



THE INDIANA UNIVERSITY  
CENTER OF EXCELLENCE FOR  
WOMEN IN TECHNOLOGY



**FOR ALL**

The Indiana University **Bicentennial Campaign**

# FOR ALL WHO WILL REWRITE THE STORY OF WOMEN IN TECHNOLOGY

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*Like all good stories, the story of women in technology starts with an obstacle to overcome.*

Simply put, women are underrepresented in the technology sector. Because fewer women have been introduced to technology as a potential career path, women make up only 27 percent of the technology workforce and less than 20 percent of college students graduating with a technology-related degree.

*However, statistics like these fail to tell the entire story of women in technology.*

There's a place that is eliminating barriers for women in technology, where women are being empowered with the technological agency to benefit their careers, where the number of women choosing to pursue technology careers is increasing. That place is the Center of Excellence for Women in Technology (CEWiT) at Indiana University.

As the nation's first and only large-scale interdisciplinary, university-based initiative to encourage and promote the participation, empowerment, and achievement of women students, faculty, staff, and alumnae in technology, we are providing women a place at the technology table. Doing so benefits not only women with great potential, but also the communities and businesses in which they live and work.

With the launch of ***For All: The Indiana University Bicentennial Campaign***, we are seeking the critical private support that's necessary to build upon CEWiT's great momentum. With your help, we can rewrite the story of women in technology. And when we do, the statistics will begin to tell the true story of women in technology: one of growth, advancement, and infinite possibilities for all.



# SUPPORTING STUDENT SUCCESS

*Together, we can build the pipeline for women in technology.*

CEWiT is dedicated to increasing the participation of women in tech and technology-rich fields. Our student alliance, Women Empowering Success in Technology (WESiT), creates a vibrant culture of inclusion and enthusiasm by hosting software training, social media and web design workshops, coding workshops,

employer information sessions, and “Student Salons” to highlight the research of WESiT members. WESiT events also include time for women to experiment with emerging technologies like Oculus Rift, new wearables, and e-textiles.

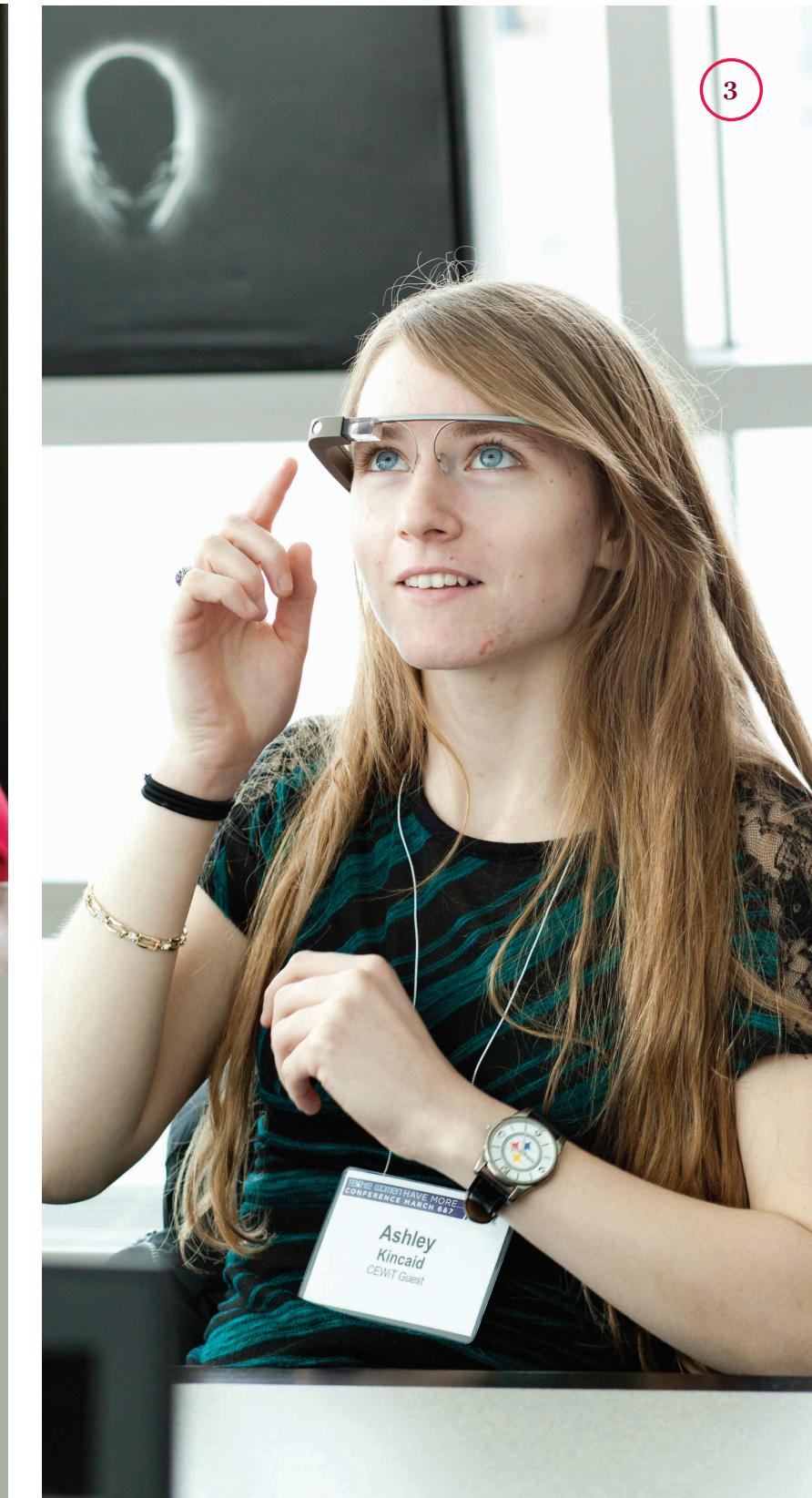
Activities like these require a “collaboratory,” a designated space for professional development, mentoring, collaboration, and outreach.



