Women and Networking

Why worry?

- You can recruit more students!
  - Having IT skills widens career choices for women
  - More female participation in IT can help reduce the skills shortage
  - Nearly all fields require technology skills (healthcare, education, business, government, art/music)
Recruitment and Retention Strategies

Take Pro-Active Measures

- Establish all-female classes and Academies
- Identify female instructors and role models
- Involve female speakers/graduates at recruitment sessions
- “Bring a (female) friend to class”
- Highlight career opportunities
- Reduced fees for females
Gender Initiative Collaterals
Academy Connection Pre-Login

- Gender Initiative Marketing Materials
  Videos, Poster, Templates, Success Stories

- “Girls in IT” event toolkit
Women and Networking
Leveraging Success, Replicating Ideas

- **Uganda:** Makerere University: female instructors, gender balanced classes, presentations to women at secondary schools, reduced tuition for women
- **Dom. Rep:** All female academy opened with support of the First Lady’s Office
- **Saudi Arabia:** Four women’s Academy
- **Afghanistan:** 35% of Kabul University’s students are women
- **Brazil:** Escola de Fabrica 50% Students are female
- **Austria:** First women’s Academy… with childcare
- **Yemen:** TV advertising to raise women’s interest in IT careers