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Revolutionizing the Face of Technology

Strategically Recruiting Women Students

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NCWIT Lifetime Partner:

NCWIT Strategic Partners:

NSF, Microsoft, Bank of America, Google, intel

NCWIT Investment Partners:

AVAYA, Pfizer, MERCK Be well, Bloomberg, hp

NCWIT Extension Services Transformation Award Grand Prize Recipient

NEXT Award Commendation

". . . At the start of their work with NCWIT, [UW Computer Science] set a goal of reaching 30% women in their major; they have exceeded this goal with women making up 32% of their majors. The 2013 graduating class was almost 29% women, up from just 18% in 2008. This is almost twice the national average for computer science programs. These accomplishments are the result of strategic, well-planned recruiting and retention efforts."

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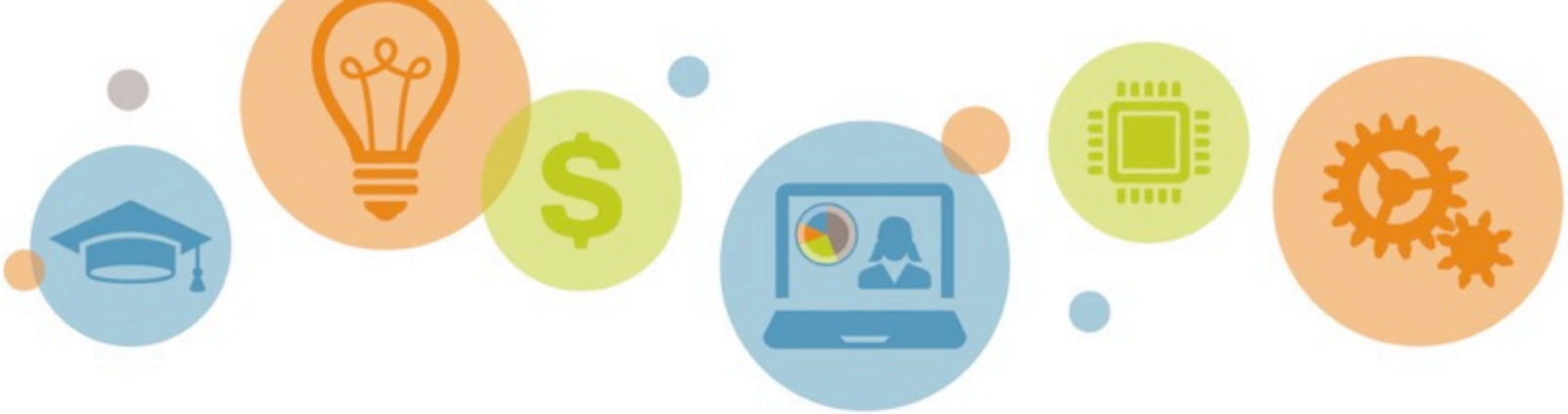


Joined by:

