“HOW HARD CAN IT BE?”

Ten years ago, we set out to revolutionize the face of technology. We weren’t content to admire “the problem” of underrepresentation of women and minorities in computing; we wanted to solve it.

The checklist for success was long (and still accurate). We needed an infrastructure with national reach, full pipeline coverage, and leadership at local levels; an evaluated collection of best practices and research; and a community for fostering accountability and communications.

Clearly, our mission is not a job for one individual or one organization at one specific point in time. Increasing the meaningful participation of girls and women in computing is a complex, ongoing undertaking. Thanks to change agents like you, we’ve seen real results:

• 684 middle school girls received 64,000 hours of computing education from near-peer leaders through NCWIT AspireIT in the 2013-2014 pilot round.

• 62% percent of NCWIT Academic Alliance members experienced an increase in female undergraduate enrollment, from the year they joined through the 2011-2012 school year.

• An NCWIT Pacesetter doubled the number of female interns in 2 years.

We’re honored to have you participate in this Summit and celebrate ten years of NCWIT. We’re also grateful for the support our Strategic and Investment Partners have given us, as well as the guidance supplied by our wonderful Board of Directors. Now is the time for all of us to appreciate our noteworthy results and recognize the significant accomplishments of you, our champions.

But, let’s not get too comfortable because we still have work to do.

This Summit’s plenary sessions and workshops are designed to make the hard work ahead more feasible. Take advantage of new resources about male advocacy, hiring the best talent for computing startups, job description analysis, increasing girls’ participation in computing competitions, and more. Stop by the registration table for hard copies. (It is #NCWITresourcемonth, after all.)

Get inspired by the invaluable remarks and exclusive announcements from our esteemed special guests — Actress and activist Maria Bello, Vice Chair of the Clinton Foundation Chelsea Clinton, President and CEO of Grameen America and member of Apple’s Board of Directors Andrea Jung, and CNN commentator and author Donna Brazile. Learn the latest in social science research in our workshops and from our plenary speakers, Michael Kimmel and Maggie Neale.

Make the most of our community receptions and meet-ups. Connect and collaborate with peers who share common goals. Network across disciplines with those who can remind you of the big picture at hand.

We’re glad you came, and we’re honored to be working with you on this very important mission.

Regards,

Lucy Sanders
NCWIT CEO and Co-founder
We’d like to give a huge thanks to Qualcomm, the 2014 NCWIT Summit co-host, and Turner Broadcasting System, Inc. for media production and livestreaming. We’re also grateful to Cox Communications, Johnson & Johnson, Microsoft, Rapt Media, and MakerBot for their support of the 2014 NCWIT Summit.
### THANK YOU TO OUR FINANCIAL PARTNERS!

The following organizations provide NCWIT with critical support all year long.

#### STRATEGIC PARTNERS

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<thead>
<tr>
<th>Organization</th>
<th>Support or Sponsorship Details</th>
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<tr>
<td>NSF</td>
<td>Supporter of NCWIT research, resource creation and distribution, NCWIT Academic Alliance infrastructure, and outreach</td>
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<tr>
<td>Microsoft</td>
<td>Sponsor of the NCWIT Academic Alliance Seed Fund and national sponsor of NCWIT Aspirations in Computing</td>
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<tr>
<td>Bank of America</td>
<td>National sponsor of NCWIT Aspirations in Computing National Award program</td>
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<tr>
<td>Google</td>
<td>Sponsor of NCWIT Extension Services for Undergraduate Programs (ES-UP) and NCWIT AspireIT</td>
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<td>intel</td>
<td>National sponsor of NCWIT AspireIT</td>
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#### INVESTMENT PARTNERS

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<tr>
<td>AVAYA</td>
<td>Startup investor in NCWIT</td>
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<td>Pfizer</td>
<td>Sponsor of the NCWIT K-12 Alliance</td>
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<td>MERCK</td>
<td>Sponsor of Counselors for Computing (C4C) program</td>
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<tr>
<td>Turner</td>
<td>Media partner and supporter of NCWIT Entrepreneurial Alliance programs, including the NCWIT Symons Innovator Award</td>
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<tr>
<td>Bloomberg</td>
<td>Sponsor of the NCWIT Undergraduate Research Mentoring Award and the NCWIT Aspirations in Computing Educator Award</td>
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<td>hp</td>
<td>National sponsor of NCWIT Aspirations in Computing Community</td>
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<td>National sponsor of NCWIT Collegiate Program</td>
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#### SUSTAINING PARTNER

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<tr>
<td>EMC²</td>
<td>Supporter of NCWIT Entrepreneurial Alliance programs, including the NCWIT Symons Innovator Award and NCWIT Entrepreneurial Heroes podcasts</td>
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#### CORPORATE SPONSORS

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<tr>
<td>Symantec.</td>
<td>Sponsor of NCWIT Student Seed Fund</td>
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<td>Qualcomm</td>
<td>Supporter of NCWIT Pacesetters</td>
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<td>Motorola</td>
<td>Supporter of NCWIT Aspirations in Computing Affiliates and NCWIT K-12 Alliance Latina Microsite</td>
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<td>Northrop Grumman</td>
<td>Supporter of NCWIT AspireIT</td>
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### Monday | May 19, 2014

**PLEASE NOTE THAT BADGES ARE REQUIRED AT ALL NCWIT SUMMIT EVENTS.**

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<tr>
<th>TIME</th>
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| 4:00 – 5:15 p.m. | **SUMMIT WELCOME**  
Ronnie Caropreso, Erin Gavin, and Farnam Jahanian            | Grand Pacific Ballroom  
Tune in: ncwit.org/livestream                  |
|              | **PLENARY I: “NEGOTIATION FOR CHANGE LEADERS”**  
Dr. Margaret “Maggie” Neale, Adams Distinguished Professor of Management, Stanford University |                                                  |
|              | Negotiation is problem solving. The goal is not to get a deal; the goal is to get a good deal. Neale will discuss four steps to achieving a successful negotiation: Assess, Prepare, Ask, and Package, as well as three questions to prepare to enter a negotiation: Why are you asking? How are you asking? For whom are you asking? |                                                  |
| 5:15 – 5:30 p.m. | **COMMUNITY ANNOUNCEMENTS**  
Lucy Sanders  
Don’t miss these exciting announcements from NCWIT members.  
*Mitch Baranowski*, Male Influencer  
*Ellen Spertus*, Extension Services Award Program  
*Tami Mallett*, NCWIT Collegiate Program  
*Rane Johnson-Stempson*, The Big Dream | Grand Pacific Ballroom  
Tune in: ncwit.org/livestream |
| 5:30 – 7:30 p.m. | **ALLIANCE MEETUPS**  
Join other members of your alliance for an informal meet-and-greet reception.  
Academic Alliance Meetup  
Workforce Alliance and Entrepreneurial Alliance Meetup  
K-12 Alliance and Tapestry Teachers Meetup  
Affinity Group Alliance Meetup | Sea View Terrace  
Salons 4 & 5, Rose Garden  
Cardiff & Patio  
Sunset Terrace (Lower Fire Pit) |
Three-day Schedule

Tuesday | May 20, 2014

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<tr>
<td>7:00 – 8:00 a.m.</td>
<td><strong>COMMUNITY BREAKFAST</strong>&lt;br&gt;Join other NCWIT Summit attendees bright and early for breakfast before the alliance meetings.</td>
<td>Rose Garden &amp; Atrium</td>
</tr>
<tr>
<td>8:00 a.m. – 12:00 p.m.</td>
<td><strong>ALLIANCE MEETINGS I</strong>&lt;br&gt;This is the first of two alliance meetings during the Summit. NCWIT’s alliances meet face-to-face only once a year, so these meetings will be jam-packed and action-oriented. Alliance meetings are open only to members of that alliance and invited guests.&lt;br&gt;- Academic Alliance Meeting&lt;br&gt;- Workforce Alliance and Entrepreneurial Alliance Meeting&lt;br&gt;- K-12 Alliance Meeting&lt;br&gt;- Affinity Group Alliance Meeting</td>
<td>Salon 3, 4 &amp; 5&lt;br&gt;Baycliff&lt;br/Cardiff&lt;br&gt;Sunset</td>
</tr>
<tr>
<td>10:00 – 10:30 a.m.</td>
<td><strong>COMMUNITY BREAK</strong></td>
<td>Newport Coast Foyer</td>
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<tr>
<td>12:00 – 1:00 p.m.</td>
<td><strong>COMMUNITY LUNCH</strong>&lt;br&gt;Join other Summit attendees for a community lunch</td>
<td>Rose Garden &amp; Atrium</td>
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<td>1:00 – 1:45 p.m.</td>
<td><strong>NCWIT AT 10 YEARS</strong>&lt;br&gt;<em>Lucy Sanders</em>&lt;br&gt;This year’s event, our 10th anniversary, will be a special celebration — a time to recognize the significant accomplishments of our heroes and evangelists. We look forward to equipping you, as a change leader for women in technology, with ideas and action items for encouraging more girls and women to pursue computing for decades to come.&lt;br&gt;&lt;br&gt;<strong>PIONEER AWARD</strong>&lt;br&gt;<em>Dr. Telle Whitney</em>&lt;br&gt;Join us as we honor <em>Eleanor Kolchin</em>, the 2014 Pioneer Award Winner.</td>
<td>Grand Pacific Ballroom&lt;br&gt;Tune in: ncwit.org/livestream</td>
</tr>
<tr>
<td>1:45 – 2:45 p.m.</td>
<td><strong>PLENARY II: “ENGAGING MEN TO SUPPORT WOMEN IN TECHNOLOGY, STEM AND LIFE IN GENERAL”</strong>&lt;br&gt;<em>Dr. Michael Kimmel, Distinguished Professor of Sociology, Stony Brook University</em>&lt;br&gt;Come learn about the obstacles to men’s support for gender equality, especially in technology, as well as the reasons organizations and men should and can support gender diversity.</td>
<td>Grand Pacific Ballroom&lt;br&gt;Tune in: ncwit.org/livestream</td>
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### Three-day Schedule

