



NCWIT Summit
on Women and IT
practices and ideas
to revolutionize computing

May 22-24, 2017 | Tucson, Arizona

Discuss and Discover How Companies Work Locally / Regionally to Make a Collective Impact

WA/EA Strategy Session
May 23, 2017

Lifetime Partner: Apple
Strategic Partners: National Science Foundation,
Microsoft, Bank of America, Google, Intel, and Merck
Investment Partners: Avaya, Pfizer, AT&T,
Bloomberg, Hewlett Packard Enterprise, and
Qualcomm

Objectives for Today

- Learn about collective action & collective impact
- Hear specific examples of what worked for WiTNY
- Discuss how you and your company can take action to have an impact

What is Collective Impact?

- Highly structured collaboration across relevant sectors in a region
- Partners working on “their” part of the problem and crossing boundaries

Five Conditions Collective Impa Success



What is WiTNY?

A strategic public/private partnership between industry and academia with a mission to facilitate, encourage, and enable a significant increase in the participation of women in both higher education and entrepreneurship in fields related to technology in the New York market.



Citi Foundation



JPMORGAN CHASE & Co.



AppNexus



Long-Term Vision:

- Have a meaningful impact on the NY Tech ecosystem
- Accomplish something together that we could not accomplish alone
- Drive national efforts by serving as a role model for other cities

The Journey to Launching WiTNY

Find an 'anchor tenant' with common cause and a willingness to lead.



A 'BACKBONE'
COORDINATING
ORGANISATION/S

Start with an individual agenda and serendipity.



A COMMON
AGENDA
FOR CHANGE

Leverage all contacts/relationships to bring others on board. Play the cards you've got.

Communicate, communicate, communicate. 'Constant care and feeding'.

OPEN AND
CONTINUOUS
COMMUNICATIONS



Stand on the shoulders of giants.

Step up to a big vision. 'Go big or go home' mentality.

SHARED
MEASUREMENT
FOR DATA
& RESULTS

Adopt established, standardized metrics.

Articulate a programmatic approach that may be 'the world according to you'.

MUTUALLY
REINFORCING
ACTIVITIES



WiTNY's Programmatic Approach: The 3 C's

Programmatic opportunities for women in tech to meet each other and form a network



Innovative curriculum to get more women started on their education and careers in tech

Curriculum



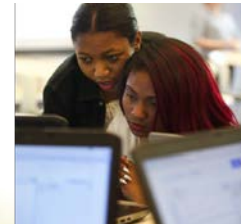
Programmatic opportunities for women in tech to meet and form a network with tech professionals

Community



Career

Scholarships and fellowships to support women pursuing tech-related academic careers



Paid internships to give women the experience they need to be successful

Importance of Industry Support

- The public-private partnership model is magic.
- Getting companies with big egos to collaborate for the greater good is tough but powerful.
- Cannot be effective with only public funds ... everyone needs to have some 'skin in the game'.
- When government is involved, can provide non-partisan endorsement.

Working Across Sectors is Challenging

Do Your Homework!

- history of people in room, what their values are; list of people in area involved in policy

Leverage NCWIT Programs/Campaigns for Collective Action

- Extension Services for Undergraduate Programs
- Pacesetters Program
- Teaching teachers to get girls into their classes
- Sit With Me (Red Chair)
- Aspirations
- Research-based Resources

Group Discussion

Collective Action for Collective Impact

- What will you take away from this session?
- What will you, as an individual leader, do now?
- What questions do you have?
- How can NCWIT best support you?

Leveraging NCWIT Programs with Collective Impact

Sit With Me Campaign



www.sitwithme.org

Aspirations in Computing



www.aspirations.org

Pacesetters Program



www.ncwit.org/pacesetters

ncwit.org

Thank You!

