



# ***Educate, Inspire, Succeed:***

***Together, We Can Change the World!***



**2 0 1 0   A N N U A L   R E P O R T**

## A Letter from Our Presidents

MCWT continues to stay true to its mission – encouraging, advancing and retaining women in Michigan’s IT workforce. Along with the help of our tireless volunteers, members and partners, we’re doing great work to bridge the IT gender gap and make a positive impact on youth and women in Michigan.

We believe the events MCWT holds, the philanthropic pursuits of our Foundation, as well as the many other services we provide are making a difference. It’s a result

of bringing together an incredible network of people who are passionate and dedicated to seeing our state’s technology community thrive. We are working with increasing momentum, promoting women in technology and encouraging diversity in IT. After all, inspiring and leading women in the technology field is critical to Michigan’s economic strength.

The young girls at our summer technology camp and scholarship and laptop awards ceremony are the future women in IT. Talking with them and seeing firsthand what they are capable of reinforces the importance of what we do.

We’re happy to be a part of the change MCWT is enacting in Michigan. We’re connecting female professionals and students with technology leaders through networking, mentoring, programs and events. Here’s a snapshot of our achievements last year:

- Offered access to online job postings as a new members-only benefit.
- Launched a free monthly professional development networking event series, the MCWT Connect-Net Network Forum.



- Matched 22 members with senior IT leaders in our fifth annual mentor program.
- Developed a student ambassador program to extend the reach of MCWT among university students.
- Hosted five major MCWT member events that attracted more than 1,000 attendees, including our annual Golf Classic, MCWT Technology Career Summit, MCWT Signature Gala, Café Conversations and the Daimler Financial event.
- Expanded the ways in which our membership can network and engage with one another using social media channels.

In this report, we also hope you enjoy reading about how we're sparking girls' interest in IT through robotics programs, website design competitions and Camp Infinity, and helping provide women with funding to pursue IT-related educations.



We're energized by our mission and look forward to working with our team to further enhance member programs, extend the influence of our charitable Foundation and expand our reach. We appreciate your support and interest.

Sincerely,

Handwritten signature of Donna Cheesebrough in black ink.

Donna Cheesebrough  
President, MCWT

Handwritten signature of Marcy Klevorn in black ink.

Marcy Klevorn  
Outgoing President, MCWT



**MCWT was founded in 2000** primarily as a career-oriented group for women in the technology fields. We grew rapidly to several hundred members in our first few years. The organization has come a long way since its inception and each year we experience steady growth. In 2010, MCWT was 656 members strong—up nearly 100 from the previous year alone. We are grateful to everyone who has made MCWT what it is since our humble beginnings.

The 501(c)3 nonprofit MCWT Foundation was created in late 2002 because MCWT members recognized the need to assist and encourage young women and girls to consider IT careers. These members also wanted to support women who choose to study technology and related fields in college by granting scholarships. With the help of our partners and through donations, our philanthropic arm – the MCWT Foundation – continues to make a difference.

Since the creation of MCWT and its Foundation less than 10 years ago, the Foundation has expanded its reach and sees even more opportunity to help girls and young women for years to come. Our leadership and support comes from volunteers in the IT field, members of MCWT and employees of our partners. Together we have positively impacted hundreds of girls and women.

MCWT provides value to members by connecting professional women and students with leading professionals in technology through networking, mentoring, programs and events.

In our network, you'll meet both female and male executives, students, business owners, entrepreneurs, retirees and others who are committed to our vision: the advancement of women in technology.

## **The MCWT Foundation: Our Mission and Vision**

MCWT provides leadership, mentoring, community outreach, professional development and networking to professional women within Michigan's technology community. We are dedicated to correcting the increasing gender gap in information technology by encouraging workplace diversity, innovation and competitiveness.

Our MCWT Foundation is a self-sustaining source of support, educational programming and scholarships for Michigan's technologically oriented girls and young women. We not only inspire them to pursue technology careers, but also provide support at all stages of their educational and workforce careers to help them enter and stay in IT fields.

MCWT has evolved and grown in its very short life and a simple way to describe MCWT and its Foundation today is that we strive to provide three important services to women of all ages interested in technology or IT careers. MCWT provides support by:

- Networking
- Mentoring
- Sponsoring

You will learn more about these three tracks in this annual report and when you become more involved with MCWT and its Foundation as a member or partner. Join us!



## The Issue

When looking at the IT profession, the growth data is staggering. According to the National Center for Women and Information Technology, computing professions

rank among the top 10 fastest-growing professions and by 2018 there will be more than 1.4 million computing jobs available. What an opportunity for future women professionals and leaders! Yet, as we are all aware, attraction of females into IT is declining even in this age of connectedness where technology permeates both our professional and personal lives.

