



# ANNUAL REPORT

**EDUCATE  
ENGAGE  
EMPOWER**

2019

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# President's Letter

**Dear Partners, Members and Friends of MCWT Foundation,**

The urgent need for STEM talent in Michigan businesses is increasing workforce diversity, and we are privileged to be a partner in accelerating this important momentum. While there is more progress to be made, we are well positioned thanks to a community of people who are driven by a common goal to inspire and grow women in technology.

Our vision to make Michigan the No. 1 state for women in technology is ambitious, and the challenge that we're trying to overcome – diversity and representation of women in technology – is systemic. Closing the gender gap in IT requires great collaboration. Luckily, there are many people who care deeply about this cause. Companies understand the business case for diversity and how it fuels competitiveness and innovation. Technology professionals crave a welcoming and inclusive work environment. Government officials want Michigan to continue to succeed, attracting the best and brightest talent.

Much of our strategy throughout 2019 focused on engaging the people in our network so they feel ownership of our mission and see their individual role in bringing it to life. Whether it's one of our 500 volunteers, 116 partner companies, 1,000 members or community partners, we all have influence and can make an impact.

We hear often of girls who began their technology career journeys as a result of attending one of our camps or events. Our lifecycle strategy is designed to broadly introduce more girls to technology and then deeply connect with them as they choose the path. It's important that they continue to be fulfilled by the work and feel a sense of belonging.

Our programs are designed to provide much-needed support. They introduce people to something new, foster connection and provide inspiration for continued growth, learning and development. We want women to thrive in this exciting sector. After all, technology has transformational power to build better businesses and improve lives. The time is now to inspire more women to make their unique contributions and channel their strengths to use technology as a force for good in the world.

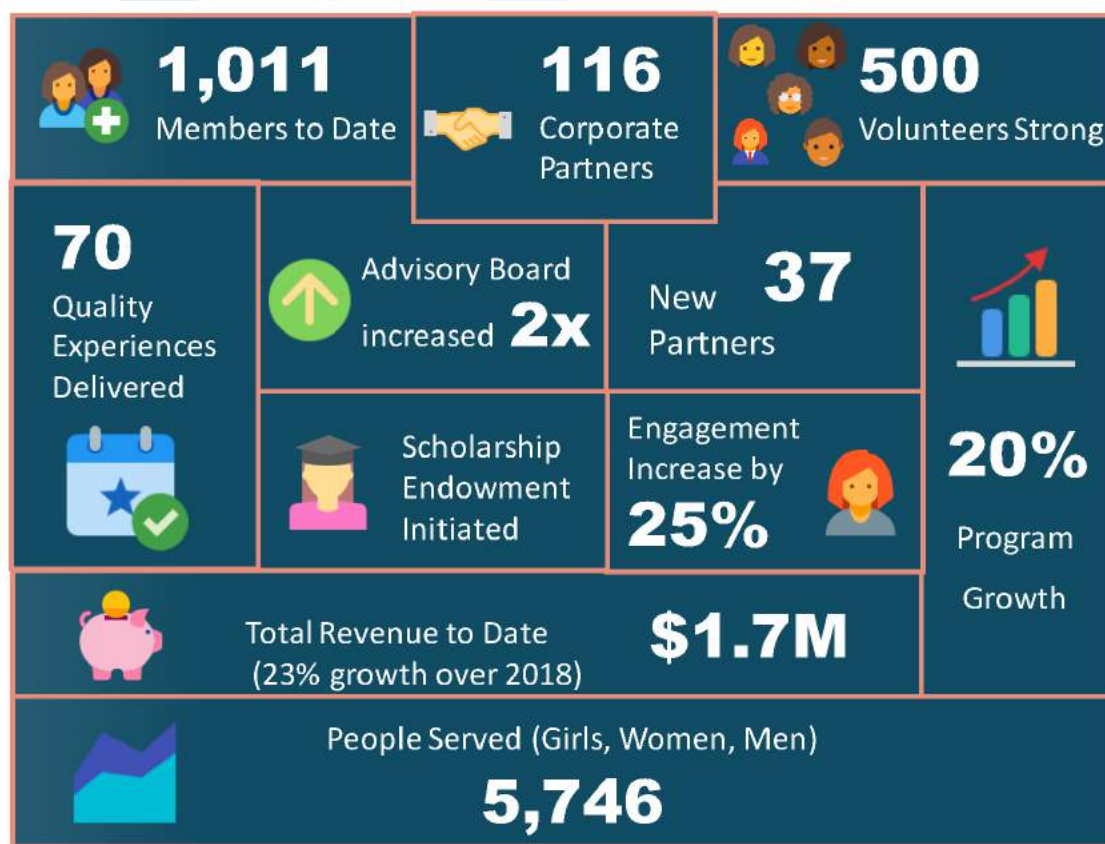
Thank you for the honor and joy of serving as the president of this forward-moving organization that is educating, engaging and empowering so many girls and women throughout our state. I look forward to what else we can accomplish together.

