



michigan council of women
in technology foundation

2013 ANNUAL REPORT



OUR VISION

**Make Michigan the #1 state
for women in technology**



OUR MISSION

**Inspire and grow women
in technology**

A LETTER FROM OUR PRESIDENT

MCWT continues to make a difference while staying true to what our visionary founding members sought to do back in 2000: foster one another's professional growth and encourage young women to pursue technology careers.

With support from our members and partners, we've built on that vision and expanded our impact. Here's a look at just how we've made a difference over the years:

- 500 girls in Camp Infinity summer technology camp
- 561 participants in our Website Design Competition, awarding more than \$20,000 in prizes
- 93 scholarships awarded totaling more than \$630,000
- 38 robotics grants totaling \$20,000
- 244 high school students in GET-IT Clubs

This reach in our community is attributed to our tireless volunteers and our dedicated partners. We began our journey with the support of a few key companies and have now increased our roster to 64 partners and a 22-member advisory board. More than 730 members are in our circle.

Together, we are guided by our mission to inspire and grow women in technology. Our aspirational vision to make Michigan the No. 1 state for women in technology energizes and focuses us on the opportunity ahead. We want to ensure that young women study and stay in Michigan, becoming part of our workforce and strengthening our economy and state.

Our presence and brand image have never been stronger. We want to seize this momentum and transform our programs to expand our outreach even more.

The managing board has been strategizing on how to transform MCWT's programs to create a stronger impact in our state. Our hour-glass approach, which you can read more about in these pages, illustrates how we will broadly reach young girls to get them to consider technology and deeply connect with young women who choose the IT path—with the continued strong support of our partners and members.

I am very proud of what MCWT has accomplished. Together, we can reach more girls and young women and ensure that Michigan remains a strong, vibrant and diverse place to live and work. Please join us in this transformative time for MCWT.

Sincerely,



Maru Flores
President, MCWT



MCWT'S MOMENTUM:

Programs for elementary and middle school girls

To ensure a steady pipeline of diversity and innovation in Michigan's IT industry, we need to work every day to spark girls' interest in IT as early as elementary and middle school. Our programs make great progress, but it's also about encouraging other influencers such as parents and teachers to directly cultivate this curiosity in science, technology, engineering and math subjects throughout the year. This focus will help to transform our organization for even greater success.

We need this level of support to turn the tides. Jan Cuny, program director, National Science Foundation's Computing Education for the 21st Century, sums up the challenges: "The gender gap in computer science is partly rooted in long-held popular misconceptions: that computing is too hard for girls, that it's geeky, that it requires a single-minded 24/7 focus, and—maybe worst of all—that computer science equals programming and so provides little benefit to society. Why would this picture be attractive to girls—especially to girls who want to be creative, to make a difference, to change the world? These misconceptions are too often confirmed by girls' peers, by cues in the popular media, by a lack of role models that run counter to stereotypes, and even by advice from their parents and guidance counselors."

2013 marked the 10th anniversary of the MCWT Camp Infinity summer technology camp where girls in grades 4-7 design websites and apps, create video games, and build robots. This signature program continues to inspire girls with its weeklong, hands-on activities. From 2011 to 2013, the camp grew to two camps each summer thanks to the generosity of key partners. In 2014, there will be four, doubling our impact.

The camp separates the girls into two groups to cater to their technological experience. The fourth and fifth grade girls focus on website and video game design while the sixth and seventh graders focus on robotics and web design. During lunch, leaders from MCWT partner companies meet with the girls and encourage them to continue learning about technology while in school. Access

"They've learned more than programming: Every girl comes away with a new sense of possibility. They learn that technology careers can be exciting, challenging and rewarding for women."

Ann Bieneman
Parent of a Camp Infinity participant

"The camp opened up a whole new world for my daughter. She now feels very confident about tackling programming and robotics. The MCWT team made technology fun and possibly helped shape a future engineer."

Jean MacLeod
Parent of a Camp Infinity participant

"The growth of MCWT's Camp Infinity is testament to Michigan's vibrant technology community and its role in ensuring we continue to attract and retain top IT talent long into the future."