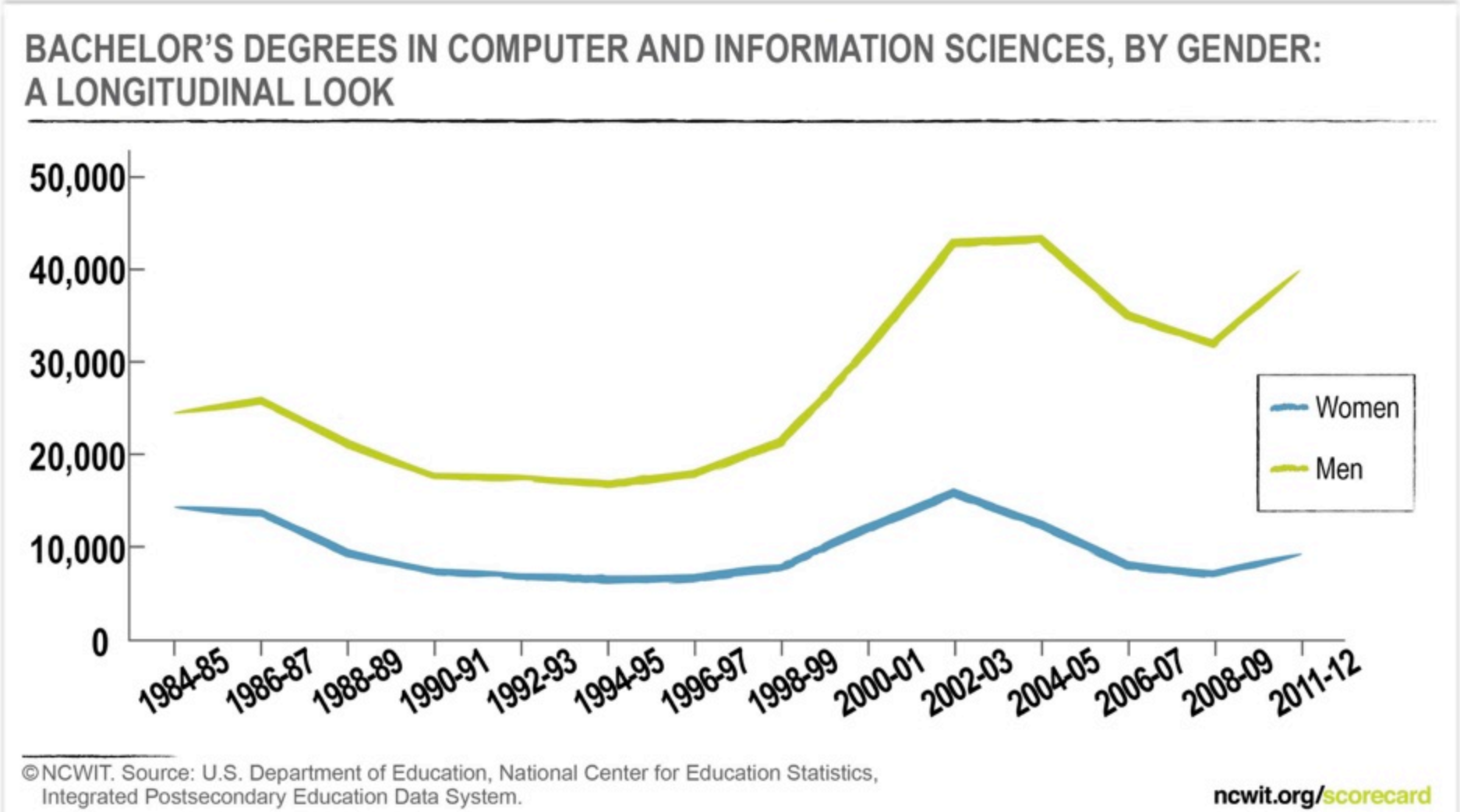
Ms. Crystal Eney

University of Washington – NEXT Award Grand Prize 2015

Dr. Rebecca Dohrman

Current Extension Services Consultant to the University of Washington

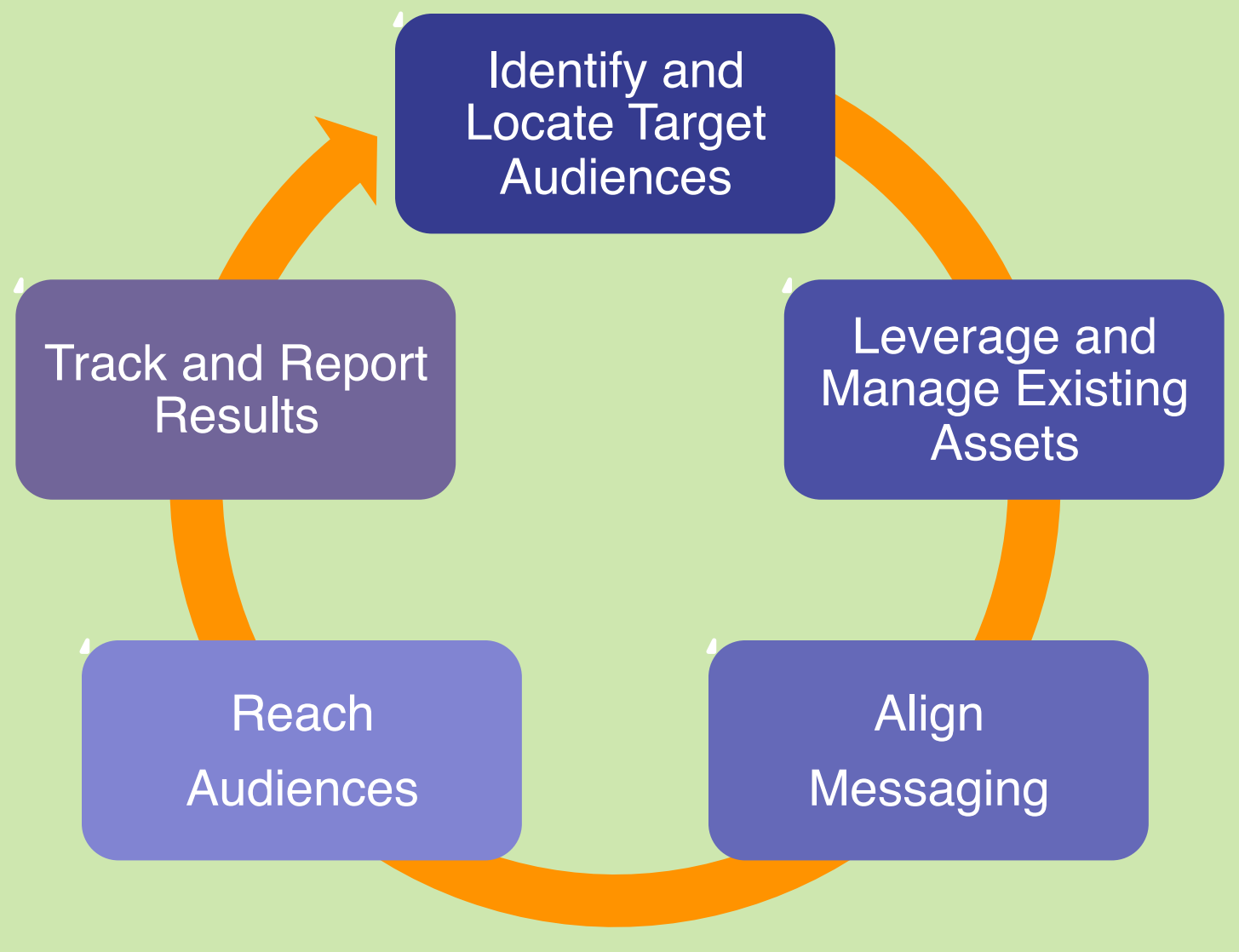
Why Does Recruiting Matter?



Strategic Planning Helps You…

- Create a shared vision
- Identify specific, achievable goals
- Choose interventions and activities coordinated to reinforce one another
- Choose the right metrics to carefully track what works and what doesn't

The Process of Recruiting Strategically



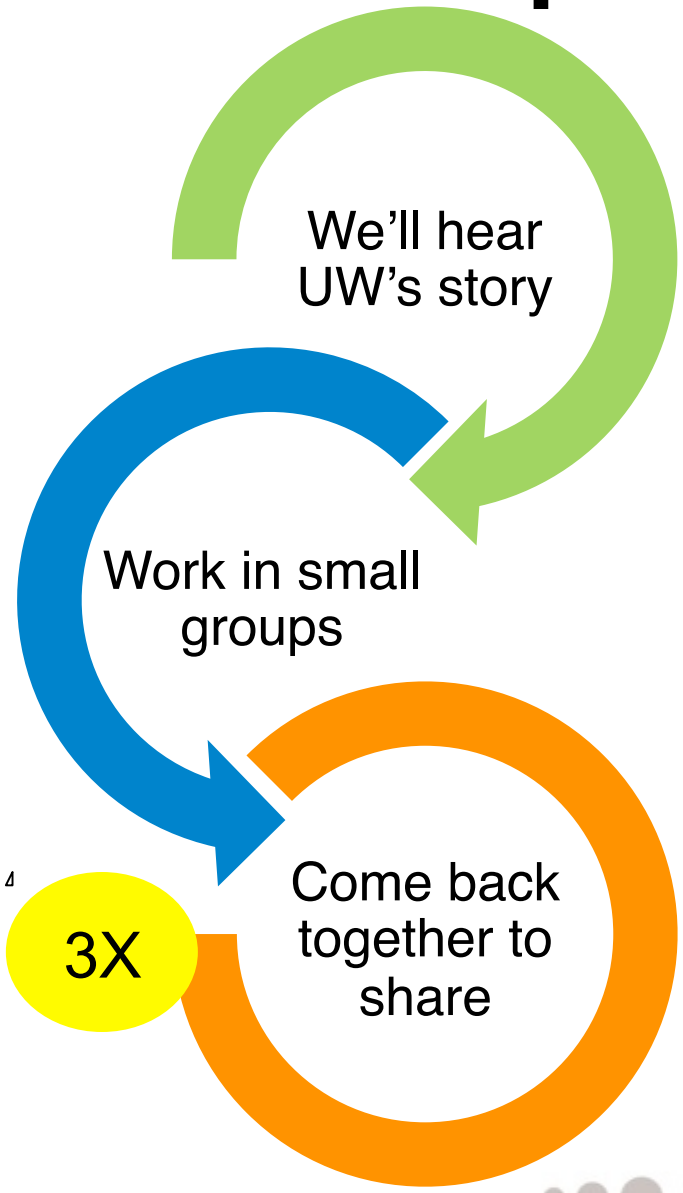
Keep in Mind

NCWIT Approach to Recruiting

- Greatest return on investment
- Shortest time to bring benefits
- Smallest resource commitment