Sincerely,

Jane Sydlowski  
President of the MCWT Foundation, 2019



# Our Year at a Glance



## INSPIRING AND GROWING WOMEN IN TECHNOLOGY

Every day the Michigan Council of Women in Technology Foundation works toward our mission to inspire and grow women in technology. A diverse IT workforce is a vital part of Michigan's transformation and we strive to engage and retain female professionals here.

Our vision is simple: Make Michigan the No. 1 state for women in technology.

In our network, you'll meet executives, students, business owners, entrepreneurs and others dedicated to a thriving technology community. Through mentoring, leadership development, networking and technology experiences for all career cycles – from youth summer camps, to college and graduate school scholarships, to professional networking events and more – we are nurturing and empowering technologically oriented women.

**2019**

**1,011 MEMBERS**

**500 VOLUNTEERS**

**116 PARTNER COMPANIES**





## FUELING INNOVATION AND SUSTAINABILITY

In 2019, members of the Executive Board and the Advisory Board came together for the annual strategic planning session that culminated in a strategic plan that would guide the organization for the next three years. The four, foundational pillars focused on Financial Stability, Measuring Impact, Accelerate and Scale, and Thinking Bigger.

In line with the strategy, we launched the Scholarship Fund, the start of an endowment-like vehicle to build a revenue source for ongoing scholarships into the future. In 2019, we set aside a \$25,000 allocation to initiate this fund.

Shortly thereafter, President Sydlowski worked with former MCWT leaders to establish the Past Presidents Scholarship Fund, which raised an additional \$12,000 by these influential women who continue to support MCWT's vision. These leaders included: Cherri Musser, Rosemary Bayer, Maru Flores, Marcy Klevorn, Adriana Karaboutis, Cindy Warner, Carey Pachla, Rebecca Bray, and Jane Sydlowski.

“

One of our goals for 2019 was to ensure the longevity of the MCWT scholarship program. I am excited that the MCWT Board made this significant commitment to education and grateful to the amazing former presidents whose legacy lives on through their financial generosity for the scholarship in perpetuity. People may not know that these former MCWT presidents left their handprints throughout MCWT, positively impacting thousands of girls and women's lives!

- Jane Sydlowski, CEO, AMI Strategies

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# 2019 Programs



MCWT has a proven track record for inspiring and growing girls and women in technology. We use a unique lifecycle approach that introduces youth to technology, sparks their passion and builds their confidence by creating skill-based successes.

MCWT supports young women as they move onto their collegiate careers and then into their professional careers with annual scholarships and mentorship with tech role models.



# K-12 Programs



The MCWT Foundation works to engage girls from a young age to connect with and pursue technology. Our teams make technology education fun and accessible through summer camps, Girl Scouts collaborations, middle and high school clubs, website design competitions, and robotics programs. We executed these programs with a small staff and hundreds of skilled volunteers who are passionate about making a positive impact on girls' lives.

**8 PROGRAMS**  
**1,794 GIRLS**

During the 2018-2019 school year, MCWT hosted 8 programs in which 1,794 girls participated in schools all throughout the Metro Detroit Area.

# GIRLS ROCK IT

## HELPING GIRL SCOUTS EARN TECHNOLOGY BADGES

Girls Rock IT introduces important technology topics to Girl Scouts. On March 16, 2019, MCWT hosted 71 local Girl Scouts in Grand Rapids for a curriculum focused on cybersecurity. The program, led by a cybersecurity professional, enabled Girl Scouts to earn two badges: Cybersecurity Investigator and Safeguards. Parents also learned about the importance of keeping kids safe online from Sara Schmidt, director of governance, risk and compliance at Farmers Insurance Information Security.