Charlotte Decker
CTO of Auto Club Group and vice president of Foundation programs for MCWT

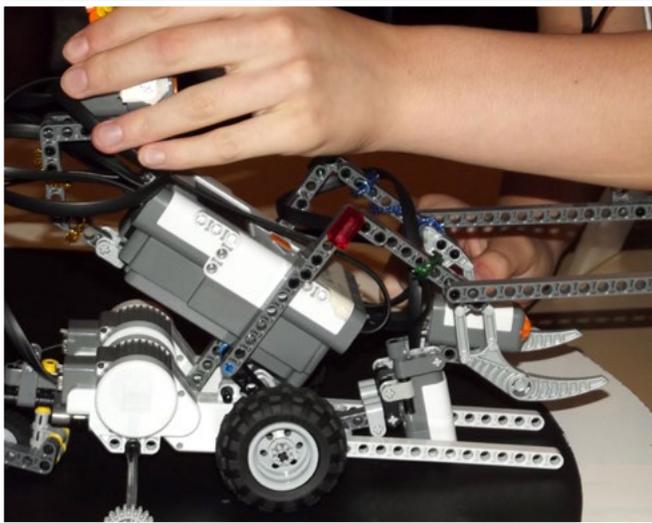




to these role models reinforces the rewards and opportunities a career in technology can bring.

MCWT corporate sponsors enjoy giving back directly to our girls. In 2013, three MCWT corporate partners flew Olympic gold medalists to Michigan to meet our Camp Infinity alumni, robotics grant recipients and GET-IT club participants. These Olympians connected the dots from sports to technology by inspiring the girls to set long-term goals, focus on those goals despite all obstacles and peer pressure, and achieve them through hard work and commitment. This message resonated with girls who enjoy technology even if it is not always perceived in a positive light by their peer group.

MCWT achieved another first in 2013 by co-authoring a grant application with Information Technology Empowerment Center (ITEC) in Lansing. The Women's Leadership Council of the Capital Area United Way awarded a \$26,000 Women's Initiative Grant to the new partnership between ITEC and MCWT in support of an innovative "girls only" STEM program called 2020 Girls. The ITEC/MCWT team created five well-attended clubs for at-risk middle school girls in the Lansing public schools. This cooperative curriculum and collaboration will continue and serve as a pilot for MCWT's goals to reach more girls at younger ages.



"We're thrilled with the potential of this project and its potential to make a positive impact on the lives of Greater Lansing girls."

Joan Bauer, Chair, CAUW Women's Leadership Council



MCWT'S MOMENTUM:

Programs for high school girls

In 2013, MCWT continued its strong support of young women in high school. Our GET-IT clubs continued their strong tradition of providing friendship between like-minded girls, leadership opportunities, and learning about technology through our website design competition and LEGO robotics competitions. The girls enjoyed field trips to area companies such as Chrysler and Mercedes Benz Financial Services and enjoyed guest speakers from IT companies such as Google.

Website design competition winners and partner support

In 2013, more than 100 high school students from East Lansing to St. Clair Shores participated in our annual website design competition. Students created a website that showcased three members from their ancestry. The topic exemplified how MCWT brings technology to a place where young women can connect with IT, learning every step of the way. More than 82 volunteers participated in the planning, training and judging. Many of our first round judges participated for the fifth year. Area IT leaders attended the finals competition in which cash prizes were awarded to top competitors.

“The MCWT Website Design Competition for girls never seemed like an option for me never having known anything about web design. I feel more prepared for college and more ready than ever to move on in my education and becoming more involved in everything MCWT has to offer.”

Savannah Ruby, website design competition finalist and first competitor from a mid-Michigan area high school



“As a teacher at the high school and college level, I must tell you that this contest has challenged and encouraged all of my students in many ways – even those students who did not participate or did not compete the event.”

John Smith, Warren Fitzgerald High School website design instructor

8th Annual Website Design Competition Finalists

Advanced Category

First Place:

Lauren Rinkus and Taylor Hampton, Warren Fitzgerald High School

Second Place:

Sharanya Jayachandran, Canton High School

Third Place:

Shreya Potukutchi and Betsy Purakal, Utica Academy for International Studies

Honorable Mention:

Ariel Magyar, Plymouth High School

Honorable Mention:

Keyaria Walker, Lakeview High School, East Pointe

Honorable Mention:

Jackie Kwapisz, Lake Shore High School, St. Clair Shores

Beginner Category

First Place:

Jessica Old, Lake Shore High School, East Pointe

Second Place:

Andrea Salamay, Livonia Career Technical Center and Franklin High School

Third Place:

Savannah Olesky, Lake Shore High School, St. Clair Shores

Honorable Mention:

Sadia Jiban, Fitzgerald High School, Warren

Honorable Mention:

Alexandria Chisholm, Lake Shore High School, St. Clair Shores

Honorable Mention:

Shreya Mullanpudi, Farmington High School, Farmington



"I cannot wait to pursue a career in web design during college! I had a lot of fun at finals day and I also learned a lot from the other participants' sites."

