



STRATEGIC PLAN

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EXECUTIVE SUMMARY

Since our founding in 2004, the National Center for Women & Information Technology (NCWIT) has provided research-based resources, strategic alliances, and national programs to promote equity and inclusion across the tech ecosystem, growing its membership to more than 1,600 organizations across the education, industry, and government sectors.

The 2025 Strategic Plan outlines our renewed commitment to addressing persistent and evolving challenges in the U.S. technology workforce, including educational barriers, access disparities, and geographic inequities. We will continue to promote systemic change by equipping individuals, institutions, and communities with tools and strategies to build capacity and foster inclusive environments. Key initiatives include our Aspirations in Computing, Counselors for Computing, and Teach Engineering programs, as well as our robust alliances with higher education, industry, K-12 organizations, and advocacy partners.

Through our research-informed outreach, events, and free digital resources, NCWIT inspires and mobilizes leaders to strive for a tech ecosystem where everyone can thrive and contribute to innovation.



MISSION

NCWIT widens inclusion in the technology ecosystem through innovative programs and research.



VISION

A technology ecosystem, K-12 through career, where everyone thrives and influences innovation.



GUIDING PRINCIPLES

Research-Based Work, Partnerships, Access, Inclusion and Innovation, Responsiveness to Environment.

GOALS

1. INCREASED CAPACITY OF INDIVIDUALS TO FULLY PARTICIPATE AND SUPPORT THE PARTICIPATION OF OTHERS WITHIN THE TECHNOLOGY ECOSYSTEM.
2. INCREASED CAPACITY OF ORGANIZATIONS TO SUPPORT PARTICIPATION IN THE TECHNOLOGY ECOSYSTEM.
3. MEMBER REPRESENTATIVES AND THE GENERAL PUBLIC HAVE INCREASED MOTIVATION AND AWARENESS OF THE NEED TO ACTIVELY WIDEN OPPORTUNITIES AND PARTICIPATION IN THE TECHNOLOGY ECOSYSTEM, AND ARE EQUIPPED WITH THE KNOWLEDGE TO DO SO.
4. ENHANCED ORGANIZATIONAL COORDINATION AND CAPACITY TO ACHIEVE OUR MISSION.



MESSAGE FROM THE CEO

NCWIT was founded in 2004 with a bold vision and a catalytic grant from the National Science Foundation: to transform computing and technology into a field where everyone has the opportunity to thrive. Rooted in research and driven by best practices, NCWIT has grown into a vibrant, national alliance of more than 1,600 organizations—spanning education, industry, and government—all united in a shared mission to broaden participation in tech.

Over the past two decades, this community has created a powerful ripple effect. Together, we’ve built a national network that equips educators and leaders with the tools, resources, and collaborations needed to expand access, open doors to meaningful careers, and foster inclusive environments where innovation flourishes.

Our work matters now more than ever. As we mark 20 years of impact, we recognize both the progress made and the urgency that remains. The challenges are evolving, and so must we. Our 2025 Strategic Plan is a rallying call to action—an evolved roadmap shaped by two decades of learning, a deep understanding of the changing technology landscape, and a clear vision for what it takes to accelerate equity and inclusion across the ecosystem.

This plan is about momentum. It’s about doubling down on what works: free, high-quality educational resources, dynamic virtual learning led by experts, robust community support, and the inspiration needed to fuel lasting change. We believe the future of technology depends on a united, persistent effort—one that ensures every voice is heard, every talent is nurtured, and every pathway is open.

Together, let’s keep building a tech workforce that reflects the full promise of our society. The time is now.

- TERESA HOGAN

INTRODUCTION AND OVERVIEW

A robust technology workforce is vital to ensuring continued technical leadership in an increasingly competitive and uncertain global landscape that includes rapidly advancing fields such as artificial intelligence (AI) and quantum science. While the U.S. currently leads in research and development (R&D) investment and groundbreaking discoveries, global competition is accelerating. Even within the U.S., temporary visa holders earn more than half of doctoral degrees in computer and information sciences (59%), engineering (60%), and mathematics and statistics (54%)—all fields crucial for innovation and economic prosperity. Similarly, 60% of computer science master’s degrees awarded in 2022-2023 went to international students, underscoring the nation’s increasing dependence on global talent to sustain its high-tech workforce. In 2022, the U.S. Patent and Trademark Office awarded 47% of patents to domestic inventors and 53% to foreign inventors. Meanwhile, the U.S. R&D system relies heavily on international talent, leaving critical gaps in domestic STEM capacity. Yet historically, the U.S. educational system has been slow to foster tech talent from within. According to Code.org, only 6.4% of high school students participated in a foundational computer science class in 2024; only 32% of those were women, and only 38% were Black, Latine, or Native American (BLNA). The trends continue beyond high school, with women receiving 28% of computing degrees awarded in 2023, and BLNA students receiving 16% of them.