**71 GIRLS**

This program impacted 71 girls in 2019. Since its launch, 930 Girls Scouts have participated.

# GIRLS SOLVE IT

## POWERED BY FORD: CREATING VIRTUAL TECHNOLOGY QUESTS



Girls Solve IT is a statewide technology competition for girls in grades four through eight. Teams of one to four girls complete to be the first to finish two engaging technology quests and then qualify for a statewide robotics competition. The program attracted girls from Kalamazoo, Detroit, Muskegon and Saginaw.

**213 GIRLS  
51 TEAMS**

213 girls from 51 teams participated in this challenging activity in 2019. In its first two years, Girls Solve IT has sparked tech interest among 339 girls.



# ROBOTICS GRANTS

## FUNDING EXPENSES FOR ROBOTICS COMPETITIONS

The annual international Robofest competition hosted by Lawrence Technical University provides the ideal environment for girls in grades four through 12 to engage in the application of technology, showcase their work and be effective team players. Through MCWT's grants, each all-girl team receives \$500 to use toward supplies, robot sensors, registration fees, a laptop or other expenses.



**6 TEAMS**  
**25 GIRLS**

In 2019, MCWT sponsored six robotics teams with a total of 25 girls. Since program inception in 2005, MCWT has empowered 77 teams and 334 girls through \$38,500 in grants.



# GET-IT CLUBS

## ENABLING WEEKLY HANDS-ON LEARNING

The Girls Exploring Together - Information Technology (GET-IT) program engages students across Southeast Michigan throughout the school across Southeast Michigan throughout the school year in technology education.

This weekly during- or after-school technology club provides structured activities through a comprehensive technology-focused curriculum. Students explore a growing career skills and confidence levels.

GET-IT helps prepare them for college, strengthening teamwork, problem-solving and organization abilities.

**17 CLUBS**  
**234 GIRLS**

During the 2018-2019 school year, MCWT supported 17 clubs in which 234 girls were members.



## GET-IT DAY

### INTRODUCING GIRLS TO INSPIRING TECH CAREERS

This one-day event for girls in grades 4 through 8 explores the 'T' in STEM and demonstrates the benefits of a career in technology. Over 300 girls from 15 area schools spent the day experiencing the many facets of technology and computer science through workshops, demonstrations and hands-on activities. They attended volunteer-led workshops designed for their particular grade levels and heard from industry leaders, including Andrew Humphrey, meteorologist and science and technology reporter for WDIV-TV Local 4, who emceed the event.



## WEBSITE DESIGN COMPETITION

### TEACHING GIRLS TO CODE IN ANNUAL COMPETITION

This popular competition tests the web design skills of middle and high school girls. Participants learn digital design and HTML programming among other coding applications and then create their sites using the designated theme. In 2019, that theme was to create a site featuring a product or service that positively impacts the world. During Finals Day, 44 girls presented their websites and competed for monetary awards.

**176 TEAMS**  
**240 GIRLS**

In 2019, MCWT hosted 176 teams, totaling 240 girls, from 43 schools throughout Michigan. This program has drawn 1,576 girls to compete since its inception in 2006.

# CAMP INFINITY

## IMMERSING CAMPERS IN WEEKLONG TECHNOLOGY EXPERIENCES

This in-demand summer technology camp for students in grades four through 12 helps enhance technology skills and studies while school is out of session. The intensive weeklong programs bring girls to college campuses across Michigan and provide opportunities to learn a variety of relevant technologies. Some of our programs include web design, robot programming and using mobile apps to create video games and stories. The primary objective of the camps is to spark interest and increase girls' confidence in exploring a tech career.

# Camp Infinity



“It’s rewarding to watch our summer camp participants’ reactions after successfully programming a robot or designing an app. One of the parents said to me, ‘Wow, if I would have an opportunity like this, my life would have been very different.’ Moments like that reinforce the importance of our cause. We must continue to model what a career in technology is – fun, challenging and collaborative.