Andrea Salamay, website design competition finalist

MCWT'S MOMENTUM:

Support of college women

In 2013, the MCWT university committee was re-energized with more than 10 new volunteers and committee leads. The committee expanded its outreach to all four-year colleges and universities in Michigan that offer information technology degree programs. From southeast Michigan (WSU, UDM, UM Dearborn, LTU, OU) to west Michigan (WMU, Davenport U) to the upper peninsula (MTU) and all points in between (EMU, UM Ann Arbor, CMU, MSU, Kettering), this committee touched students, professors and administrators, spreading the word about MCWT and what we do to support female technology students. The team held awareness sessions, hosted career panels, and met with administrators to ensure our state's colleges know the power of MCWT, its members and its corporate partners. The committee looks forward to gaining even more momentum at our state colleges by providing career coaching, internships, scholarships and networking opportunities in 2014 and beyond.



“Thank you for investing in my education and career. I look forward to being a part of MCWT. I will do my best to represent this organization’s values of hard work, outreach, and the pursuit of excellence. This fall I am going to be an orientation team leader for incoming freshmen in computer science and I’m excited to pass along my passion for technology to them.”

Hannah Wampler
Michigan Tech University student

“I changed my major to computer science and really feel like I found what I want to do for the rest of my life.”

Kaitlin Davis
Michigan State University student

“We hope this grant from The Chrysler Foundation will enable more women to fulfill their dreams of attaining an education that leads to careers in information and communication technology.”

Scott Sandschafer
VP and CIO, Chrysler Group LLC

2013 Scholarship Recipients

Among 56 total applicants, MCWT awarded the following women scholarships or laptops for outstanding achievement and commitment to pursuing an education in technology.

Rachel Xiang (Canton)
Chloe Jennings (St. Clair Shores)
Hannah Wampler (Grand Haven)
Mairin Chesney (Brighton)
Ying Ying Liu (Ann Arbor)

The following students were awarded Dell laptops with Microsoft software:

Sophia Li (Troy)
Kaitlin Davis (Port Huron)
Megan Gebhard (Howell)

The students' interests range from front-end development to bioinformatics. For example, Hannah Wampler hopes to find a career combining computer science and statistics, and Megan Gebhard's goal is to write software that will make a difference.

MCWT began providing scholarships to young women in 2002. That first year \$6,000 was awarded to three women. This important program grew as MCWT gained strength and support through the years. To date, nearly \$775,000 has been awarded to 100 Michigan-based women who committed to pursue degrees in technology.

At the 2013 Signature Gala, Chrysler Group, LLC expanded its commitment to MCWT with a \$15,000 grant from The Chrysler Foundation to support undergraduates who pursue a course of study that focuses on science, technology, engineering and mathematics. Scott Sandschafer, vice president and CIO of Chrysler Group LLC, delivered the evening's keynote address, stating that Chrysler is committed to ensuring that a diverse group of leaders drives the next era of innovation.

MCWT thanks The Chrysler Foundation for this generosity.



"I will always be encouraging young girls to rip apart computers and explore computer science."

Mairin Chesney
Michigan State University
student



MCWT'S MOMENTUM:

Support of recent college grads and young professionals

MCWT is committed to supporting all women in technology, especially recent college grads and young women with fewer than 10 years in the workforce. Finding internships and entry positions with partner companies for new grads, mentoring and coaching these women as they begin their careers, and enabling a forum for networking with peers across the IT industry are all components that bring value to membership in MCWT.

"It was a pleasure to interact with students making a serious attempt to transition into permanent employment and into the next phase of their lives. I was impressed with the students who attended - they were dedicated and actively planning for their future."