#### Tuesday | May 20, 2014

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<tr>
<td>2:45 – 3:00 p.m.</td>
<td><strong>COMMUNITY BREAK</strong></td>
<td>Grand Pacific Foyer</td>
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<tr>
<td>3:00 – 4:00 p.m.</td>
<td><strong>WORKSHOP FLASHTALKS</strong></td>
<td>Grand Pacific Ballroom</td>
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<td>This year, the Flashtalks will be in preparation for the workshops and will be hosted by Jeffrey Forbes. Come hear our workshop speakers pitch their topics.</td>
<td>Tune in: ncwit.org/livestream</td>
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<tr>
<td>4:15 – 5:15 p.m.</td>
<td><strong>WORKSHOPS SESSION ONE</strong></td>
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<td>(You’ll have the opportunity to attend two workshops. Workshops will fill on a first come, first served basis and will be REPEATED on Wednesday morning, with the exception of workshop #7.)</td>
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<tr>
<td></td>
<td>1. <strong>HOW TO CHANGE A STATE: MAKING COMPUTING EDUCATION FIT INTO PUBLIC EDUCATION</strong>&lt;br&gt;Presenter: Dr. Mark Guzdial</td>
<td>1. Salon 1</td>
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<tr>
<td></td>
<td>2. <strong>WHY YOU SHOULD NEVER RAFFLE OFF AN IPAD... (UNLESS YOU’RE APPLE)</strong>&lt;br&gt;Presenter: Rachael King</td>
<td>2. Salon 3</td>
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<td></td>
<td>3. <strong>FROM RECOGNITION TO ACTION: WHAT DO YOU DO TO CHALLENGE INEQUITIES? (AN ACADEMIC FOCUS)</strong>&lt;br&gt;Presenter: Raquell Holmes, PhD</td>
<td>3. Crystal</td>
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<td></td>
<td>5. <strong>TSUNAMI OR SEA CHANGE? RESPONDING TO THE EXPLOSION OF STUDENT INTEREST IN COMPUTER SCIENCE</strong>&lt;br&gt;Presenters: Dr. Ed Lazowska and Eric Roberts</td>
<td>5. Coral</td>
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<td></td>
<td>6. <strong>YES, YOU DO BELONG HERE</strong>&lt;br&gt;Presenter: Dr. Geoffrey L. Cohen</td>
<td>6. Mariner</td>
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<td>7. <strong>BE A CHANGE LEADER WITHOUT RUINING YOUR CAREER (A WORKFORCE FOCUS)</strong>&lt;br&gt;Note: This workshop does not repeat.&lt;br&gt;Presenter: Dr. Christopher Metzler</td>
<td>7. Copper</td>
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<td></td>
<td>8. <strong>LEVERAGING EXPERTISE TO DRIVE TEAM INNOVATION &amp; PERFORMANCE: WHAT GETS IN THE WAY AND HOW TO GET RID OF IT?</strong>&lt;br&gt;Presenter: Dr. Melissa Thomas-Hunt</td>
<td>8. Salon 2</td>
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<td></td>
<td>9. <strong>MOBILIZING INFLUENCE IN THE WORKPLACE: CREATING OPPORTUNITIES AND ALLIES FOR REFORM</strong>&lt;br&gt;Presenter: Dr. Brayden King</td>
<td>9. Sapphire</td>
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# Three-day Schedule

**Tuesday | May 20, 2014**  
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| 5:30 – 5:35 p.m. | **GOOGLE K-12 COMPUTER SCIENCE RESEARCH FINDINGS**  
Iveta Brigis and Hai Hong | Grand Pacific Ballroom  
Tune in: ncwit.org/livestream |  
| 5:35 – 5:45 p.m. | **SPECIAL GUEST**  
Andrea Jung, President and CEO of Grameen America, Apple BOD Member | Grand Pacific Ballroom  
Tune in: ncwit.org/livestream |  
| 5:45 – 6:20 p.m. | **ASPIRATIONS IN COMPUTING AWARD CEREMONY**  
Ruthe Farmer, Andrea Jung, Debra Richardson, Rane Johnson-Stempson, and Tommy Simpson | Grand Pacific Ballroom  
Tune in: ncwit.org/livestream |  
|                | Come celebrate the winners of the 2014 Southern California NCWIT Award for Aspirations in Computing as we recognize their many computing achievements. These young women are some of the best and the brightest in Southern California and have been selected for their computing and IT aptitude, leadership ability, academic history, and their plans for post-secondary education. We will also recognize the 2014 Southern California Educator Award Winner, selected for encouraging students to continue their interest in computing and technology and promoting gender equity in computing. |  |  
| 6:20 – 6:30 p.m. | **SPECIAL ANNOUNCEMENT: DEVELOPER TOY CHALLENGE**  
Andrea Guendelman and Carrie van Heyst  
Maria Bello, Actress and activist | Grand Pacific Ballroom  
Tune in: ncwit.org/livestream |  
| 6:30 – 8:30 p.m. | **COMMUNITY RECEPTION (SPONSORED BY COX COMMUNICATIONS, JOHNSON & JOHNSON, AND MICROSOFT)**  
Please join us for a reception with members of the community and invited guests. Aspirations Award winners and their families will be in attendance. | Sea View Terrace |
### Three-day Schedule

#### Wednesday | May 21, 2014

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<tr>
<td>7:00 – 7:45 a.m.</td>
<td>COMMUNITY BREAKFAST II</td>
<td>Rose Garden</td>
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<td>Join other NCWIT Summit attendees bright and early for breakfast before the second session of workshops.</td>
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<tr>
<td>8:00 – 9:00 a.m.</td>
<td>WORKSHOPS SESSION TWO (REPEATS)</td>
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<td>(The following workshops are repeats, EXCEPT for Workshop #7. Workshops will fill on a first come, first served basis.)</td>
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<td>Crystal</td>
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<td></td>
<td>Presenter: Raquell Holmes, PhD</td>
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<td>4.</td>
<td>MICRO ACTIONS, MACRO IMPACT: MANAGING DIFFERENCES AND MINIMIZING MICRO INEQUITIES (A WORKFORCE FOCUS)</td>
<td>Cardiff</td>
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<td></td>
<td>Presenter: Anna Giraldo-Kerr</td>
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<tr>
<td>5.</td>
<td>TSUNAMI OR SEA CHANGE? RESPONDING TO THE EXPLOSION OF STUDENT INTEREST IN COMPUTER SCIENCE</td>
<td>Coral</td>
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<td>Presenters: Dr. Ed Lazowska and Eric Roberts</td>
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<td>6.</td>
<td>YES, YOU DO BELONG HERE</td>
<td>Mariner</td>
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<td>Presenter: Dr. Geoffrey L. Cohen</td>
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<tr>
<td>7.</td>
<td>CREATING CHANGE AND MOTIVATING OTHERS TO INNOVATE (AN ACADEMIC FOCUS)</td>
<td>Copper</td>
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<td></td>
<td><em>Note: This workshop does not repeat.</em></td>
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<td>Presenter: Dr. Adrianna Kezar</td>
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<td>8.</td>
<td>LEVERAGING EXPERTISE TO DRIVE TEAM INNOVATION &amp; PERFORMANCE: WHAT GETS IN THE WAY AND HOW TO GET RID OF IT?</td>
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**Wednesday | May 21, 2014**

