



mcwt

michigan council of women
in technology foundation

2011 ANNUAL REPORT

Make Michigan the #1 state for women in technology

OUR VISION



Inspire and grow women in technology

OUR MISSION

A Letter from Our President

2011 was a great year of progress and forward motion for MCWT and its Foundation. The board of directors and certain advisory board members spent months late in the year reviewing our mission, vision and strategies. This process helped focus and commit MCWT even more to its objective of encouraging, advancing and retaining women in Michigan's IT workforce. Our new mission and vision strive to make MCWT more outwardly focused: to help the state of Michigan become the #1 state in the nation for women in technology by continuing to inspire and grow women in technology.

We believe our events, the philanthropic pursuits of our Foundation, and the other services we provide are making a difference. We bring together an unmatched network of people who are passionate and dedicated to seeing our state's technology community thrive. We are working with increased 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, and there is no time like the present!

In 2011, we spent a large part of our year thinking strategically about the organization and the role it plays among our constituents. MCWT hired an executive director to help us create internal controls and measurements, increase our communication between and among committees and the board, and reach out to new constituencies, such as our university programs and new partner companies. Now that we have these internal controls and measurements in place, we are better able to reach out to other organizations focused on improving Michigan and its IT climate.

We're energized by our new vision, mission and strategies. We look forward to working with our membership to further enhance our member programming, extend the influence of our Foundation and expand our reach. We expect 2012 to be a strong one for MCWT, the state of Michigan and the men and women who contribute to our growing IT industry.

Sincerely,



Donna Cheesebrough
President, MCWT



“I cannot find another organization that brings together IT executives, IT vendors and a youth mentoring component. At the end of the day, it’s an outstanding opportunity to exchange ideas with colleagues, network with current and prospective clients, and, at the same time, support a necessary element of our IT talent pipeline.”

*Andre Arbelaez
T-Systems North America*

MCWT was founded in 2000 primarily as a career-oriented group for women in the technology fields. 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. Since the creation of the MCWT Foundation 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 the employees of our partners. Together we have positively impacted hundreds of girls and women.

The MCWT Lifecycle

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

We provide support at all stages of a woman's educational and workforce career to help her enter and remain in IT. From early elementary and middle school when girls are exposed to the fun of robotics and web design, to high school where young women begin to compete in robotics competitions on the state level and in our own MCWT website design contest, we encourage and foster a love for technology and show how it is in many ways the new frontier. We communicate that what your mind can visualize, you can create.

Our MCWT Foundation is a source of support, educational programming and scholarships for Michigan's technologically oriented girls and young women. After high school graduation, MCWT encourages college studies by granting scholarships to female students at all stages of their education.

The young girls at our summer technology camp and scholarship 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. In 2011, more than \$188,000 was directly donated to girls and young women by our Foundation. The funds received from our corporate partners and members help fund Camp Infinity, GET IT high school clubs, website design contests and our college scholarships. We remain committed to sponsoring and supporting girls and young women early on to encourage them to stick with STEM



(science, technology, engineering, and math) educational pursuits and eventual careers in IT, and using their talents within the state of Michigan.

While studying at the university or college level, MCWT supports women who join our university chapters. These chapters allow like-minded students to interact in a more comfortable setting with their professors and local businesswomen who are already in the IT community. They participate in on-campus events designed to teach and learn about IT outside of the classroom and begin to network with area companies who want to hire bright college graduates. MCWT has established a college internship program to facilitate hiring college women for the summer at area businesses. These businesses educate our young women outside of the classroom. These summer internships have even lead to permanent jobs upon graduation.

Once a young woman graduates from college, MCWT plans to offer opportunities and encouragement that enable her to remain in Michigan, supporting the local economy. These students will remain with MCWT and begin to network with women at all ages and stages of their careers. Our strong mentor program is a great way for these young women to learn from other MCWT members. Attending our monthly events and elearning initiatives fosters continued growth, learning and networking in the IT industry.