Overview of the Workshop

Work on the first 3 steps of the strategic planning process



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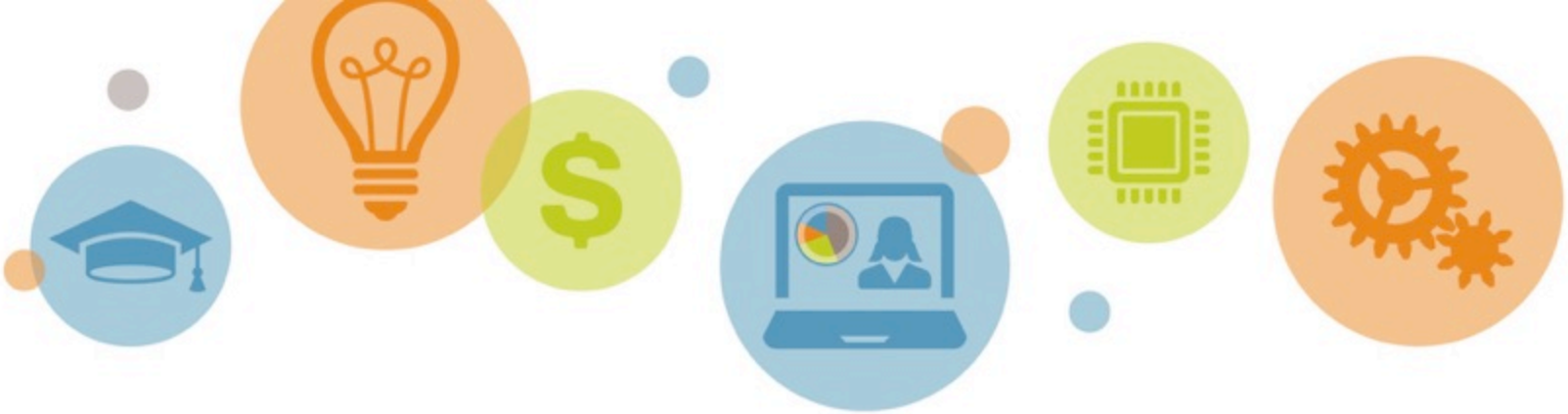

Step 1: Identify and Locate Target Audiences

ncwit.org

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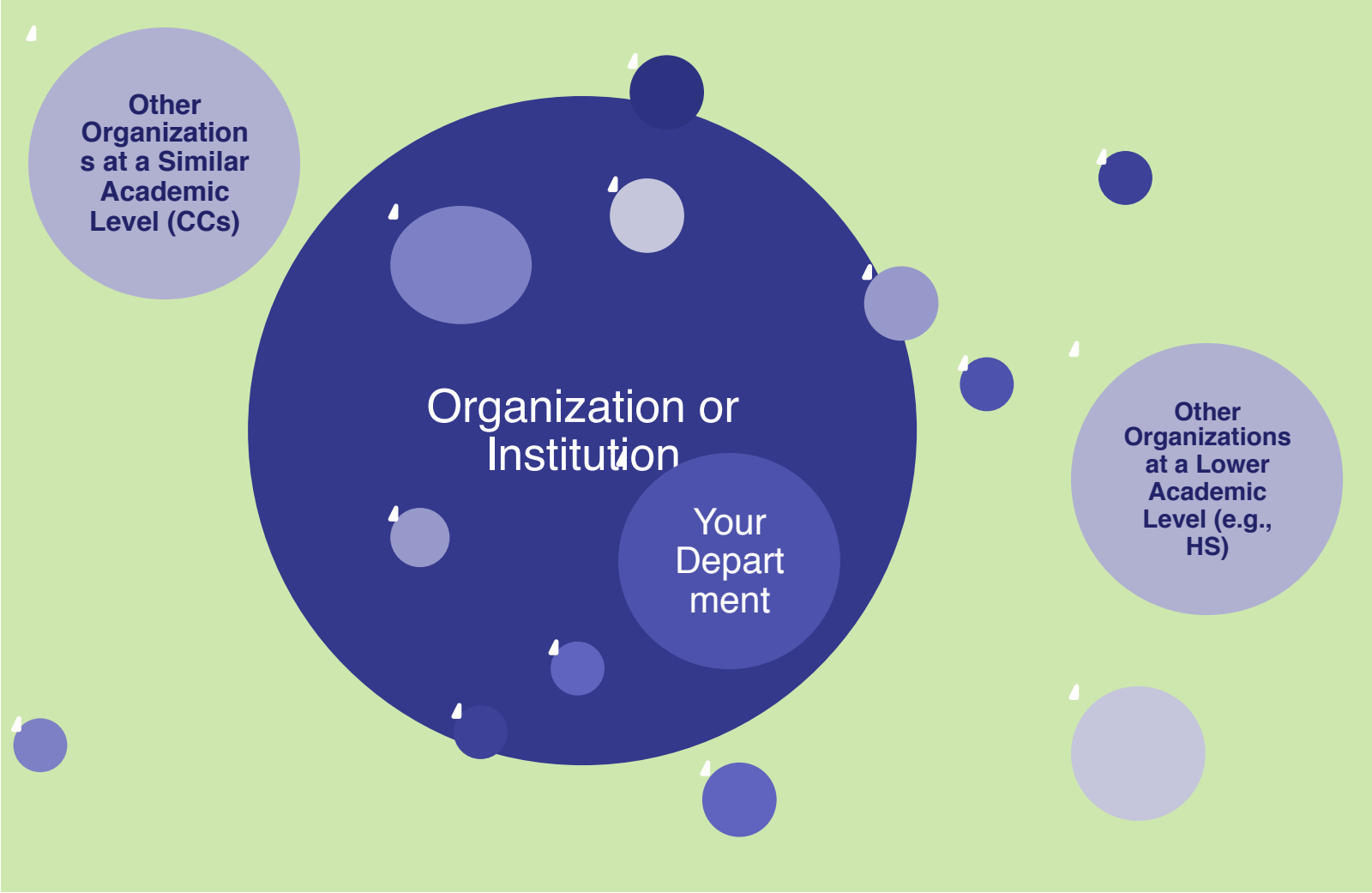
ncwit.org/linkedin