Debbie Porter, General Motors, MCWT member

MCWT matches students with partner companies for internships. In her own words, Chloe Jennings talks about the benefits of her internship with Blue Care Network:

"My internship has truly been an experience, allowing me to learn new skills and allow me to make connections that I will carry with me for the rest of my life. I am so thankful for this opportunity and to start my college life in the fall!"

MCWT'S MOMENTUM:

Learning, networking and mentoring for professionals

MCWT continued its focus on bringing IT professionals together for networking, mentoring, educational events and giving back. 2013 was a landmark year for adult programming and events. The ConnectNet suite of offerings provided support with its forums, socials and eLearning opportunities. Our mentoring program paired 26 women with senior executives who guided them through a yearlong program of discovery and growth.

MCWT also hosted new programs and events in 2013. With the financial support of General Motors, Ford Motor Company and Chrysler Group LLC, MCWT held an Executives in Technology Leadership Exchange in April. Nearly 500 IT leaders, professionals, students and technologists from a wide range of industries came together to network and discuss the evolving landscape and future of IT in Michigan and beyond. With a theme of "The NextGen CIO as Acceleration and Innovation Officer", the forum explored how today's IT leaders tackle an ever-changing IT landscape, accelerate business deliverables, and apply solutions that require new skills, structures, and strategies to succeed.

This powerful half-day forum was free for members. Participants provided perspectives on the importance of a culture to attract and retain talent, work/life integration and advocating for women in technical fields.



We gratefully acknowledge the generosity of our speakers:

Bridget A. Van Kralingen
*Senior Vice President of
Global Business Services, IBM*

Randy Mott
Vice President and CIO, General Motors

Nick Smither
*Group Vice President and CIO,
Ford Motor Company*

Scott Sandschafer
Vice President and CIO, Chrysler Group LLC

David Behen
CIO, State of Michigan

Kim Hammonds
CIO, The Boeing Company

Sheila Jordan
*Senior Vice President, Communication
and Collaboration IT, Cisco*

Karenann Terrell
*Executive Vice President and CIO,
WalMart Stores, Inc.*

Laurianne McLaughlin
Editor-in-Chief, InformationWeek

Chris Murphy
Editor, InformationWeek

Additionally, in-transition workshops provided strong support to members who found themselves out of the job market and in need of the extra support often required to get back in the game. This program provided coaches who worked with participants to learn more about themselves and their goals, and practice interviewing, networking, and job search techniques to help them remain in Michigan's IT industry.

“I continue to be humbled by the experience I am having with such a wonderful organization! I sincerely count my blessings for the countless doors that it has extended for me to meet such wonderful people.”

Janice Buckley, MCWT mentoring program



“Thanks so much for your efforts in running the in-transition program. It was a helpful experience in many ways and will better equip me to find and land a suitable job.”

Sylvia Bandyke, MCWT member

Programming for members included our In-Transition Boot Camp, Executives in Technology Leadership Exchange event, Lynda.com training and the ConnectNet suite of webinars, social events, and educational forums. Annual fundraisers and member events continue to bring IT thought leaders together to learn from one other in support of our mission. Thanks to more than 300 active volunteers and 64 partner organizations, we're on a great path as we inspire and grow women in IT.



“At Chrysler, we believe it is our diversity of talents and perspectives that allow us to take visionary approaches and strategically apply new technologies for the benefit of our diverse business partners and customers. Our partnership with MCWT not only supports this philosophy, it helps to increase the number of women in the information technology industry, which traditionally lags behind other industries in its utilization of women.”

**Scott Sandschafer
Vice President and CIO, Chrysler Group LLC**



MCWT'S MOMENTUM:

How MCWT's leadership is transforming the organization for the future

Late in 2013, the MCWT board of directors committed to expand programming to enable more statewide participation and strengthen its operations and finances to take the next big step in our evolution.