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| 9:15 – 10:30 a.m. | **ALLIANCE MEETINGS II**  
This is the second of two NCWIT Alliance meetings.  
*Academic Alliance Meeting*  
*Workforce Alliance and Entrepreneurial Alliance Meeting*  
*K-12 Alliance Meeting*  
*Affinity Group Alliance Meeting* | Rose Garden  
Baycliff  
Cardiff  
Sunset |
| 10:45 – 11:00 a.m. | **COMMUNITY AWARDS**  
*Dr. Bobby Schnabel, Rane Johnson-Stempson, Dr. Ed Lazowska, and Tommy Simpson*  
Help us recognize outstanding achievements by members of our community. For more information on the NCWIT Undergraduate Research Mentoring Award, NCWIT Harrold and Notkin Research and Graduate Mentoring Award and NCWIT Academic Alliance Seed Fund, please visit ncwit.org/awards. | Grand Pacific Ballroom  
Tune in: ncwit.org/livestream |
| 11:00 – 11:30 a.m. | **SPECIAL GUEST**  
*Chelsea Clinton, Vice Chair of the Clinton Foundation, with Lucy Sanders* | Grand Pacific Ballroom  
Tune in: ncwit.org/livestream |
| 11:30 a.m. – 12:30 p.m. | **PLENARY III: “WHY DIVERSITY MATTERS”**  
*Donna Brazile, CNN commentator and author*  
Come hear about why diversity in computing matters and how to inspire the next generation of women to pursue education and careers in IT fields. | Grand Pacific Ballroom  
Tune in: ncwit.org/livestream |
| 12:30 p.m. | **SUMMIT CONCLUDES** | Grand Pacific Foyer |
| 1:00 – 1:30 p.m. | **LEADERSHIP TEAM MEETING (BY INVITATION)**  
The NCWIT Leadership Team will be meeting after the close of the Summit. A box lunch will be provided for attendees. | Sunset |
| 1:30 – 6:30 p.m. | **SOCIAL SCIENCE ADVISORY BOARD MEETING (BY INVITATION)**  
The Social Science Advisory Board (SSAB) is an advisory group of social scientists from preeminent institutions nationwide that supports NCWIT initiatives and goals through their knowledge of research and theory at the intersection of women and computing. They meet face-to-face annually at the NCWIT Summit. | Cardiff |
**Workshop Descriptions**

**How to Change a State: Making Computing Education Fit Into Public Education**
Session 1 – 4:15 p.m. on Tuesday, Salon 1
Session 2 – 8:00 a.m. on Wednesday, Salon 1
*Dr. Mark Guzdial*

In the distributed U.S. education system, individual states (even individual school districts) decide what their students study and what counts towards high school graduation. The upside is that there are hundreds of experiments in education across the country. The downside is that there are thousands of decision-makers who have to be persuaded to put computer science classes in their schools. In this workshop, we’ll talk about what’s working to get CS into schools in states like Georgia, Massachusetts, South Carolina, and California. Based on our experiences in the Expanding Computing Education Pathways alliance, we’ll talk about models for organizing, assessing needs, and influencing policy-makers.

**From Recognition to Action: What Do You Do To Challenge Inequities? (An Academic Focus)**
Session 1 – 4:15 p.m. on Tuesday, Crystal
Session 2 – 8:00 a.m. on Wednesday, Crystal
*Raquell Holmes, PhD*

Despite invitations to be part of a vibrant working community, women and minorities often experience implicit social messages that convey: “You don’t belong here.” The slights or unconscious assumptions in isolation may appear innocent, but over time are experienced as micro-aggressions or inequities given the diversity of the group (gender, race, nationality). This interactive workshop addresses, “What do we do?” Although, it is impossible to know beforehand exactly how to respond to a given situation, it is possible to improve our ability to respond. The goal of this theater based workshop is to provide participants with practice in stepping out from roles as “bystander” or “victim” to ones of “ally,” “spect-actor” and leader for inclusion.

**Why You Should Never Raffle Off an iPad... (Unless You’re Apple)**
Session 1 – 4:15 p.m. on Tuesday, Salon 3
Session 2 – 8:00 a.m. on Wednesday, Salon 3
*Rachael King*

Learn from cold, hard case studies as we explore the best (and worst!) practices when creating a social media campaign. We’ll explore everything from ideation to how to choose the right platform(s), incentives, timing (launch and length of the campaign), how to choose and achieve your specific goals, marketing the campaign, and much more. Leave with a solid checklist that will guide you through building a valuable social media campaign from start to finish, no matter how big or small your brand is.

**Micro Actions, Macro Impact: Managing Differences and Minimizing Micro Inequities (A Workforce Focus)**
Session 1 – 4:15 p.m. on Tuesday, Cardiff
Session 2 – 8:00 a.m. on Wednesday, Cardiff
*Anna Giraldo-Kerr*

During this workshop participants will learn how workplace interactions could lead to micro inequities, a process to identify and manage micro inequities, how to address them through effective reactive and proactive techniques, and how to develop a mindset centered on micro affirmations.
TSUNAMI OR SEA CHANGE? RESPONDING TO THE EXPLOSION OF STUDENT INTEREST IN COMPUTER SCIENCE
Session 1 – 4:15 p.m. on Tuesday, Coral
Session 2 – 8:00 a.m. on Wednesday, Coral
Dr. Ed Lazowska and Eric Roberts

Across the nation, in colleges and universities of all shapes and sizes, student interest in computer science is booming: enrollment in introductory courses, in upper-division electives, and in the major. There are many reasons including the exciting intellectual agenda of the field, the importance of “computational thinking” and of computer science itself to a broad range of fields, and the extraordinary (and extraordinarily diverse) employment opportunities available to graduates. Is this a tsunami – a phenomenon that will pass, consistent with the enrollment booms and busts of the past? Or, is it a sea change, potentially more substantive and long-lived? Whatever the answer, how can we respond to the overwhelming demand? We have rapidly transitioned from a period of insufficient student demand to a period of insufficient faculty capacity. What are the right approaches – as individuals, departments, and universities? How can we create the institutional will to make the changes that are necessary? And, how can we ensure that traditionally underrepresented groups don’t get left behind?

YES, YOU DO BELONG HERE
Session 1 – 4:15 p.m. on Tuesday, Mariner
Session 2 – 8:00 a.m. on Wednesday, Mariner
Dr. Geoffrey L. Cohen

This session will discuss new scientific research on how brief but timely psychological interventions can close achievement gaps in education, including those between men and women in math and science. The interventions lessen the psychological costs of being marginalized. As a result, they promote achievement, well-being, and health. Sometimes, they even have a positive effect that lasts over many years.

BE A CHANGE LEADER WITHOUT RUINING YOUR CAREER (A WORKFORCE FOCUS)
Session 1 – 4:15 p.m. on Tuesday, Copper
Note: This workshop does not repeat.
Dr. Christopher Metzler

Participants will learn concrete, practical strategies for identifying and enlisting the help of sponsors in making the technical workplace more inclusive while also advancing their own careers. Dr. Metzler will specifically discuss strategies for developing an executive presence and an effective personal brand in order to better identify and enlist sponsors as allies for change and for increasing their influence in the organization. These strategies will also help attendees work with difficult managers or engage hesitant managers in change efforts. Attendees will begin developing their own specific sponsorship plan and will walk away with practical next steps for implementing this plan in their own organizations.

LEVERAGING EXPERTISE TO DRIVE TEAM INNOVATION & PERFORMANCE: WHAT GETS IN THE WAY AND HOW TO GET RID OF IT?
Session 1 – 4:15 p.m. on Tuesday, Salon 2
Session 2 – 8:00 a.m. on Wednesday, Salon 2
Dr. Melissa Thomas-Hunt

Whether it’s a technological breakthrough, product improvement or disruptive innovative process, teams are often assembled to drive success. The hope is that tapping the knowledge base of the most expert individuals will ensure an optimal outcome. However, many factors get in the way of discovering and utilizing the knowledge at hand. Join Dr. Melissa Thomas-Hunt as she shares what elements allow teams to leverage their expertise, how those elements impact innovation and performance, and what you can do to engage teams in maximizing performance.
MOBILIZING INFLUENCE IN THE WORKPLACE: CREATING OPPORTUNITIES AND ALLIES FOR REFORM
Session 1 – 4:15 p.m. on Tuesday, Sapphire
Session 2 – 8:00 a.m. on Wednesday, Sapphire
Dr. Brayden King

Women in computing and technology often face challenges in the workplace as they seek to gain the acceptance of their peers, build careers, and become influential. This workshop will focus on collective strategies for creating real reform to help women gain more influence and support from their colleagues, to further their careers, and to move up organizational and industry hierarchies. We will discuss a number of skills and strategies that you can use to mobilize the support of key allies in your organization and that will help you to take advantage of opportunities for advancement.