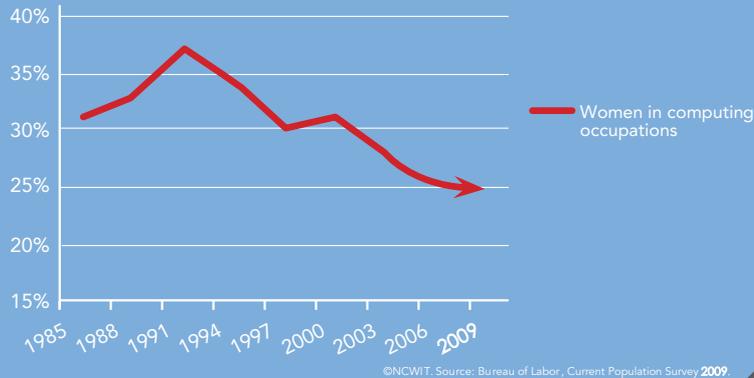
Additionally, American women in the IT sector experience a smaller wage gap than women in all other industries. In a study by Gray and Huang, the most important variable

affecting earnings of both men and women was occupation, not education levels. The study showed that the effect of occupation choices on wages was greater for women than for men.

When women combine the needed skill sets with the drive to compete, they will have an unmatched edge in the ingredients for success.

The percentage of women enrolled in undergraduate computer science programs has drastically declined over a 25-year period. According to the National Council for Research on Women, in 1984 the percentage of computer science degrees earned by women was 37 percent. According to the U.S. Bureau of Labor Statistics that percentage dropped to 28% in 2001-02 and further fell to 18% by 2008. BLS statistics also show that women held just 25% of computing-related occupations in 2009, down from 30% in 2000. The NCRW investigated this problem in its study, "Balancing the Equation: Where Are Women and Girls in Science, Engineering and Technology?" **The study concluded that young women benefit from math and science programs that are designed exclusively for them and that use a cooperative, hands-on approach rather than stress competition and individual learning.**

The percentage of computing occupations held by women has been declining since 1991



Students Indicating Computing and Information Sciences as Intended Major on SAT



Charts and information from National Center for Women and Information Technology, <http://www.ncwit.org/resources.thefacts.html>

## MCWT's Opportunity

MCWT aims to increase the number of women who choose technology for both their educational and career pursuits. We do this by:

### NETWORKING:

MCWT holds monthly **ConnectNet Forums** to facilitate informal networking among women in technology, whether they be employed, students or in transition. This new forum allows our members and guests to learn from one another, share ideas and create new friendships and associations to gain or improve employment, and see the opportunities available in technology careers.

Each year, MCWT hosts a **Technology Career Summit** where technology leaders speak of their knowledge and industry trends with students, members, and guests. Approximately 200 people attend this one-day session held each fall.

Additionally, MCWT hosts various fundraising and networking events. For both participants and volunteers, these events allow our members and partners the ability to network and learn about career opportunities from fellow members and partners in order to grow, help each other foster relationships with like-minded women.

### MENTORING:

In 2010, more than 50 women participated in our MCWT **Mentoring Program**. This program was developed to support women in the beginning stages of their IT careers by connecting them for (at least) one year to women who are now senior leaders in Michigan's industry.

Informal mentoring also occurs at our MCWT events and committee meetings.

At the secondary education level, MCWT members mentor young women via our **GET-IT programs**, our web design contests, **Camp Infinity**, and by supporting all-girls robotics teams annually at RoboFest, held at Lawrence Technological University each spring.

### SPONSORING:

The members of MCWT are most proud of our Foundation's ability to sponsor young women by awarding scholarships to area women who choose to begin and remain in technology tracks during their college careers. We award a minimum of the following scholarships and grants to Michigan women pursuing technology:

- One high school senior at \$5,000 annually, renewable for four years;
- One undergraduate student at \$5,000 annually, renewable for three years;
- One graduate-level student at \$5,000 annually, renewable for two additional years;
- One graduate or undergraduate level research grant of up to \$3,000, which can be applied to research materials, lab requirements, travel and presentation needs;



*“Our team placed second. The girls were so excited they wore their medals all day. Thank you for the grant money.”*

*– Grant recipient coach/teacher*

“So on top of a great week at camp, my daughter ends up on Fox News Friday night as well – she can’t understand why we can’t put next year’s application in now! Thank you all for an amazing experience for my daughter.”

– *Camper’s parent*

- Fully configured laptops and accessories for at least three students.

In 2010, MCWT received 59 applications and awarded \$75,000 to the recipients.