As a woman grows, learns and becomes more experienced, we hope she becomes more active in our events and in giving back through participation in our Foundation and council programs. Women at the top of their careers are ideal mentors, leaders and inspirers for all women in the MCWT family. These women also begin to give back to their children and grandchildren, thus beginning the MCWT lifecycle once again.



“I wanted to thank you and everyone else at MCWT Foundation for all you have done for us. Everyone is so passionate about what they do – you all inspire me. My friend and I were talking about GET IT last week, and we both realized how important it is to us.”

*GET IT student
Canton high school*



2011 Highlights

In early 2011, MCWT hired Janette Phillips as **executive director** to provide guidance and focus to MCWT and its Foundation. Our executive director has provided stronger oversight of our financials, increased the funds available for girls and young women, written grant requests, and is facilitating better communication between and among committees. She has also assisted in program development.

Our major events raised more funds than ever before for our Foundation:

- Our sold-out **Golf Classic** raised more than \$53,000 in net proceeds. We also initiated a new links for laptops program dedicating more than \$3,600 to laptops for our GET IT Girl teams.
- Our sold-out **Signature Gala** raised more than \$200,000 in net proceeds. Our first ever live auction and raffle which, along with a silent auction, raised approximately \$50,000 more than in 2010!

A second **Camp Infinity** will be held in July 2012, thanks to a grant from the GM Foundation and a generous donation by Systems Technology Group (STG). This camp will be held at the University of Detroit, Mercy campus hosting approximately 45 girls ages 10-13 from the Detroit area.



In 2011, MCWT added two **GET IT Clubs** at Denby and Canton high schools, joining University High School in Ferndale. We hope to further expand our GET IT clubs in 2012.

Our **University Program** team has extended the reach of MCWT among university students. Schools with MCWT student chapters include: Lawrence Technological University, Michigan State University, Oakland University, University of Detroit Mercy, University of Michigan (Ann Arbor and Dearborn campuses) and Wayne State University. We look forward to expanding our reach to more universities in 2012.

Our **Website Design Contest** added beginner and advanced categories to encourage more participation. More than \$2,500 in prize money was won by 12 teams and individuals attending high school in Michigan.

More than \$188,000 was directly donated to girls and young women in 2011 by our Foundation and members!

The Council's **Mentor Program** continued its success by teaming 42 mentor/mentee pairs: 33 new teams and nine who continued the mentoring relationship from 2010.

Our volunteers successfully hosted member events, including monthly **ConnectNet Forums**, our annual **CIO Breakfast**,



the **Partner & Scholarship Recognition** event, **Technology Career Summit, Golf Classic** and **Signature Gala**.

More than 180 individual volunteers contributed to our success in 2011! Thank you!

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'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.



Looking Ahead: MCWT's Strategic Objectives

Optimize, Sustain and Grow

The leadership of MCWT believes that the following objectives will ensure continued success to our members, partners and foundation beneficiaries. We plan to increase value for our members throughout the lifecycle by:

- Fostering continual learning and networking
- Driving and recognizing a robust volunteer program
- Growing through focused and formal processes
- Strengthening our relationship with the State of Michigan
- Ensuring long-term financial stability
- Optimizing operational excellence
- Increasing recognition of our partners and members in the community

MCWT is looking forward to building momentum with the support and encouragement of our members, partners and supporters.

“Our mutual passion and commitment to promoting diversity in the world of technology is what makes this partnership a perfect fit. As a Michigan-headquartered corporation, our efforts to identify and develop the most talented IT professionals, with a keen focus on women and minority professionals, makes our relationship with MCWT extremely valuable to our overall business.”

*Christine Rice
VisionIT*

The Issue

The IT industry needs women. Women need IT. MCWT has spent the past 10 years working toward improving the balance of women in IT in Michigan. The big picture has not changed, but one girl at a time, one woman at a time, and together, we believe we are making an impact in our IT community. These quotes highlight the mindset of our community from a national and global perspective.

