site visits for girls.

Plan a larger-scale site visit designed to interest girls in computing or technology careers. Site visits might include a luncheon, speakers, video presentations, and tours. You might partner with local girls' organizations and advertise in local middle or high schools to reach a broader range of girls. Try to invite girls from a diverse range of schools and geographical locations.

#### Information technology taster sessions.

Taster sessions can use technology to create a product (e.g. a web page), or you might experiment with taster sessions that focus on developing or creating technology itself. Consider partnering with a local school to offer such taster sessions or bring girls to your company site to participate. You might also incorporate these taster sessions as part of a larger visiting day for girls (described above).

#### Bring shops to the shop.

On the eve of International Women's Day, Sun offered employees a lunchtime vendor fair featuring several women-owned businesses. The fair promoted women in business and offered a great opportunity to shop for gifts for the big holiday the next day. Consider a similar activity especially focused on technical women and innovation.

### LAUNCHING SUSTAINED CHANGE: LARGE SCALE AND SYSTEMIC EFFORTS

#### Make the business case for diversity; establish a diversity council.

Evidence suggests that diversity efforts are most successful when a diversity council or committee holds the organizational accountable for specific goals, and when these diversity goals are tied to business-specific goals. If your organization does not have a diversity council or committee, raise awareness about these benefits in an effort to begin establishing one. For organizations that do have diversity councils, involve departments and workgroups in creating or revisiting their "business case" for diversity. Take stock of the current situation and the most pressing needs, and establish concrete goals. Synthesize this information into a document that

reflects that department's specific goals so that all employees can reference and use to make the business case for diversity.

As an example, HP devised a document that makes a general business case for diversity within the company, presented on the Where Women Want to Work website:

<http://www.wherewomenwanttowork.com/evidence/evidence2.asp?id=1395&qid=3&eid=8142>. Also see NCWIT's Establishing Institutional Accountability Practice Sheet ([www.ncwit.org/pdf/EstablishingInstitutionalAccountability\\_AchieveOrganizationalDiversity.pdf](http://www.ncwit.org/pdf/EstablishingInstitutionalAccountability_AchieveOrganizationalDiversity.pdf)) for more information on tying diversity goals to business needs.

#### Take stock of women's representation on your board.

A 2007 study by Catalyst, The Bottom Line: Corporate Performance and Women's Representation on Boards, indicates that corporations with more women on their boards of directors perform significantly higher than those with few women directors.

Three or more women board directors appears to be an indicator for significantly high business performance. Learn more at <http://www.catalyst.org/knowledge/bottomline2.shtml>. What does your board look like, and how has it changed over time? How might you begin making plans to diversify board representation?

#### Establish or refine your company's mentoring program.

Does your organization have a mentoring program? If it does, use International Women's Day as an opportunity to raise awareness about the program, share its successes, and identify areas for future improvement. If you do not already have such a program, consider using International Women's Day as an opportunity for launching one. Resources such as NCWIT's Mentoring in a Box: Technical Women at Work ([www.ncwit.org/imentor](http://www.ncwit.org/imentor)) can help your company establish and sustain a successful mentoring program.

#### Establish or refine supportive employment practices.

How does your workplace stack up against the Fortune 100 Best Companies to Work for? Slice the data in myriad ways to see how different companies support work-life balance through flex schedules, telecommuting, independent projects, job sharing and other means. See: <http://money.cnn.com/magazines/fortune/bestcompanies/2007>. Also see NCWIT's Promising Practices for information and resources on implementing business practices that foster and support diversity.

# INTERNATIONAL WOMEN'S DAY-IN-A-BOX

## Raising Awareness, Igniting Change

## Joint NCWIT's National Women's Day Celebration - MARCH 8

*celebrate the technical women within your company, publicize your efforts to promote women in technology, and improve recruitment and retention*

### WHAT IS NCWIT'S INTERNATIONAL WOMEN'S DAY CELEBRATION?

NCWIT is launching an International Women's Day celebration to raise awareness about women in information technology (IT): their achievements, the importance of their participation, and the promising practices that can increase their recruitment and retention. This national celebration will coordinate the various efforts of a number of corporations and IT departments committed to increasing women's participation in IT, and serve as a unified voice for amplifying their accomplishments. The NCWIT celebration features include:

- » A media campaign highlighting key issues with a focus on participating companies' activities
- » The release of NCWIT's new International Women's Day Program-in-a-Box
- » An International Women's Day website that advertises participating companies and provides links to information about their work
- » Live blogging on International Women's Day, March 8, to publicize companies' events and news

### WHAT DO COMPANIES GAIN FROM PARTICIPATING?

Participation in the NCWIT celebration offers companies a high return on investment, including national publicity, branding opportunities, and access to resources designed to increase the recruitment and retention of technical women.

