

WHAT IS SIT WITH ME?

Sit With Me (SWM) is a fun, creative national advocacy campaign that uses an iconic red chair to symbolize the critical need for women's technical contributions. Men and women, both technical and non-technical, hold events to acknowledge and celebrate these valuable contributions, reinforcing that *all* individuals can sit in support and solidarity for technical women.

WHY SWM?

Increasing the role of women in technology is vital for the U.S. to compete globally and meet the world's most pressing challenges. Although women hold 57 percent of all professional occupations in the U.S. workforce, they hold only 25 percent of professional computing occupations. Moreover, 56 percent of technical women already employed leave at the "mid-level" point (twice the quit rate for men).

SWM raises awareness about the power of gender diversity. Capitalizing on women's participation can yield a larger and more competitive workforce and enable the design of technology that is as influential and extensive as the populations it serves.



"The RED CHAIR (it was so wonderful, it gets capital letters!) was the perfect feature to include. The young ladies got the sense that their passion for technology is truly needed in the world."

~ Senior Corporate Executive

Sit With Me was created by members of NCWIT with creative direction from marketing and branding firm BBMG.
Campaign Sponsor: Emeco

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

RESULTS

- More than 10,000 people have attended SWM events around the world, where more than 3,000 photos and 160 stories were captured and uploaded to the the SWM site (sitwithme.org).
- Notable public figures have participated, including Chelsea Clinton, Clinton Foundation vice chair; Donna Brazile, author, syndicated columnist, and television political commentator; Mayim Bialik, actress, activist, and neuroscientist; Meryl Streep, actress; Shaquille O'Neal, celebrity and retired NBA player; and Sheryl Sandberg, Facebook COO.
- AT&T, Bloomberg, Eastman Chemical, Expedia, Google, Infosys, Microsoft, Thomson Reuters, and other companies have held SWM events or have produced media, including microsites and videos.
- Higher education institutions, such as the University of Nebraska, Indiana University, Montana State University, Oregon State University, and the University of Buffalo have hosted events and displayed the SWM chair on their campuses.
- SWM participants do not limit themselves to the red chair; they creatively use bow ties, capes, 3D printed chairs, and other items to celebrate International Women's Day, bring educators together, and more.

WAYS TO GET INVOLVED

- Host an event: download the event kit to get key messaging, sample activities, and templates for creating promotional materials.
- Create a story, using uploaded photos and videos. Then, share it with others.
- Borrow, purchase, or create your own SWM chair.
- Celebrate without the SWM chair, using t-shirts, stickers, and more.

Vist www.sitwithme.org to get involved today.

ABOUT NCWIT

The National Center for Women & Information Technology (NCWIT) is a non-profit community of nearly 900 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.



"In 20 years of marketing, I've rarely seen a campaign garner so much goodwill and word-of-mouth...I have no doubt the 'Sit With Me' campaign will change the national conversation about women in technology."

~ Senior Marketing Executive

"The #SitWithMe campaign has been most influential in building relationships and creating awareness."

~ NCWIT Member Representative

*Sit With Me was created by members of NCWIT with creative direction from marketing and branding firm BBMG.
Campaign Sponsor: Emeco*

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