“We need women at all levels, including the top, to change the dynamic, reshape the conversation, to make sure women’s voices are heard and heeded, not overlooked and ignored”.

Sheryl Sandberg, COO Facebook

“The world is experiencing technological and social change at a pace never before experienced in human history. Social, economic, and technological forces come together to fuel innovation that can alter lives. Innovations, through new technologies, ideas, products, and entrepreneurial practices, hold the potential to substantially impact the well-being of women and girls in particular. Such innovations can lead to new economic, entrepreneurial, or educational opportunities, and prospects for social and personal change. Innovation can transform the economy by identifying the ‘next big thing,’ creating countless jobs and opportunities for women and girls along the way.”

Innovation and Social Change for Girls and Women: Bridging the Gender and Technology Divide, Intel white paper, published 2012.

“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.”

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

MCWT has spent the past 10 years designing programs for girls and young women that enable them to think creatively without the fear of rejection or failure. One girl at a time, one woman at a time, MCWT will continue to promote women in technology in Michigan. We are women at all levels in IT who remain committed to changing the dynamic and reshaping the conversation to empower current women in IT.

Foundation and Council Programming

MCWT supports and nurtures girls, teens and women, young and not so young, who are pursuing IT educations and careers. Here are details from a successful 2011:

Scholarships

The members of MCWT are most proud of the Foundation's ability to sponsor young women by awarding scholarships for technology tracks during their college careers.

In 2011, MCWT received 86 applications from 57 young women. MCWT awarded scholarships and laptops valued at nearly \$93,000 to nine recipients. We awarded the following scholarships, grants and laptop equipment to Michigan women pursuing technology educations. Special thanks to Fujitsu for donating the laptops and printers.

- MCWT **Founders' High School Scholarship** was awarded to **Erica Green**, senior from Denby High School in Detroit. Erica is currently attending Wayne State University and has received \$5,000, renewable for four years.
- MCWT **Founders' High School Scholarship** was awarded to **Beth Hadley**, senior from Northville High School in Northville. Beth attends the Massachusetts Institute of Technology and received \$5,000, renewable for four years.
- MCWT **President's Undergraduate Scholarship** went to **Kristen Gliniecki** who attends Baker College and plans to receive her bachelor's degree in IT and security in 2013.



Kristen is from Shelby Township and has received \$5,000, renewable for three years.

- MCWT **President's Graduate Scholarship** was awarded to **Tasha Candela** who is a teacher at Lakeshore High School in Eastpointe where she teaches courses in technology with a hands-on approach. Tasha is pursuing advanced coursework in educational technology to further inspire and support her students. Tasha received an award of \$5,000, renewable for three years.
- MCWT **President's Graduate Scholarship** was also awarded to **Tamara Grzebyk** who is pursuing her PhD from Wayne State University in instructional technology. She resides in Plymouth and received an award of \$5,000, renewable for two years.

The MCWT **GET IT Girl Undergraduate Scholarship** was awarded to **Rasmeet Singh** of Adlai Stevenson High School in Sterling Heights. Rasmeet was also a winner of the MCWT Website Design Contest and an intern at Comerica Bank during the first year of our internship program. Rasmeet will receive \$1,000 renewable for four years.

- Fully configured **laptops and accessories** were awarded to three students, **Amber Briggs** of Pontiac, **Meredith Monticello** of Northville, and **Hannah Robertson** of Plainwell.



K-12 Programs

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 Summer Technology Camp** brought together 45 girls in 4th through 7th grades for a week of classes on robotics, video game programming and website design. Lawrence Technological University hosted the camp. Working in teams, these girls 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 is designed to generate excitement about, and confidence in, math, science and technology. At camp, girls from the Detroit metropolitan area learn about computer science and technology from leading women in IT. MCWT corporate partners and members are significantly involved in the camp every year. Special thanks to the Society of Information Managers for its grant to help fund this free camp.

