NCWIT CORPORATE ENGAGEMENT OPPORTUNITIES

STRENGTHEN YOUR TECHNICAL WORKFORCE WITH WOMEN

Although women today comprise half the world’s population and more than half of the U.S. professional workforce, they play only a small role in inventing the technology of tomorrow. Capitalizing on the power of gender diversity can yield a larger and more competitive information technology (IT) workforce, and in a world dependent on innovation, it can enable the design of technology that is as influential and extensive as the populations it serves. Here are three benefits women can bring to your technical workforce.

Expand your talent pool. The U.S. Bureau of Labor Statistics predicts that IT will be one of the fastest-growing sectors of the U.S. economy, adding nearly 1.2 million job openings by 2022.1 Over 60% of these jobs could go unfilled due to the insufficient pool of college graduates with computing-related degrees.2 Women, who are significantly under-represented in computing, are an untapped talent pool that can bolster your candidate pool of technical talent.

Improve your technical innovation. Studies find that groups with greater diversity solve complex problems better and faster than do homogenous groups,3 and the presence of women in a group is more likely to increase the collective intelligence (problem-solving ability, creativity) of the group.4

Increase your ROI. Research shows that companies with the highest representation of women in their management teams have a 34% higher return on investment than did those with few or no women.5

NCWIT: A PROVEN PARTNER FOR YOUR CORPORATION

NCWIT is the National Center for Women & Information Technology, a non-profit organization chartered in 2004 by the National Science Foundation to increase the participation of girls and women in computing. We offer your corporation a full range of opportunities for action: improve recruiting, retention, and advancement of technical women within your own organization; use effective research-based tools to conduct national K-16 outreach; offer employee volunteerism with meaningful development possibilities; and maximize brand recognition through national corporate sponsorship. By partnering with NCWIT your company also will be contributing to a national priority: STEM (science, technology, engineering and math) education pathways and careers.

NCWIT’s strategic approach is unique. Before NCWIT was formed, programs focusing on women and computing (K-12, post secondary, or corporate) existed mostly in isolation, without the benefit of shared best practices, effective resources, communication with others, or national reach. Today, these programs are part of the NCWIT community, where a “change leader network” of both men and women access evidence-based tools and resources and participate in an action-oriented national community of events and projects. NCWIT convenes and provisions this growing coalition of over 575 prominent corporations, academic institutions, government agencies, and non-profits; together we are having a far greater impact than if institutions acted alone. By joining NCWIT, you can see significant return on investment (ROI) in your own organization while also being assured that your efforts are contributing to a sustained national impact.
CORPORATE NCWIT ENGAGEMENT MODEL
As mentioned above, NCWIT uses three interlocking strategies (community, evidence, and action) to create both local and broad systemic change. Each of these strategies, as they relate to corporations, is discussed below.

COMMUNITIES
NCWIT organizes its community into “Alliances.” Corporate members of NCWIT participate in the NCWIT Workforce Alliance. The Workforce Alliance focuses on corporate change, working to recruit, retain, and advance technical women in their own organizations. As a member of the Workforce Alliance, your corporation not only will influence the NCWIT national research and resource creation agendas concerning corporate technical women, but you’ll be engaged in projects that put these practices to use in your own organization. Those employees (women and men) you designate as “member representatives” to the Workforce Alliance tend to come from your technical, HR, or diversity/inclusion departments, and have the ability to influence practice creation and implementation within the corporation.

If your corporation has a technical women’s affinity group, you’ll want to join the NCWIT Affinity Group Alliance in addition to the Workforce Alliance. This alliance focuses on affinity group ROI (to the corporation and its members), governance, access to content, and participation in national outreach opportunities. Affinity groups from around the world will baseline their efforts and accelerate their progress. Members from your women’s technology network will serve as representatives to the Affinity Group Alliance.

NCWIT Alliance members convene virtually throughout the year on member-led project committee calls, and face-to-face at the NCWIT Summit, an annual opportunity for attendees to convene, learn, and support each other’s efforts. Members immerse themselves in three full days of practices, workshops, ideas, research, inspiration, conversations, and innovation, learning from noted experts and voices in the fields of computing, innovation, and diversity from around the world.

EVIDENCE
NCWIT research-based resources build capacity for people to implement change, raise awareness, and reach out to critical populations. NCWIT provides resources for reform at every level that are attractive, easy-to-use, and free. These include data, research reports, practices, curriculum materials, comprehensive toolkits, posters, workbooks, talking points, webinars, and videos. NCWIT identifies knowledge gaps and conducts and encourages primary research to fill them. Some examples of corporate resources follow.

NCWIT Women in IT: The Facts
A groundbreaking research report, Women and IT: The Facts, presents a complete business ROI for inclusion. This report brings together the latest findings from recent research to offer a current state of affairs for technical women, in a single, easy-to-access resource (www.ncwit.org/thefacts).

