



# NCWIT Summit on Women and IT:

where conversations  
lead to change

May 15-17, 2018 | Grapevine, Texas

## How to Make your Corporate Diversity Programs Count

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May 17, 2018

*Lifetime Partner: Apple*

*Strategic Partners: National Science Foundation,  
Microsoft, Bank of America, Google, Intel, Merck, and AT&T*

*Investment Partners: Avaya, Pfizer, Bloomberg,  
Hewlett Packard Enterprise, Qualcomm, and Facebook*

# What sparked my journey

We were  
doing so  
much.....



....What  
was  
working

First Hurdle

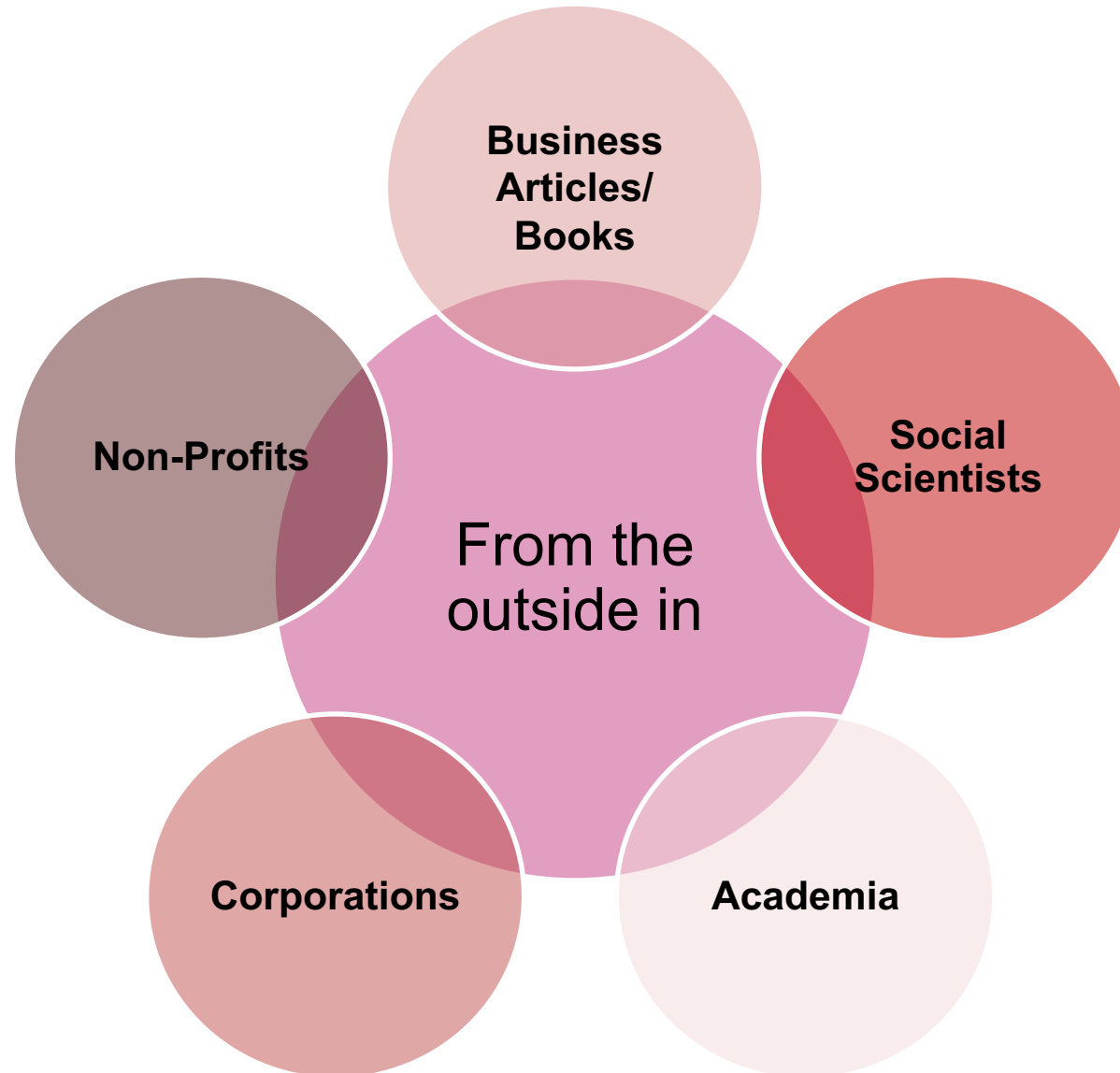
**NOT IN MY JOB DESCRIPTION**

# Finding the time

Started with one program that:

- Was starting and ending in the coming 6 months
- Had really clear outcomes
- Was definitely going to happen

# Created my Learning Path



# Getting Started

What programs is your organization running? Choose one.

What will your learning path be

- What sources of information will you begin/continue to learn from
- Who will you listen to and learn from

# Internal Community of Practice

## Benefit to me

- Access to the Data & Legal Review
- Built Trust
- Advocates, Approvals, & Expertise

## Benefit to them

- Time Saver
- Influence the Work

# Building your community of practice

**5  
Minutes**

Who will you invite to your community of practice?

- Access to data
- Stakeholders or Possible Barriers
- Experts...Advocates...Approvers

What are the benefits to you & them



Second Hurdle

**UNCLEAR OUTCOMES**

# Clear Outcomes of the Program



What does it take to activate the program:

- # of Participants
- Self-Reported sentiment
- Go Live on time

How the program was going to contribute to the impact:

- Promotion to X within 6 months
- Statistically significant increase in participants engagement survey results
- Continuation Rate

What is the accumulative effect of our efforts:

- Increased Representation
- Increased Retention
- Increased Hiring

# Examples

UCB Training



# Examples

## Mentorship Program



# Outline your Measurement

**10  
Minutes**