*“We need a space to play, and try, and make. But it’s more than just having the opportunity to create new things with technology; learning through making breeds competence and confidence.”*

**Sophia Bender**

graduate student in learning sciences; WESiT Co-Chair



*“CEWiT is galvanizing our future industry leaders. These IU students will graduate with the skills, passion, and collaborative spirit to make change happen.”*

**Lucy Sanders, CEO**

National Center for Women & Information Technology



# FUELING COLLABORATIVE RESEARCH

*“Consider the fine arts major who discovers technology as a way to build her portfolio; the journalism student who explores new media through informatics; or a student who simply wants to become more acquainted with technology. All benefit from CEWiT.”*

**Bobby Schnabel**

ACM CEO and former dean of the IU School of Informatics and Computing

WOMEN OF ALL BACKGROUNDS AND DISCIPLINES NEED MORE OPPORTUNITIES TO EXPLORE, RESEARCH, AND ADVANCE.

CEWiT reaches across all fields, disciplines, and careers to educate and encourage women to pursue careers that will create 21st-century solutions for every sector of the economy.

Case in point: the CEWiT Emerging Scholars Research Experiences for Undergraduate Women. Through this program, first- and second-year undergraduate women have the opportunity to work one-on-one with faculty mentors on projects that have included:

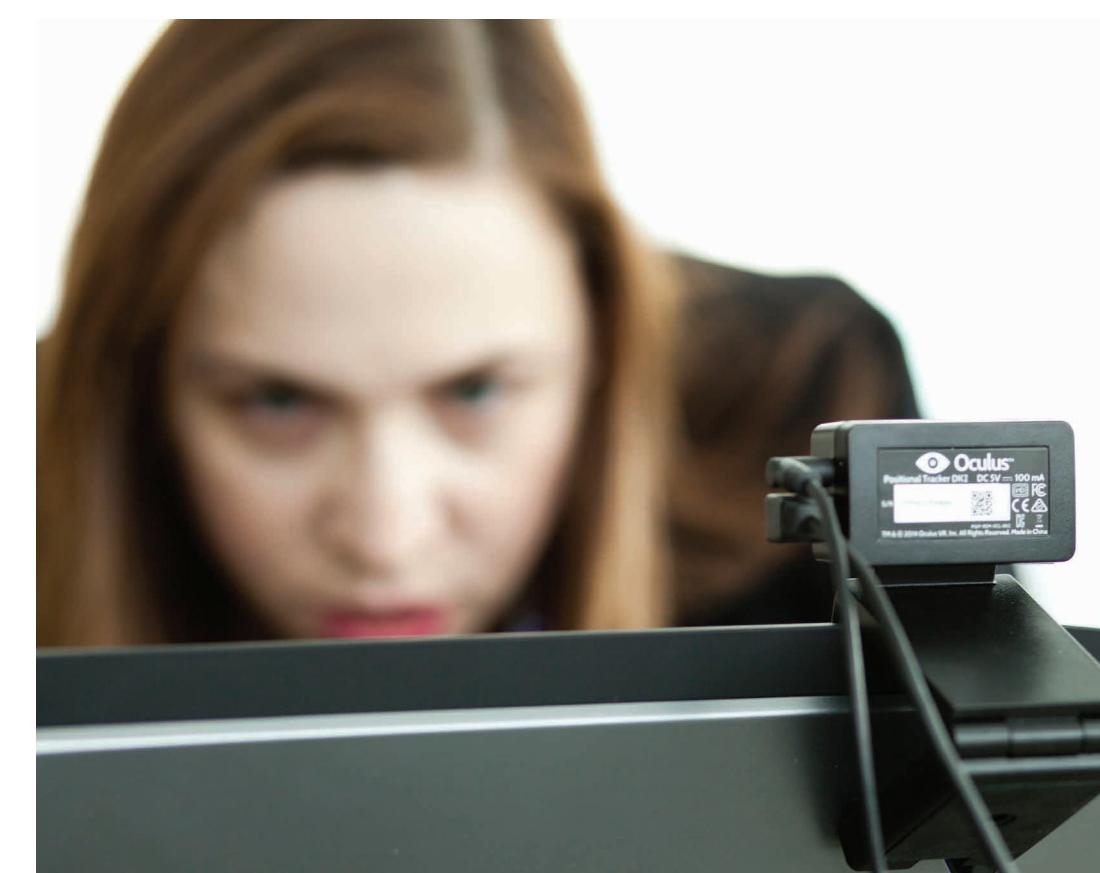
- Developing a mobile app to help an informatics professor decrease childhood obesity
- Using computational tools to investigate how the gender composition of corporate boards impacts firm processes and performance for a business management professor