To cultivate the technology talents and ambitions of Michigan girls, the MCWT Foundation runs significant programs for students not yet in college:

MCWT’s **Camp Infinity** at Lawrence Technological University brings 35 to 50 4th through 7th graders together each summer for one week of classes on robotics, video game programming and website design. They work in teams to learn not only about the internet, computer science and engineering, but also develop teamwork and leadership skills that will serve them well in both their educational and employment aspirations. Camp Infinity is free to all who attend. In 2010, 39 campers participated.

- **GET-IT Clubs** (Girls Exploring Together - Information Technology) are after-school technology programs for high school girls that

provide a support network and structured activities for young women interested in computing careers. MCWT’s Foundation sponsors this program at area high schools willing to provide this club to its female students.

- **Robotics Grants** are provided for girls-only, middle- and high-school teams to compete at RoboFest each spring. In 2010, MCWT sponsored five all-girls robotics teams (\$500 each) and three teams at our GET-IT schools.
- Our annual **Website Design Contest** for high school girls has grown into a strong program that inspires graphic development and teaches HTML and technology principles. In 2010, 45 teams uploaded designs and \$1,150 in cash prizes were awarded to the 11 finalists who also received important exposure to, and recognition from, IT powerhouse organizations: our MCWT partners.



## Partner Support

With the dedicated support of our partner sponsors, MCWT proudly announced in late 2010 that it surpassed its three-year, \$1 million fundraising goal. This achievement means that more young women than ever before can realize their dream to attend college with an MCWT Foundation scholarship, attend a summer IT camp, compete in web design contests, receive robotics grants or participate in mentoring programs.

In 2010, MCWT received contributions of \$386,275, exceeding the MCWT partnership committee's goal of \$332,000. The total amount raised in three years was \$1,028,825. MCWT's new three-year goal is to raise another \$1.25 million by the end of 2013.

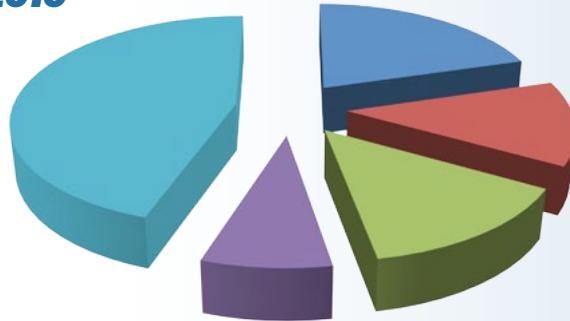
MCWT extends its gratitude to the 52 corporate, in-kind and community partners who helped us make a difference in 2010, fueling our efforts to promote, advance and retain women in the technology fields. We are grateful for their commitment, support and counsel.



<b>Diamond Sponsors (at least \$25,000)</b>	<b>Platinum Sponsors (at least \$10,000)</b>	<b>Gold Sponsors (at least \$5,000)</b>	<b>Bronze Sponsors (at least \$3,000)</b>	<b>Community Partners</b>	
Accenture	AT&T	Covisint	Blue Care Network of Michigan	Plante Moran	Airfoil Public Relations
Compuware	Capgemini	Deloitte	BMC Software	Pricewaterhouse Coopers	Great Lakes IT Report
CSC	Cisco	EMC	Booz & Co.	Quicken Loans	Internet Advisor Show
Daimler Financial Services	Ford	Information Builders	CDW	Satyam	MiTechNews
Fujitsu	General Motors	Microsoft	Comerica	STG	X-Ology Magazine
Tata Consultancy Services	HP	SIM (Society of Information Managers)	Consumers Energy	Symantec	
	IBM	VisionIT	Dell	Valassis	<b>In-Kind Partners</b>
	Oracle		The Epitec Group	Verizon Wireless	Arzika
	T-Systems		Ernst & Young	Wipro	Lawrence Technological University
			Fast Switch, Ltd.		RICOH
			Netarx		Suntel

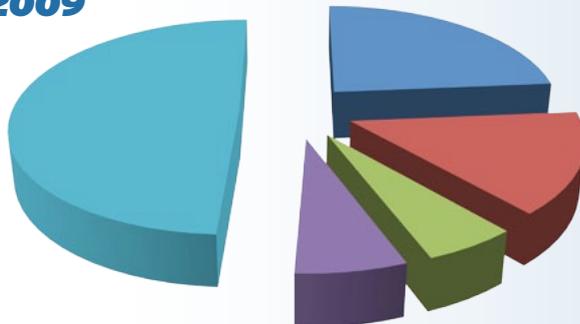
## Program Expenditures

2010



- Annual University Scholarship Program
- Annual Summer Technology Camp
- Mentoring and Professional Skills Symposiums (GET-IT)
- Management and General
- Fundraising/Networking