CREATING CHANGE AND MOTIVATING OTHERS TO INNOVATE (AN ACADEMIC FOCUS)
Session 2 – 8:00 a.m. on Wednesday, Copper
Note: This workshop does not repeat.
Dr. Adrianna Kezar

In this session, Dr. Kezar explains practical research-based principles for creating change and for effectively leading change. Efforts to increase diversity are often resisted by faculty and staff on campuses who are not familiar with the importance and potential of these efforts. In this session, Kezar helps explain how a variety of faculty, staff, and other would-be change agents can overcome this resistance and facilitate real change in departments and on campus.
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Plenary Speakers and Special Guests

MARIA BELLO, ACTRESS AND ACTIVIST, AND A VOICE IN THE DOCUMENTARY FEMME-WOMEN HEALING THE WORLD
www.FemmeTheMovie.com

Maria Bello, an award-winning actor (The Cooler, Coyote Ugly, History of Violence, Sisters), and having just won the Best Ensemble Award for 2013 for Prisoners, is an internationally renowned activist for social justice and women’s rights around the world. With a special focus on Haiti, she is U.S. Global Ambassador for Women of Haiti, named the Goodwill Ambassador for Women in Haiti in 2013, and served on the Haiti Economic Development Advisory Panel alongside Haitian President Michel Martelly, Ambassador Danielle St. Lot, former U.S. President Bill Clinton and Nobel Peace Prize winner Mohammad Yunus.

Bello is currently writing a book and just completed writing a television series under her film production company, groundfloorentertainment which focuses on social impact entertainment. She started her career at the Women’s Law Project in Philadelphia in 1987 and co-founded her first NGO in Harlem, TheDreamYardDrama Project, in 1997. In 2009, Bello was voted one of Variety magazine’s most powerful women in Hollywood for her activism in Darfur.

Her work in Haiti ranges from women’s health and education to women’s rights and empowerment. Bello spearheaded the opening of the women’s clinic in the Petionville Camp and produced a women’s media campaign for the elections following the earthquake in 2010. She has also worked with Artists for Peace and Justice and Femmes en Democratie since 2008.

Bello speaks around the world on social impact investing, Haiti, and women’s rights. In 2012, she was a keynote speaker at the State Department’s Forum on Impact Investing, a recipient of the Starkey Foundation’s “So the World May Hear” Award, a participant in the first-ever Vital Voices / Bank of America International Women’s Conference in Haiti, and named a Vital Voices Global Ambassador for women.

Bello has co-founded several organizations such as We Advance, which brings medical and educational services to the poorest of Haiti, and We Advance University, which connects, educates, and empowers women in Haiti and throughout the world. She is also a partner in GATE Global Impact LLC (GGI), an initiative focused on increasing worldwide demand for impact investing by providing information and electronic marketplace infrastructure, and a member of CGI, working on gender policy within the Haiti Network.
DONNA BRAZILE, FOUNDER AND MANAGING DIRECTOR
Brazile & Associates LLC

Veteran Democratic political strategist Donna Brazile is an adjunct professor, author, syndicated columnist, television political commentator, Vice Chair of Voter Registration and Participation at the Democratic National Committee, and former interim National Chair of the Democratic National Committee as well as the former chair of the DNC’s Voting Rights Institute.

She first got involved in politics at the age of nine when she worked to elect a City Council candidate who had promised to build a playground in her neighborhood; the candidate won, the swing set was installed, and a lifelong passion for political progress was ignited. Brazile worked on every presidential campaign from 1976 through 2000, when she became the first African-American to manage a presidential campaign.

Brazile’s passion is encouraging young people to vote, to work within the system to strengthen it, and to run for public office. Since 2000, Brazile has lectured at over 125 colleges and universities across the country on such topics as “Inspiring Civility in American Politics,” “Race Relations in the Age of Obama,” “Why Diversity Matters,” and “Women in American Politics: Are We There Yet?”

Author of the best-selling memoir Cooking with Grease: Stirring the Pots in American Politics, Brazile is an adjunct professor at Georgetown University, a syndicated newspaper columnist for Universal Uclick, a columnist for Ms. Magazine, and O, the Oprah Magazine, an on-air contributor to CNN, and ABC, where she regularly appears on ABC’s This Week. She also has a passion for acting; she has made two cameo appearances on CBS’s The Good Wife and appeared on Netflix’s House of Cards.

In August 2009, O, The Oprah Magazine chose Brazile as one of its 20 “remarkable visionaries” for the magazine’s first-ever O Power List. In addition, she was named among the 100 Most Powerful Women by Washingtonian magazine, Top 50 Women in America by Essence magazine, and received the Congressional Black Caucus Foundation’s highest award for political achievement.

She is currently on the board of the National Democratic Institute (NDI), the National Institute for Civil Discourse, the Joint Center for Political and Economic Studies and the BlackAmericaWeb.com Relief Fund, Inc.

Brazile is a native of New Orleans, Louisiana and was appointed by former Governor Kathleen Blanco to serve on the Louisiana Recovery Board to work for the rebuilding of the state and to advocate for the Gulf recovery on the national stage.

Brazile is the proud recipient of honorary doctoral degrees from Louisiana State University, North Carolina A&T State University, Grambling College, Northeastern Illinois University and Xavier University of Louisiana, the only historically Black, Catholic institution of higher education in the United States.
Plenary Speakers and Special Guests

CHELSEA CLINTON, VICE CHAIR
Clinton Foundation

Chelsea Clinton, Vice Chair of the Clinton Foundation, works with her parents, President Bill Clinton and Secretary Hillary Rodham Clinton, to drive the vision and work of the Clinton Foundation. Over the past 12 years, the Foundation has built partnerships with great purpose among governments, businesses, NGOs, and individuals everywhere to strengthen health systems in developing countries, fight climate change, expand economic opportunity in Africa, Latin America, and the United States, and help Americans live healthier lives. Additionally, Clinton Global Initiative members have made more than 2,800 Commitments to Action to improve more than 430 million lives in more than 180 countries.

Chelsea focuses especially on the Foundation’s health programs, including the Clinton Health Access Initiative, which strengthens health care and access to lifesaving services in the developing world; the Alliance for a Healthier Generation, which fights childhood obesity in the United States; and the Clinton Health Matters Initiative, which addresses preventable disease in the United States. She also established – and continues to lead – the Clinton Foundation Day of Action program, which identifies and organizes meaningful service opportunities for Foundation staff, friends, and partners and for the wider Foundation community. As one of the strongest champions of the Clinton Global Initiative University, Chelsea works to empower the next generation of change makers to take action on some of the world’s most urgent challenges. And through the Clinton Foundation Millennium Network, Chelsea plays an integral role in inspiring young leaders and philanthropists to get involved in the work of the Foundation.

In addition to her Foundation work, Chelsea is a special correspondent for NBC News. She previously worked at McKinsey & Company and Avenue Capital.

Chelsea also serves on the boards of the Clinton Health Access Initiative, the School of American Ballet, Common Sense Media and the Weill Cornell Medical College. She is the Co-Chair of the Advisory Board of the Of Many Institute at NYU. Chelsea holds a BA from Stanford, an MPhil from Oxford, an MPH from Columbia’s Mailman School of Public Health, and is currently pursuing a doctorate at Oxford.

She and her husband, Marc, live in New York City.
ANDREA JUNG, PRESIDENT AND CEO
Grameen America

Andrea Jung is President and Chief Executive Officer of Grameen America, the fastest-growing microfinance organization in the United States. Jung, the former Chairman and Chief Executive Officer of Avon Products, Inc. and longtime champion of women’s issues, was appointed by Grameen’s Chairman Nobel Peace Laureate Muhammad Yunus to the position in April 2014 “to bring her unique qualifications and able leadership to accelerate our mission.” Founded in 2008, Grameen America is dedicated to helping women who live in poverty build small businesses to create better lives for their families. In a record achievement over the last five years, Grameen America has proved that microlending to poor women increases their income, creates assets, and builds communities. In just six years, Grameen America has invested more than $140 million in women’s microbusinesses.

Jung, the longest serving female chief executive in the Fortune 500, is respected as a trailblazer for women’s empowerment. She served as CEO of Avon from 1999 through April 2012, and as Chairman from 2001 through December 2012. As Avon’s first woman CEO and Chairman, she was also the first woman to serve as Chairman of the Cosmetic, Toiletry & Fragrance Association, and Chairman of the World Federation of Direct Selling Associations.

During her tenure at Avon, Jung was responsible for developing and expanding economic earnings opportunities to over six million women in over one hundred countries. She has been lauded globally for her dedication to empowering women through her pursuit of public-private partnerships to end violence against women and to stem the breast cancer epidemic. Under her leadership, the Avon Foundation for Women raised and awarded nearly $1 billion to support health and empowerment causes, becoming the largest women-focused corporate philanthropy around the world. Jung’s efforts were recognized by the Clinton Global Initiative, which in 2010 honored her with the Clinton Global Citizen Award for her visionary leadership in solving pressing global challenges.

Throughout her corporate tenure, Jung ranked consistently among the top leaders on lists including Fortune magazine’s “Most Powerful Women in Business,” Forbes magazine’s “Most Powerful Women in the World,” and Financial Times’ “Top Women in World Business.”