- Creating and testing a mobile app for a public health professor to use in community-based rehabilitation for the spinal cord injury population

By involving all disciplines, we’re helping women everywhere realize that they belong in tech-related fields. As a result, we’re growing—fast. **Since our launch in 2013, more than 2,000 students, 350 faculty members, 425 staff, and 1,200 alumnae now affiliate with our network.**

IT STARTS  
WITH YOU

*With your support, we can:*

- Ensure that IU recruits and retains the best techie women faculty across disciplines by creating endowed faculty chairs and fellowships
- Expand support for our research experiences program, which will enable us to increase stipends for students and mentors alike
- Provide travel funds for students and faculty to attend conferences and increase their research connections
- Create a legacy for women in technology for generations to come





# INCREASING THE RANKS OF SKILLED MENTORS

*"I thought you had to be a genius to study tech. CEWiT helped dispel this misconception, and it brought me—and many other women of different socioeconomic backgrounds—into the tech field. Because of CEWiT, I'm going to work as a business analyst at Target."*

**Elizabeth "Elly" Woodhouse**, undergraduate student in marketing, with minors in apparel merchandising, sociology, and Korean; WESiT Director of Outreach

## TECHIE WOMEN NEED ROLE MODELS.

Whether it's a result of so-called "brogrammer" culture, unconscious bias, or the isolated and "geeky" stereotype of the profession, it's no secret that the majority of tech workers are male. Young women interested in technology need to be exposed to mentors who understand the unique challenges facing women. That's where CEWiT—and you—come in.

