

# Community Impact Booklet

Inspiring and Advancing Women & Girls in Technology



Driving Change, Expanding  
Opportunities in Michigan Tech

## Mission Statement

To inspire and grow women in technology by fostering engagement, leadership opportunities, and a supportive community. We bridge the gender gap in tech and empower the next generation of women leaders.

## Vision

To make Michigan the No. 1 state for women in technology.

## Our Impact



### Educational Impact

\$1.4 million+ awarded in scholarships and grants to young women pursuing technology degrees.



### Community Impact

4,000+ women and girls engaged annually in tech workshops, competitions, and community-building events.



### Allyship Impact

Support from male allies who actively engage in MCWT programs, fostering an inclusive and collaborative tech community.

## Key Programs

**K-12 Programs:** Inspiring young girls in STEM with workshops, coding camps, mentorship, and competitions like Girls Solve IT and Girls Hack IT.

**Scholarship Programs:** Supporting women pursuing technology degrees with scholarships that reduce financial barriers and recognize tech talent.

**Career Advancement Programs:** MCWT empowers women across all career stages with skills, mentorship, and community support to thrive in tech—helping them build sustainable careers, develop leadership, and grow successful businesses.

## Get Involved

Join MCWT as a member, volunteer, or sponsor to support our mission of empowering women in tech.

SCAN





## Expanding our reach across the state

### Growing our Tech Community

MCWT accomplishes its mission through the dedication, energy, and passion of its members, company and community partners. Since 2002, supporters have generously volunteered time and funding crucial to the delivery of our distinctive programs, which educate girls, engage young professionals, and empower women in technology throughout their careers. Our network comprises 192 partners and 1,510 members. In 2024, we impacted over 24,700 people virtually and in person.

"In 2024, MCWT was inspired to Be Curious, Be the Change, and challenge the status quo, embracing new opportunities to empower and grow girls and women in technology."

Grace Hansen,  
2024 MCWT President

### Statewide Meet-Ups: Expanding Our Reach in 2024

In 2024, we launched our statewide Meet-Ups, designed to connect, inspire, and empower individuals dedicated to advancing women in technology. These gatherings created opportunities for networking, knowledge sharing, and community building across Michigan.

#### Our Impact throughout the year:

- **Jackson:** 170 participants
- **Lansing:** 132 participants
- **Grand Rapids:** 86 participants
- **Ann Arbor:** 52 participants

In total, we connected with 440 individuals across the state, each contributing to our mission of inspiring and growing women in tech.

### Inspiring Professional Growth

The Career sector of our lifecycle is dedicated to expanding program opportunities for both members and newcomers statewide throughout 2024.

#### ConnectNet: 202 participants

- Impact since inception: 1,901 people

#### Elevate: 34 women

- Impact since inception: 104 women

#### Leadership Clinic: 39 women

- Impact since inception: 176 women



Reignite! Award Ceremony with the 2024 Executive Director and Reignite! Program Coordinator.



Bidders during the 2024 annual Peacock Gala.

## Raising Funds to Boost Our Programs

Our partners and members offer financial support through sponsorship, direct donations, grants, and memberships.

Through a blend of thought leadership, networking, professional development, and engaging formats, MCWT attracts the best and brightest to various events throughout the year, including our Executive Breakfasts and Executive Connection Summit.

In 2024, our supporters enabled us to make a positive impact on girls and women by raising more than \$688,700 through the sponsorship of our annual Golf Classic and Signature Gala.

#### Reignite!: 20 women

- Impact since inception: 60 women

#### Women in Cyber: 52 women

- Impact since inception: 102 women

#### Women TechPreneurs:

International Women's Day: 110 TechPreneurs

MI Tech Week: 269 TechPreneurs

In its first year of programming, 379 women in tech entrepreneurship were impacted.



College women in tech at the MICWIC 2024 Conference - Michigan State University

## Supporting Academic Tech Pursuits

In 2024, we awarded a total of \$171,500 in scholarships to support a class of 49 female students committed to pursuing tech careers in Michigan. Since 2002, we have awarded 409 scholarships, totaling \$2,070,055, to deserving women pursuing technology-focused degrees.

## Engaging Youth Early through Tech - Impact in 2024

**Camp Infinity:** 289 middle school girls in 10 camps across the state.

**GET-IT Connection Summit:** 200 girls from 8 high schools in Southeast Michigan.

**GET-IT Day:** 291 girls from 13 schools in Southeast Michigan.

**GET-IT School Clubs:** 291 girls spread across 22 clubs.

**Girls Rock IT:** 141 girls and their parents across 4 sessions.

In 2024, MCWT empowered girls and women at every stage—from sparking interest in tech to supporting academic and career pursuits. Our impact is more than numbers; it's about creating pathways, breaking barriers, and shaping the future of Michigan's tech landscape.



Middle schoolers during Girls Rock IT at Western Michigan University

## Social Media Connections

- MCWT's LinkedIn group includes 1,878 members.
- MCWT's LinkedIn page has grown to 6,560 followers and 9,700 annual views.
- MCWT's Facebook page has 3,431 followers and 3,278 annual page likes.
- MCWT's E-Subscriber list has grown to over 9,977 engaged readers.
- MCWT's Instagram has grown to 633 followers, bringing in 194 new followers in 2024.







## Positioning MCWT as the Thought Leader for Michigan Women in Tech

The Women in Tech Podium is a dynamic initiative designed to position MCWT as a leading authority on women in technology. This program provides a platform for members to share their expertise, inspire change, and advance the mission of fostering inclusivity and innovation in Michigan's tech sector.

### Why Volunteer?

By volunteering with the Women in Tech Podium Committee, you'll empower women to amplify their voices in technology, inspire the next generation, and help MCWT establish thought leadership in this critical industry.

Your contributions will directly influence creating a more inclusive tech landscape, foster innovation, and position women as leaders in technology across Michigan and beyond.



**Need to book your next speaking engagement?**

Contact us with your questions or concerns by emailing us at [speakers@mcwt.org](mailto:speakers@mcwt.org).





# The Power of Male Allyship in Tech

Bridging the gap for gender equity and inclusion in tech by empowering women and engaging allies.



## Together for Tech - Leveraging Male Advocacy

Together4Tech was born in a pivotal year when men approached the Vice President of MCWT, seeking ways to support women in the tech industry actively. This inquiry ignited the start of Together4Tech, an initiative founded on the principle that the mission for gender equality cannot be fully realized without the involvement of our male allies.

Recognizing men's indispensable role in effecting change, Together4Tech aims to strengthen and formalize this collaborative notion. Through this initiative, we invite everyone to join us in creating a tech landscape in Michigan where diversity and inclusion are not just acknowledged but actively pursued.

## TOGETHER4TECH

### MEN COMMITTED TO SUPPORTING WOMEN IN TECH

Together4Tech is an initiative focused on engaging male allies to support women in tech. Men are critical advocates for helping women in the workplace.

This initiative has two main focuses:

- **Allyship:** Helping men to support women in their careers.
- **Intro to Tech:** Assisting men in encouraging 4th-8th grade girls to pursue tech careers.



## Join the Movement - Together, We Advance Tech!

Together, we can shape a more inclusive and diverse tech industry. Whether you're mentoring future innovators or advocating for equity in the workplace, your support matters. Step up, speak out, and take action.