**Marketing/PR/Branding.** Participating companies will have the opportunity to be included in NCWIT International Women's Day publicity materials, including the website, press releases, and print collateral. The celebration will be publicized and marketed to the national press, as well as to NCWIT's coalition (more than 100 university computer science and IT departments, blue-chip corporations, non-profits, and K-12 education organizations).

**Innovation/Human Resources.** Participation in the International Women's Day celebration gives companies and IT departments ready-to-use tools for boosting recruitment and retention of women

in IT. Increasing women's participation in IT has clear returns for a company's bottom line: not only does it tap into a 50 percent larger talent pool, it broadens the opportunities for innovation. A recent study from the London Business School (October 2007) shows that the most innovative ideas are developed by teams comprised of even proportions of men and women. Likewise, a recent study found that IT patents produced by mixed-gender teams were the most highly cited (NCWIT, 2007). A study of more than 300 Fortune 500 companies found that those with the highest representation of women in their senior management teams had a 35 percent higher return on equity and a 34 percent higher return to shareholders (Catalyst, 2004).

### WHAT IS INTERNATIONAL WOMEN'S DAY?

First celebrated in the U.S. in 1909, International Women's Day (IWD) has historically focused on improving rights, conditions, and opportunities for women. In 1978, The United Nations began recognizing International Women's Day (IWD) on its current date, March 8. Today, IWD is a major day of global celebration and provides a forum for countries worldwide to ignite change efforts for increasing women's participation in political, economic and social realms. Organizations that accept low levels of participation and leadership by women leave intellectual capital, innovation, and, ultimately, revenue on the table. Businesses that assume their work environments adequately foster innovation might be limiting their capacity for broader accomplishments. Given the increasingly vital role that IT plays in today's world, igniting change for women in IT is an ideal project for honoring the true spirit of International Women's Day.

### HOW CAN COMPANIES GET INVOLVED?

NCWIT is suggesting a wide range of ways to participate in the celebration. Select the option that best fits your company's resources and situation. Visit [www.ncwit.org/iwd](http://www.ncwit.org/iwd) to tell us how you plan to participate in International Women's Day. NCWIT will publicize the efforts of all participating companies in its national celebration.

# INTERNATIONAL WOMEN'S DAY-IN-A-BOX

## Raising Awareness, Igniting Change

### Press Release Template

*Use this template to draft a press release for issuance on or prior to International Women's Day, March 8. Select a sample headline, below, or create your own; then insert company-specific information as appropriate.*

[Name of Company] Celebrates International Women's Day by Highlighting Accomplishments and Future Challenges for Women in Information Technology

[Name of Company] Launches [Name of new or ongoing Program(s) or Event(s)] to raise awareness and increase women's participation in IT.

Increasing Women's Participation in IT: An Important Frontier for Human Rights and International Women's Day

[Name of Company] Highlights Women's Participation in IT as an Important Arena for International Women's Day Efforts

#### FOR IMMEDIATE RELEASE

[DATE] – [City, State] – As the U.S. and other countries gear up for International Women's Day, [Name of Company] is highlighting the urgent need to improve conditions for women in information technology (IT).

In 2007 women accounted for only 27 percent of the U.S. IT workforce — a steady decline from 1992, when women's IT employment peaked at 36 percent. In contrast, women's participation in most other math and science fields has steadily increased during this same time period, and women's participation in fields such as medicine and law have neared parity. Many find this trend particularly disturbing, given the vital role IT plays in the nation's economy and in its citizens' quality of life.

[Name of Company] seeks to improve women's participation in IT through its [Name of Program/Event]. The program aims to [goal of program — e.g. attract more women, retain/advance more women, provide mentoring or professional development, interest young girls, confront unconscious biases]. The program [describe key details — e.g. when established, how it works, who it is for, what the specific outcomes will be].

[Insert quote from company executive or use sample quote here: SAMPLE/OPTIONAL QUOTE: "IT is a particularly important area of focus for International Women's Day," says Lucy Sanders, CEO of the National Center for Women & Information Technology (NCWIT). "If we are really serious about improving conditions for women, as well as improving innovation and product development, we must step-up our efforts to increase women's contributions."]