- Foundational Measurement – what does it take to activate the program
- Outcome evaluation – how will the program specifically contribute to the impact
- Impact – what is the accumulative effect of all the related efforts

# Data wasn't being collected

- Used my community of practice to build it
- Decided not to start with that one
- Didn't let that stop me

# Third Hurdle

**THIS IS A LONG TERM  
INVESTMENT**

# Build interest & demand along the way

Determined the advocates

- Community of practice
- Employee Resource Groups/Champions
- Leaders



# Early Indicators

	Program	Results
Training	Conversations Across	<ul style="list-style-type: none"><li>• <b>EE Survey Results by Participation</b></li><li>• Attrition by manager</li></ul>
Sponsorship & Mentoring	Ladder Climbers	<ul style="list-style-type: none"><li>• <b>Before/After survey</b></li><li>• Promotion Rates</li></ul>
Pipeline Improvements	GirlsLove Tech	<ul style="list-style-type: none"><li>• <b>Applicant Rate</b></li><li>• Conversion Rate</li></ul>
Conferences	WE Conference	<ul style="list-style-type: none"><li>• <b>Evaluation Aligns to Poll</b></li><li>• Retention Rate</li></ul>

# Sharing your Results

Who will you share your results with inside your organization to build interest or demand?

- Do any of these individuals belong in your community of practice?
- Do you have early indicators to add to your outlined on measurements?

# Demystified the work

Create a guidebook or “how to”

- Step by step instruction
- Project plan
- Research bank

# Share Your Results (cont)

**10  
Minutes**

Turn to someone in the room

- Share your worksheet with them
- Exchange information
- Commit to following up with each other in three months (Friday, August 17)

**You're not proving the work...**



**...You're improving the work**

**Questions or sharing?**

# Answer 4 questions about this session

Open the Summit app  
or go to:

[bit.ly/summit2018wkshps](https://bit.ly/summit2018wkshps)



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