Andrea Jung currently serves as a member of the Board of Directors of the General Electric Company, Apple Inc., and Daimler AG. She also serves on the Committee for Economic Development, an independent, non-profit, nonpartisan American think tank. She is a graduate of Princeton University.
Plenary Speakers and Special Guests

DR. MARGARET “MAGGIE” NEALE, ADAMS DISTINGUISHED PROFESSOR OF MANAGEMENT, DIRECTOR OF THE MANAGING TEAMS FOR INNOVATION AND SUCCESS EXECUTIVE PROGRAM, DIRECTOR OF THE INFLUENCE AND NEGOTIATION STRATEGIES EXECUTIVE PROGRAM, CO-DIRECTOR OF THE EXECUTIVE PROGRAM FOR WOMEN LEADERS

Stanford Graduate School of Business

Dr. Margaret A. Neale is the Adams Distinguished Professor of Management. She is the faculty director of three executive programs at Stanford University: Influence and Negotiation Strategies, Managing Teams for Innovation and Success, and the Executive Program for Women Leaders. She was the Graduate School of Business John G. McCoy-Banc One Corporation Professor of Organizations and Dispute Resolution from 2000-2012, as well as the Trust Faculty Fellow in 2011-2012 and in 2000-2001. From 1997-2000, she was the Academic Associate Dean of the Graduate School of Business at Stanford University.

Prior to joining Stanford’s faculty in 1995, Dr. Neale was the J.L. and Helen Kellogg Distinguished Professor of Dispute Resolution and Organizations at the J.L. Kellogg Graduate School of Management at Northwestern University. She received her Bachelor’s degree in Pharmacy from Northeast Louisiana University, her Master’s degrees from the Medical College of Virginia and Virginia Commonwealth University, and her doctorate in Business Administration from the University of Texas. She began her academic career as a member of the faculty at the Eller School of Management of the University of Arizona.

Dr. Neale’s major research interests include bargaining and negotiation, distributed work groups, and team composition, learning, and performance. She is the author of over 70 articles on these topics and is a co-author of three books: Organizational Behavior: A Management Challenge (third edition) (with L. Stroh and G. Northcraft) (Erlbaum Press, 2002); Cognition and Rationality in Negotiation (with M.H. Bazerman) (Free Press, 1991); Negotiating Rationally (with M.H. Bazerman) (Free Press, 1992); and one research series Research on Managing in Groups and Teams (with Elizabeth Mannix) (Emerald Press). She is or has served on the editorial boards of the Administrative Science Quarterly, Journal of Applied Psychology, Organizational Behavior and Human Decision Processes, International Journal of Conflict Management, and Human Resource Management Review.

In addition to her teaching and research activities, Dr. Neale has conducted executive seminars and management development programs in the United States, the United Kingdom, Australia, Holland, Switzerland, Brazil, Thailand, France, Canada, Nicaragua, the People’s Republic of China, Hong Kong, United Arab Emirates, Mexico, Israel, and Jamaica for public agencies, city governments, healthcare and trade associations, universities, small businesses and Fortune 500 corporations in the area of negotiation skills, managerial decision making, managing teams, and workforce diversity.
Dr. Michael Kimmel is among the leading researchers and writers on men and masculinity in the world today. He consults regularly with the Ministries for Gender Equality in Norway and Sweden, and delivered the International Women’s Day lecture at the European Parliament, the Council of Europe, the European Commission, and the European Space Agency.


He’s received numerous awards, including SWS “Feminist Lecturer” in 1999, and he was named “Feminist Mentor” by SWS in 2010. He is a founder and a spokesperson for the National Organization for Men Against Sexism (NOMAS) and lectures extensively on campuses and in corporations in the U.S. and abroad.
NCWIT Co-founders and BOD Member

RONNIE CAROPRESO, EXECUTIVE VICE PRESIDENT, HEAD OF SHARED SERVICES
TD Bank

Ronnie Caropreso is Executive Vice President, Head of Shared Services at TD Bank, America’s Most Convenient Bank, where she is responsible for Technology, Operations, Corporate Real Estate, Strategic Sourcing, Transitions, and Program Management.

Formerly she was Technology Group Executive and Chief Operating Officer, Merchant Services, at Bank of America. As the technology group executive, Caropreso supervised the nationwide network of computing platforms for Bank of America. Before joining the Bank in 2002 she was Senior Vice President of Technology Solutions for First Data Corporation. She began her career with IBM and led the development effort of the US Treasury’s Electronic Federal Tax Payment System. She holds a BBA from the University of Denver — Daniels School of Business.

LUCY SANDERS, CEO AND CO-FOUNDER
NCWIT

Lucy Sanders is CEO and Co-founder of the National Center for Women & Information Technology (NCWIT) and also serves as Executive-in-Residence for the ATLAS Institute at the University of Colorado at Boulder (CU).

Sanders has an extensive industry background, having worked in R&D and executive (VP) positions at AT&T Bell Labs, Lucent Bell Labs, and Avaya Labs for over 20 years, where she specialized in systems-level software and solutions (multi-media communication, and customer relationship management). In 1996, Sanders was awarded the Bell Labs Fellow Award, the highest technical accomplishment bestowed at the company, and she has six patents in the communications technology area.

Sanders serves on several high-tech startup and non-profit boards, and frequently advises young technology companies. She has served on the Mathematical Sciences Research Institute (MSRI) Board of Trustees at the University of California at Berkeley, as well as on the Information Technology Research and Development Ecosystem Commission for the National Academies and the Innovation Advisory Board for the U.S. Department of Commerce.

Sanders is a recipient — along with NCWIT co-founders Robert Schnabel and Telle Whitney — of the Computing Research Association’s 2012 A. Nico Habermann Award. In 2004 she was awarded the Distinguished Alumni Award from the Department of Engineering at CU, and in 2011 she was recognized with the university’s George Norlin Distinguished Service Award. She has been inducted into the Women in Technology International (WITI) Hall of Fame and is a recipient of the 2013 U.S. News STEM Leadership Hall of Fame Award. Sanders received her BS and MS in computer science from Louisiana State University and the University of Colorado at Boulder, respectively.
NCWIT Co-founders and BOD Member

**DR. BOBBY SCHNABEL, DEAN, SCHOOL OF INFORMATICS AND COMPUTING**
Indiana University

Dr. Robert Schnabel is Dean of the Indiana University School of Informatics and Computing, where he leads a multi-campus school of over 100 faculty with graduate and undergraduate degrees in computer science and informatics.

Formerly he served as Vice Provost for Academic and Campus Technology at the University of Colorado at Boulder (CU), was founding director of the ATLAS Institute, and served on the CU faculty for 30 years. Dr. Schnabel has been principal investigator or co-PI on more than $30M in research funding from the National Science Foundation and other organizations. Currently he serves on the Board of the Computing Research Association; as the chair of the ACM Education Policy Committee; and on the advisory committee for the Institute for Capacity Building of the United Negro College Fund.

**DR. TELLE WHITNEY, PRESIDENT AND CEO**
Anita Borg Institute for Women and Technology

Dr. Telle Whitney has served as President and CEO of ABI since 2002. Whitney has 20 years experience in the semiconductor and telecommunications industries. She has held senior technical management positions with Malleable Technologies (now PMC-Sierra) and Actel Corporation, and is a co-founder of the Grace Hopper Celebration of Women in Computing Conference.

Dr. Whitney was a member of the National Science Foundation CEOSE and CISE advisory committees, and serves on the advisory boards of Caltech’s Information Science and Technology (IST), California Institute for Telecommunications and Information Technology (CalIT2) and Illuminate Ventures.
Workshop Presenters

GEORGE COHEN, PROFESSOR, GRADUATE SCHOOL OF EDUCATION & DEPARTMENT OF PSYCHOLOGY
Stanford University

Much of Dr. Cohen’s research examines processes related to identity maintenance and their implications for social problems. One reason for this interest in intervention is his belief that a useful way to understand psychological processes and social systems is to try to change them. He is also interested in how and when seemingly brief interventions, attuned to underlying psychological processes, produce large and long-lasting psychological and behavioral change.

JEFFREY FORBES, PROGRAM DIRECTOR
National Science Foundation

Jeff Forbes works at the National Science Foundation as a Program Director for the Education and Workforce Cluster in the Division of Computer and Network Systems, Directorate for Computer and Information Science and Engineering.

Forbes is currently on leave from Duke University where he is an Associate Professor of the Practice of Computer Science. He received his BS and PhD in Computer Science from Stanford University and the University of California, Berkeley, respectively. His research interests include computer science education, intelligent agents, and social information processing.

ANNA GIRALDO-KERR, FOUNDER
Shades of Success Inc.

Anna Giraldo-Kerr is the President of Shades of Success, a Boston-based talent development organization that partners with professional women, helping them become effective team members, mentors, and leaders. She is also the author of the forthcoming book, Managing Micro Inequities: Small Actions, Big Impact.

Giraldo-Kerr has conducted or co-facilitated workshops at many academic and corporate venues including the Massachusetts Institute of Technology and EMC Corporation. In addition, she has coached and consulted with senior executives at PNC, Target, and other global companies.

Her insights on diversity and leadership have been published in El Planeta, The Huffington Post, and more. In 2010, the National Society of Hispanic MBAs recognized Giraldo-Kerr as a Distinguished Leader.