[Name of Company] joins a large number of companies around the globe who are focusing their International Women's Day efforts on improving conditions for a diverse range of women in IT. NCWIT, a coalition of over 100 prominent corporations, academic institutions, government agencies, and non-profits working to increase women's participation in information technology, is hosting a website ([www.ncwit.org/iwd](http://www.ncwit.org/iwd)) to document these efforts and a blog for dialogue about International Women's Day celebrations of women in IT. NCWIT provides resources for organizations to increase women's IT participation, including an *International Women's Day Program-In-A-Box* that helps companies put together their own programs and events.

# INTERNATIONAL WOMEN'S DAY-IN-A-BOX

## Raising Awareness, Igniting Change

### Press Release Template

International Women's Day (IWD) is a global celebration of women's contributions. First celebrated in the United States in 1909, International Women's Day was instituted to honor women's achievements and to strategize ways to improve rights and living conditions for women around the globe. In 1978, The United Nations began recognizing International Women's Day on its current date, March 8. Today, International Women's Day provides a forum for developed and developing countries worldwide to ignite change efforts for increasing women's participation in political, economic, and social realms.

Insert Company Boilerplate

FOR MORE INFORMATION CONTACT:



# INTERNATIONAL WOMEN'S DAY-IN-A-BOX

## Raising Awareness, Igniting Change

### Technical Award Nomination Template

[Name of your Award]

#### Nomination Form

[Name of company, department, or council] is requesting nominations for the first annual [name of award] to be presented for International Women's Day on March 7, 2008 (International Women's Day is officially March 8, but in 2008 this falls on a Saturday). The award is designed to honor women who have made significant technical accomplishments in [name of company] or in the field of information technology. Please participate by nominating a person who excels in research, innovation, product development, leadership [and/or insert your own criteria or categories here].

#### Nominator

First Name:

Last Name:

Department:

Title:

#### Nominee

First Name:

Last Name:

Department:

Title:

Justification (required): Please give one or more examples of how this person's actions clearly demonstrate excellence in the award category above.

Please list those characteristics that best describe your nominee and that demonstrate why he/she deserves this award.

#### Rules:

- » The last day to submit nominations is [date]. Winners will be announced during International Women's Day celebrations the week of March 3-7, 2008. Any one may nominate a woman for this award.
- » Each nominee will be scored by a committee of judges.
- » Decisions of the judges are final.
- » You may nominate more than one person.
- » All nominees and nominators will be entered into a drawing for a prize.

## Inclusive Practices Award Nomination Template

[ Name of Your Award ]

(for example, "Making an Impact Everyday")

[Name of company, department or council] is requesting nominations for the first annual [name of award] to be presented for International Women's Day on March 7, 2008 (International Women's Day is officially March 8, but in 2008 this falls on a Saturday). The award is designed to honor individuals, departments, or work groups that have made significant contributions to practices that foster diversity and innovation. Please participate by nominating a person or work group that excels in research, innovation, product development, leadership.

### **Nominator**

First name:

Last name:

Department:

Title:

### **If For Individual Nominee**

First name:

Last name:

Department:

Title:

### **If For Department or Work Group Nominee**

Department or work group:

Project, program, or practices for which being nominated:

### **Select award for nomination: (choose one or more)**

[ select from these sample categories or create your own ]

☐ Innovation and Vision Award

☐ Mentoring Award

☐ Leadership Award

☐ Innovation and Vision Award

☐ Community/Youth Outreach Award

**Justification (required):** Please give at least one example of how this individual, department or work group demonstrates excellence in the award category above.

# INTERNATIONAL WOMEN'S DAY-IN-A-BOX

## Raising Awareness, Igniting Change

### Inclusive Practices Award Nomination Template

Please list those characteristics that best describe your nominee and that demonstrate why he/she/they deserve this award.

#### Rules

- » The last day to submit nominations is [insert date] . Winners will be announced as part of International Women's Day celebrations during the week of March 3-7, 2008.
- » Anyone may nominate a woman for this award.
- » Each nominee will be scored by a committee of judges. Judges reserve the right to change the category of award nominations.
- » Judges' decisions are final.
- » You may nominate more than one person, department, or work group, and you may nominate one person, department or work group in more than one category, as long as you can justify in writing why you are doing so.
- » All nominees and nominators will be entered into a drawing for a prize.

# INTERNATIONAL WOMEN'S DAY-IN-A-BOX

## Raising Awareness, Igniting Change

### Evaluation of IWD Event Template

This template is designed to be used with participants of your company's events, in order to help you evaluate the success of your events. Since events will vary widely, use this as a sample to be adapted to fit your particular activities.

