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

national center for
women &
INFORMATION TECHNOLOGY

NCWIT Academic Alliance Goal Setting Worksheet
www.ncwit.org/activities

List of Drop-Down Menu Goal Tags

Recruiting	Outreach	Advising/Counseling
Retaining	Reducing Unconscious Bias	Raising Awareness
Organizational Change	Mentoring	Teaching

1. In one or two sentences, describe the problem or issue you would like to address:

2. What measure could you use to get a baseline indicator of the current state of your institution with regard to this issue or problem? This should be directly measurable or observable. (E.g., number of female CS students, retention from CS1 to CS2, survey results about awareness, etc.)

3. How much would you like to see that measure increase? This should be something that you can measure and can use to test whether you have accomplished your goal. (E.g., percentage, number, etc.)

4. Over what time period would you like to work towards this goal?

5. Put it all together:

Additional brainstorming topics:
- What activities might you use to accomplish this goal?
- How will you get baseline and post-activity data to measure your success?
- What resources will you need? From your school/department? From NCWIT?

List of Drop-Down Menu Activity Categories

Advocacy	Evaluation	Leverage NCWIT	Mentorship	Other
Outreach	Raise Awareness	Teach	Visibility	Volunteer

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Academic Alliance Goal Setting Worksheet: *2 Examples*

Step 1: In one or two sentence(s), describe the problem or issue you would like to address:

EX. 1: While our overall University gender ratio is close to 60% female, our computer science major hovers around 10% female depending on the year. We have a large service class that attracts female students from other majors, but they rarely enroll in later classes or choose to major in CS.

EX. 2: Female students have indicated that they don't continue in computing because they don't feel like they are good enough, even though their grades are on par with or better than male peers.

2. What measure could you use to get a baseline indicator of the current state of your institution with regard to this issue or problem? This should be directly measurable or observable. (E.g., number of female CS students, retention from CS1 to CS2, survey results about awareness, etc.)

EX. 1: Percentage of students with a declared CS major who are female

EX. 2: Each quarter, look at the percentage of students who are female registered for CS2 divided by the percentage of female students who were enrolled in CS1 the prior semester.

3. How much would you like to see that measure increase? (E.g., percentage, number, etc.)

EX. 1: I'd like to increase the number of female computer science majors by 5%

EX. 2: I want the women's ratio to be the same as men's ratio.

4. Over what time period would you like to work towards this goal?

EX. 1: Five Years   *EX. 2: This coming academic year*

5. Put it all together:

EX. 1: My goal is to increase the number of female declared computer science majors by 5% by the 2020-2021 school year.

EX. 2: My goal is to improve women's retention to CS2 to be on par with men's retention, over the coming academic year 2016-2017.

Additional brainstorming topics:

1. What activity(ies) will you use to accomplish this goal?
   a. *Have CS1 students present about opportunities in CS2; Send individualized email to women in CS1 (using mail-merge) to encourage them to enroll in CS2; Recruit women to serve as undergraduate tutors in CS1 and CS2 and ask them to encourage students to enroll in CS2; Have instructors write encouraging comments for women students on their tests and assignments.*

2. How will you assess success? What data will you need to gather?
   a. *Enrollment data from CS1 and CS2 that tracks which students who have taken CS1 later enroll in CS2.*

3. What resources will you need? From your school/department? From NCWIT?
   a. *Departmental support to hire tutors; NCWIT's resource on encouragement*