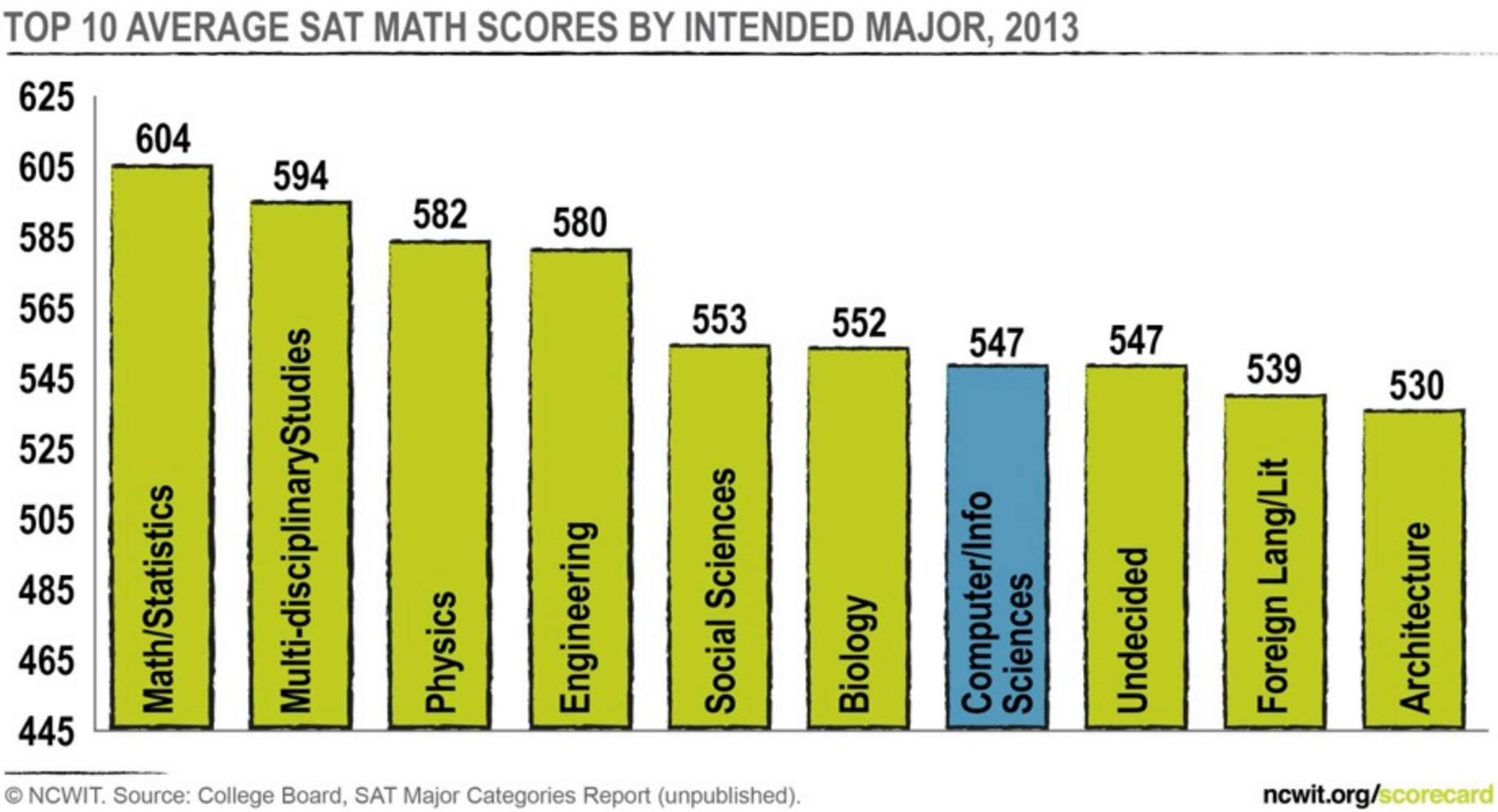
Where Can We Recruit?



Identify "Low-Hanging Fruit": Internal Recruiting

- What are the largest majors or academic groups of students on your campus?
- Where are the women on campus with math and science interests?
- What groups on campus do you already have connections with?

Many Students Have Math Competence



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Basics:

- Large R1 Institution
- Freshman admitted as pre-majors, then apply to major
- Programming 1&2: 5000+ students a year

Focus our energy on these students:

- 35% women in intro 1
- Special seminar for women interested in CS
- Tea and cookie invitational for high achieving women
- Direct emails from faculty/advisors to high achievers
- Strong Ugrad TA role models
  - (45% women in intro)

External Recruiting

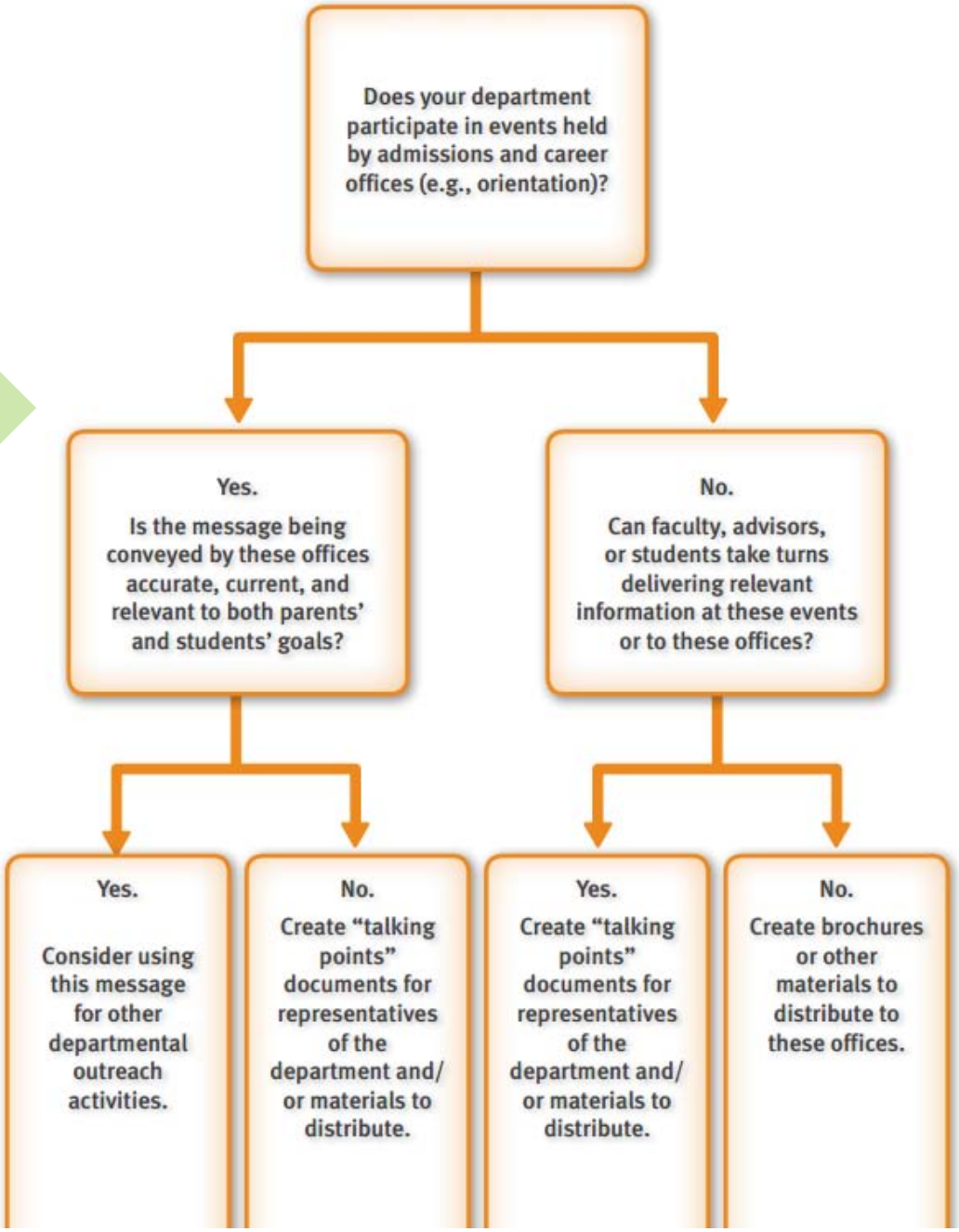
- Which community colleges typically feed into your university?
- Which high schools typically feed into your university? [Feeder School]
- Who influences these students' decisions? [Influencers]