In 2025, a talent gap persists in the U.S., as the demand for skilled professionals in technology continues to outpace supply. This gap includes critical fields such as software development, cybersecurity, AI, quantum computing, and engineering. Some of the factors that contribute to the talent gap include:

EDUCATIONAL PATHWAY CHALLENGES:

Many traditional education systems struggle to keep up with the rapidly changing technology landscape, both in terms of educational content and resources. Curricula in K-12 and higher education often lag behind industry needs, leaving graduates underprepared for modern tech roles.

LACK OF ACCESS AND OPPORTUNITY:

Women, people from underrepresented racial and ethnic groups, and individuals from low-income backgrounds often lack equal access and opportunity for technical education and employment. Broadening participation in technical education strengthens the overall talent pool.

GEOGRAPHIC AND ECONOMIC BARRIERS:

Training opportunities are often concentrated in major urban areas with robust tech ecosystems, leaving rural or economically disadvantaged regions with limited possibilities. This geographic concentration further exacerbates the talent disparity and regional economic strength across the country.

To sustainably ameliorate the talent gap, the changes wrought must focus on organizational systems and cultures. NCWIT equips individuals and organizations with research-backed tools, actionable insights, and strategic support to enhance both inclusion and innovation.



MISSION, VISION & GUIDING PRINCIPLES

NCWIT'S MISSION IS TO WIDEN INCLUSION IN THE TECHNOLOGY ECOSYSTEM THROUGH INNOVATIVE PROGRAMS AND RESEARCH.

Diverse teams bring together a wide range of experiences, perspectives, and cognitive approaches, all of which are critical for creative problem-solving and innovation. Research consistently shows that groups with broader participation outperform their peers in innovation and financial performance. For example, a 2017 report by the Boston Consulting Group found that companies with diverse management teams generate 19% higher revenues from innovation than companies with less diverse leadership. This figure underscores the transformative economic potential of tapping into underutilized talent pools to further enhance productivity, spur innovation, and drive sustainable economic growth. In the fast-paced tech sector, where rapid innovation is key to maintaining a competitive edge, the creative solutions and breakthrough ideas that emerge from diverse teams can lead to significant advancements and market leadership.

NCWIT ENVISIONS A TECHNOLOGY ECOSYSTEM, K-12 THROUGH CAREER, WHERE EVERYONE THRIVES AND INFLUENCES INNOVATION.

Our vision is to cultivate a robust and dynamic tech workforce. Broader participation drives innovation, boosts economic output, and secures the nation's competitive position in an increasingly globalized market. Ensuring that the U.S. remains at the forefront of technological innovation and economic growth in the 21st century requires focused attention on engineering and computational thinking, professional school counselors, students themselves, and the environments in which we educate and employ individuals.

NCWIT IDENTIFIED FOUR GUIDING PRINCIPLES THAT UNDERGIRD THE ORGANIZATION'S CORE PURPOSES AND STRATEGIES.

GROUNDING IN RESEARCH-BASED WORK. NCWIT is a thought leader in providing credible research on the issues related to broadening participation in the technology community. We use social science research and theory to develop resources and interventions that reframe the ways in which social structures are viewed, understood, and contribute to the institutionalization of effective practices.

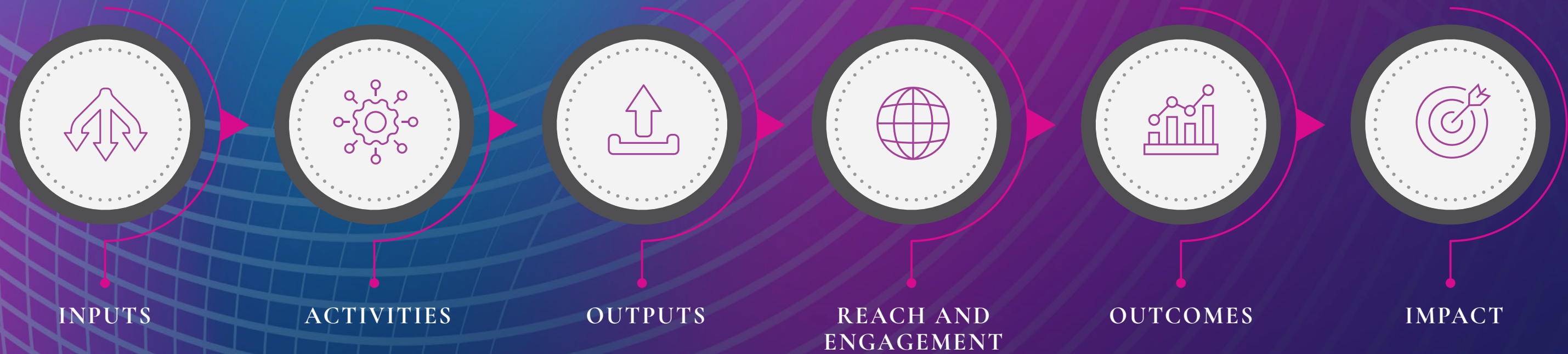
BUILDING PARTNERSHIPS AND COMMUNITY. Since our founding, NCWIT has strived to amplify but not duplicate the work of colleague organizations. We work in collaboration with national and local organizations that share our mission to leverage and elevate their work.

