

# NCWIT Summit on Women and IT

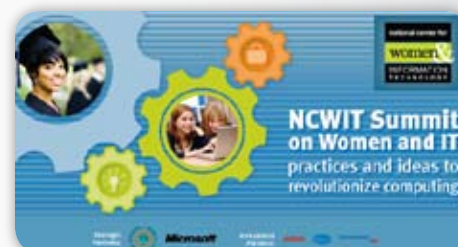
practices and ideas to revolutionize computing



## Summit Wrap-up — 2010

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### SAVE THE DATE! 2011 SUMMIT

The 2011 NCWIT annual Summit on Women and IT will take place May 23-25, in New York City, hosted by NYU! We're excited to be back on the East Coast and we're busily lining up some wonderful speakers and spaces. Stay tuned for more as the date approaches.

### 2010 SUMMIT HIGHLIGHTS



To those of you who joined us May 18-20 for our annual Summit on Women and IT in Portland, Oregon, hosted by Intel, we want to thank you for your participation in what was one of our most diverse and best-attended gatherings yet! More than 250 people joined us for three days of practices, ideas, research, inspiration, conversations, celebrations, and innovation. For those of you who couldn't join us, here are some highlights.

Dr. Brian Nosek — Associate Professor in the Department of Psychology at the University of Virginia — delivered a keynote on the “Role of Implicit Bias in Perpetuating the Gender Gap in Science and Engineering” that opened people’s eyes to unintentional bias. Using clear terms and real-world examples, Dr. Nosek explained how our brains are governed by unintentional bias: how willing we are to interpret wrongly, despite overwhelming evidence, and how awareness of bias is the first step in getting beyond it. Dr. Nosek’s talk was so compelling it elicited audible gasps from the audience, and set an “eye-opening” tone for the rest of the Summit. You can find out more at the Implicit Association website: <https://implicit.harvard.edu/implicit/>.

A panel moderated by Ed Lazowka — Bill & Melinda Gates Chair in Computer Science & Engineering; Director, University of Washington eScience Institute; Chair, Computing Community Consortium — on computing-related national legislation, “Computing Update from Washington, D.C.,” drew a standing-room-only crowd. Cameron Wilson, Policy Director for ACM, talked about how legislation “really works” inside Washington, D.C. circles, and how Race to the Top funding has the potential to fundamentally change K-12 education and the ways that kids learn and innovate. Karen Cator, Director of the Office of Educational Technology at the U.S. Department of Education, talked about how R&D in education is immensely underfunded. The session, which also featured District of Columbia CTO Bryan Sivak, provoked a bevy of animated tweets from the audience.

In separate panels, Kimberly Scott of CompuGirls and Tim Bell of Computer Science Unplugged both touched on how stripping down computing concepts — freeing them of contexts that might include stereotype or bias — can make computing more appealing and accessible to children and especially those in underrepresented groups. And in a panel on women’s participation in open source computing, Kirrily Robert, Denise Paolucci, and Angela Bryon talked about how open source has the potential to attract more women by engaging their passions and interests in socially compelling contexts.

Shireen Mitchell, a D.C.-based speaker and trainer who does outreach teaching tech to girls of color, spoke to a packed room about the digital divide in social media. Among the data she shared were these interesting facts: African Americans and Latinos use mobile phones to get online at [[a]] greater rate (vs. using computers, the choice [[of]] most Caucasians), but only 12% of African Americans have smartphones; Facebook — originally conceived from an Ivy League campus perspective — doesn’t include race in its demographic data, but [BlackPlanet.com](http://www.blackplanet.com) has age, gender, race and ethnicity checkboxes; and in a Harvard study on Twitter use, men are less likely to “follow” women, but women follow across both genders.