The first in her family to graduate from college, Giraldo-Kerr earned a EdM from the Harvard Graduate School of Education, an MBA from Babson College, and a BS from New York University.
DR. MARK GUZDIAL, PROFESSOR, COLLEGE OF COMPUTING
Georgia Institute of Technology

Dr. Mark Guzdial’s research focuses on learning sciences and technology, specifically, computing education research. His books on Media Computation teach programming through creating and manipulating digital media. He was the original developer of “Swiki,” the first wiki designed for educational use. He is on the editorial boards of the “Journal of the Learning Sciences,” “ACM Transactions on Computing Education,” and “Communications of the ACM.” With his wife and colleague, Barbara Ericson, he received the 2010 ACM Karl V. Karlstrom Outstanding Educator Award. He was also the recipient of the 2012 IEEE Computer Society Undergraduate Teaching Award.

He directed “Georgia Computes!” — a six year effort that helped thousands of students discover computing and taught hundreds of teachers how to be computer science teachers in Georgia. Today, he is one of the leaders in the “Expanding Computing Education Pathways” (ECEP) NSF alliance, which serves states as they work towards making computing education more accessible to more students.

RAQUELL HOLMES, FOUNDER AND DIRECTOR
improvscience

Raquell M. Holmes, PhD, is founder of improvscience, which was featured in Naturejobs (January 2014) for its innovative use of improvisation to help scientists communicate and collaborate more easily and effectively. Holmes is Research Assistant Professor at the Center for Computational Science at Boston University, Research Associate Professor at the Mathematical Computational Modeling Sciences Center at Arizona State University, and faculty of the East Side Institute, NY. She creates and manages programs that recruit and retain women and minorities in computational sciences. Improvisational principles are embedded in her work on building inclusive environments with STEM professionals. Author of the handbook Modeling and Bioinformatics for Cell Biologists and co-founder of the annual New England Undergraduate Computing Symposium, she is an active member in communities of XSEDE, SC Broader Engagement and Computational Cell Biology.

DR. MELISSA THOMAS-HUNT, ASSOCIATE PROFESSOR OF BUSINESS ADMINISTRATION
University of Virginia

Dr. Melissa Thomas-Hunt’s research activities focus on conflict management, negotiation, and collaboration processes. Her current research examines the contribution of expertise within diverse groups and the effects of status and power on negotiation and team processes and outcomes.

Dr. Thomas-Hunt is a contributor at www.Leanin.org. Her publications have appeared in Research on Organizational Behavior, Organizational Behavior and Human Decision Processes, Journal of Experimental Social Psychology, Journal of Social Justice Research, Psychology of Women Quarterly, and Research on Managing Groups and Teams. She has also been a tenured associate professor at Cornell University and has taught at Stanford University and Washington University, and most recently, at Semester at Sea.

She received her Master’s and Doctoral degrees from the Kellogg School of Management at Northwestern University and her Bachelor’s degree in chemical engineering from Princeton University. Prior to attending graduate school, Dr. Thomas-Hunt worked as an account marketing representative at IBM.
Workshop Presenters

DR. ADRIANNA KEZAR, PROFESSOR FOR HIGHER EDUCATION AND CO-DIRECTOR OF THE PULLIAS CENTER FOR HIGHER EDUCATION
University of Southern California

Dr. Adrianna Kezar, Professor for Higher Education at the University of Southern California and Co-director of the Pullias Center for Higher Education, joined USC in 2003. Her research agenda explores the change process in higher education institutions and the role of leadership in creating change. Dr. Kezar is a well-known qualitative researcher and has published 14 books, over 75 journal articles, and over a hundred book chapters and reports.

She has acquired over $6 million in grant funding and has worked on projects with funding exceeding $12 million, to fundamentally improve higher education, including a recent grant from the National Science Foundation to study networks formed with faculty in STEM to improve undergraduate education.

Kezar holds a PhD (1996) and MA (1992) in higher education administration from the University of Michigan and a BA (1989) from the University of California, Los Angeles.

DR. BRAYDEN KING, ASSOCIATE PROFESSOR OF MANAGEMENT & ORGANIZATIONS, KELLOGG SCHOOL OF MANAGEMENT
Northwestern University

Dr. Brayden King is an associate professor of Management and Organizations and is also affiliated with the Department of Sociology. Professor King’s research focuses on how social movement activists influence corporate social responsibility, organizational change, and legislative policymaking. He also studies the ways in which the reputations and identities of businesses and social movement organizations emerge and transform in response to their institutional environments. More recently, his research has begun to examine social media and its influence on individual and organizational reputations. King is an expert in the field of corporate reputation and has been appointed an international research fellow at the Oxford University Centre for Corporate Reputation.

RACHAEL KING, HEAD OF COMMUNICATIONS
DogVacay

Rachael is the Head of Communications at DogVacay, where dog boarding just got AWESOME. She has also been the Head of Social for the ridesharing app Sidecar, worked in Adobe’s social consulting arm implementing social strategies for Fortune 100 brands, and traveled the country teaching the National Guard how to use social media as a recruitment tool. She adores karaoke, cooks with whiskey often, and has never met a french fry she didn’t like. Tweet her @rachaelgking.
DR. ED LAZOWSKA, BILL & MELINDA GATES CHAIR IN COMPUTER SCIENCE & ENGINEERING
University of Washington

Dr. Ed Lazowska serves as the Founding Director of the University of Washington eScience Institute. His research and teaching is focused on high performance computing and communication systems as well as data-intensive discovery. He has also been active in public policies for STEM education, research, and innovation.

Dr. Lazowska is a Member of the National Academy of Engineering and a Fellow of the American Academy of Arts & Sciences. From 2007-2013 he served as the Founding Chair of the Computing Community Consortium. He has served on the Technical Advisory Board for Microsoft Research since its inception and serves as a board member or technical advisor for a number of high-tech companies, venture firms, and technology-oriented civic organizations.

Dr. Lazowska received his AB from Brown University and his PhD from the University of Toronto. He received the University of Washington Outstanding Public Service Award for his K-12 outreach activities in 1998.

DR. CHRISTOPHER METZLER, SENIOR ASSOCIATE DEAN AT THE SCHOOL OF CONTINUING STUDIES AND ASSOCIATE DEAN FOR HUMAN RESOURCES
Georgetown University

A seasoned academic leader and legal scholar, Dr. Metzler is recognized for fostering international and interdisciplinary education. He is a frequently sought-after cultural critic and commentator, appearing in major news outlets: CNN, MSNBC, The New York Times, and The Washington Times.

Prior to entering higher education, he headed the strategic issues and research practice at an international consulting firm and provided advice to multinational corporations and governments on human rights, human capital, equality, corporate transformation and accountability, and sustainable economic and human performance.

A graduate of Columbia University, Metzler is a member of Oxford University and Kellogg College at Oxford. He holds a PhD in Law from University of Aberdeen and earned distinction for his dissertation.

His forthcoming book chapter is on Affirmative Action and the Fisher case, entitled, “Of Affirmative Action, law and ‘post-racial’ posturing: for whom does the bell toll?”

ERIC ROBERTS, PROFESSOR
Stanford University

Eric Roberts joined the Stanford faculty in 1990, where he is a Professor of Computer Science and a Bass University Fellow in Undergraduate Education. He has written six computer science textbooks that are used throughout the world, and his current research focuses on computer science education, particularly for underserved communities.

Roberts received his PhD in Applied Mathematics from Harvard University in 1980. He is a Fellow of both the Association of Computing Machinery (ACM) and the American Association for the Advancement of Science (AAAS). He has also been a member of the ACM Education Board since 1997. In 2003, Roberts received the annual Award for Outstanding Contribution to Computer Science Education from the ACM’s Special Interest Group in Computer Science Education (SIGCSE). In 2012, Roberts received both the Karl V. Karlstrom Outstanding Educator Award from the ACM and the Taylor Booth Education Award from the Institute for Electrical and Electronic Engineers Computer Society (IEEE-CS).
2014 NCWIT Pioneer Award

In 2012 NCWIT created the NCWIT Pioneer Award to recognize individuals whose lifetime contributions have changed the way we think about women’s participation in the history of computing and technology. The 2014 winner of the NCWIT Pioneer Award is Eleanor Kolchin, a retired computer scientist and web developer who’s most well-known for her work at IBM as well as NYU. Eleanor will receive a scrapbook of commemorative artwork, created by recipients of the NCWIT Award for Aspirations in Computing, during her recognition ceremony at the 2014 NCWIT Summit.

Eleanor Kolchin graduated from Brooklyn College in 1947 with a Bachelor’s degree in Mathematics. She was treasurer of Pi Mu Epsilon, the national honorary mathematics society. After a short period of teaching math at the high school level, she was hired by IBM in 1947, and eventually became the tabulating supervisor of the computing staff at IBM’s Watson Scientific Computing Laboratory at Columbia University. The Watson Lab was one of the first to apply business machines for scientific research. While working at the Lab, she was able to attend classes toward a Master’s degree in Math at Columbia.