– Melanie Kalmar, Corporate Vice President, CIO and Chief Digital Officer at Dow”

**360 GIRLS**

In 2019, 360 girls attended eight middle and two high school camps. Since 2004, a total of 2,065 girls have participated.



# GET-IT CONNECTION SUMMIT

## INVITING HIGH SCHOOL GIRLS TO A HIGH-IMPACT TECH CONFERENCE

MCWT hosted the first GET-IT Connection Summit in Ann Arbor on Oct. 1, 2019. MCWT, Ford Motor Company, University of Michigan Information and Technology Services, and Flagstar Bank Foundation partnered to bring an exciting day of technology, learning and skill-building to over 300 girls. Attendees learned about opportunities in technology careers, essay writing for college applications, internships, transitioning to college and financial readiness, and enjoyed an inspirational keynote address from Liz Murray who spoke about her journey “From Homeless to Harvard.”



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The GET-IT Connection Summit provides an intensive, one-day experience designed to help high school students envision themselves in a tech career by engaging with role models from the university as well as women in different stages of their careers. This event prepares them for college admission and success.

- Tammy Doroshewitz, Director of Operations and Programming, MCWT

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# University Programs



The retention of women in technology majors in college is below 10 percent. Among MCWT scholarship recipients, the retention rate is over 90 percent. MCWT University Programs strive to create a supportive community for young women as they begin their transition from academics to the professional environment.

In 2019, MCWT supported a total of 81 women across the state with academic scholarships, professional mentoring and internship support. MCWT utilizes our vast partner network to provide a wide variety of support for these women.

**2 PROGRAMS**  
**81 GIRLS**

During the 2018–2019 school year, MCWT hosted 2 programs in which 81 girls participated from universities across the state.

# SCHOLARSHIPS

## SUPPORTING THE NEXT GENERATION OF LEADERS

MCWT offers scholarships to help students ease the financial burden of college. We award them to women with the interest, aptitude and potential for a successful career in technology.

In 2019, we provided 28 scholarships and continued support of 13 students for a class of 41 young women pursuing tech careers. These women are pursuing degrees that will prepare them for future careers in areas such as cyber security, machine learning, software engineering and computer science. Since 2006, we've awarded \$1,257,055 to 178 future women in technology.

Scholarship donors included MCWT partners Consumers Energy, Credit Acceptance, Dow, Lear Corporation, NiTS Solutions, Technosoft Corporation, FCA and Yazaki. MCWT supporters also contribute to the scholarship program throughout the year.

“The tuition provided by the scholarship program has allowed me to fully concentrate on my academic studies and my career without the loom of financial burden overhead. But MCWT has given me so much more than that; the organization provided me with the tools I needed to ensure that the tuition is put to good use.

- Jenna Sultes, University of Michigan Dearborn student  
and 2018-2020 scholarship recipient