GET IT Clubs (Girls Exploring Together - Information Technology) are after-school technology programs for high school girls. They provide a support network and structured activities for young women interested in computing careers. Aiming to encourage high school girls to pursue education and a career in information technology, GET IT is an outstanding opportunity for enrichment while having fun. GET IT students are better prepared for college because they have honed teamwork, problem-solving, and organization skills. In 2011, three schools had GET IT clubs. University High School in Ferndale successfully completed its sixth year while the Plymouth/Salem/Canton High School and Denby High School launched their first year of GET IT.

Robotics Grants are provided for girls-only, middle- and high-school teams to compete at RoboFest each spring. In 2011, MCWT sponsored four all-girls robotics teams (\$500 each) and three teams from our GET IT schools. Robofest

is an annual autonomous robotics competition that focuses kids on learning and practicing STEM (science, technology, engineering, and math) skills in grades 5 - 12 and is hosted by Lawrence Technological University.

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 2011, MCWT had two categories, beginner and advanced. The contestants come from high schools and other youth organizations around the metro Detroit area. In 2011, 94 entrants uploaded designs from Wayne, Oakland and Macomb counties. \$2,775 in cash prizes was awarded to the 12 finalists. These young women also received rewarding exposure to, and recognition from, IT powerhouse organizations and executives from our MCWT partners.

University Programs consist of a set of services to our partner schools, managed by a university program director and university program coordinators (all volunteers) assigned to each partner school. At this time we have seven partner schools: Lawrence Technological University, Michigan State University, Oakland University, University of Detroit Mercy, University of Michigan (Ann Arbor and Dearborn campuses) and Wayne State University. Each partner school must assign a program manager who works with the MCWT volunteer program coordinator. MCWT supports these campus chapters with informal mentoring and guidance. There are also formal programs that provide internships and new college graduate job opportunities. These jobs are provided by MCWT partners and sponsors who also also fund our Foundation scholarships.

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, helping to foster relationships with like-minded women.



MCWT Mentoring Program Reaches Milestone: Five Years and Growing

The MCWT mentoring program completed its fifth year strongly. More than 50 women participated in the 2011 mentoring program, a benefit of membership. Mentors were executive-level IT professionals willing to give their time and knowledge for the benefit of their mentee. Women in all stages of their careers participated in the program. Some were just starting out and seeking guidance on how to get their career off to a solid start. Others were in transition and needed help to identify the value they would bring to a new opportunity. A few were entrepreneurs hoping to get tips on marketing and growing their business. The mentors and mentees were matched on interests, professional alignment and even geographic considerations. For those who committed to stay in touch and in action, the outcome was rewarding. Results were as individual as the teams—some found new job opportunities, others got in touch with skills and talents they didn't realize they had, and others overcame challenges in the workplace that prevented them from excelling. Both mentees and mentors benefit from the program.



“If you can, go —
because it’s fun!”

Camp Infinity student



“The girls qualified for the 2011 regional competition. I had to laugh because I overheard one of them at a meeting say to the other girls, ‘Wow, we actually used math to solve a real-life problem.’ It’s been a great experience for them. Thank you for supporting them and allowing them to do this.”

Robotics Coach

Partner Support

The partnership team's goal of \$416,666 (of a three-year, \$1.25M goal) was reached and exceeded!

Total funds brought in through partners and in-kind donations: \$454,485

Total sponsor and in-kind support of Signature Gala: \$311,500

New partners in 2011: 10

These achievements mean that more young women than ever can realize their dream to attend college with an MCWT Foundation scholarship, attend a summer IT camp, compete in website design contests, receive robotics grants or participate in mentoring programs.