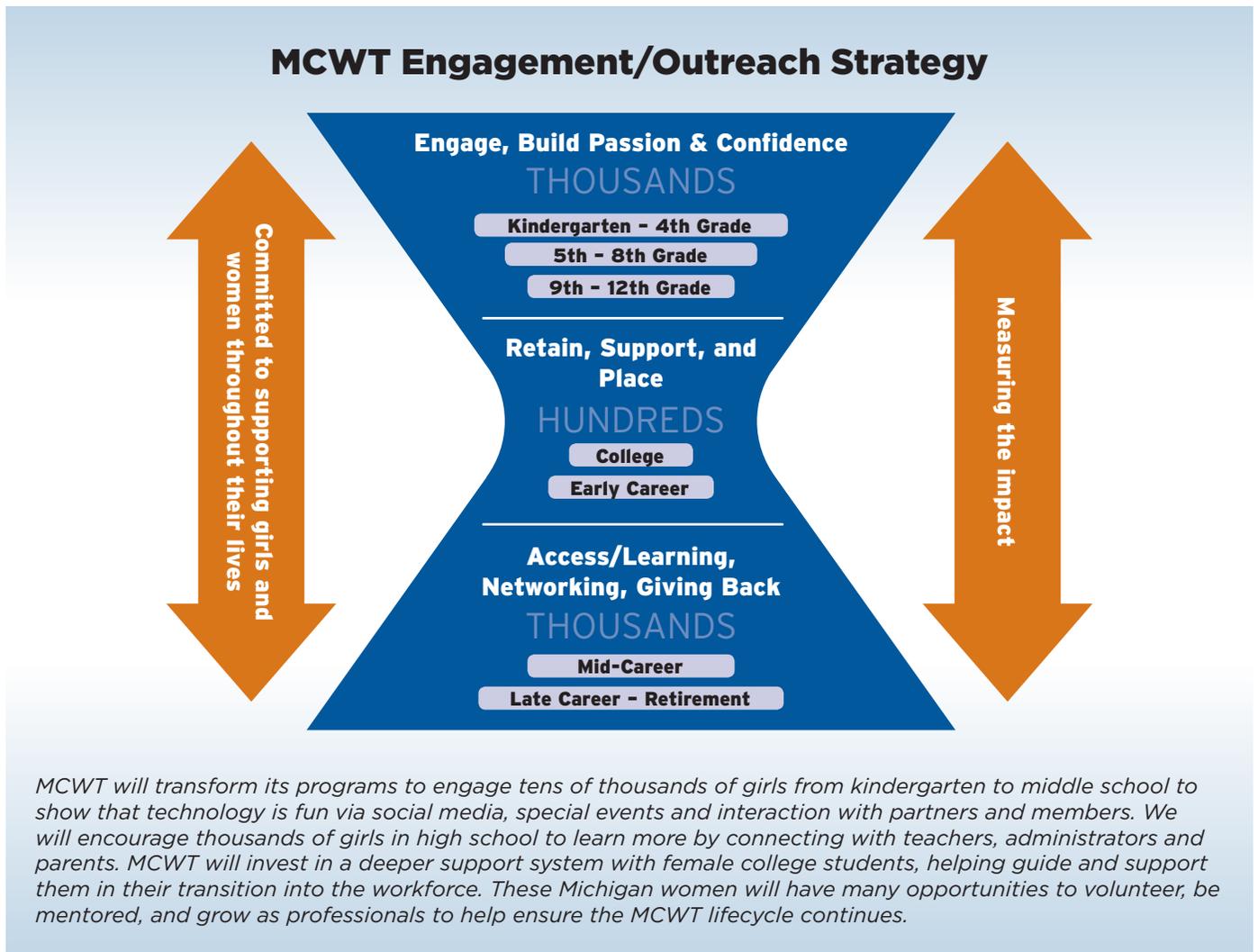
One of the most significant strategic decisions involved optimizing our organizational structure. MCWT was both a council of professional men and women united in their commitment to support women in technology, and a foundation enabling girls and young women to pursue technology educations and careers through programming and scholarships. In 2014, MCWT will dissolve the council and donate all assets to the MCWT foundation. With one organization, our board of directors will focus more keenly on the organization as a whole to ensure efforts effectively support all stages of the lifecycle.

Upcoming priorities include improving volunteer coordination, collaborating with other like-minded organizations and focusing on ensuring continued financial stability for years to come.

Transformation

MCWT's board of directors met to strategically develop an approach that would better enable MCWT to reach more girls at younger ages and create a deeper connection with young women entering college and their careers. We will then expand the outreach with women in professional careers. The hour glass method demonstrates this approach.

During 2014, MCWT will chart this new course.