UNIVERSITY OF WASHINGTON

- State of WA Initiative 200 bars us from using race, gender, ethnicity in admission decisions

- What IS legal is heavily recruiting from students you have previous experience with i.e. summer camps, open house, NCWIT aspirations regional awardees, sending our current students out to local schools, working with local teachers

Recruitment Workbook, P. 6



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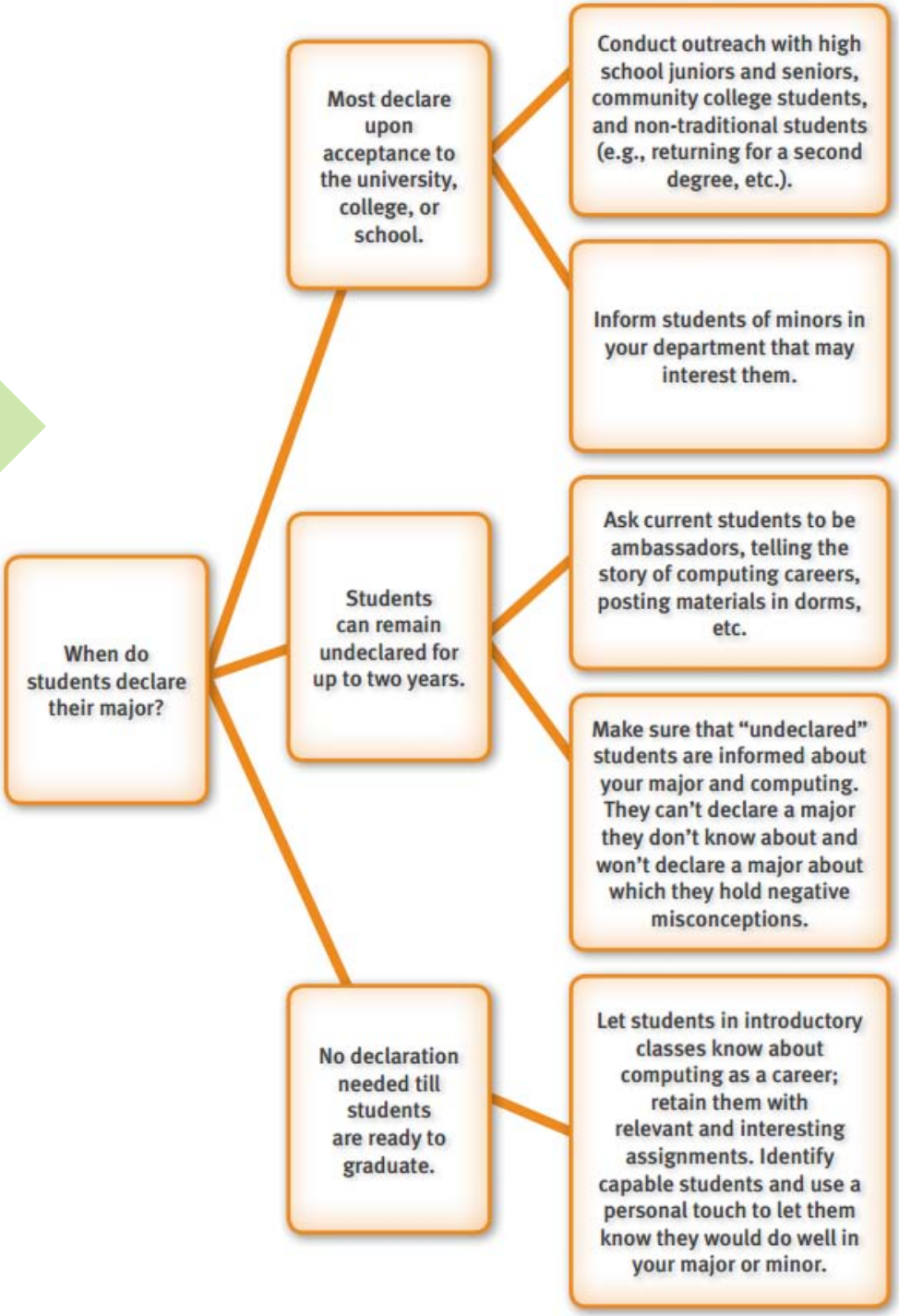
Recruitment Workbook, P. 7



Your Turn

- Work in pairs or groups of three
- Brainstorm with your partner(s) where you might find prospective students
  - in your campus/organization (internal recruiting)
  - and beyond (external recruiting).
- For ideas, see pp. 6-9 in the Recruiting Workbook.

What did you learn?

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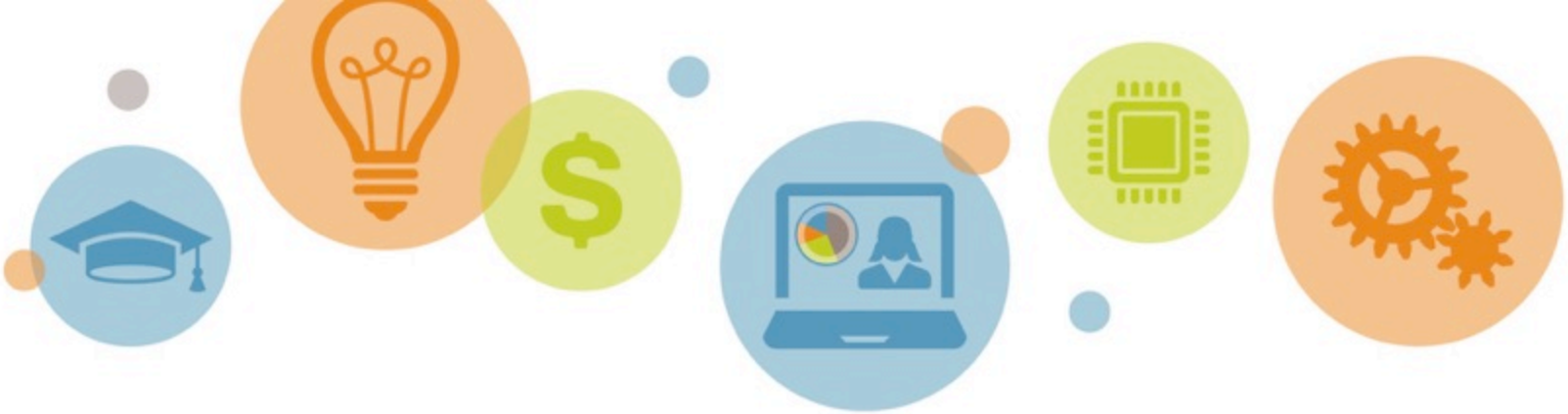

Step 2: Leverage Existing Resources

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facebook.com/ncwit

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Leverage Your Existing Assets

REMEMBER: You don't have to do this all yourself.