MCWT extends its gratitude to the 10 organizations who joined the ranks as new partners in 2011. In total, MCWT received support from 52 corporate, in-kind and community partners, helping us to again make a difference in the lives and aspirations of girls and women in all spots on the lifecycle in 2011. Our partners benefit from their participation in MCWT. By supporting girls and young women in their pursuit of technological educations and careers, supporting all women in the IT workforce (including their own staff), and through networking within the IT community, our partner members value their participation in and ability to give back to the MCWT Foundation. By continuing to fuel our efforts to promote, advance and retain women in technology, we are grateful for their continued commitment and support.

Diamond Sponsors (at least \$25,000)

Compuware
Fujitsu
General Motors
Mercedes Benz Financial Services
Systems Technology Group (STG)

Platinum Sponsors (at least \$10,000)

Accenture
AT&T
B L airCraft
Covisint
Epitec Group
Ford Motor Company
HP
IBM
Oracle
T-Systems
Tata Consultancy Services

Gold Sponsors (at least \$5,000)

Acro Corporation
Blue Care Network of Michigan
Capgemini
CDW
Comerica
Consumers Energy
Detroit Chapter, Society of Information Managers
Ernst & Young
Fast Switch, Ltd
HCL
Information Builders
JDM Systems Consultants
Microsoft
Most Technology Partners
Onstar
PwC
Ricoh
Stefanini TechTeam
Trizetto
VisionIT

Bronze Sponsors (at least \$3,000)

BMC Software
Cognizant Tech Solutions
Deloitte
Lawrence Technological University
MRM Worldwide
Plante Moran
Quicken Loans
Satyam
Serena Software
Suntel
Symantec
TTS
Valassis

Community Partners

Airfoil Public Relations
Great Lakes IT Report
Internet Advisor Show
MiTechNews
X-Ology Magazine

In-Kind Partners

Lawrence Technological University
RICOH
Suntel

MCWT: Council and Foundation Leadership

As of March, 2012

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

The board of directors is responsible for setting MCWT's vision and strategy. The board also develops and creates the Foundation programs and council initiatives that support MCWT's stated mission, vision, goals and objectives. The advisory board is made up of leaders from our corporate partners. They are responsible for strategic oversight and guidance, in addition to active participation in events and programming.

Board of Directors

Donna Cheesebrough
Council President
Process Information Officer
General Motors

Jennifer Pfaff
Secretary
PMO & Management
Support Services, Jacobs

Rebecca Johnson
VP Marketing & Communications
Account Supervisor
Mullen

Staff

Janette Phillips
Executive Director, MCWT

Charlotte Decker
Foundation President
VP/CTO
The Auto Club Group

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

Mamatha Chamarthi
VP Strategy & Operations
VP & CIO
CMS Energy

Kathy Kay
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Vishakha Radia
VP Partner Development
Director, Customer Business
Transformation
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Anup Popat
Systems Technology Group

Suresh Tangella
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Andre Arbelaez
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Linda Mitchell
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Scott Roundy
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Paul Warburton
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Michael Bauer
CSC

Barbara Mlodzik
Compuware

Donna Satterfield
IBM

Rebecca Warchuck
The Eptec Group

Don Bogojevich
Accenture

Jill Maiorano
Cisco

Kathy Seifarth
Deloitte

Sarah Weslosky
General Motors

Stephen Surhigh
Compuware

2011 Financial Statements

Current Assets

Cash and cash equivalents	\$ 513,220
Contributions receivable	76,800
Total assets	\$ 590,020

Liabilities and Net Assets

Accounts payable	\$ 12,225
Net assets, unrestricted	552,795
Net assets, temporarily restricted	25,000
Total liabilities and net assets	\$ 590,020

Support

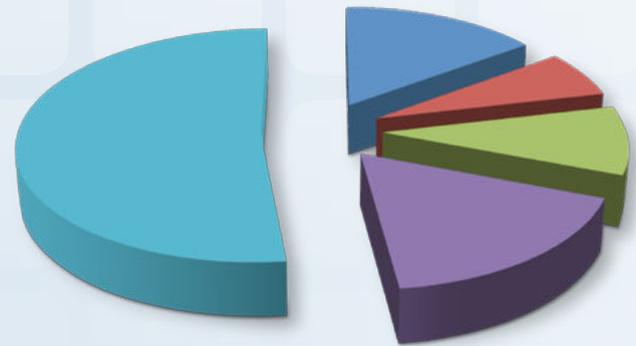
Contributions and grants	\$ 36,617
Revenue from special events	403,021
Dividend income	1,569
Donated goods and services	62,191
Total Support	\$ 503,398