NCWIT Supervising-in-a-Box Series
The “Supervising-in-a-Box Series” helps companies create highly productive teams that reduce employee turnover, capitalize on diverse innovative thinking, and strengthen their bottom lines (www.ncwit.org/supervising).

Who Invents IT? An Analysis of Women’s Participation in Information Technology Patenting
This research examines the rates at which women have been patenting in information technology (IT) and how these rates have evolved over the past 20 years. It also identifies how these rates differ across IT industry sub-categories and across specific organizations (www.ncwit.org/patentreport).

NCWIT Top 10 Ways Series
The NCWIT Top 10 Ways series provides a quick reference about the most important things change leaders can do to change the status quo, with directions to places to get more information. During the past year, the Workforce Alliance has focused a series of these cards on mid-career visibility for technical women.
• Top 10 Ways Managers Retain Technical Women (http://www.ncwit.org/top10retaintechwomen)
• Top 10 Ways Managers Increase Visibility of Technical Women (http://www.ncwit.org/top10visibilitymanagers)
• Top 10 Ways Technical Women can Increase Their Own Visibility (http://www.ncwit.org/top10visibilitytechwomen)
• Top 10 Ways To Be a Male Advocate (www.ncwit.org/top10maleadvocate)

As a corporate member of NCWIT, your input will shape the direction of future resources and you can also request an NCWIT researcher to speak about relevant topics at your corporation, if so desired.

ACTION

NCWIT brings the computing community together as a united, amplified voice for the increased participation of all groups in computing. NCWIT campaigns enlist our members in efforts such as:

• Building a national female talent pipeline in computing that reaches thousands of young women (NCWIT Aspirations in Computing Program).
• Supporting awareness and training for school guidance counselors (NCWIT Counselors for Computing, or C4C).
• Changing the image of women in computing (Sit With Me).
• Working nationally to rebuild K-12 computing education (Computer Science Education Week).

As a corporate member of NCWIT your employees have the option of participating in these and other national efforts created by NCWIT. More information about these programs can be found at www.ncwit.org.

JOINING THE NCWIT WORKFORCE AND AFFINITY GROUP ALLIANCES

A corporation may join NCWIT by making a $25,000 annual contribution. This is a member-imposed "carrying cost" used to cover the expenses of running the Alliances. Corporate members identify a small team of three to four employees who serve as the interface team to the Workforce Alliance (and optionally, the Affinity Group Alliance.) We encourage a range of job functions on these teams – technical, HR, diversity and inclusion, etc. We also welcome both men’s and women’s participation. Corporations receive value commensurate with their members’ engagement. NCWIT makes participation easy and efficient: we provide project managers, researchers, and others to work with Alliance members to put their ideas into action, while corporations provide advice and subject matter expertise. Please contact us at info@ncwit.org for more information about NCWIT Alliances.

SPONSORING AN NCWIT PROGRAM

As a computing organization with a national infrastructure that connects the entire information technology education and workforce pipeline, NCWIT is well positioned to innovate, scale, and execute game-changing initiatives related to computing and inclusion. Whether your organization is just starting to invest or is ramping up existing outreach programs, NCWIT offers a range of plug-and-play initiatives to jumpstart your efforts, along with research-driven knowledge and evaluation expertise to ensure that programs grow and succeed. By sponsoring an NCWIT program, your corporation will have an immediate national impact and be seen as a change leader in one of the most critical STEM disciplines, computing. Some examples for your consideration follow.

Build and Extend a National Talent Pipeline: NCWIT Aspirations in Computing is a talent development pipeline initiative designed to increase female participation in technology careers by providing encouragement, visibility, community, leadership opportunities, scholarships, and internships to high-potential, technically inclined young women. Since 2007 NCWIT has inducted more than 3,300 young women into the Aspirations in Computing community and helped usher them into careers in technology. Aspirations in Computing provides structured, long-term engagement and support for young women in technology, from middle school through high school and from college into the workforce. Find out more: www.aspirations.org.
Sponsor an Influential Research Report: The Male Corporate Influencers as Advocates project is researching the male experience with diversity efforts in the technical workplace: what drives male influencers to advocate on behalf of technical women, and what motivates or discourages men to be involved in change efforts. The report has just been issued - funding will enable creation of a national presentation tour.

Empower Millions of Technical Women: Nationwide, hundreds of affinity groups provide networking, support, and professional development for women (and men) in the technical workforce. What if these groups had a platform for working together so that they could better serve their members, while also becoming a national voice for women in technology? NCWIT is working to unite technology affinity groups nationwide under the auspices of the NCWIT Affinity Group Alliance. Sponsorship will support Alliance project management and programs. (http://www.ncwit.org/aga)

Launch a National Advocacy Campaign: Sit With Me is an advocacy campaign designed to raise visibility for technical women and their contributions by providing a gathering place for people to support, recognize, and initiate conversations about women’s participation in technology. By providing a mechanism for raising awareness while validating and encouraging technical women, the campaign seeks to increase the retention of mid-career technical women.

