

## WHAT IS TECHNOLOchicas?

TECHNOLOchicas, co-produced with the Televisa Foundation, is a national initiative designed to raise awareness among young Latinas and their families about opportunities and careers in technology. Powerful stories highlight the lives of Latinas from diverse backgrounds and environments who are in technology fields and recognize the power of innovation to change the world. These stories allow girls to perceive TECHNOLOchicas as “relatable” role models who are similar to themselves and are promoted through several communication channels, including broadcast television, local events, social media, and online videos.



## WHY TECHNOLOchicas?

Latinas occupied only 1 percent of jobs in the computing workforce in 2017. Yet, both the number of technology positions and the Hispanic population are growing. The U.S. Department of Labor predicts 3.5 million computing-related job openings by 2026. Latinas represent a vastly untapped computing talent pool that is vital to increasing the bottom line of the U.S. economy and creating diversity in the computing workforce, leading to advanced technical innovation. Their participation in computing disciplines also improves the economic outlook of the Hispanic community.



*“There is a huge space for Latinas to make a difference with their unique diverse backgrounds in any of the disciplines they choose to focus on.”*

~ TECHNOLOchica Janet Barrientos

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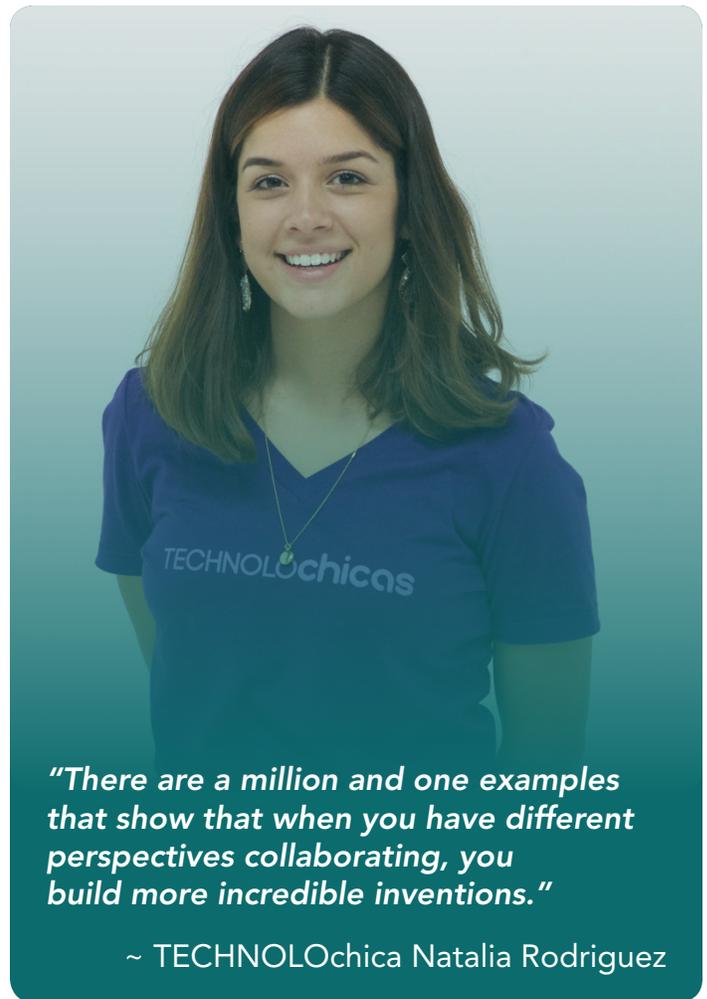
**ncwit.org**

NATIONAL CENTER FOR WOMEN & INFORMATION TECHNOLOGY (NCWIT)  
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Lifetime Partner: Apple • Strategic Partners: NSF, Microsoft, Bank of America, Google, Intel, Merck, and AT&T • Investment Partners: Avaya, Pfizer, Bloomberg, Hewlett Packard Enterprise, Qualcomm, and Facebook

## KEY RESULTS

- Notable public figures have supported the TECHNOLOchicas campaign, including Eva Longoria, Juan Felipe Herrera, and representatives from the White House Initiative on Educational Excellence for Hispanics.
- To date, public service announcements have aired more than 6,000 times on Univision stations in more than 20 markets nationwide, reaching millions of Spanish speaking households.
- TECHNOLOchicas was short-listed for the 2017 ITU and UN Women GEM-TECH Awards: Promote Women in the Technology Sector.
- TECHNOLOchicas have participated in more than 120 outreach events nationwide, including appearances at local schools and public housing communities, conference presentations, CSEdWeek events, as well as events hosted by major tech corporations, including Apple, Qualcomm, AT&T, Intel and Microsoft.
- The TECHNOLOchicas campaign leverages NCWIT resources, in both English and Spanish, for engaging young women in computing.
- More than 250 profiles of real-life, diverse Latinas in tech are available at [technolochicas.org](http://technolochicas.org).



*"There are a million and one examples that show that when you have different perspectives collaborating, you build more incredible inventions."*

~ TECHNOLOchica Natalia Rodriguez

## WAYS TO GET INVOLVED

- **Join the campaign via social media:** follow @TECHNOLOchicas on Twitter and like TECHNOLOchicas on Facebook for daily tips, inspirational quotes, and Latinas in technology news that you can share with friends. Follow @TECHNOLOchicas on Instagram, and see event highlights through their eyes.
- **Host an event:** ask a TECHNOLOchica to make an appearance, or show a screening of videos for young Latinas at schools or community organizations. (Contact [technolochicas@ncwit.org](mailto:technolochicas@ncwit.org) to start planning.)
- **Identify more TECHNOLOchicas:** know Latinas in technology who could be profiled as a TECHNOLOchica? Share this application form with them: <http://bit.ly/1OVS2lw>.

Learn more at [www.technolochicas.org](http://www.technolochicas.org).

## ABOUT NCWIT

The National Center for Women & Information Technology (NCWIT) is a non-profit community of more than 1,100 universities, companies, non-profits, and government organizations nationwide working to increase girls' and women's meaningful participation in computing. NCWIT equips change leaders with resources for taking action in recruiting, retaining, and advancing women from K-12 and higher education through industry and entrepreneurial careers. Find out more at [www.ncwit.org](http://www.ncwit.org).

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