During the Summit NCWIT celebrated the winner of our second annual NCWIT Symons Innovator Award, Kim Polese; and we celebrated 13 Portland Metro Affiliate winners of the NCWIT Award for Aspirations in Computing. We were thrilled to be able to share these celebrations with hundreds of our members and folks from the local Portland community, because each of these awards was created, in part, to raise the visibility of girls’ and women’s contributions to computing. Read more about the NCWIT Symons Innovator Award and Kim Polese ([www.ncwit.org/symonsaward](http://www.ncwit.org/symonsaward)), and check out the NCWIT Award for Aspirations in Computing winners ([www.ncwit.org/award](http://www.ncwit.org/award)).

For a copy of our three-day program, visit the Summit site at [www.ncwit.org/summit](http://www.ncwit.org/summit). Or, check out our Alliances page for projects, updates, and documents from your alliance at [www.ncwit.org/summit.alliances.html](http://www.ncwit.org/summit.alliances.html). Don’t forget to check out our photos at Flickr.



## 2010 NCWIT SUMMIT TWEETS

@MsSonicFlare: R&D is so underfunded when it comes to education - karen cator [#ncwit2010](https://twitter.com/ncwit2010)

@janekrauss: Listening to Bryan Sivak, DC CTO and others give computing update from DC.

@ruthef: If we rely on group that is marginalized to make change, it will never happen. Brian Nosek [#ncwit2010](https://twitter.com/ncwit2010) [@ncwit](https://twitter.com/ncwit)

@csimard: blacks and latinos use mobile to get online at greater rate but only 12% African Americans have smartphones [#ncwit2010](https://twitter.com/ncwit2010) [@digitalsista](https://twitter.com/digitalsista)

@MsSonicFlare: “Mix of art&science:Strategy/focus/corecomp/relationship important factors” - eileen s, corp philanthropic [#motorola foundation](https://twitter.com/motorolafoundation) [#ncwit2010](https://twitter.com/ncwit2010)

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## ALLIANCES AND EXTENSION SERVICES UPDATES

### K-12 Alliance

During the Summit meetings the K-12 Alliance worked on its Strategic Plan, which will help members organize work and ensure that they are utilizing the Alliance's unique reach and authority as a coalition of key organizations representing the K-12 audience. Members also ratified the following goals:

1. Improve the image of computing (cultural/virtual)
2. Increase support from others (relational)
3. Increase the access and quality of K-12 computing courses (institutional)
4. Increase access to quality experiences (personal)
5. Be research/evidence-based (organizational)
6. Strengthen the impact and sustainability of the Alliance (organizational)

Working in small groups, members drafted project ideas that address these goals. Moving forward, the Alliance seek input from NCWIT's Social Science Team and select projects that are likely to have the greatest impact.

### Academic Alliance

The NCWIT Academic Alliance (AA) meetings were filled with member presentations, guest speakers, and annual business. The first day of meetings included a talk by Dr. Bernice Sandler — Senior Scholar, Women's Research and Education Institute — on "The Chilly Climate: How Even the Best of Us Often Inadvertently Treat Women Differently and What to do About it in STEM." That afternoon, 30 AA members informally shared current departmental activities to promote women in computing in a high-energy networking environment in an "Un-Poster" session. Download the "Un-Poster" session at [www.ncwit.org/pdf/NCWIT\\_AA\\_Summit2010UnPosters.pdf](http://www.ncwit.org/pdf/NCWIT_AA_Summit2010UnPosters.pdf).

The second day of meetings included a new member/visitor lunch attended by more than 70 people. That afternoon, AA members Christine Alvarado, David Notkin, Crystal Eney, Jim Cohoon, and Ran Libeskind-Hadas presented their "Post-secondary Practices Panel: Attracting Students to the Major". The session featured programs that are successfully increasing the enrollment of women and it was lively with feedback and questions from AA members. Download the panel presentation at [www.ncwit.org/pdf/NCWIT2010Summit\\_AAPanelPres.pdf](http://www.ncwit.org/pdf/NCWIT2010Summit_AAPanelPres.pdf).