Dr. Wallace Eckert, the director of the Watson Lab, was an astronomy professor at Columbia University and one of the first assignments he gave Eleanor was computing the orbits of a number of asteroids. The early computers were plugboard computers; each program required wiring a different plugboard to be inserted into the computer. Many projects were being developed at the Lab. A famous one was Fortran, a widely used scientific computer language and another was the extremely accurate calculations of the phases of the moon, which were ultimately used in our moon landings. A new computer built at the time was the SSEC, which occupied an entire room, enabling us to compute with high accuracy, the orbits of the outer planets.

Prof. Louis Green of Haverford College came to the Watson Lab to do his research in astrophysics. After Eleanor left IBM to raise a family, she worked for Dr. Green for many years solving various differential equations and doing Fortran programming. Many papers were published in this time. Dr. Green was given computing time on the new powerful CDC computer at NYU, which Eleanor used. She was subsequently hired part time by NYU when Dr. Green retired. One of her many jobs was as a consultant to researchers using Fortran programs. Eventually she ended up developing web pages for various NYU projects. She retired from NYU in 2006.

Eleanor still is using her computer skills in maintaining a website and database for over 1,000 people as a volunteer at her Florida Country Club.
E-TEXTILES-IN-A-BOX

Use the e-Textiles-in-a-Box tutorial and get ready to teach young people about electronics and computing. Based on the Computational Textiles Curriculum and Sew Electric from MIT, e-Textiles-in-a-Box provides instructions for sewing soft circuits and programming an Arduino microprocessor on the way to creating a bookmark book light and an interactive felt monster that lights up and sings. NCWIT is pleased to offer e-Textiles-in-a-Box in cooperation with the MIT High-Low Tech Group, and with funding from the National Science Foundation.

www.ncwit.org/etextiles

NCWIT CHECKLIST FOR REDUCING UNCONSCIOUS BIAS IN JOB DESCRIPTIONS/ADVERTISEMENTS

This Job Description Checklist helps you analyze ads for subtle biases in language, in criteria, and in how you describe your workplace.

www.ncwit.org/jobdescriptionchecklist

NCWIT TIPS: 8 WAYS TO GIVE MORE EFFECTIVE EMPLOYEE FEEDBACK USING A GROWTH MINDSET

Effective feedback gives employees information they can realistically use to increase their learning and improve their performance. It abandons a “fixed mindset” that sees skills as “innate abilities” and instead employs a “growth mindset” that sees skills as developed through continued effort and practice.

www.ncwit.org/feedbackemployee

NCWIT TIPS: 8 WAYS TO GIVE STUDENTS MORE EFFECTIVE FEEDBACK USING A GROWTH MINDSET

Effective feedback gives students information they actually use to increase their learning and improve their performance. It should employ a “growth mindset” that focuses on developing intelligence through effort, practice, and “wise feedback” that spurs additional effort.

www.ncwit.org/feedbackstudent
NEW NCWIT Resources

NCWIT TIPS: 8 WAYS TO IDENTIFY MALE ADVOCATES

Use these tips to identify likely male advocates. Also use this resource to spark discussion or role-play how you might put these tips into action in your own organization. These ideas and quotes are taken from research NCWIT conducted with males in technical workplaces.

www.ncwit.org/identifymaleadvocates

NCWIT TIPS FOR JOB DESCRIPTION ANALYSIS

These tips provide “before and after” examples of ads with balanced language and other guidelines for writing unbiased job descriptions.

www.ncwit.org/jobdescriptionanalysis

NCWIT TIPS: 8 WAYS TO INCREASE MALE ADVOCACY

Once you have identified potential advocates, use these tips to increase their advocacy. These ideas and quotes are drawn from research NCWIT conducted with male advocates in technical workplaces. Tips range from ways of raising awareness to technologies for encouraging activism.

www.ncwit.org/increasemaleadvocates

TOP 10 WAYS TO ENGAGE UNDERREPRESENTED STUDENTS IN COMPUTING

These tips will help you to engage students from historically underrepresented populations (females, men and women from racial/ethnic minority groups) in your computing courses. These ideas and examples are drawn from theory and research conducted by social scientists who study issues related to diversity in computing. Methods range from encouraging words to inclusive classroom environments.

www.ncwit.org/top10engagestudents
NEW NCWIT Resources

TOP 10 WAYS TO HIRE THE BEST FOR YOUR COMPUTING STARTUP

This Top 10 resource offers recommendations for attracting and hiring highly qualified diverse technical employees into start-up companies. The recommendations include attention to casting a wide inclusive net, stereotyped language and decor, as well as some more cutting-edge approaches.

www.ncwit.org/top10hirestartups

TOP 10 WAYS TO INCREASE GIRLS’ PARTICIPATION IN COMPUTING COMPETITIONS

Are you interested in getting more girls involved in your computing competition? This Top 10 resource offers simple suggestions to make your competition appeal to a wider range of participants. Taking these steps will benefit all students and help make your event a success.

www.ncwit.org/top10computingcompetitions

REGIONAL CELEBRATIONS-IN-A-BOX: CONNECTING COMMUNITIES OF TECHNICAL WOMEN

Regional Celebrations-in-a-Box contains resources for organizing small conferences designed to increase the participation, retention, and advancement of technical women. This program-in-a-box is a compilation of materials and practices from Regional Celebrations around the country that bring women together in supportive communities for professional growth. The box includes advice about planning and materials for program elements such as intentional role modeling, group and individual mentoring, networking, and ways to share accurate career information.

www.ncwit.org/rcwicbox

RESOURCES FOR CHANGE AGENTS

Guide to resources for attracting undergraduate women into computing and retaining them through graduation, including tools for assessing your efforts.

www.ncwit.org/changeagentresources

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2014 NCWIT SUMMIT
Newport Beach, California
ncwit.org/livestream

Badges are required at all NCWIT Summit events.
NCWIT: COMMUNITY, EVIDENCE, ACTION

The National Center for Women & Information Technology (www.ncwit.org) is a non-profit community of more than 500 universities, companies, non-profits, and government organizations nationwide working to increase women’s participation in computing and technology. NCWIT convenes change leaders and equips them with resources for taking action in recruiting, retaining, and advancing women from K-12 and higher education through industry and entrepreneurial careers.

NCWIT Alliance member institutions tap into a change leader network of both men and women that encourages reform across the full education and career spectrum. The K-12 Alliance uses its enormous reach to improve the image of computing and the teaching of foundational computing skills. The Academic Alliance members work towards institutional change for computing in higher education. The Workforce Alliance leads efforts in corporate organizational reform. The Entrepreneurial Alliance helps startups and small companies build an inclusive culture and hire for diversity right from the start. The Affinity Group Alliance unites technical women’s groups. The Social Science Advisory Board provides NCWIT Alliances with evaluation and research foundations.

NCWIT research-based resources build capacity for individuals to implement change, raise awareness, and reach out to critical populations. NCWIT provides a wide range of multimedia resources for reform at every level that are attractive, easy-to-use, and free.

NCWIT enlists members to take action in NCWIT programs and campaigns that build a national talent pipeline for computing (NCWIT Aspirations in Computing), support awareness and training for professional school counselors (Counselors for Computing), change the image of computing (Sit With Me), and more.

BECOME A MEMBER OF NCWIT

NCWIT welcomes new member institutions and organizations committed to reform. Each member organization identifies at least one representative who will act as a conduit for information and resources: sharing them with colleagues, implementing the practices that are suitable for their environment, and reporting results back to their Alliance’s members. In return, members get all the community, resource, dissemination, and networking benefits NCWIT has to offer. See the other pages of this program for more information about the projects and campaigns in which NCWIT Alliance members participate.

To learn more about NCWIT membership, visit www.ncwit.org/alliances.
The NCWIT Academic Alliance brings together distinguished representatives from academic computing programs at more than 300 colleges and universities across the country — including research universities, community colleges, women’s colleges, and minority-serving institutions. Alliance members contribute and adopt effective recruitment and retention practices as they work towards implementing change for computing in higher education. Alliance members receive opportunities to attend workshops and share with other institutions, eligibility to apply for funding opportunities and advertise their departments, and access to NCWIT’s Extension Services for Undergraduate Programs. More information about the Academic Alliance and its projects, including information on how to join, can be found at our website: www.ncwit.org/aa.