Sit With Me uses an iconic red chair as its theme and suggests the historic actions of figures such as Rosa Parks (“Sometimes you have to sit to take a stand”; “Sit for the future of technology”; “We won’t stand for anything less”). The early buzz for this campaign is very promising; we believe Sit With Me has the potential to have a national impact. Sit With Me is currently in an “internal” launch mode and seeks a few select corporate sponsorships to anchor a public national launch in 2015. (http://www.sitwithme.org)

Rebuild K-12 Computing Education: NCWIT works at the national level to help ensure that computing is included in the core curriculum of U.S. high schools. As a member of the Computing in the Core Executive Committee, NCWIT has a leadership role in national efforts like Computer Science Education Week and code.org. NCWIT regularly partners with the National Science Foundation on educational efforts to create rigorous, relevant, and inclusive K-12 computing curriculum. The College Board also is engaged in these efforts, which ultimately will lead to a new Computer Science AP course/test and increased educator readiness.

Information about NCWIT sponsorship levels can be found in Attachment One.

CORPORATE RETURN ON INVESTMENT (ROI)
The following table summarizes an example “return on investment” for your corporation when partnering with NCWIT as a member of the Workforce Alliance or Affinity Group Alliance, and as an NCWIT sponsor.

<table>
<thead>
<tr>
<th>IF YOUR FOCUS IS…</th>
<th>GET INVOLVED VIA…</th>
<th>ENGAGEMENT OPPORTUNITIES INCLUDE…</th>
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<tbody>
<tr>
<td>Attracting Female Technical Talent</td>
<td>NCWIT Aspirations in Computing</td>
<td>Visibility of your internships and jobs within a community of women in computing</td>
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<td></td>
<td>NCWIT Workforce Alliance</td>
<td>Inform corporate recruiters about relevant practices; have NCWIT review job descriptions for biased language</td>
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<tr>
<td></td>
<td>NCWIT Website</td>
<td>Stream your job openings to our site through indeed.com</td>
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<td>NCWIT Summit</td>
<td>Connect with computing professors from over 300 universities</td>
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<td></td>
<td>NCWIT Sponsorship</td>
<td>Enhance corporate branding and visibility within the community by becoming an NCWIT financial partner</td>
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### Retaining and Advancing Female Technical Talent

<table>
<thead>
<tr>
<th>Activity</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>NCWIT Workforce Alliance</td>
<td>Deploy NCWIT’s cultural practices internally and offer NCWIT presentations to key stakeholders</td>
</tr>
<tr>
<td>NCWIT Sit With Me</td>
<td>Use the campaign platform inside your organization to promote the importance of technical women</td>
</tr>
<tr>
<td>NCWIT Affinity Group Alliance</td>
<td>Start or strengthen a technical women’s affinity group</td>
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</table>

### Corporate/Executive Visibility

<table>
<thead>
<tr>
<th>Activity</th>
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<tbody>
<tr>
<td>NCWIT Summit</td>
<td>Make presentations</td>
</tr>
<tr>
<td>NCWIT Resources</td>
<td>Share with customers to re-enforce your corporate inclusion goals</td>
</tr>
<tr>
<td>NCWIT Sponsorship</td>
<td>Create national impact by sponsoring an NCWIT program, including co-branding opportunities or an NCWIT Board of Directors seat</td>
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</tbody>
</table>

### Employee Volunteerism

<table>
<thead>
<tr>
<th>Activity</th>
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</thead>
<tbody>
<tr>
<td>NCWIT Aspirations in Computing</td>
<td>Serve as judges and participate in regional events</td>
</tr>
<tr>
<td>Computer Science Education Week</td>
<td>Make an outreach pledge or participate in annual activities</td>
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</tbody>
</table>

### SUMMARY

Participation of under-represented groups in computing is an issue receiving increased national attention. NCWIT is a leading voice in educating policymakers, public officials, practitioners and the public at large.

NCWIT’s work at the national and local level helps rebuild U.S. computing education for both girls and boys, encourages thousands of girls to persist in their study of computing, and ensures that university, corporate, and startup organizations are places in which all people can thrive. NCWIT conducts hundreds of outreach activities each year, including a national Summit attended by over 500 computing executives from across the country. NCWIT’s research-backed resources are considered the gold standard in the computing discipline and are distributed widely. Hundreds of unique professionally produced resources – such as talking points, practices, research reports, statistics, programs-in-a-box, workbooks and “top ten” tips – give change leaders the tools to improve their organizations. NCWIT scientists and NCWIT statistics are quoted frequently in the national press, and NCWIT’s programs and approach have garnered the attention of organizations such as Turner Broadcasting, U.S. News & World Report, the White House, and the National Science Foundation. There is no other computing community like NCWIT: we are a full pipeline community of over 575 organizations and growing.