MCWT'S MOMENTUM

Partner and community support

MCWT's partners remain committed to our mission and vision, and are critical stakeholders in ensuring that we reach our goals. We are building momentum across the state as many new partners join our ranks.

MCWT extends its gratitude to the 12 new partners who joined MCWT in 2013. We received support from 64 corporate, in-kind and community partners, helping us make a difference in the lives and aspirations of girls and women throughout the MCWT lifecycle.

We give special thanks to the corporate partners who make what we do possible each year.

In 2013, MCWT received nearly \$937,000 in total contributions from members, partners, in-kind support and grants. This represents an 89 percent increase from 2010. With this support, more girls and young women have attended summer technology camps, competed in website design competitions, received robotics grants, received college scholarships, and participated in mentoring programs.

OUR PARTNERS

12 New Partners in 2013

DIAMOND SPONSORS (\$25,000 or more)

ANXeBusiness
Chrysler Group LLC
Ford Motor Company
General Motors
Hewlett Packard
WWT

EMERALD SPONSORS (\$15,000 to \$24,999)

Accenture
Altair
AT&T
Cisco
Consumers Energy
Covisint
CSC
Epitec
Fast Switch LTD
IBM
Oracle
Plantronics
PwC
STG
TCS

PLATINUM SPONSORS (\$10,000 to \$14,999)

Blue Care Network
Fujitsu
KLA Laboratories
Mercedes Benz Financial Services
Microsoft
Quicken Loans
Symantec
V2Soft, Inc.
We Build Character

GOLD SPONSORS (\$5,000 to \$9,999)

Acro Services
Blue Cross Blue Shield of Michigan
Capgemini
Cognizant
Comerica
Compuware
Dell
Delphi
Ernst & Young
Information Builders
JDM System Consultants
Lawrence Technological University
NetApp
OnStar
OpTech
Ricoh
University of Detroit Mercy
VMware

BRONZE SPONSORS (\$3,000 to \$4,999)

AMI Strategies
CA Technologies, Inc.
CSI Leasing
Michigan Millers Mutual Insurance Company
NITS Solutions
Red Hat
Secure-24
SunTel Services

COMMUNITY PARTNERS

Airfoil
WJR-AM's Internet Advisor
Midwest Technology Leaders
X-OLOGY
Great Lakes IT Report
MiTech News

Continuing our efforts with the support of our volunteers and personal contributors

MCWT continues to advance its mission - inspiring and growing women in technology - as a result of the dedication and commitment of its volunteers. Approximately half of our members are actively engaged. Whether it is planning and executing foundation programs, participating in one of our 20-plus standing committees, volunteering at

our fundraising and networking events, providing research and analytics, mentoring or coaching other women, soliciting sponsorships and fundraiser items, or attending events, our members and volunteers are an invaluable asset. They remain integral to our transformation and continued momentum forward.

MCWT members as of 12/31/2013:	739
MCWT volunteers in 2013:	310
Hours of support by MCWT volunteers:	14,170

MCWT thanks its strong board of directors for its vision and commitment to our mission to inspire and grow women in technology.

BOARD OF DIRECTORS

(as of March 2014)

Maru Flores, President
*Sr. Manager, Global Manufacturing Development Services
Ford Motor Company*

Ann Marie Coulter, Treasurer
*Sr. VP, Director of Application Development and Engineering,
Comerica Bank*

Jennifer Pfaff, Secretary
Director, Global Information Technology PMO, IT Projects and Strategy, Jacobs

Marisa Bahn, VP Membership
Business Development Manager, Office of the CIO, General Motors

Don Bogojevich, VP Strategy
Managing Director, Automotive and Industrial Equipment, Accenture

Rebecca Bray, VP Events
Chief Sales Officer, Epitec

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

Maria Jasinski, VP Mid-Michigan
VP, Information Technology, Michigan Millers Mutual Insurance Company

Becky Price
VP Marketing and Communications Account Supervisor, MSLGROUP

Vishakha Radia
Co-VP Partner Development Senior Director, Collaboration, Video and Mobility Practice, Cisco Consulting Services

Chris Rydzewski
Co-VP Partner Development Senior Account Executive, Application Performance Management Solutions, Compuware

Paula Walworth, VP Operations
Global Marketing Sales & Service IT Operations Manager, Ford Motor Company