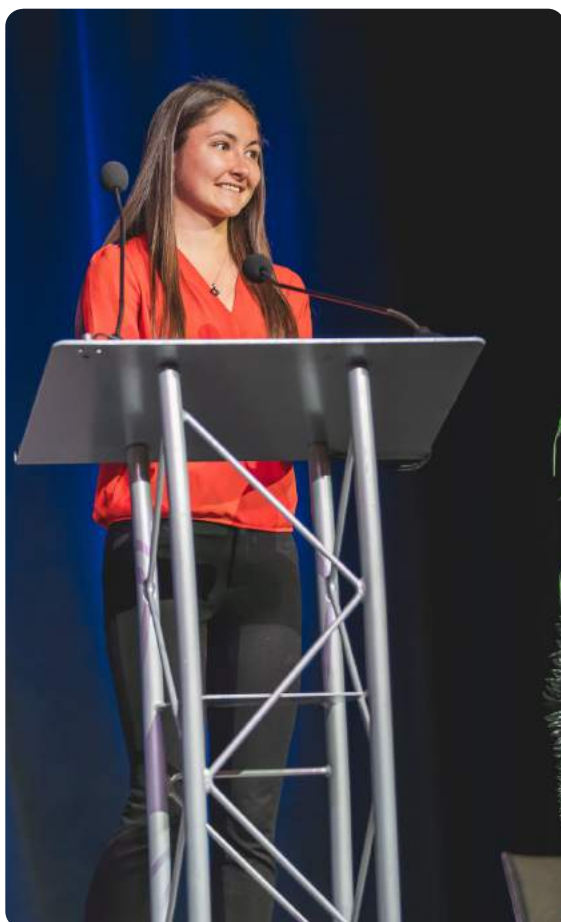
# INTERNSHIPS

## GAINING EXPERIENCE THROUGH MICHIGAN COMPANIES

The MCWT Internship Program is a continued investment in women pursuing technology degrees. Internships complement the academic journey by providing opportunities to explore a career in technology with Michigan companies. We create a community of support to coach and mentor students and help them find and land internship opportunities. Ultimately, the program helps to build the talent pipeline by matching female students with recruiting needs for full and part-time employment.

### 40 INTERNS

In 2019, MCWT connected and coached 90 candidates and ultimately placed 40 interns. Since its inception in 2018, the internship program has placed 57 interns with Michigan companies.



# Career and Leadership Programs



While we work to broadly reach young girls to get them interested in technology, we strategically focus our efforts and deeply connect with women who choose the IT path. For our career and leadership programs, we look for opportunities to provide additional development and support.

This means providing the right resources, encouragement and community to support women as they navigate the tech industry and their careers. Our work is helping to increase the number of women entering the workforce and staying in the field, ultimately contributing to a more diverse and inclusive workplace.

# MENTORING

## PAIRING WOMEN WITH TECH VETERANS TO GUIDE THEIR CAREERS

Women working in technology may face obstacles as they enter and move through their careers. To help provide navigation, MCWT offers its members access to the Ignite! mentoring program, which is designed to help early- to mid-career professionals with professional development.

In 2019, our Ignite! mentoring program had 36 mentors and mentees participate in the program, where they were able to sharpen their interpersonal abilities and benefit from enhanced professional development. An experience that helps both mentor and mentee grow, MCWT mentoring has enriched the lives of 330 women since its launch in 2007.

**36 MENTORS**  
**36 MENTEES**

330  
women  
impacted  
since 2007



# WOMAN OF THE YEAR IN TECHNOLOGY

## SHINING A LIGHT ON AN INSPIRATIONAL CHANGE-MAKER

We present our annual Woman of the Year in Technology award to a woman in Michigan who is leading or driving change for women in technology careers or fields of study. MCWT reviews the nominations and identifies the woman who best personifies our mission of inspiring and growing women in technology.

In 2019, Diane Jones received the title. She is executive director of administration for Information and Technology Services and the office of the vice president for information technology and CIO at the University of Michigan. Jones has worked to advance women in IT roles through both professional and personal efforts. She was also instrumental in bringing MCWT's first GET-IT Connection Summit to the University of Michigan campus.



“ We must help girls to realize their dreams and their inner potential and power. It can seem daunting sometimes because there's so much need, but we must reach forward, help our girls lean into their future and let the mission continue.

– Diane Jones,  
2019 Woman of the Year in Technology



# EVENTS

## CONVENING TECHNOLOGY LEADERS FOR PROFESSIONAL DEVELOPMENT AND NETWORKING

With a combination of thought leadership, networking, professional development and engaging formats, MCWT draws the best and brightest to industry-focused events throughout the year, including executive breakfast events, ConnectNet forums and socials, and the annual Executive Connection Summit. We serve as a hub and connection point to the people, resources and learning that fuels career advancement.

### CONNECTNET

We regularly host thought leadership events centered around a particular topic in technology and offer networking sessions designed to bring technology professionals together in a social environment to share their experiences.



### EXECUTIVE BREAKFAST

The Executive Breakfast gathers influential executives in both Southeast and West Michigan to hear about MCWT's priorities for the year and ways they can offer support. The anticipated annual event enables powerful networking and features an engaging keynote speaker, as well as a scholarship recipient sharing her story of how MCWT has made a difference in her life.

On Feb. 15, 2019, MCWT hosted 100 business leaders at the Townsend Hotel in Birmingham. Terry Ledbetter, senior vice president and CIO of Meijer Inc. delivered the keynote, centering his message on unleashing the power of inclusion.