Courses are Recruiting Opportunities

- Intro courses in your major
- Intro courses in allied fields (e.g. Engineering)
- Computer literacy courses
- Service courses (e.g., technical literacy)
- Summer programs

Engage with the University admissions process, show up when they are registering for courses

- We have luxury of advisors at every orientation

Train and maintain relationships with K-12 teachers

- Teacher's Banquet: pricey, but valuable (big school)
- CS4HS workshop: Training for teachers (Small school)
- Cultivate those teacher relationships

Leverage Points Checklists

University Resources	How They Help
☐ Admissions Office	• Identify and communicate with potential applicants • Share information with computing department
☐ Communications/Press Office	• Provide information about recruitment efforts across the institution • Connect media with computer science (CS) department
☐ Community Relations Office	• Connect department with local businesses and communities for special events and partnerships
☐ School of Education/ Teacher's College	• Train future teachers • Conduct educational research • Establish and maintain contact with area school districts • Design and direct after-school and summer enrichment programs for K-12 students
☐ University Career Services	• Provide career counseling to undeclared majors • Introduce suitable candidates to CS
☐ Schools/Faculty of STEM Disciplines	• Provide alternative career options and guidance • Introduce suitable candidates to CS
☐ Computer Science Department Faculty and Courses	• Recruit undeclared majors from intro, applications, and service courses
Student Groups & Services	**How They Help**
☐ Student Volunteer	• Provide service to area K-12 schools and community

NCWIT RESOURCES- Academic

NCWIT RESOURCES- K12

Your Turn

- ❑ Work in pairs or groups of three
- ❑ Consider existing groups, events, and organizations inside and outside of your organization. How could you partner with, educate, or leverage what they are already doing?
- ❑ For ideas, see pp. 12-13 in the Recruiting Workbook.

What did you learn?

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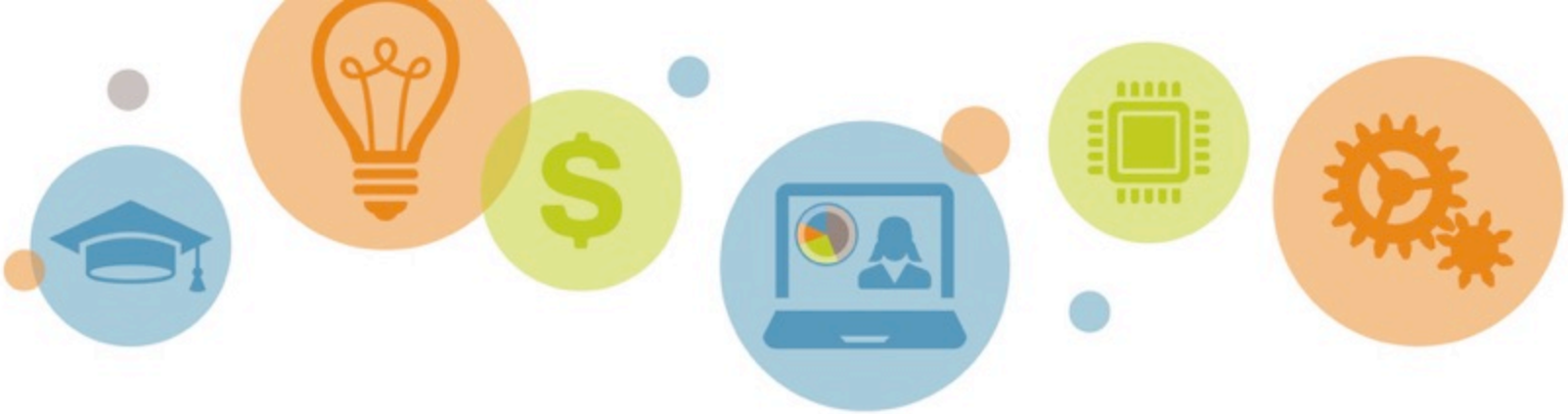

Step 3: Crafting and Assessing Messages

ncwit.org

twitter.com/ncwit

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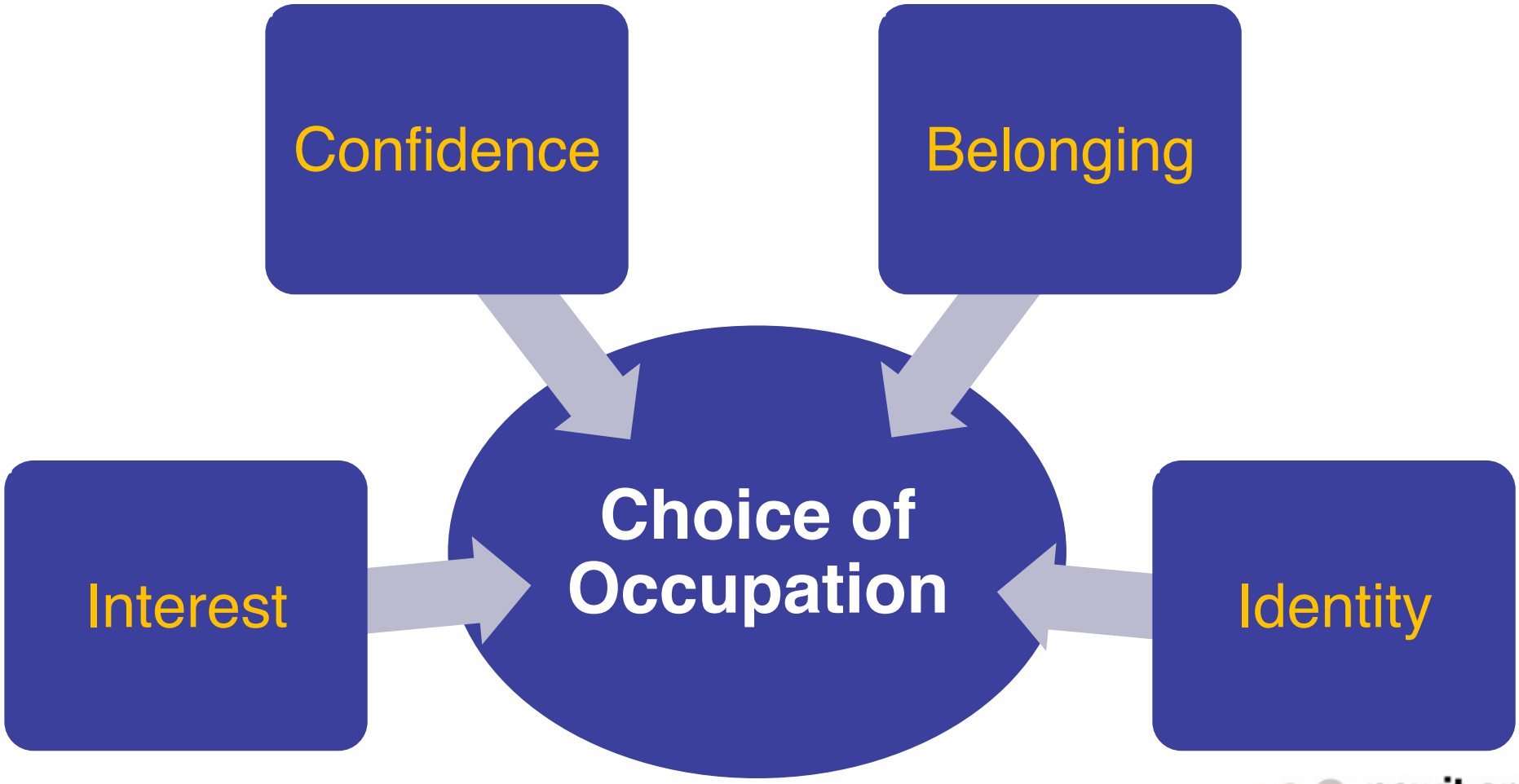
ncwit.org/linkedin

Your Message

- What is the impression that people get about your department/school/organization?
- What message does your website portray? What is there and what is not there?
- How is the admissions department or the counseling staff talking about your department?
- What publicity materials do you use?