Cindy Warner, Member at Large
Managing Partner, Cloud Strategy and Solutions, IBM

The following professionals provided outstanding contributions in 2013 and have since retired from their board positions:

Dr. Rita Barrios
*Assistant Professor
University of Detroit Mercy*

Patricia Davis
*Senior Business Operations Manager
General Motors*

Janet MacQueen
*CIO
Blue Care Network*

ADVISORY BOARD MEMBERS

(as of March 2014)

John Bonapace, Co-Chair
*Vice President, Sales
Oracle Corporation*

Carey Pachla, Co-Chair
*President
Fast Switch, Ltd*

Coleen Borgia, Accenture
Daniel Donovan, Code 42
Michael Kidder, Altair
Tony Hollamon, Epitec
Steve Kives, WWT
Marcy Klevorn, Ford Motor Company

Linda Kopchia, General Motors

Jill Maiorano, Cisco
Maureen Carey, Covisint
Linda Mitchell, Microsoft

Paulette Ozga, Chrysler
Anup Popat, STG
Aaron Rajda, Ford Motor Company

Donna Satterfield, IBM

Jason Snooks, WWT
Darlene Sullivan, HP
Steve Surhigh, Harman
Cindy Swiantek, ANX

Rhonda St. John-Hamborsky, AT&T

Paul Warburton, Fujitsu

MCWT appreciates all of the counsel and support in 2013 from the following retired advisory board members:

Scott Roundy
Ford Motor Company

Mamatha Chamarthi
CMS Energy

Barb Mlodzik
General Motors

MCWT STAFF

Janette Phillips
Executive Director

Lori Brauer
Partner Development and Operations

Barbara Kalbfleisch
Foundation Programming

FINANCIAL STATEMENTS

As reviewed by Freedman and Goldberg, certified public accountants.

	2013 CASH	2013 NON-CASH	2013 TOTAL	2013
Revenue and support:				
Contributions and grants	\$ 153,975	-	\$ 153,975	\$ 48,836
Fundraisers	-	584,146	477,804	
Interest and dividend income	1,514	-	1,514	1,106
Gains on investments	-	1,692	1,692	-
Donated goods and services	-	195,626	195,626	49,476
Total revenues and support	739,635	197,318	936,953	577,222
Net assets released from restrictions				
Restrictions satisfied by payments	-	-	-	25,000
Total revenues, support and reclassifications	739,635	197,318	936,953	602,222
Expenses:				
Program services:				
Annual university scholarship program	54,405	3,734	58,139	61,643
Camp Infinity	53,299	17,583	70,882	66,878
Mentoring and professional skills symposiums and GET-IT	30,730	30,234	60,964	27,151
Leadership forum	83,129	30,408	113,537	-
Robotics grants	18,980	1,333	20,313	14,466
Web design competition	19,267	7,533	26,800	20,779
Supporting services:				
Management and general	44,390	25,000	69,390	73,036
Fundraising				
Donated goods and services	-	79,801	79,801	14,500
Other fundraising expenses	241,213	-	241,213	227,576
Total expenses	545,413	195,626	741,039	506,029
Increase in unrestricted net assets	194,222	1,692	195,914	96,193
Changes in temporarily restricted net assets:				
Contributions	15,000	-	15,000	-
Net assets released from restrictions	-	-	-	(25,000)
Increase (decrease) in temporarily restricted net assets	15,000	-	15,000	(25,000)
Increase in net assets	\$ 209,222	\$ 1,692	210,914	71,193
Net assets, beginning of year			648,988	577,795
Net assets, end of year			\$ 859,902	\$ 648,988

Our organization continues to be a source of inspiration, mentoring and professional development for women at all stages of their IT career lifecycle. Exposure to like-minded, successful women is important for a robust and diverse workforce. As we transform, strengthen and grow our organization, this belief will be at the heart of our programming.

With the strong support of our more than 300 active volunteers and 64 partner organizations, MCWT is fulfilling its mission of inspiring and growing women in technology. We look forward to your continued support as we reach more girls, their parents, teachers and influencers to help Michigan become the No. 1 state for women in IT.

Want to help?

Please visit www.mcwt.org to learn more about MCWT and how together we can help transform Michigan to become the No. 1 state for women in technology.

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.