

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**

http://www.cisco.com/web/learning/netacad/digital_divide/gender/MarketingMaterials.html

Videos, Poster, Templates, Success Stories

- **“Girls in IT” event toolkit**

http://www.cisco.com/web/learning/netacad/digital_divide/gender/GirlsTech/girls_tech_event.html

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Gender Initiative
Girls in Technology

Through Cisco Girls in Technology, we help women pursue careers in computing. Our program provides a unique learning experience through a combination of hands-on training, mentorship, and networking opportunities.

Organize Your Event

Academy Users Log In

Username:
Password: **GO**

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Women—discover your career in IT!

“Women need good role models in engineering and science, and the Cisco Networking Academy Program helped me understand that as a woman, I could succeed in this environment.”

Kaseya Coleman, Cisco Networking Academy Program Graduate

The Internet has the potential to positively change people's lives in ways unimaginable before. Cisco is actively investing in programs to ensure that the Internet creates opportunities throughout the world. That is why we've created the Cisco Networking Academy® Program. The Academy program offers courses that have proven successful to over one million students in more than 150 countries, providing them with the Internet technology skills essential in a global economy.

We encourage women to apply and we invite you to become more involved.

Visit www.cisco.com/edu/academies

To learn more about achieving gender equity in the IT classroom, visit the Gender Initiative Website: <http://gender.ciscolearning.org>

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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