

Mulheres e a Internet

Por que a Iniciativa de Gênero é importante?

- Você pode **recrutar mais estudantes!**
 - Maior participação feminina em TI **pode reduzir a falta de mão de obra qualificada**
 - Ter conhecimento em TI **amplia as opções de carreira para as mulheres**
 - Quase todos os setores requerem habilidades tecnológicas (saúde, educação, comércio, governo, artes, música, etc.)

Estratégias de recrutamento

Take Pro-Active Measures

- Estabelecer classes, Academias, ou associações somente para mulheres
- Oferecer o programa da Academia em departamentos acadêmicos com um alto porcentagem de mulheres matriculadas
- Identificar instrutoras e modelos a serem imitados
- Envolver oradoras e formadas nas sessões de recrutamento
- Enfatizar as oportunidades para obter uma carreira
- Introduzir incentivos para as mulheres
- Estudantes convidam suas amigas



Iniciativa de Gênero - Colaterais

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/girlstech_event.html

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GENDER INITIATIVE

Gender Initiative
Girls in Technology

Through Cisco Girls in Technology, we help young women pursue careers in computing. Our program provides them with the initiative's planning and implementation resources, and connects them with instructors.

Organize Your Event

Academy Users Log In

Username:
Password: **GO**

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Academy Locator
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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 “Kasey” 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 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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Replicando Ideias

- **Uganda:** Makerere University: instrutoras mulheres, classes com o mesmo número de mulheres e homens, apresentações para mulheres em escolas secundárias
- **Dom. Rep:** Academia só de mulheres aberta no escritório da Primeira Dama
- **Arabia Saudita:** Academia para Mulheres
- **Afghanistan:** 35% dos estudantes da Universidade de Cabul são mulheres
- **Brasil:** Escola de Fabrica 50% das estudantes são mulheres
- **Austria:** Primeira Academia de mulheres... com creche
- **Yemen:** Propagandas na TV para despertar o interesse das mulheres nas carreiras de IT