How to Craft Messages Capitalize on how we choose our occupations



Cautions in messaging

- Beware of communicating or reinforcing stereotypes
- Avoid comparisons between girls v. boys, men v. women
- Avoid using *only* using references & images that appeal to a narrow band of students (creating in-group/out-group)
- Do not perpetuate stereotypes by repeating them
- Refrain from implying only geniuses succeed

Craft Messages to Appeal to Present Goals: Sell Your Field

- ✓ Jobs are Plenty
- ✓ Salaries are High
- ✓ Jobs are Satisfying
- ✓ Computing is Relevant Everywhere
- ✓ Jobs Enhance Creativity & Human Potential

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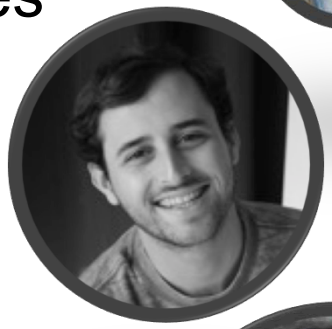
Make sure you're marketing yourself well

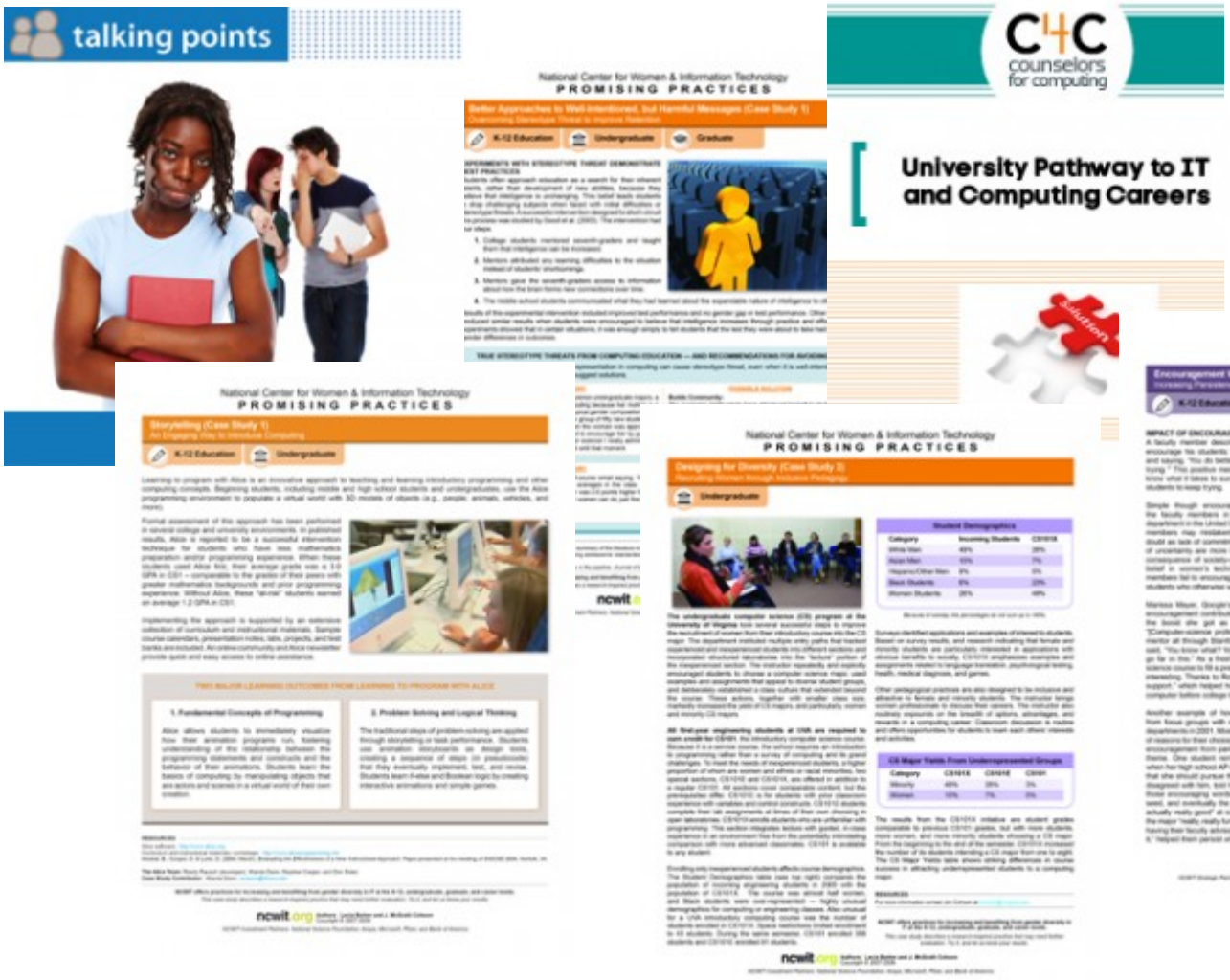
- Alumni profiles online of your all-stars
- Bring students to you: student tour guides
- If you can't send students: share videos

In all your information sessions, online

- Talk about great jobs, graphs of salary
- Success stories of your OWN students
- Search social media for your school, what are they saying on 'college confidential'



NCWIT RESOURCES



NCWIT RESOURCES- K12

Your Turn

- **Talk with your table**
- **Consider how your department/school/ organization is representing itself and the field in its existing messages?**
- **Brainstorm appealing messages for your previously identified audiences.**
  - *If you don't know, how might you find out?*
- **What are some immediate changes that you could make?**
  - Need ideas? See pp. 14-15 in workbook

What did you learn?