ADVANCING ACCESS, INCLUSION, AND INNOVATION. In today's rapidly evolving technology ecosystem, bold innovation depends on a range of perspectives. NCWIT works to expand access, identify barriers, and foster a supportive culture where all contributions are recognized as essential to excellence. Inclusion is not an initiative—it is a standard that drives creativity, collaboration, and long-term success.

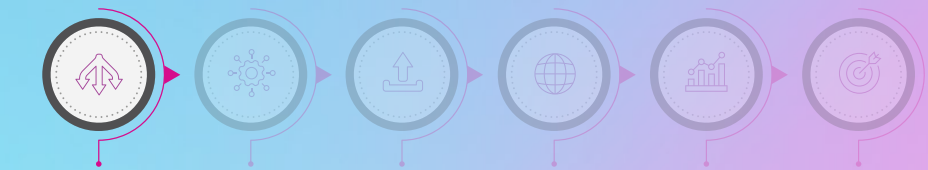
RESPONSIVE TO THE ENVIRONMENT. Despite decades of positive efforts, challenges remain in realizing a tech ecosystem that works for all. NCWIT's work has and continues to evolve in response to new challenges and opportunities, such as AI and quantum computing and shifting cultural landscapes about innovation, science, and participation.

HOW WE DO OUR WORK

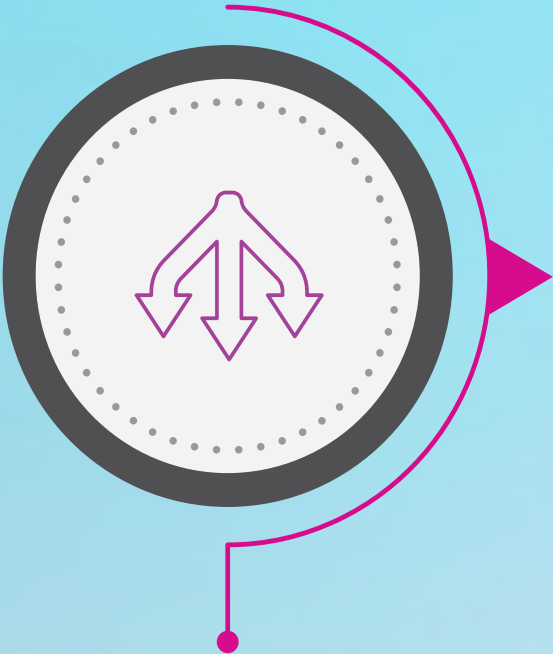
In 2024, NCWIT developed a logic model (see Appendix) to articulate how NCWIT influences change across the technology ecosystem. The model has served as a useful tool for visualizing the connections among different aspects of NCWIT (i.e. resources, activities, outputs, and outcomes) and provided a conceptual framework for our strategic planning process. The logic model’s linear representation below is not intended to capture the full complexity of NCWIT; rather, it describes how NCWIT’s activities provide the basis for change in various parts of the technology ecosystem. We describe the elements of NCWIT’s logic model below and highlight how they align with the structure of our strategic plan.



HOW WE DO OUR WORK



INPUTS



NCWIT INPUTS support and guide NCWIT activities. Inputs describe the organization’s investments, such as the expertise of our staff and consultants, funding, and organizational equipment that contribute to the implementation of NCWIT activities. As part of our strategic planning, monitoring our inputs lets us take inventory of what we already have and what we may still need to support our work. The NCWIT logic model distinguishes between 1) production inputs, defined as resources that support implementation; and 2) planning inputs, defined as resources that provide guidance and help to determine the strategies and activities that NCWIT should undertake to achieve its mission.