### Workforce Alliance



The Workforce Alliance (WA) welcomed many new member organizations this year. WA co-chairs recapped the WA success in 2009 with the production of the groundbreaking report *Women in IT: The Facts* and the new *Supervising-in-a-Box* series. Members participated in the WA's first-ever hands-on workshop addressing the latest components of the *Supervising-in-a-Box* series. NCWIT's Dr. Catherine Ashcraft will be using their feedback to help improve the materials so that it is most useful to WA member companies in their reform efforts.

Every attendee in the WA meeting joined one of four WA Project Teams for 2010:

1. Male Corporate Influencers as Advocates
2. Increasing the Visibility of Women as Great Technical Thinkers
3. Retaining and Advancing Mid-career Technical Women
4. Developing and Disseminating Cutting-Edge Resources for Reform

During the meetings, members enjoyed engaging with each other to design and scope their efforts. Monthly calls will continue the momentum and allow members to work towards their specific outcomes.

### Social Science Advisory Board Update

Social Science Advisory Board members and guests shared updates on their current research. After hearing from Sapna Cheryan on her work regarding physical spaces and the “computer geek” image, the Board heard lightning talks from 14 people covering topics related to females and minorities in IT/computing, from K-12 through university and workforce. The Board also had a lengthy discussion facilitated by NCWIT’s Wendy Dubow about the framework for change that underlies the work of NCWIT.

NCWIT offers the SSAB Consultation Service in which Alliance members can discuss their specific plans and programs one-on-one with a member of the SSAB. The service, funded by the National Science Foundation, is free to NCWIT Alliance members. Broad areas of consultation reflect the wide range of expertise among SSAB members, and include Research and Evaluation; Assessment Design and Implementation; Recruitment and Outreach; and Data and Research on Women in Computing. Make a request for the service using the link on the SSAB homepage, [www.ncwit.org/ssab](http://www.ncwit.org/ssab).

### Extension Services Update

The Extension Services (ES) core team, consultants, and external evaluator met for a day filled with lively discussion of successes and challenges, and brainstorming about writing a book on their accomplishments. The group has been together for three years now and is eager to continue serving their existing clients and hopes to be able to offer their services to additional Academic Alliance members.

All clients have now been visited by their Extension Services Consultant (ESC) and have received written baseline needs assessment reports. Having shared their findings with their clients, most ESCs are now working with their clients on strategic planning for recruiting using a new workbook developed for that purpose. Three client volunteers took their first steps with the workbooks at the meeting, with groups of consultants all brainstorming ideas to assist the client in their recruiting efforts.

The NCWIT external evaluator, Liz Litzler, presented data from the NCWIT member survey, which showed that ES clients implement programs and practices at a much higher rate than non-ES clients within the Academic Alliance. This clear evidence of impact was very exciting, and proves the substantial contribution ESCs make toward gender balance in computing.

## NEW NCWIT RESOURCES

### NCWIT Promising Practices



#### *How Does Engaging Curriculum Attract Students to Computing? Harvey Mudd College’s Successful Systemic Approach*

Making curricula more relevant to students, introducing collaborative learning into the classroom, and tailoring courses to different student experience levels benefit female as well as male students. This case study focuses on the successful pre- and early-computing major redesign carried out at Harvey Mudd College. Student performance has held steady while skyrocketing women’s representation from consistently less than 20% all the way to 50% of the incoming computer science majors.

### *How Can Reducing Unconscious Bias Increase Women's Success in IT? Avoiding Unintended Gender Bias in Letters of Recommendation*

Research shows that even individuals committed to equality harbor unconscious biases that impact everyday decisions and interactions. In the IT workplace, unconscious gender bias can mislead employers, both male and female, to make inaccurate judgments in hiring, performance reviews, and promotion. This case study highlights findings on the differences between letters of recommendation for women and men and gives practical ways to reduce bias when writing letters of recommendation.

### *How Can Reducing Unconscious Bias Increase Women's Success in IT? Avoiding Gender Bias in Recruitment/Selection Processes*

Research shows that even individuals committed to equality harbor unconscious biases that impact everyday decisions and interactions. In the IT workplace, unconscious gender bias can mislead employers, both male and female, to make inaccurate judgments in hiring, performance reviews, and promotion. This case study focuses on the profound effect unconscious bias can have on the recruitment and selection process — from crafting and distribution of job postings to interviewing and hiring. Steps are offered for overcoming this bias.