### GOLF CLASSIC

On July 22, 2019, our annual Golf Classic welcomed over 240 golfers who enjoyed 18 holes of golf at Indianwood Golf and Country Club in Lake Orion. Over 35 sponsors supported the lively event, including 20 companies who were new to MCWT. More than 40 volunteers assisted in the planning and execution. The successful fundraiser resulted in \$190,000 raised to support MCWT's programs.



## EXECUTIVE CONNECTION SUMMIT

Our annual ECS conference combines the latest learning on technology trends with inspiring stories of leadership. On May 29, 2019, more than 800 technology professionals met at the Suburban Collection Showplace in Novi for the seventh annual summit sponsored by General Motors, FCA US LLC and Ford Motor Company. GM Executive Vice President and CFO Dhivya Suryadevara and other business leaders discussed topics around the theme of “seizing opportunity in a rapidly changing world.”

Lila Lazarus, award-winning journalist, speaker, media trainer and host of the Discover Remarkable series on WXYZ Detroit, moderated the event. Speakers included Marcia Black-Watson, division administrator for Industry Engagement, State of Michigan, who gave an update on the Marshall Plan, and Dr. Jen Welter, the first female coach in the NFL and first woman to play a contact position on a men’s professional team.



## SIGNATURE GALA

Our Signature Gala raises critical funds that make all of our programs possible. In 2019, Blue Cross Blue Shield of Michigan was the Host Sponsor for the event, which went on to raise a record \$564,610 in gross revenue that enabled us to educate, engage and empower more girls and women in technology. Held at The Mint at Michigan First Credit Union in Lathrup Village, the black tie event featured an evening of networking, live auction and entertainment. More than 55 companies sponsored the event and 660 professionals attended.



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As one of the largest employers of IT professionals in the state, Blue Cross understands the importance of a diverse workforce within which women are represented and supported in the industry. Our partnership with the Michigan Council of Women in Technology allows us to take part in the critical work being done to help empower females in technology and continue to address the disproportionately low rate of those entering the field every year.

– Bill Fandrich, Senior Vice President and CIO,  
Blue Cross Blue Shield of Michigan

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# Giving Back



MCWT's network brings together a diverse group of stakeholders, members and volunteers who understand that creating opportunities for more women in the field of technology strengthens competitiveness in Michigan's growing IT sector and contributes to our state's success. Our drive to inspire and grow girls and women in technology unites all of us.



# OUR VOLUNTEERS

## MODELING OUR MISSION EVERY DAY

We continue to make progress toward our vision because of our generous volunteers who are committed to inspiring and growing women in technology. These men and women support our programs, events, marketing, partnerships, project planning and so much more. In 2019, 500 volunteers contributed to our positive impact in communities across Michigan.

“Our outstanding programming is a reflection of our dedicated volunteers’ countless hours ensuring the MCWT mission is achieved. Over 10 years volunteering, I have seen the impact of giving back in the faces of women and girls that fuel my commitment to give back.

– Patrece Hamblin, Manager Compliance Oversight BCBSM,  
MCWT Volunteer Engagement Lead

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## CHIEF MISSION OFFICERS

- K-8 – May Russell
- High School – Megan Giammarusti and Darlene Taylor
- University – Judy Asher
- Early Career – Michelle Langston and Maureen Beirne
- Mid to Late Career – Vicki Hickman and Michelle Billingsley

## INFRASTRUCTURE LEADS

- Membership – Ellece Campbell
- Marketing and Communications – Becky Price
- Metrics – Paula Walworth and Rajani Sinha
- Partner Engagement – Carey Pachla and Jane Sydlowski
- Fund Development – Nimisha Shah
- West Michigan – Diane Taylor and Tari Pearce
- Volunteer Engagement – Amity Calhoun and Patrece Hamblin



# OUR PARTNERS

## FUELING OUR IMPACT

### DIAMOND ELITE

- Dow
- Epitec
- FCA US LLC
- Ford Motor Company
- General Motors

### DIAMOND

- AHEAD
- Ally
- BCBSM
- Consumers Energy
- Deloitte
- Flagstar Foundation
- Intel
- Microsoft
- Stryker
- TD Ameritrade

### EMERALD

- Accenture
- Altimetrik
- AppDynamics
- AT&T
- Cooper Standard
- Credit Acceptance
- Fast Switch
- HPE
- KLA Laboratories
- Lear
- Magna
- Masco
- Meijer
- Nutanix
- Secure-24
- ServiceNow
- STG
- Tanium
- Technosoft
- Thirdware
- Wayne County Community College
- Yazaki
- ZF