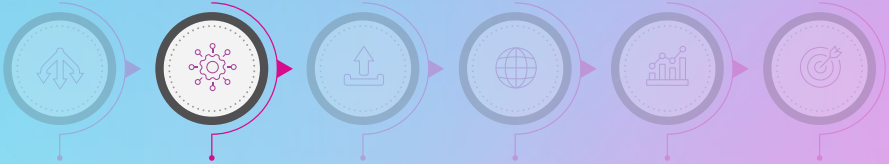
PRODUCTION INPUTS

Funding; NCWIT staff and operational teams; consultants

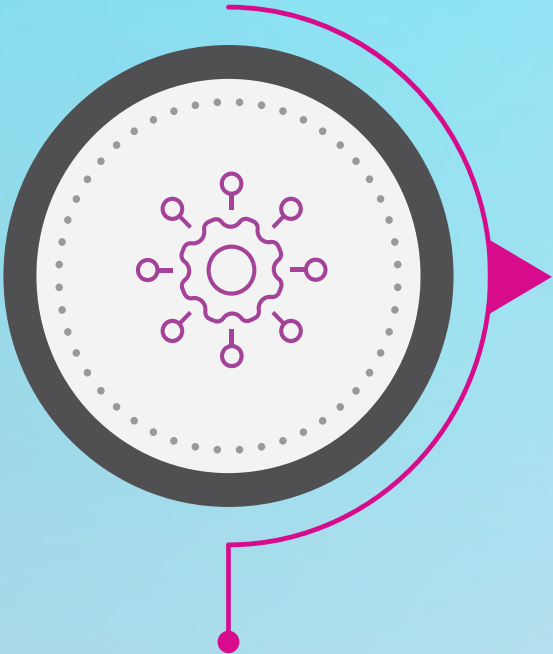
PLANNING INPUTS

Strategic Plan; NCWIT Board of Directors; Constituent feedback (i.e. Alliance members, external partners); evaluation reports

HOW WE DO OUR WORK



ACTIVITIES



NCWIT ACTIVITIES are aimed at widening inclusion in the technology ecosystem by increasing the capacity of 1) individuals, 2) organizations, and 3) the systems in which they exist. Our approach to building capacity in these sectors consists of a set of activities including programs, alliances and outreach, and resources.

NCWIT programs address the educational pathway challenges and focus on building the capacities of individuals that enable them to fully participate in the technology ecosystem. We understand that an individual’s skills, knowledge, experience, and attitudes are important in the pursuit of careers in technology.

NCWIT alliances focus on building organizational capacities to support and sustain systemic change. Strengthening organizational capacity involves supporting organizations to create inclusive environments that allow all to maximize their potential.

NCWIT outreach and resource development and distribution contribute to change in the public sector. As our broadest set of interventions, they focus on increasing public awareness of the need for widening inclusion and providing freely available materials that can assist efforts toward systemic change. NCWIT’s outreach events convene influential leaders and change agents to promote conversations that lead to greater understanding of the importance of inclusion, while NCWIT resources equip them with tools for making changes within their sphere of influence, including self-paced learning modules exploring the different ways individuals can make change in their spheres of influence.

PROGRAMS

Build the capabilities of individuals to fully participate in tech ecosystem (i.e. AiC, C4C, TE)

ALLIANCES

Promote organizations and systemic change (i.e. WA, HIEA, K12)

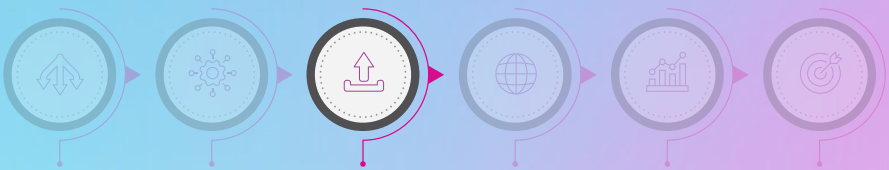
OUTREACH

Foster public awareness of issues related to widening inclusion in the tech ecosystem

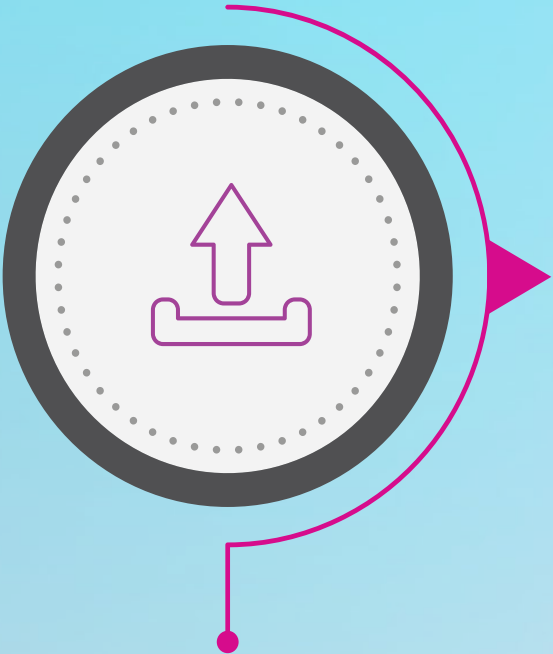
RESOURCE DEVELOPMENT & DISTRIBUTION

Develop and provide freely available materials to assist efforts toward change

HOW WE DO OUR WORK



OUTPUTS



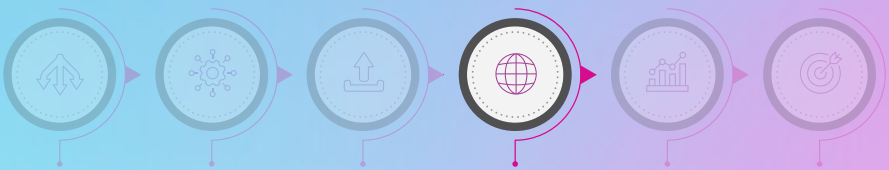
NCWIT OUTPUTS are the tangible products generated by NCWIT activities and processes that reach our targeted audiences. Outputs are a key part of our pathway toward change because they provide the means by which our audiences develop skills, knowledge, and awareness that contribute to individual, organization, and systemic change. They include our publications, the workshops we offer and the communities and networks that we build. Outputs are often thought about in quantitative terms, such as the number of events held, trainings offered, or community member growth. However, the quality and relevance of our outputs are the most critical aspects in achieving change and the ones we measure and attend to the most.