#### [Name of Event] Evaluation

Thank you for your participation. We want to hear from you. Please take a few moments to answer the following questions, so that we can evaluate the success of this event and improve our planning for next year.

1. How did you find out about this event? [open-ended or list available options—e.g. email, colleague, flyer]
2. Were your colleagues and/or department aware of this event?
3. Do you have any suggestions for how we might better publicize the event next year?
4. This event was designed to [insert goal/s of event/program—e.g. raising awareness about issues related to women in IT, provide examples of diverse role models, provide mentoring/networking opportunities, etc.]. How well did this event succeed in accomplishing this goal?  
Note: If more than one goal, use separate question for each goal.  
  
☐ Not successful   ☐ Somewhat Successful   ☐ Successful   ☐ Very Successful
5. How well organized was [name of event – e.g. luncheon, webinar, photo gallery]  
  
☐ Not organized   ☐ Somewhat Organized   ☐ Organized   ☐ Very Organized
6. How engaged or interested were you in [name of event/speaker]  
  
☐ Not interested   ☐ Somewhat Interested   ☐ Interested   ☐ Very Interested
7. How successful was this event in suggesting ways you make future changes?  
  
☐ Not successful   ☐ Somewhat Successful   ☐ Successful   ☐ Very Successful

# INTERNATIONAL WOMEN'S DAY-IN-A-BOX

## Raising Awareness, Igniting Change

8. After attending this event, how likely are you to participate in some action or program focused on change?

\_\_\_\_ Not likely    \_\_\_\_ Somewhat Likely    \_\_\_\_ Likely    \_\_\_\_ Very Likely

9. If you are likely to participate in change efforts, what kind of action or program will it most likely be?

10. What, if any, was your favorite part/aspect of the event? Least favorite?

11. What suggestions do you have for improving this event?

12. What other kinds of events might you like to see on next year's International Women's Day?



# INTERNATIONAL WOMEN'S DAY-IN-A-BOX

## Raising Awareness, Igniting Change

### Sample Email Text for Selling Participation and Getting Company Approval

Dear [ insert name ]:

I would like to look into the possibility of participating in the NCWIT International Women's Day Celebration of women in IT. The celebration includes several different options for company participation. [ List options you believe fit your company here or attach form or website link [www.ncwit.org/iwd](http://www.ncwit.org/iwd)]. NCWIT will include the names of participating companies in their press materials and on their International Women's Day website.

I believe this is a valuable opportunity for our company for several reasons. It will help [ name of company ] increase publicity and awareness of our diversity initiatives amongst the general public and members of NCWIT's coalition (which includes more than 100 university computer science and IT departments, blue-chip corporations, non-profits, and K-12 education organizations). This effort will also help boost recruitment and retention efforts for female IT employees, allowing us to benefit from the diverse perspectives and life experiences women bring to innovation and product development. Women's current lack of participation in the IT workforce is leaving corporations with a shrinking pool of qualified professionals. This is even more detrimental given recent studies that show diversity of thought results in improved innovation and product development.

I am excited about the possibility of participating in this campaign and would be happy to take the steps necessary to start the ball rolling. Please let me know your thoughts and/or how we might best get approval to proceed.

Thank you,

[ insert name/s ]

# INTERNATIONAL WOMEN'S DAY-IN-A-BOX

## Raising Awareness, Igniting Change

## Resources Index

*A collection of resources listed in the International Women's Day In-a-Box*

### Background

*International Women's Day* on Flickr Photosharing: Images from around the globe tagged "internationalwomensday".

<http://www.flickr.com/photos/tags/internationalwomensday>.

International Women's Day - Wikipedia entry.

[http://en.wikipedia.org/wiki/International\\_Women's\\_Day](http://en.wikipedia.org/wiki/International_Women's_Day).

United Nations: History of International Women's Day.

<http://www.un.org/ecosocdev/geninfo/women/womday97.htm>.

### International Developments and IWD News

*United Nations Commission on the Status of Women* selects the theme for the UN's activity around International Women's Day each year.

<http://www.un.org/womenwatch/daw/csw/52sess.htm>.

*United Nations WomenWatch*: Information and Resources on Gender Equality and Empowerment of Women including news about International Women's Day.

<http://www.un.org/womenwatch/feature/iwd>.

*Women 2000 and Beyond: Gender Equality and the Empowerment of Women through ICT* from the Division for the Advancement of Women, Department of Economic and Social Affairs, United Nations Secretariat.

<http://www.un.org/womenwatch/daw/public/Febo5.pdf>.

*World Summit on the Information Society* International Telecommunication Union.

<http://www.itu.int/wsis/index.html>.