LEADERSHIP

- Margaret Burnett, Oregon State University
- Charlie McDowell, University of California at Santa Cruz
- Patricia Morreale, Kean University
- Kim Kalahar, NCWIT AA Program Manager

PROJECTS

- Academic Alliance Seed Fund: funds from Microsoft Research for recruiting and retaining women. Co-leaders: Patricia Morreale (Kean University); Margaret Burnett (Oregon State University); Charlie McDowell (University of California at Santa Cruz)

- Award for Aspirations in Computing: honors young women at the high school level for their computing-related achievements and interests. Leader: Kamaljeet Sanghera (George Mason University)


- Community College Outreach: supporting community college membership. Co-leaders: Lennie Cooper (Miami Dade College); Kate Lockwood (California State University at Monterey Bay); Lisa Sandoval (Seattle Central Community College)

- Creating and Supporting Student Organizations: helping institutions assist their students to form student computing organizations, creating more supportive environments for women students. Co-leaders: Laura Dillon (Michigan State University); Martha Kosa (Tennessee Technological University)

- Harrold Notkin Graduate Research Mentoring Award: recognizing a member for graduate mentoring. Leader: Mary Lou Soffa (University of Virginia)

- NCWIT Undergraduate Research Mentoring Award: recognizing members for undergraduate mentoring. Co-leaders: Maureen Doyle (Northern Kentucky University); Scott McCrickard (Virginia Polytechnic Institute and State University)

- Recruitment and Engagement team: engaging new Alliance members. Co-leaders: Kiranmai Bellam (Prairie View A&M University); Doug Blank (Bryn Mawr College); Amy Csizmar Dalal (Carleton College); Sharon Mason (Rochester Institute of Technology)

- Student Seed Fund: funds from Symantec for student groups supporting women. Co-leaders: Stephanie Ludi (Rochester Institute of Technology); Jennifer Rosato (College of St. Scholastica)

www.ncwit.org
The Affinity Group Alliance brings together international, national, and local affinity groups that provide support, networking, and professional development for more than 70,000 technical women. The Alliance unites corporate, online, regional, and technology-based affinity groups to provide a platform for collaboration, distribution of resources, and connections with opportunities to get involved both in NCWIT programs and their communities. Members benefit from connections with other groups for leveraged actions, participation in national outreach and awareness campaigns, resources for outreach and professional development, and publicity for local and national efforts. More information about the Affinity Group Alliance, including information on how to join, can be found at our website: www.ncwit.org/aga.

**LEADERSHIP**
- Rachel Book, AT&T
- Melissa Pierce, Chicago Women Developers
- Deborah Keyek-Franssen, University of Colorado, Denver
- Laura Howland, Brocade Women in Networking
- Jameela Belyeu Pickens, NCWIT AGA Program Manager

**PROJECTS**
- **Affinity Group Map** – The Affinity Group Map will catalog NCWIT member technical affinity groups by region, purpose, and audience.
- **AGA Best Practice Sharing Series** – A member-led series that highlights an AGA member and provides a platform for sharing best practices of our member affinity groups. This dynamic project is building a library of conversations that highlight the work of our members.
- **AGA Educational Toolbox** – In 2014, the AGA will begin implementing this member-driven webinar series designed to promote and discuss critical issues around creating and sustaining a successful affinity group.
The NCWIT Entrepreneurial Alliance serves the needs of startups and small companies, helping them build inclusive company cultures and increase gender diversity. This focus is especially important during the early years when a company forms its values and takes root to grow. Alliance members access NCWIT research-based resources, national programs, and tap a dynamic community of experienced change leaders to help strengthen practices for recruiting technical women. These companies benefit by having more technical women contributing to the early design and development of new technologies. More information about the Entrepreneurial Alliance, including how to join, can be found at our website: www.ncwit.org/ea.

LEADERSHIP

- Josh Ashton, SendGrid
- Sabrina McGrail, Techstars
- Jill Ross, NCWIT EA Program Director

PROJECTS

- Talent attraction and successful recruitment is often challenging for startups. NCWIT works with its member companies to take a closer look at the subtle dynamics, such as bias in job postings or other cultural factors, that can be barriers to hiring success.

- NCWIT Entrepreneurial Heroes (supported by EMC) is a series of magazine-style audio interviews highlighting women entrepreneurs in technology. These interviews introduce listeners to women innovators from startups, corporations, and non-profits whose ideas and products are changing the way we think, work, play, and communicate.

- The NCWIT Symons Innovator Award (sponsored by Turner Broadcasting and EMC) promotes women’s participation in technology and entrepreneurship by honoring an outstanding woman who has successfully built and funded a technology business. NCWIT hopes to inspire others and increase awareness about the business value of women’s participation in technology innovation.
The NCWIT K-12 Alliance works to make all girls more aware, interested, and confident with technology. 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. More information about the K-12 Alliance and its projects, including information on how to join, can be found at our website: www.ncwit.org/k12a.

**LEADERSHIP**

- Hai Hong, Google
- Brook Osborne, Code.org
- Linda Kekelis, Techbridge
- Nasha Fitter, Microsoft
- Suzanne Harper, Girl Scouts of the USA
- Lissa Clayborn, CSTA
- Karen Peterson, National Girls Collaborative Project (NGCP)
- Kimberly Bryant, Black Girls Code
- Ruthe Farmer, K-12 Alliance Director, NCWIT

**PROJECTS**

- The K-12 Alliance Research Committee provides advice concerning education research focused on girls and computing. “Girls and IT: The Facts” report serves as a one-stop resource for the latest K-12 research and data about girls in computing (www.ncwit.org/thefactsgirls).

- The K-12 Alliance Hispanic Microsite Committee launched the microsite Latinas & Tecnologica de la Informacion (Latinas and Information Technology) in 2013. This team works with partner organizations, such as CAHSI and Latinas in Computing to identify and curate resources for increasing Latina girls’ participation in CS.

- The K-12 Alliance supports the NCWIT Aspirations in Computing talent development initiative through promotion, publicity, and evaluation, as well as by assisting with regional Affiliate Award events and supporting the NCWIT AspireIT middle school outreach program.

- The K-12 Alliance Counselors for Computing (C4C) campaign, made possible by the Merck Company Foundation, is working to inspire and equip 1,000 school counselors to guide students — especially girls — toward computing education and career pathways.
The Social Science Advisory Board (SSAB) is an advisory group of social scientists from preeminent institutions nationwide that support NCWIT initiatives and goals through their knowledge of research and theory at the intersection of women and computing. The SSAB comprises approximately 20 Core Members (non-NCWIT staff). Members bring expertise from the areas of anthropology, education, evaluation, gender studies, history, policy, psychology, sociology, technology, and workforce study. More information about the Social Science Advisory Board and its role, including the research areas of its members, can be found at our website: www.ncwit.org/ssab.

**LEADERSHIP**

- Anna Branch, University of Massachusetts
- Angela Ginorio, University of Washington
- Tim Faiella, Social Science Program Manager, NCWIT

**PROJECTS**

- Engages social scientists in issues related to diversity and computing. Participation both heightens collective awareness of diversity and computing and spreads information through professional networks, so that the best minds are brought to understanding and intervening in women’s full participation in computing.
- Contributes to setting NCWIT’s research agenda.
- Counsels the NCWIT Leadership Team on gender and organizational behavior, e.g. statements about organizational goals and identity.
- Collaborates on reports about relevant theoretical and empirical issues, which are then published as white papers.
- SSAB Consultation Services. Alliance members can discuss their specific plans and programs one-on-one with a member or designee of the SSAB. The service, funded by the National Science Foundation, is free to NCWIT Alliance members and supports several hours of telephone consultation. Broad areas of consultation reflect the wide range of expertise among SSAB members, and include Research and Evaluation; Assessment Design and Implementation; Recruitment and Outreach; and Data and Research on Women in Computing. To use this service, please complete a short questionnaire at www.surveymonkey.com/s/SSABConsultingRequest.
The NCWIT Workforce Alliance focuses on corporate change, helping companies recruit, retain, and advance technical women in their own organizations. Members can utilize the latest research, tools, and practical resources; connect with global industry and academic experts; pilot innovative change models with corporate peers; participate in national outreach with over 500 higher education and K-12 organizations; access the computing technical talent pipeline; and gain public recognition through corporate sponsorships. More information about the Workforce Alliance can be found at our website: www.ncwit.org/wa.

LEADERSHIP
- Josh Ashton, SendGrid
- Bev Crair, Intel
- Randall Lane, Cisco
- Jackie Toole, Carlisle & Gallagher
- Lucy Sanders, NCWIT CEO and Co-founder

PROJECTS
- Member Connections Project Team. This team works to increase ongoing communication, idea sharing, and interactive engagement among WA/EA members between annual NCWIT Summit meetings.

- International Project Team. This team is working to publicize a new international benchmarking tool and report on technical women from Oxford Economics-NCWIT partnership, as well as to help shape a qualitative study on how cultural issues affect technical women on global teams.

- New Resources Project Team. This team works to identify and prioritize where new resources or research is needed, and offer feedback throughout resource development or the research process. Intended outcomes include resources around analyzing job ads for bias and resources on how to be a change agent.

- Resources to Action Project Team. This team works to help repackage existing NCWIT resources so that they are more actionable, as well as to help determine a range of action plans for companies at various stages in the change process.
Sometimes you have to sit to take a stand.
sitwithme.org

Thanks to MakerBot, you can pick up your own miniature Red Chair at the registration table.

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