

NCWIT Counselors for Computing (C4C) provides professional school counselors with information and resources they can use to support ALL students as they explore computer science education and careers.

Counselors are influencers and gatekeepers. They counsel and encourage students in their education and career aspirations, advise on course selections, and expose students to occupations through career fairs and internships. If young women are to get the exposure and encouragement they need to pursue computing, it is essential that counselors get up to speed on the knowledge and resources necessary to guide effectively.

Through C4C, NCWIT offers professional development, ranging in length from one-hour webinars, to one-day workshops, to two-and-a-half-day institutes that include advanced leadership development.

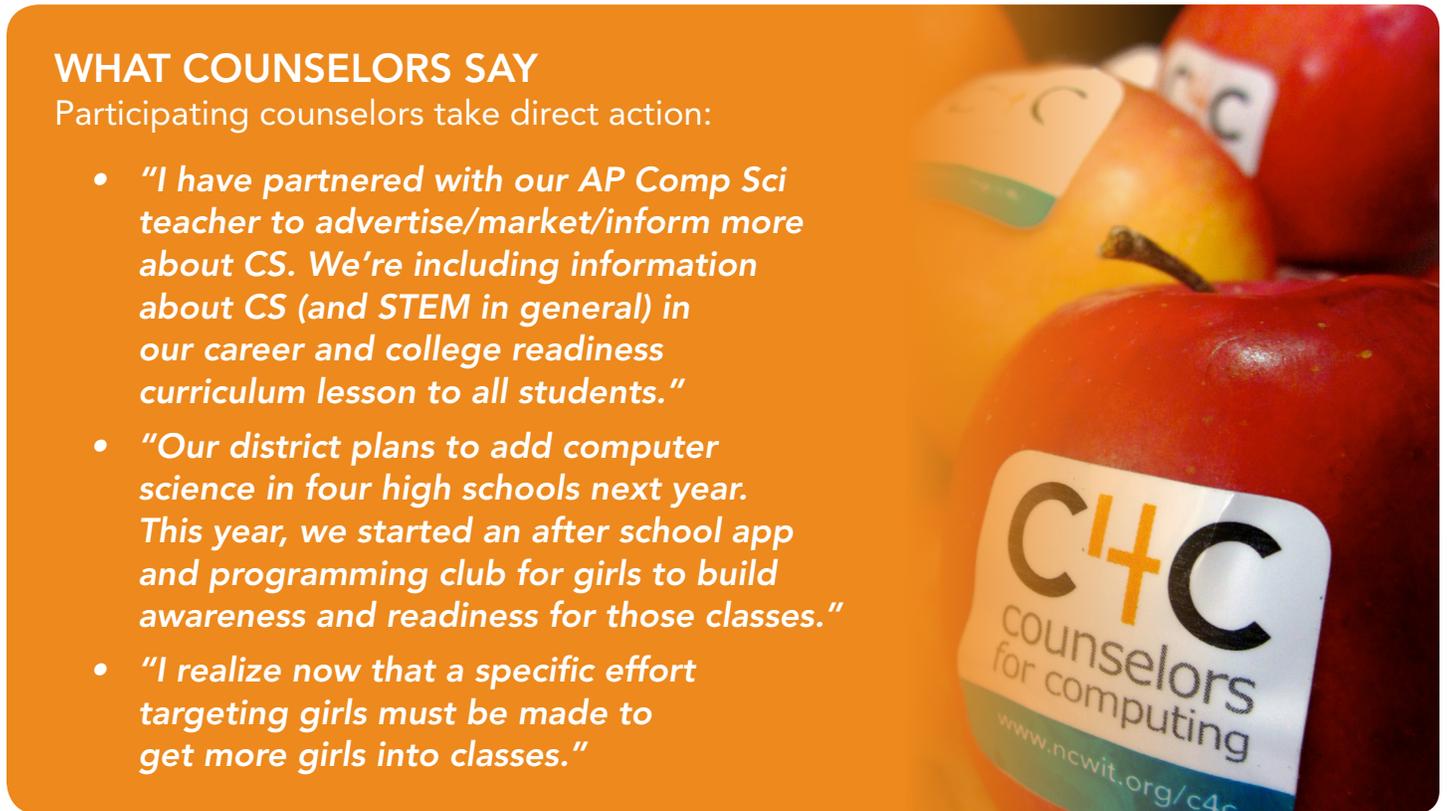
- Each program is customized for immediate relevance. Presenters share national and local data about CS education and careers, invite technical people to speak about their career paths and work, and have young women share their accomplishments and aspirations in computing.
- Counselors try their hand at computing through interactive experiences, such as Code Studio and "Sorting Networks."
- Counselors also receive C4C Resource Kits that they can use as they work to increase student access to computing education and careers.



WHAT COUNSELORS SAY

Participating counselors take direct action:

- *"I have partnered with our AP Comp Sci teacher to advertise/market/inform more about CS. We're including information about CS (and STEM in general) in our career and college readiness curriculum lesson to all students."*
- *"Our district plans to add computer science in four high schools next year. This year, we started an after school app and programming club for girls to build awareness and readiness for those classes."*
- *"I realize now that a specific effort targeting girls must be made to get more girls into classes."*



Counselors for Computing (C4C) is sponsored by Merck, the Coca-Cola Foundation, and Apple.

ncwit.org

NATIONAL CENTER FOR WOMEN & INFORMATION TECHNOLOGY (NCWIT)
ncwit.org • info@ncwit.org • 303.735.6671 • Twitter: @ncwit • facebook.com/ncwit

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

KEY RESULTS

- In 2017, C4C staff and counselor consultants produced or presented at 52 events in 18 states, reaching 4,477 counselors for a potential reach to 1,119,250 girls.
- In 2017, more than 2,000 C4C Resource Kits were distributed to counselors and other educators in 36 states.
- More than 95 percent of C4C participants surveyed report having a better understanding of computing and greater confidence to guide students toward computing education and careers.



WAYS TO GET INVOLVED

Colleges and universities, businesses, youth-serving organizations, computer science educators, professional counselor associations, and others can learn more at www.ncwit.org/c4c:

- Receive free custom, local professional development around computing education and careers.
- Financially support the national expansion of C4C.
- Host local C4C events and programs, and distribute free C4C Resource Kits.
- Help CS educators team up with counselors, using “Counselors as Allies” resources.

Help to build the capacity of groups that are intent on closing the gap between preparedness for computing careers (low) and opportunities for employment (high).

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.



Counselors for Computing (C4C) is sponsored by Merck, the Coca-Cola Foundation, and Apple.

ncwit.org

NATIONAL CENTER FOR WOMEN & INFORMATION TECHNOLOGY (NCWIT)
ncwit.org • info@ncwit.org • 303.735.6671 • Twitter: @ncwit • facebook.com/ncwit

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