Expenses

Program services:	
Annual university scholarship program	\$ 64,840
Annual summer technology camp	27,978
Mentoring and professional skills symposiums (GET IT)	41,203
Management and general	74,913
Special events/networking	225,791
Total expenses	\$ 434,725
Increase in unrestricted net assets	\$ 68,673
Net assets, beginning of year	\$ 484,122
Net assets, end of year	\$ 577,795

Management's summary of financial results for the year ended December 31, 2011.
A complete reviewed financial statement is available upon request.

Program Expenditures



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



A Final Thought

Below is an excerpt from a paper written and published in the national edition of ISTE's journal, *Leading and Learning with Technology*, written by Tasha Candela, high school teacher and MCWT scholarship recipient. She not only encouraged her female students to enter our website design contest in 2011, but also required her male students to do the same project. The experience was invaluable to her students and deeply rewarding to Tasha. MCWT is proud to share an excerpt from her published paper.

"...it is my love for seeing my student's soar that prompted me to enter them into a life-changing contest sponsored by the Michigan Council of Women in Technology (MCWT). Lake Shore has truly talented students within the district. By focusing on the student ownership aspect within each lesson, providing real world opportunities, and giving constant feedback, all students will excel in their learning.

Like many other school districts across the globe, Lake Shore has had its own financial woes. In a technology class, it is more important than ever to keep current with industry standards by supplying the classroom with the latest hardware and software. While some districts were using Dreamweaver, Flash, and Photoshop CS5, Lake Shore students knew that working with limited tools would be a challenge. Notepad ++, a free download, was the editor we used to create each website. Photoshop Elements 9 allowed students to manipulate graphics in professional ways.

Because of the contest results, it is proof that students do not need the most expensive tools to produce high-end results. It is solid instruction, critical thinking skills, and creativity that are the ingredients for victory. Finalist Sarah Woolsey commented, 'The lack of equipment and software did make creating our sites and going through the class much more difficult. However, if we all accomplished such great things with so little, the things we could accomplish with newer equipment and software are unthinkable.'

And what about the males, you ask? Because technology career fields are male-dominated, the contest through MCWT was only open to females. When explaining this to all students enrolled in web design, the males simply shrugged their shoulders and did not let their lack of participation in the contest deter their enthusiasm for learning course content and completing a wish website of their own.

It was not the contest itself that filled my heart with admiration for MCWT. It was the countless volunteers who sacrificed family and work time to provide these teenagers with an authentic learning opportunity. The professionals at MCWT truly love giving back to others and their generosity is displayed through both their words and works.

Mitch Albom wrote, 'Stardom is a funny thing here. You don't achieve it by talking loud or dating a supermodel. You achieve it by shyly lowering your head when they introduce you or tossing the ball to the refs after scoring a touchdown.'

Through the continual actions of volunteers who promote technology nationally, statewide, and locally, I want to say many thanks to you."

Tasha Candela is named the 2011 Technology Teacher of the Year through the Michigan Association of Computer Users in Learning, an MCWT graduate scholarship award winner, and a business teacher at Lake Shore High School in Saint Clair Shores, Michigan. She recognizes the value of MCWT and what we strive to do. We thank her for being such a great supporter of MCWT and her students.



Want to Help?

Please visit www.mcwt.org to learn more about MCWT, its Foundation, and its refreshed strategy to help Michigan become the No. 1 state for women in IT. Please join our organization and decide how you can contribute. No matter where you are on the MCWT lifecycle, we'll be there for you.