Your corporate sponsorship matches partial financial support provided by the National Science Foundation (NSF), creating a true public-private partnership. NSF has provided funding to NCWIT every year since its inception, further validity that NCWIT’s approaches, governance and outcomes are top notch. Your participation with NCWIT will help us build a broad, national (and increasingly international) infrastructure to make a large and immediate impact.
## ATTACHMENT ONE: NCWIT SPONSORSHIP LEVELS

<table>
<thead>
<tr>
<th>SPONSORSHIP LEVEL</th>
<th>BENEFITS</th>
<th>SAMPLE PARTNERS</th>
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<tbody>
<tr>
<td><strong>Strategic Partner</strong>&lt;br&gt;(250K/year for 8 years)</td>
<td>• Most prominent co-branding on all NCWIT resources, the NCWIT website and at NCWIT events.  &lt;br&gt;• All the benefits of lower levels.</td>
<td>• Microsoft sponsors Aspirations in Computing and the Academic Alliance Seed Fund.  &lt;br&gt;• <strong>Bank of America</strong> sponsors the Aspirations in Computing Program.  &lt;br&gt;• <strong>Google</strong> sponsors NCWIT University programs and Aspire IT.  &lt;br&gt;• <strong>Intel</strong> sponsors NCWIT Aspire IT middle school program</td>
</tr>
<tr>
<td><strong>Investment Partner</strong>&lt;br&gt;(250K/year for 4 years)</td>
<td>• Co-branding on all NCWIT resources, NCWIT website, and at NCWIT events.  &lt;br&gt;• Visibility as national change leader in STEM education.  &lt;br&gt;• Seat on the NCWIT Board of Directors.  &lt;br&gt;• Facilitation of relationships with key stakeholders.  &lt;br&gt;• Eligibility as an NCWIT Workforce Alliance member for the lifetime of the Alliance.  &lt;br&gt;• NCWIT research consulting towards institutional reform and organizational development.  &lt;br&gt;• All of the benefits of lower levels.</td>
<td>• <strong>Merck</strong> sponsors Counselors for Computing.  &lt;br&gt;• <strong>Turner Broadcasting</strong> sponsors the NCWIT Entrepreneurial Alliance and serves as the Media Partner for the NCWIT Summit.  &lt;br&gt;• <strong>Pfizer</strong> sponsors the NCWIT K-12 Alliance.  &lt;br&gt;• <strong>Avaya</strong> sponsors NCWIT operational costs.  &lt;br&gt;• <strong>AT&amp;T</strong> sponsors the Academic Alliance and Aspirations in Computing.  &lt;br&gt;• <strong>Bloomberg</strong> sponsors Aspirations in Computing.  &lt;br&gt;• <strong>HP</strong> sponsors Aspirations in Computing.</td>
</tr>
<tr>
<td><strong>Sustaining Partner</strong>&lt;br&gt;(150K/year for 4 years)</td>
<td>• Placement in high-traffic areas of NCWIT’s website and in NCWIT presentations.  &lt;br&gt;• Participation at NCWIT national events and in NCWIT social media campaigns; placement in NCWIT CEO presentations throughout the year.  &lt;br&gt;• Eligibility as Workforce Alliance member over the next 10 years.  &lt;br&gt;• All of the benefits of lower levels.</td>
<td>• <strong>EMC</strong> sponsors the NCWIT Entrepreneurial Alliance.</td>
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<tr>
<td><strong>Corporate Partner</strong>&lt;br&gt;(75K/year for 4 years)</td>
<td>• Explicit sponsorship attribution for any directly funded programs.  &lt;br&gt;• Joint press releases, as appropriate; ability to use sponsorship of NCWIT in corporate marketing efforts.  &lt;br&gt;• Eligible as Workforce Alliance member over the next 4 years.</td>
<td>• <strong>Qualcomm</strong> sponsors NCWIT Pacesetters.  &lt;br&gt;• <strong>Motorola Solutions</strong> sponsors the K-12 Alliance.  &lt;br&gt;• <strong>Symantec</strong> sponsors the Student Chapter Seed Fund and Aspirations in Computing.</td>
</tr>
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2 By the Numbers: NCWIT, 2012.
6 A K-12 Alliance serves large national non-profits working in the K-12 space (and reaches over 60% of girls in the US; an Academic Alliance serves over 325 universities; the Workforce Alliance focuses on the needs of large multi-national corporations; the Entrepreneurial Alliance serves technical startup companies; and the Affinity Group Alliance convenes technical women’s affinity groups.