CEWiT connects women with strong female mentors through a number of different programs and experiences, including:

- Special Interest Groups like Social Media or Web Design, where alumnae working in the tech field serve as informal advisors to IU undergraduates
- The CEWiT Emerging Scholars Research Experiences for Undergraduate Women, which pairs undergraduate scholars with professors to work on meaningful research endeavors
- The STIM Residential Floor for Women, a supportive residential community for female science, technology, informatics, and math students
- Job shadowing opportunities for women interested in pursuing tech careers
- Our Leadership Development Program, which bolsters the leadership potential of undergraduate and graduate women, junior faculty, and junior professional women

Whether you give to ensure that these important professional opportunities are properly funded and staffed, or you give your time and talents to mentor a young woman through CEWiT, your gift could change the trajectory of a woman's life—and in turn, the future of women in technology.





# ADVANCING THE NEXT GENERATION OF GLOBAL LEADERS

*"I had to take a computing class and was really nervous about it. But after I realized how much I liked computing, I joined CEWiT. I've since had many opportunities to discover and grow my technology interests. I'm fortunate CEWiT exposed me to this network—not just at IU, but in the global community as well."*

**Kelly McGuinn**, undergraduate student double majoring in computer science and cognitive science; CEWiT Emerging Scholar

*Our future leaders need you now.*

Through CEWiT, IU women develop essential technology and computing skills to advance their professional careers and prepare to become global leaders. When you give to CEWiT, you support women's technological growth, achievement, and professional development by funding:

- Scholarships that encourage prospective students to pursue computing degrees
- Internship stipends for leaders of Special Interest

Groups such as Web Design, Social Media, and Mobile App Development, which encourage thematic learning communities that focus on technical skill development in a team atmosphere

- Leadership and professional development opportunities ranging from participating in IT Leadership Bootcamp to attending national technology conferences to helping facilitate the annual Techie Women Have More conference at IU
- An Endowed Speaker Series that brings high-profile women in computing technology fields to campus
- Pre-collegiate camps on creative technology and computing-related topics

*A single gift to CEWiT*

## HAS THE POWER TO EFFECT ENORMOUS CHANGE— LOCALLY AND GLOBALLY.

Through a CEWiT grant supported by IU's Women's Philanthropy Leadership Council, students attended the Grace Hopper Celebration of Women in Computing.

**THE WORLD'S  
LARGEST  
GATHERING  
OF WOMEN  
TECHNOLOGISTS.**

The networking opportunities at this forum led IU graduate student Meghan McGrath to

### CONNECT WITH IBM REPRESENTATIVES.

*"CEWiT changed my life. I grew up interested in technology, but never thought of it as a career. Thanks to CEWiT, I'm working at a leading global tech company that's committed to engaging women in technology. I can't wait to be involved with CEWiT's alumnae alliance so I can mentor women like me and introduce students to the many options for women in tech."*

**Meghan McGrath, graduate student in information architecture and folklore, CEWiT graduate assistant**

As a result, Meghan is working for IBM as a  
**USER-EXPERIENCE  
DESIGNER.**

Motivated by the experience and generosity of others, Meghan serves as a role model  
**FOR FUTURE GENERATIONS.**

# TECHNOLOGY FOR ALL

*With your support, CEWiT can recruit and retain female technology faculty, connect techie women with skilled mentors, fund important research, and spark thousands of new careers in technology. We can reverse the trends, fulfill real economic needs in our state, our nation, and our world, and level the playing field for all who wish to make a difference through technology in this century and beyond.*

For all who understand that diversity and inclusion spark 21st-century solutions; for all who believe that women deserve a seat at the tech table; for all who believe that the greatest technology leaders have yet to graduate:

We invite you to join us by investing in the promise of women technologists to change our world for the better. Let's write the next chapter of the story of women in technology, together.



**FULFILLING *the* PROMISE**

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**FORALL.IU.EDU**