PROGRAM OUTPUTS
AiC Community, AiC Awards (H.S., Educator, Collegiate, Impact)
AiC Community events; C4C PD trainings, workshops and events;
Teach Engineering PD & workshops

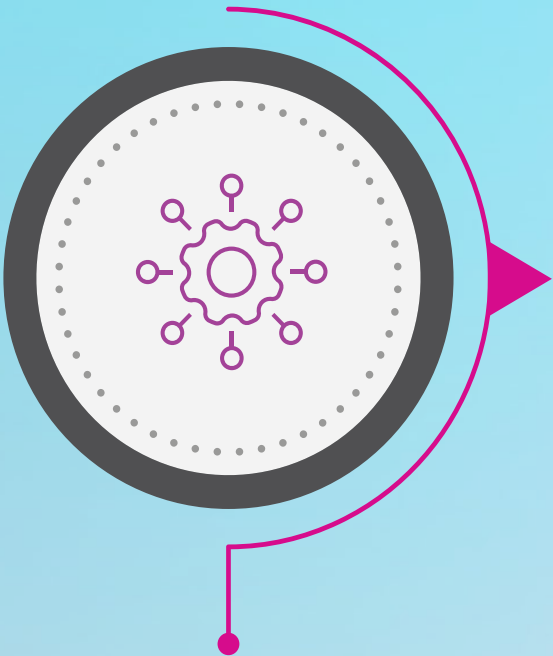
ALLIANCE OUTPUTS
WA collaborations & networks, HiEA community and networks,
Learning Circles (LC) Cohorts; workshops; K-12 alliance community
and networks

OUTREACH AND RESOURCE OUTPUTS
NCWIT events (i.e. Summit) NCWIT resources, including tools for
organizational change (i.e. Tech Inclusion Journey, Learning
Management System (LMS), LC materials); social media
communications and newsletters

HOW WE DO OUR WORK



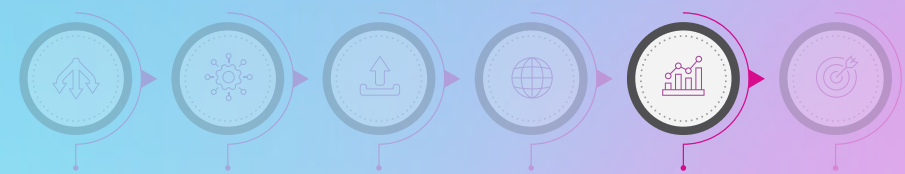
REACH & ENGAGEMENT



NCWIT REACH AND ENGAGEMENT describe the key audiences that we seek to reach and engage for change to take place. In order to widen inclusion in the technology ecosystem, it is important that we reach K-12 students early in their education and continue to support them throughout their undergraduate and graduate studies. Equally important is that the educators and counselors have the knowledge and skills needed to help students navigate technical career pathways. It is also critical that we reach those in influential and leadership roles at tech corporations, higher ed institutions, and K-12 focused organizations. These individuals help to shape culture and bring about change in their own organizations. Through social science research, we can better understand and address the barriers that exist and limit talented individuals from thriving in technology careers and innovations. Finally, through heightening public awareness, we can begin to increase support for access and opportunities for participation by all.

- K-20 students who are interested in computing and technology
- Formal and informal educators who encourage inclusion and participation in the technology ecosystem
- K-12 Counselors and others in advising roles
- C4C Consultants
- NCWIT Member organizations
- Employees in tech workforce
- Social science researchers
- General public

HOW WE DO OUR WORK



OUTCOMES



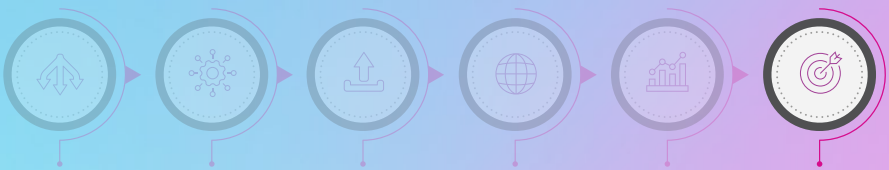
NCWIT OUTCOMES define the intended changes resulting from our activities and outputs. These outcomes are the basis of our strategic plan’s goals and subgoals and describe the changes we aim to achieve in individual behavior, organizational culture, and societal awareness. Because of the variation in NCWIT’s activities, the outcomes are wide-ranging. For instance, program outcomes aim to build skills and capabilities in students, educators, counselors, and community members, leading to increased student persistence and changed practices among educators and counselors. Alliance outcomes target organizational change, encompassing shifts in policies and workplace environments, as well as individual understanding that can pave the way for lasting impact. Lastly, resource and outreach outcomes seek to elevate public awareness regarding the obstacles to and opportunities for greater inclusion within the technology ecosystem.