Visit [www.ncwit.org/practices](http://www.ncwit.org/practices) for a complete list of NCWIT's Promising Practices.

## Programs-in-a-Box



### *Roadshow-in-a-Box: Capitalizing on Models for Outreach* | [www.ncwit.org/roadshow](http://www.ncwit.org/roadshow)

*Roadshow-in-a-Box* — created with the support of CSTA — is a complete set of resources developed for university and college faculty, staff members, or advisors who want to develop or enhance their own roadshow outreach programs. It draws on the wisdom and practices of a variety of university roadshow programs that share a focus on recruiting for diversity. The *Box* includes program advice, templates, and sample materials to aid your efforts in each component of a sustainable roadshow program: Controlled Message, Support, Ongoing School Partnerships, Trained Student Presenters, Program Activities, Evaluation and Tracking.

### *Supervising-in-a-Box Series* | [www.ncwit.org/supervising](http://www.ncwit.org/supervising)

This is a five-part series that helps technical supervisors address unconscious biases and institutional barriers. The first three boxes — Recruitment/Selection, Employee Development, and Team/Project Management — launched earlier this year; two final boxes (Performance Review/Talent Management and Supervisors as Change Agents) are coming soon. Several organizations already report using these materials to great success, and workshops for using the boxes have been conducted and continue to be scheduled with a variety of companies.

## Workbooks



### *Strategic Planning for Recruiting Women into Undergraduate Computing: High Yield in the Short Term* | [www.ncwit.org/recruitingworkbook](http://www.ncwit.org/recruitingworkbook)

This workbook includes examples, guidance, and templates for developing a strategic recruitment plan to increase participation of females in undergraduate computing. The underlying principles, approach, and guidelines may help to identify and evaluate a do-able and successful set of recruiting initiatives.

### *Strategic Planning for Retaining Women in Undergraduate Computing* | [www.ncwit.org/retainingworkbook](http://www.ncwit.org/retainingworkbook)

This workbook presents guidelines for strategically planning a multi-pronged approach to retain females — and all students — in undergraduate computing programs of study.

*Strategic Planning Guide: Increasing Women's Participation in the Technology Industry* | [www.ncwit.org/industryworkbook](http://www.ncwit.org/industryworkbook)

This workbook presents guidelines for strategic planning to reach gender parity in technology companies or departments.

### Talking Points

*Moving Beyond Computer Literacy: Why schools should teach computer science* | [www.ncwit.org/schools](http://www.ncwit.org/schools)

This resource — created with the support of ACM and CSTA — provides information about the value of computer science curriculum for students, educators, local and national economies as well as global society. It offers steps schools can take to successfully incorporate computer science education.

### Other Resources



*By the Numbers: Statistics about Women & IT* (2010) (pocket-sized version)

The most compelling statistics on women's participation in IT, in a foldout, pocket-sized version. Download the full-size version at [www.ncwit.org/bythenumbers](http://www.ncwit.org/bythenumbers).

*Offer Computing Workshops and Camps: They Benefit Both Students and the Teachers Who Offer Them* | [www.ncwit.org/summercamps](http://www.ncwit.org/summercamps)

This card and accompanying website is a resource for computer science teachers that offers ideas for partnering, existing curriculum, and materials for implementation.

*Women in IT: The Facts* | [www.ncwit.org/thefacts](http://www.ncwit.org/thefacts)

The culmination of three years of research, this report provides a coherent look at the current state of affairs for technical women, barriers to increasing their participation in IT, and practices for addressing these barriers. We are rolling the report out across the country through local presentations and publications. Presentations have been scheduled in Miami, New York, and Denver, with more venues to come. Press coverage on the report has appeared in the Wall Street Journal, ReadWriteWeb, Computerworld, and Women's eNews, among others.

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