### PLATINUM

- AMI Strategies
- Axway
- CBI
- Cisco Systems
- EY
- Google
- Integral
- Lawrence Tech University
- NASCO
- NITS Solutions
- Pega
- Perficient
- Salesforce
- Splunk
- UD Mercy
- V2Soft
- Wayne State University
- Zscaler

### GOLD

- Alix Partners
- AAM
- Amerisure
- Ciber
- Comerica
- Dell Technologies
- Dynatrace
- Emergent Holdings
- ExtraHop
- FCA Foundation
- Fishtech
- Harman
- Information Builders
- ITC
- Lila Today
- Michigan First
- Optech
- Plante Moran
- PMI
- Ricoh
- Slalom
- Snowflake
- Strategic Staffing
- Vision Pro
- VMware
- Whirlpool

### BRONZE

- Apex
- Autonomic
- Baker College
- Calabrio
- CDW
- Cherwell Software
- Code 42
- Compuware
- Davenport University
- Dynamic Computer Corporation
- EPAM
- Executive Search Partners
- Grand Circus
- Informatica
- JDM Systems Consultants
- KPMG
- Kresge Foundation
- Logicalis
- mongoDB
- New Relic
- Otterbase
- Proofpoint
- Saginaw Valley State University
- SoftwareOne
- SpartanNash
- Steelcase
- TEKsystems
- University of Michigan ITS
- US Signal
- Virtual Instruments

“The reason why we continue to support MCWT is the inspiring stories we hear from the middle school, high school and university girls regarding the impact MCWT has made on them. AHEAD sees this as an opportunity to see our dollars have an immediate impact in the community, and to make Michigan the best place for women in technology.”

– Josh Howard, Client Director, AHEAD

# FINANCIAL INFORMATION

## CURRENT ASSETS 2019 & 2018

### Cash and cash equivalents

- 2019: \$388,836
- 2018: \$499,861

### Investments

- 2019: \$812,448
- 2018: \$558,504

### Contributions receivable

- 2019: \$80,275
- 2018: \$74,830

### Prepaid expenses

- 2019: \$30,745
- 2018: \$22,303

### TOTAL CURRENT ASSETS

- 2019: \$1,312,304
- 2018: \$1,155,498

## FIXED ASSETS

### Computers

- 2019: \$10,107
- 2018: \$8,347

### Furniture and fixtures

- 2019: \$5,797
- 2018: \$5,450

### Leasehold improvements

- 2019: \$0
- 2018: \$0

### Less: accumulated depreciation

- 2019: (\$10,952)
- 2018: (\$9,724)