PROGRAM OUTCOMES:
Students persist in their tech journey; Counselors and educators are able to support the technical career pathways for their students; K-12 educators and students have increased access to opportunities to engage with engineering and engineering design thinking

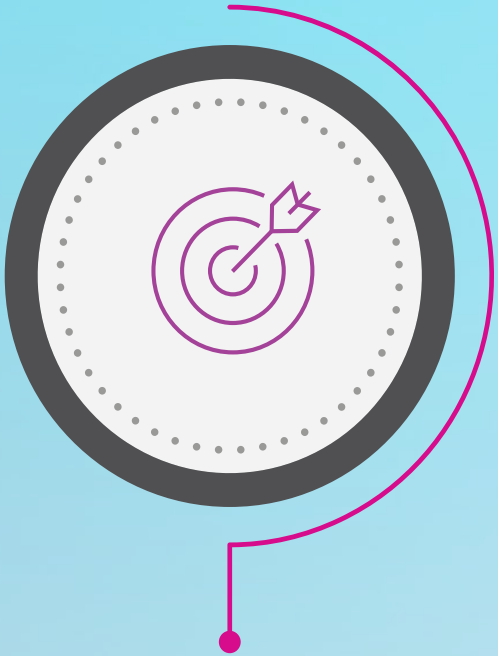
ALLIANCE OUTCOMES:
Members are able to enact strategies that foster systemic change in their organizations; NCWIT programs and resources are leveraged by our members and the broader community; Collaborations among members expand participation in the tech ecosystem

OUTREACH AND RESOURCE OUTCOMES:
Public is aware of the need and equipped with the knowledge to actively widen opportunities and participation in the tech ecosystem

HOW WE DO OUR WORK



IMPACT



NCWIT IMPACT is our ultimate target. By providing resources, engaging communities, and fostering individual and organizational shifts, our collective work generates broader systemic changes designed to widen inclusion in the technology ecosystem for all. This is central to our mission, and though the pathway leading to impact may change, we remain steadfast in our dedication to achieving this purpose.

Wider inclusion in the technology ecosystem from individuals, K-12 through career

GOALS & SUBGOALS

NCWIT's goals and subgoals are strategically aligned with the outcomes defined in our logic model. Through programs, alliances, outreach, and resources, we aim to create change at individual, organizational, and societal levels. We have also set internal goals of organizational excellence to ensure our ongoing effectiveness and sustainability.

PROGRAMS GOAL

Increased capacity of individuals to fully participate and support the participation of others within the technology ecosystem.

NCWIT programs inspire and encourage individuals of all backgrounds, equip K-12 and higher education influencers with the necessary knowledge and resources to guide students, and foster virtual and in-person communities at local, regional, and national levels.

SUB-GOALS

ASPIRATIONS IN COMPUTING GOAL

Increased capacity of individuals to fully participate and support the participation of others within the technology ecosystem.

AiC builds the next generation of technologists by offering recognition, access to resources (scholarships, internships, jobs, etc.), and mentorship to a community of more than 30,000 individuals (in 2025) marginalized by gender. With thousands entering each year from across the U.S., the program has shown positive outcomes: 89% of AiC community members report a college major or minor in a science, technology, engineering, or mathematics (STEM) field (77% in computing or engineering specifically). These metrics serve as a stark contrast to the 4% of all women who typically earn engineering or computing degrees in the U.S.

By offering longitudinal support (K-12 through career), NCWIT provides encouragement that conquers isolation, builds in long-term motivation, opens doors—and changes lives.

COUNSELORS FOR COMPUTING GOAL

School counselors and those in advising roles have an increased understanding of the importance of technical career pathways for their students.

School counselors are an oft-overlooked yet essential part of the overall computing and technology ecosystem. They are uniquely situated to encourage K-12 students to develop a passion for computing and tech. By equipping counselors with knowledge and understanding of the diverse and rewarding computing opportunities in the tech ecosystem, they can encourage students from all backgrounds to imagine themselves as future technologists and innovators. Counselors for Computing (C4C) empowers counselors with knowledge, resources, and confidence to promote and expose computing skills to all students, and to equip them for career success in a technologically driven world. By connecting computing education to essential career readiness skills and providing counselors with up-to-date information about labor market trends and emerging technologies, C4C ensures that all students are prepared for the jobs of the future.

TEACH ENGINEERING GOAL

K-12 educators and students have increased access and opportunity to engage with engineering and engineering design thinking.

