The 4th season for Women in Technology Wisconsin was focused on sustainable growth. Data from Wisconsin and around the country shows that there is still a significant gap in the number of young women pursuing technology careers and technology leadership positions. We’re working in collaboration with our generous sponsors and partners to change this - to provide inspiration for girls to explore technology, to help college students see their potential, and to give the professional technologists a safe and nurturing environment for continuing education and networking.

Our organization and programs are 100% volunteer-led by passionate professionals and educators who are all excited about the difference we’re making. This year we’re expanding our programs to the Madison area, in collaboration with local volunteers and sponsors.

Join us for one of our inclusive events to experience the impact we’re having on the region, I’m confident you’ll leave feeling inspired.

Adrienne Hartman
Women in Technology Wisconsin President
Preparing our young females to be future ready. It is not a secret that we need more females in technology careers. To make this happen, we need the entire community to encourage girls to see themselves as creative, problem solvers and leaders. Strengthening their ability to say, “I believe I can do anything.”

WIT Wisconsin Microsoft Train the Trainer Workshop
WIT Wisconsin helps the community understand the problems with not having enough females in technology careers and delivers solutions targeted at sparking interest in girls to change the trend.

Industry Role Models
- 85 community leaders attended
- 92% female and 8% male
- 33% of attendees volunteered for a Girls’ Workshop

Growth Mindset
- Attendees came from these Communities: Appleton, Denmark, Fond du Lac, Green Bay, Hortonville, Madison, Oshkosh, Sheboygan, and Waupaca within the following organizations:
  - 23 Regional Companies
  - 10 Nonprofit Organizations
  - 10 Education Facilities
  - 2 Libraries

Hands-on Experience
- Presentations and discussions with local female technology professionals
- Coding with Microsoft makecode.com using Adafruit circuit boards

WIT Wisconsin Microsoft Girls Workshop
This WIT Wisconsin workshop, in collaboration with Microsoft, allows middle and high school girls the opportunity to learn about careers in technology, interact with local female technology professionals, and engage in a hands-on computer science activity.

Industry Role Models
- 100 female and 6 male representing:
  - 15 Regional Companies
  - 14 Nonprofit Organizations
  - 14 Education Facilities
  - 6 Students

Growth Mindset
- Before the events 47% of the girls were interested in a career in technology and after attending, 60% of the girls were interested in a career in technology.

Hands-on Experience
- Presentations and discussions with local female technology professionals
- Coding with Microsoft makecode.com using Adafruit circuit boards

Girls Who Code
WIT Wisconsin partners with Girls Who Code to close the gender gap in technology by teaching girls computer science, bravery and sisterhood. Students participate in a year long after-school Club where they learn the concepts that form the basis for all programming languages and design a computer science impact project that solves a problem relevant to their Club and community that the girls care about.

Industry Role Models
- 7 female role models

Hands-on Experience
- Coding with Scratch, Thunkable, Trinket.io
- Building with LittleBits, Sphero, and Cue
- Publishing a website

Growth Mindset
School District Partnerships
- Hortonville Area School District and Oshkosh Area School District

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The WiTonCampus mission is to empower a strong community of supportive future technology professionals. Through self-exploration, we encourage women to enhance their personal and professional skills.

WiTonCampus Clubs are college student organizations designed to give students an opportunity to discover the variety of careers available in technology.

Professional Connection Program
The WiTonCampus Professional Connection Program supports female college students in exploring technology career opportunities. A professional is paired with a student for three months and they work together to accomplish a goal set by the student.

Industry Role Models
64 female and 1 male representing:
• 9 Wisconsin Colleges & Universities
• 16 Regional Companies
• 54 Students
• 14 Educators

Hands-on Experience
The student and professional pairs connected in three small steps:
1. Connect via LinkedIn or another professional social media platform
2. Sit with your connection during at least 1 WIT Wisconsin Event
3. Complete at least one of the following: job shadow, mock interview, create or improve student’s resume, attend an IT related event together

Growth Mindset
There has been a 25% increase in participating colleges & universities with further growth expected next year. The program helps women pursuing technology degrees connect with experienced professionals in the same fields. Although the program does not guarantee future employment opportunities, it has introduced students to companies where internships and full time positions are available.

Campus Clubs
WiTonCampus partners with colleges and universities that have established female IT or STEM clubs to enhance the student experience. We work as a connecting force to give the clubs access to the resources of Women In Technology Wisconsin.

Industry Role Models
• 90 females
• 11 events
• 3 Wisconsin Colleges & Universities
• 8 WIT Wisconsin Member Volunteers

Hands-on Experience
Provides classroom and club speakers for students to learn more from local area professionals on careers available in Wisconsin.

Growth Mindset
Clubs on campus help unite female students together and support individual and group goals. Through this interaction, WiTonCampus has seen 1 new club become established at Northeast Wisconsin Technical College this season.
WIT@Work focuses on technology professionals and those interested in technology careers. We offer networking and support in a safe environment to provide education, awareness and collaboration with the result of retaining professionals in technology-focused careers. WIT@Work also provides our female role models, which are a key to our success.

Breakfast Series
The WIT breakfast series provides education and networking opportunities for professionals and students. A variety of topics and external speakers create a safe and inclusive environment for sharing, learning and connecting with peers.

Industry Role Models
Our 13 speakers represent 12 local & national companies and organizations.

Hands-on Experience
- Presentation and discussions with leading technology professionals and industry experts.
- Networking with peers from regional businesses, non-profit organizations, and educational facilities.

Growth Mindset
- Total attendance for season: 1,103

Executive Leadership Group
The purpose of the WIT Wisconsin Executive Leadership group is to leverage diverse executive experience to share knowledge, best practices, current trends and strategies to drive effective strategic leadership.

Industry Role Models
- 10 women in executive Technology positions

Hands-on Experience
- Discussions with other female IT executive and leadership level members.

Growth Mindset
- Provided the Executive Leadership members thought partnering and sharing of experiences amongst peers to find better solutions for their workplaces.

Brand Ambassadors
Each Corporate Sponsor has a WIT member that communicates the WIT Wisconsin mission and the value of membership to the company. Brand Ambassadors help increase the number of members within the participating organizations and encourage existing members to be actively engaged in events.

Industry Role Models
- 13 women from 8 Corporate Sponsor organizations

Hands-on Experience
- Discussions regarding best practices and communication opportunities for WIT Wisconsin.

Growth Mindset
The Brand Ambassadors stated that this is an incredible opportunity to help shape the future of WIT Wisconsin and collaborate on ideas to increase awareness and participation in WIT Wisconsin within our respective companies.

Current Membership: 220  •  Professional: 165  •  Student: 55
Thank you to all of our role models, corporate sponsors, community partners, and supporters for your role in achieving this important mission. The impact we are making would not be possible without our amazing community support. Thanks to your passion, commitment, and dedication to attract, grow, and retain women and girls in Technology careers, we are making a difference!

From our entire Board of Directors, we thank you and are looking forward to next year!

Sincerely,
Sara Bernard
Women in Technology Wisconsin President Elect