2009



## Financial Statements\*

<b>Current Assets</b>	<b>2010</b>	<b>2009</b>
Cash and cash equivalents	\$455,870	\$265,237
Contributions receivable (no allowance for doubtful accounts deemed necessary)	\$29,645	\$63,810
Loan receivable, related organization	\$11,876	\$9,820
Prepaid expenses	\$0	\$28
<b>Total assets</b>	<b>\$497,391</b>	<b>\$338,895</b>
<b>Liabilities and Net Assets</b>		
Accounts payable	\$13,269	\$2,123
Net assets Unrestricted	\$484,122	\$336,772
<b>Total liabilities and net assets</b>	<b>\$497,391</b>	<b>\$338,895</b>
<b>Support:</b>		
Contributions and grants	\$21,670	\$35,005
Fundraisers	\$386,275	\$282,870
Dividend income	\$2,555	\$1,474
Donated goods and services	\$43,951	\$11,835
<b>Total Support</b>	<b>\$454,451</b>	<b>\$331,184</b>
<b>Expenses:</b>		
<b>Program services:</b>		
Annual university scholarship program	\$62,540	\$53,000
Annual summer technology camp	\$39,443	\$33,605
Mentoring and professional skills symposiums (GET-IT)	\$43,155	\$12,519
<b>Support Services:</b>		
Management and general	\$23,955	\$14,717
Fundraising	\$138,008	\$110,424
<b>Total expenses</b>	<b>\$307,101</b>	<b>\$224,265</b>
<b>Increase in unrestricted net assets</b>	<b>\$147,350</b>	<b>\$106,919</b>
<b>Net assets, beginning of year</b>	<b>\$336,772</b>	<b>\$229,853</b>
<b>Net assets, end of year</b>	<b>\$484,122</b>	<b>\$336,772</b>

\* As certified and reported to the IRS by Derderian, Kann, Seyferth & Salucci, PC, independent certified public accountants.

## **MCWT: Council and Foundation Leadership**

as of March, 2011

Our managing and advisory board members are successful men and women in Michigan's technology community committed to furthering the mission of MCWT and its Foundation.

The managing board is responsible for setting the vision and strategy for the organization, and also assists in the development and creation of programs that further MCWT's goals and objectives. The advisory board is made up of leaders from our corporate partners and is responsible for strategic oversight and guidance.

### **Managing Board**

Donna Cheesebrough  
Council President  
*Process Information Officer*  
*General Motors*

Charlotte Decker  
Foundation President  
*VP/CTO, AAA-Auto Club Group*

Kathy Kay, Treasurer  
*Sr. VP Information Services*  
*Comerica Bank*

Jennifer Pfaff, Secretary  
*PMO & Management*  
*Support Services*  
*Jacobs*

Maru Flores, VP Membership  
*Sr. Manager, Global Infrastructure*  
*Ford Motor Company*

Sheila Earll  
Co-VP Partner Development  
*Regional Manager*  
*Information Builders, Inc.*

Carey Pachla  
Co-VP Partner Development  
*VP, Fast Switch, Ltd*

Rebecca Johnson  
VP Marketing & Communications  
*Account Supervisor*  
*Mullen*

Mamatha Charmarathi  
VP Strategy & Operations  
*VP & CIO, CMS Energy*

Pam Hansen  
Acting VP Events  
*President*  
*Resilience Consulting*

Janet MacQueen  
VP Resource Development  
*VP/CIO*  
*Blue Care Network of MI*

### **Advisory Board**

John Bonapace, Co-Chair  
*Oracle Corporation*

Jane Sydlowski, Co-Chair  
*AMI Strategies*

Marcy Klevorn  
Past President, MCWT  
*Ford Motor Company*

Michael Bauer  
*CSC*

Don Bogojevich  
*Accenture*

Linda Mitchell  
*Microsoft*

Barbara Mlodzik  
*Compuware*

Vishakha Radia  
*Cisco*

Scott Roundy  
*Ford Motor Company*

Donna Satterfield  
*IBM*

Srini Subramaniam  
*Deloitte Consulting*

Steve Surhigh  
*Compuware*

Paul Warburton  
*Fujitsu*

Sarah Weslosky  
*General Motors*

# A Look Ahead...

**MCWT is looking forward to building momentum.**

**Our goals include:**

- Hire an experienced executive director to assist MCWT and its Foundation in program funding, expense reduction and community visibility.
- Launch an internship program connecting female college students and our partners.
- Strengthen our partnerships, membership and Foundation.
- Grow current programs.
- Formalize processes and procedures to sustain growth.
- Further engage our advisory board.
- Increase recognition of our partners and members in the community.



## Want to Help?

Please visit [www.mcwtf.org](http://www.mcwtf.org) and [www.mcwt.org](http://www.mcwt.org) to learn more about MCWT and its Foundation, to make a donation, become a corporate partner, or to volunteer your time.