NCWIT's Teach Engineering program (TE) encourages and empowers educators intimidated by the prospect of bringing engineering design into their classroom by offering access to a free digital library that provides standards-aligned, hands-on activities, as well as the educational support systems and videos needed to help educators succeed. In addition, the program includes the 2025 launch of a teach-the-teacher model wherein "Teacher Champions" offer professional development sessions and presentations to school districts, curriculum coordinators, teachers, and students in their local area.

ALLIANCES GOAL

Increased capacity of organizations to support participation in the technology ecosystem.

From K-12 through career, classroom and workplace environments significantly shape people's educational and career trajectories and technical accomplishments. Whether it be an elementary school science experiment, a college classroom, a staff meeting, or myriad other experiences from childhood through retirement, people are influenced by the people and places around them. Through our alliances, NCWIT works with more than 1,600 member organizations, including more than 700 postsecondary institutions that span the country and territories, to help ensure that these environments are places where people are encouraged to expand their skills, pursue meaningful achievements that accelerate technological development, and build fulfilling careers based on their talents and efforts. The sections below describe our specific goals in industry, higher education, and K-12.

SUB-GOALS

WORKFORCE ALLIANCE GOAL

WA members have increased knowledge of strategies to foster systemic change within their organizations.

As people move into the workforce, addressing subcultures and practices within corporations and other employers becomes a critical factor in our ability to broaden participation in computing and technology jobs. NCWIT's Workforce Alliance (WA) provides companies with powerful, research-backed solutions for expanding access and opportunities, ensuring that future technologies are powered by the full range of human potential. Member companies learn how to implement effective, systemic, and sustainable approaches that attract, activate, and retain highly qualified talent, regardless of background. To do so, our members use tools such as the Tech Inclusion Journey (TIJ), PowerTilt, and the Ambassador program to improve their team cultures and performance.

HIGHER ED ALLIANCE GOAL

Higher Ed institutions have increased knowledge of strategies to foster systemic change in their organizations.

Driven by a commitment to systemic change, the Higher Ed Alliance empowers postsecondary computing faculty, administrators, and staff to strengthen student preparation and engagement—ensuring every learner develops the skills, confidence, and knowledge needed to succeed in their educational pathways. The Alliance advances its work through a three-pronged approach: fostering supportive communities, sharing research-based resources and promising practices, and delivering innovative programs and proprietary tools that promote data-informed decision-making.

Through curated resources, cutting-edge tools, and collaborative programs—including Learning Circles, Tech Inclusion Journeys®, the Meeting of the Minds webinar series, the NCWIT Tracking Tool, Summit gatherings, and the BPCatalyst Learning Series—the Alliance equips departments to lead departmental systemic change efforts while engaging its members and driving improved outcomes for all students.

K-12 ALLIANCE GOALS

Increased engagement of K-12 Alliance members with NCWIT programs and resources and increased collaboration between K-12 Alliance members to leverage resources and programs that expand participation in the technology ecosystem.

NCWIT's K-12 Alliance serves as a vital network and resource hub for K-12 serving organizations to increase the capacity of participation for all students interested in technology. The K-12 Alliance provides members with research-backed programs and resources for expanding access and opportunities for all students.

The K-12 Alliance fosters a collaborative community among organizations with similar goals. Through the K-12 Huddle, the "Did You Know" newsletter, social media engagement, the NCWIT Summit, and other educational convenings, member organizations can exchange valuable resources and opportunities while learning and growing together.

AFFINITY ALLIANCE GOAL

Increased engagement of Affinity Alliance members with NCWIT programs and resources.

The NCWIT Affinity Alliance is a network of organizations that share NCWIT's mission of widening inclusion in technology, but that do not directly hire or educate individuals in tech. These partners include nonprofits, advocacy groups, media organizations, policy influencers, and other mission-aligned entities.

The Affinity Alliance serves as a collaborative platform and "mouthpiece"—amplifying NCWIT's research, resources, and messaging while also supporting each member's unique mission. Together, the Alliance builds a collective voice to drive cultural, systemic, and societal change.

OUTREACH AND RESOURCES GOAL

Member representatives and the general public have increased motivation and awareness of the need to actively widen opportunities and participation in the technology ecosystem, and are equipped with the knowledge to do so.

NCWIT's role as a thought leader in tech includes contributing knowledge and inspiration to those within our direct community as well as those who are less familiar with the related challenges and opportunities. To accomplish this goal, we create and share hardcopy and online resources that are relevant to a wide variety of audiences and are based on social science research. We also increase knowledge and awareness about other topics of interest to the computing community. For example, NCWIT publishes re:think Magazine, which shares research-backed promising practices, as well as inspirational stories and expertise from people in our community. We also create videos, with a variety of content, that are shared widely among educators, students, and professionals. Our webinars and learning modules offer the ability to learn interactively, highlighting research, insights, and ideas for action.

ORGANIZATIONAL EXCELLENCE GOAL

Enhanced organizational coordination and capacity to achieve our mission.