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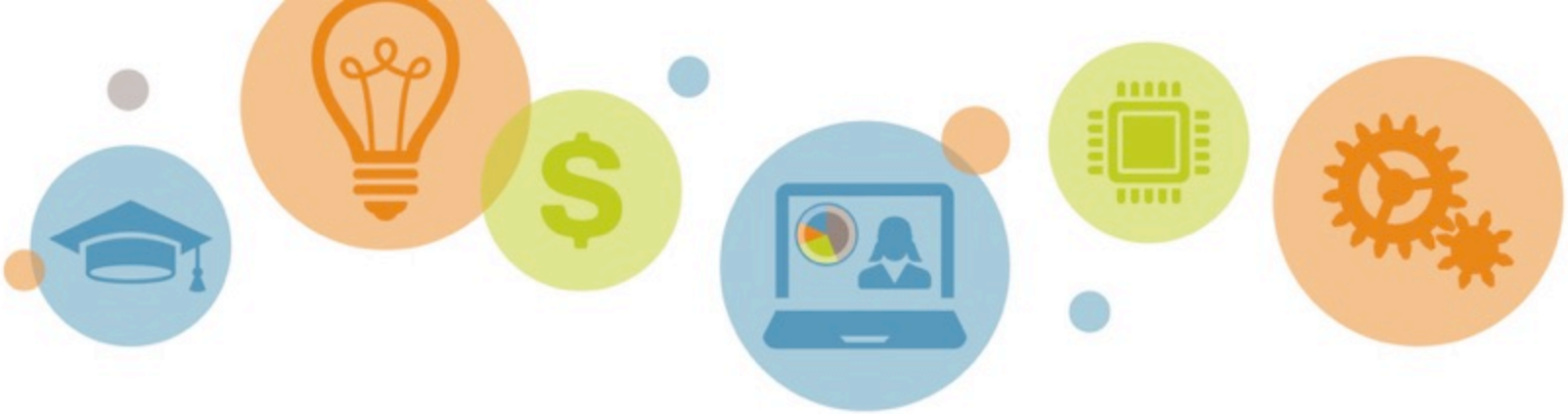

Wait! Assess your Initiatives: How do you know it's working?

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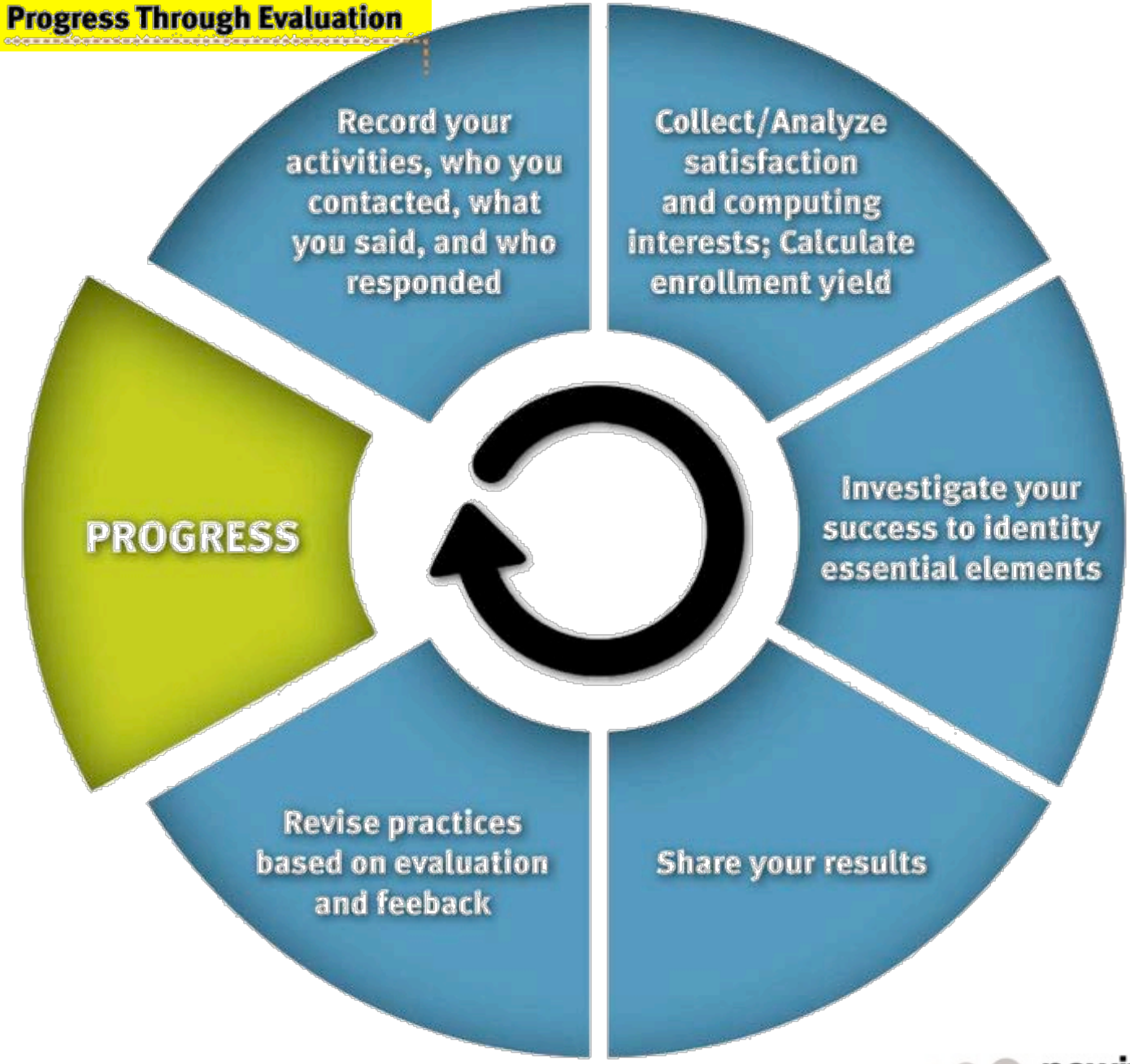
Progress Through Evaluation



- Evaluation is the hard – but also most important
- Evaluate every event so you know what is working
  - Keep a feedback log on every event so you remember what worked well and what didn't

We evaluate:

- Summer camps
- CS4HS
- Student body experience as a whole (how did they learn more about our program)

Keep statistics:

- Know where you are trending
- Figure out what is working best: then do more of that

More food for thought

How to keep them? (RETENTION)

NCWIT Engage CS Edu

learn more at the next session!

What's next?

- Visit www.ncwit.org/ncwit2go for easy to use resource collections designed to help you achieve your goals.

Pick a 2nd round Empower Hour to learn something new!

Aspirations in Computing	Aspirations in Computing is a sweeping national talent development initiative for young women in computing and information technology from kindergarten through graduate school.
Pacesetters	Pacesetters is a unique fast-track program where company and university leaders work together to increase their organization's number of technical women.
Extension Services Client Showcase	Extension Services provides customized consultation to computing and engineering undergraduate departments to help them develop high-impact strategies for recruiting and retaining more women students.
EngageCSEdu	EngageCSEdu is a collection of CS1 and CS2 materials that support the retention of women and other underrepresented groups in undergraduate computing education.
Sit With Me	Sit With Me invites you to validate and recognize the important role women play in creating future technology.
Male Advocacy	Learn more about the importance of male advocacy and the most effective ways men can advocate for more inclusive organizational cultures. This session is focused on industry but others are welcome to attend!!
Tapestry and C4C	Tapestry workshops prepare high school computer science teachers to attract and retain more—and more diverse—students to computing. C4C equips school counselors with information and resources they can use to guide toward education and careers in computing.
Latinas in Technology	Latinas in Technology is a campaign that brings together policy makers and leaders from education and industry to encourage Latinas and their families to consider careers in technology.