### Women and IT (U.S.)

*NCWIT By the Numbers: Statistics about Women & IT*.

[http://www.ncwit.org/pdf/Stat\\_sheet\\_2007.pdf](http://www.ncwit.org/pdf/Stat_sheet_2007.pdf).

*The NCWIT Scorecard: A Report on the Status of Women in Information Technology*.

[http://www.ncwit.org/pdf/2007\\_Scorecard\\_Web.pdf](http://www.ncwit.org/pdf/2007_Scorecard_Web.pdf).

*Ashcraft & Breitzman (2007) Who Invents IT? An Analysis of Women's Participation in Information Technology Patenting (Executive Summary)* NCWIT.

[http://www.ncwit.org/pdf/NCWIT\\_Patent\\_Summary\\_FINAL.pdf](http://www.ncwit.org/pdf/NCWIT_Patent_Summary_FINAL.pdf).

*The Bottom Line: Corporate Performance and Women's Representation on Boards*, Catalyst, 2007.

<http://www.catalyst.org/knowledge/bottomline2.shtml>.

# INTERNATIONAL WOMEN'S DAY-IN-A-BOX

## Raising Awareness, Igniting Change

### Recognition/Awards for Women in IT

*Anita Borg Institute for Women and Technology Channel:* News and stories of accomplished women on YouTube.  
[www.youtube.com/abiwt](http://www.youtube.com/abiwt).

*NCWIT Aspirations in Computing Awards:* Videos featuring inspired and inspiring girls who have won the award.  
<http://www.ncwit.org/what.awards.comp.html>.

*NCWIT Heroes* podcasts featuring interviews with women who have made significant contributions to information technology.  
<http://www.ncwit.org/resources.profiles.php>.

*Women Who Make a Difference Award*, presented in the UK each year on IWD.  
<http://www.bathnes.gov.uk/BathNES/communityandliving/equality/InternationalWomensDay.htm>.

*ACM SIGSOFT Outstanding Research Award for Software Engineering.*  
<http://www.sigsoft.org/awards/outResAwd.htm>.

*Women in Technology Leadership Awards*, with winners in corporate, entrepreneur, rising star, champion and other categories.  
<http://www.womenintechnology.org/content.asp?contentid=155>.

*Women of Vision Awards*, Anita Borg Institute for Women and Technology.  
<https://ssl.linklings.net/organizations/abi/>.

*Athena Lecturer, ACM.*  
[https://campus.acm.org/public/acmw/athena\\_announcement.cfm](https://campus.acm.org/public/acmw/athena_announcement.cfm).

*Weizmann Women & Science Award.*  
[www.weizmann-usa.org/site/PageServer?pagename=gin\\_women](http://www.weizmann-usa.org/site/PageServer?pagename=gin_women).

### Workplace Practices

*Fortune 100 Best Companies to Work For, 2007.* Learn which companies have supportive employment practices.  
<http://money.cnn.com/magazines/fortune/bestcompanies/2007>.

*Where Women Want to Work* Web site: IT Jobs.  
<http://www.wherewomenwanttowork.com/careers/jobcat.asp?psid=9>.

*NCWIT Promising Practices* for the workplace and for education.  
<http://www.ncwit.org/practices.html>.

*NCWIT Establishing Institutional Accountability Practice Sheet (pdf):* Information on tying diversity goals to business needs.  
[http://www.ncwit.org/pdf/EstablishingInstitutionalAccountability\\_AchieveOrganizationalDiversity.pdf](http://www.ncwit.org/pdf/EstablishingInstitutionalAccountability_AchieveOrganizationalDiversity.pdf).

*NCWIT Mentoring-in-a-Box: Technical Women at Work:* A resource kit for developing a mentoring program for technical women in industry.  
<http://www.ncwit.org/practices.box.out.html>.

# INTERNATIONAL WOMEN'S DAY-IN-A-BOX

## Raising Awareness, Igniting Change

NCWIT *Faculty Mentoring-in-a-Box: Academic Women in Computing*: A resource kit for developing a mentoring program for computer science or information technology faculty.

<http://www.ncwit.org/practices.box.out.html>.

### Outreach

NCWIT *Outreach-in-a-Box: Discovering IT*: A resource kit for developing an outreach program for kids, and especially girls.

<http://www.ncwit.org/practices.box.out.html>.

NCWIT *Aspirations in Computing award video*: Two videos featuring girls who have won the NCWIT Aspirations in Computing Award that can be shown to inspire young girls in computing.

<http://www.ncwit.org/what.awards.comp.html>.

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