As a nonprofit organization, NCWIT operates with efficient and transparent processes and systems to best steward available resources to make the greatest impact. NCWIT has five cross-cutting units that provide the support system to ensure that we offer high-quality programs, events, and resources for our diverse audiences. Below are the subgoals for each of these units.

SUBGOALS

Operations-specific goal:

Increase organizational efficiency and transparency.

Communications-specific goal

Enhance reach and impact of organizational messaging.
Provide a cohesive framework and voice from which the organization (and all its parts) speak.

Technology-specific goal

Improve efficiency, utility, and security of NCWIT systems and data.
Improve utility of tools that serve internal and external users.

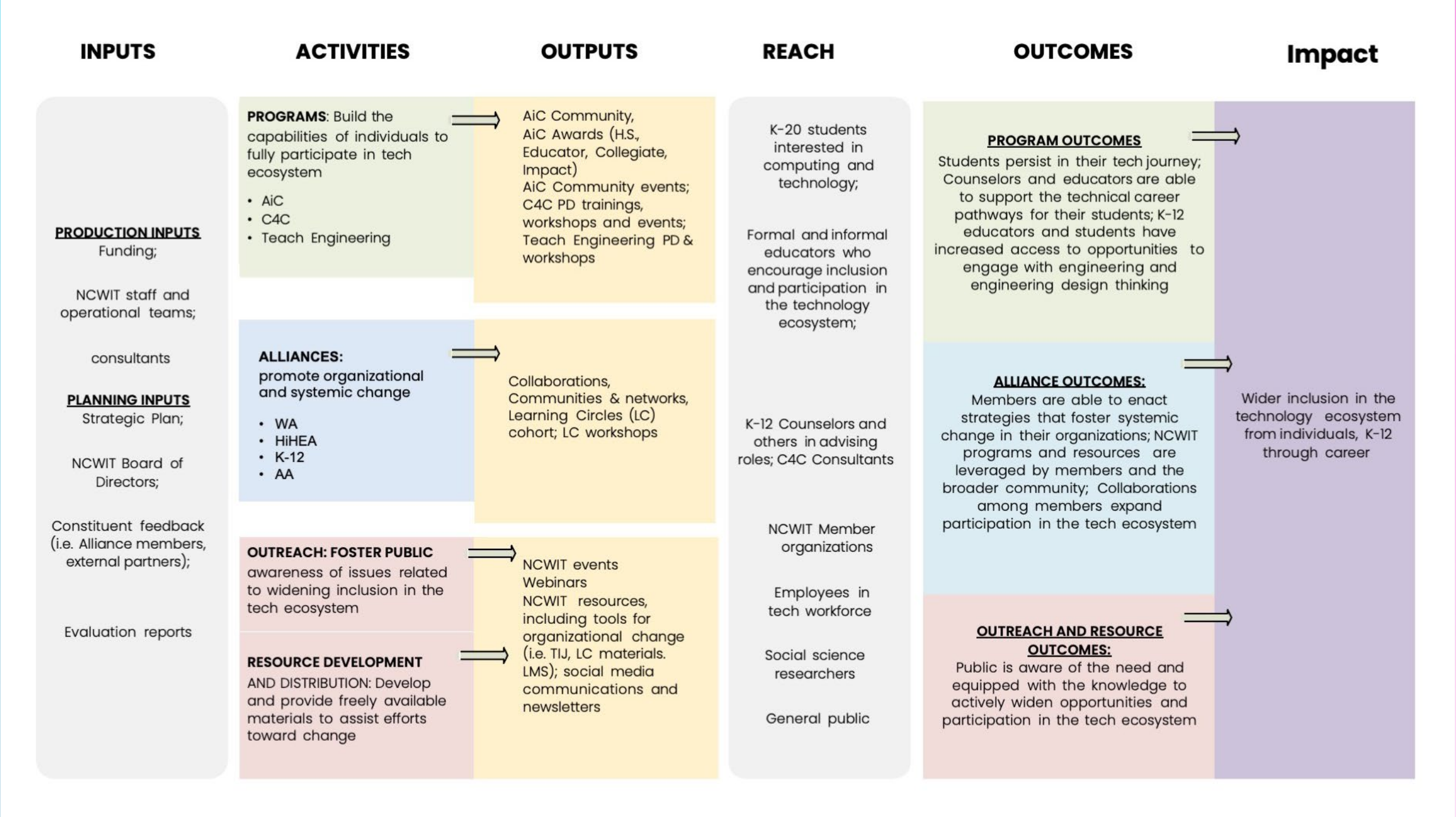
Internal Culture and Engagement-specific goal


Foster an environment where everyone feels a sense of belonging, inclusion, and empowerment to contribute at their fullest potential.

Evaluation-specific goals

Enhance NCWIT's capacity for organizational growth and learning from research and data.

APPENDIX: THE NCWIT LOGIC MODEL





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