### TOTAL FIXED ASSETS

- 2019: \$5,049
- 2018: \$4,073

## OTHER ASSETS

### Deferred expense-long term scholarships

- 2019: \$102,000
- 2018: \$132,500

### TOTAL ASSETS

- 2019: \$1,317,256
- 2018: \$1,292,071

## CURRENT LIABILITIES

### Accounts payable

- 2019: \$4,273
- 2018: \$3,877

### Accrued expenses

- 2019: \$17,056
- 2018: \$10,074

### Scholarships payable

- 2019: \$102,000
- 2018: \$85,000

### TOTAL CURRENT LIABILITIES

- 2019: \$17,056
- 2018: \$98,951

## NET ASSETS

### Unrestricted

- 2019: \$1,130,086
- 2018: \$965,369

### Temporarily restricted

- 2019: \$63,841
- 2018: \$180,224

### TOTAL NET ASSETS

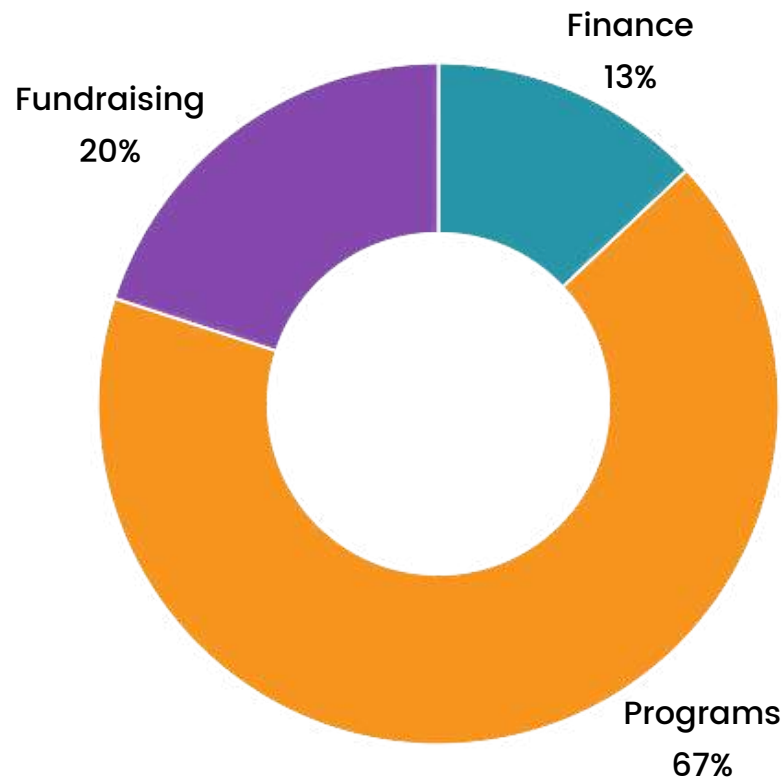
- 2019: \$1,295,927
- 2018: \$1,145,620

### TOTAL LIABILITIES AND NET ASSETS

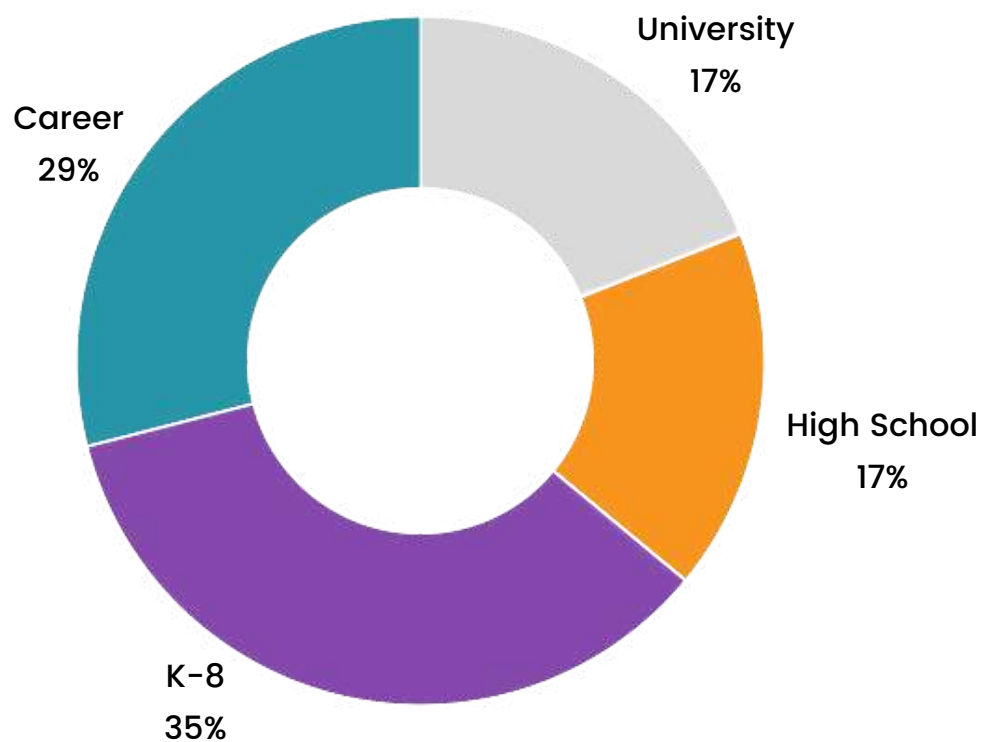
- 2019: \$1,317,256
- 2018: \$1,292,071



## 2019 Expense Allocation



## 2019 Program Spending





# Join Us In Our Movement

## **OUR MISSION:**

**Inspire and grow women in technology.**

## **OUR VISION:**

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