

ANITA BORG INSTITUTE

Call For Action

November 2009

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2009 Anita Borg Institute Giving Campaign Update

At the 2009 Grace Hopper Celebration we announced for the 3rd year in a row, a great friend of The Anita Borg Institute for Women and Technology offered to match every gift we receive between now and December 1, up to a maximum of \$15,000.

We are happy to announce that we've met the \$15,000 challenge, raising \$15,571 for a total of \$30,571 during the month of October. Our sincere thanks to the members of our community that have stepped up to the challenge so far--your gift of \$50, \$100, \$500 or more is already worth twice as much.

Inspired by that challenge, another friend of ABI offered a second challenge - a \$10,000 match for donations made between November 1 and December 15.

We need your help to raise the remaining \$10,000 to match the second challenge!

Why should you consider supporting ABI? In 2009, over 2,380 technical women directly participated in our programs, including:

- 331 college students and 100 K-12 computer science teachers received full scholarships to attend the Grace Hopper Celebration
- 600 women learned the skills need to Become a Person of Influence
- 400 female students and faculty participated in workshops to discuss academic careers and tenure
- 300 students had their resumes reviewed by 78 volunteer industry recruiters
- 5 Spring 2009 Systems Pass-It-On Awards

And, 11,030 technical women connected with one another through ABI's community of technical women

Your matching gift helps ABI bring programs and services designed to impact all technical women ABI serves, helping to

- Fill a table with local high-school or college students at ABI's Women of Vision Awards
- Sponsor a student to attend the life-changing Grace Hopper Celebration
- Keep the Systems community thriving

All donations to ABI-a 501(c)(3) nonprofit (tax ID # 77-0480427) are tax deductible and there are several ways to give:

Visit our [website](#) and click on Donate.

Through [ABI's Network for Good badge](#), you can donate directly to us. Show your support by placing the badge on your web site, blog, MySpace, or Facebook page.

Make a personal donation. Please make checks payable to:

Anita Borg Institute
1501 Page Mill Road, MS 1105
Palo Alto CA, 94304

Thank you for your support. We wish you the very best as 2009 draws to a close.

Gratefully,

The staff of the Anita Borg Institute for Women and Technology-Telle, Jody, Deanna, Jerri, Caroline, Kirk, Kathy, Rachelle, Kim, BJ, Christine and Catherine

ABI Publishes New Research Report

Retaining a Diverse Technical Pipeline During and After a Recession

Technical talent retention is critical to weathering the downturn and responding to upcoming growth, yet top talent is critically at risk of disengagement now, and of flight when a recovery starts. According to a recent report by the Anita Borg Institute for Women in Technology, [Retaining a Diverse Technical Pipeline During and After a Recession](#), this is especially true for female talent. The research concludes that this economic downturn represents a significant opportunity for executives to engage and retain diverse critical talent and cement their competitive position for the recovery.

The report, authored by the Anita Borg Institute for Women and Technology, is available at the [Anita Borg Institute website](#).

Retaining a Diverse Technical Pipeline During and After a Recession reviews data about the impact of the recession on employees from high-tech companies and its implications for future retention. It also discusses why the retention of diverse talent is a critical issue for successful companies, and examines successful strategies that allow companies to retain their female technical workforce.

"An unprecedented economic downturn has hurt employee engagement and further jeopardized the focus on practices important to technical women," states Dr. Caroline Simard, vice president of research and executive programs for the Anita Borg Institute and author of the study. "As a recovery occurs, companies are at risk of further losing female technical talent. An ongoing focus on practices that impact retention and advancement, such as establishing a culture of employee development and flexibility, will give companies a competitive advantage in the recovery and position them for renewed recruitment."

Key strategies for retaining technical women suggested by the report include:

- Promoting programs for leadership and technical growth
- Developing and sustaining a culture of employee development and mentoring
- Establishing vehicles for peer-interaction, mentoring and collaboration
- Offering increased opportunities for flexibility and work-family balance practices
- Leveraging technology to create virtual workplaces and telecommuting options

The study also offers recommendations for attracting tomorrow's generation of technical women and returning to recruitment, including:

- Supporting managers that understand the value of diversity and flexible workforce arrangements
- Developing and sustaining a culture of collaboration

Call for Nomination Women of Vision Awards 2010

[Submission Site Now Open](#)

Nominations are now being accepted for the [2010 Women of Vision Awards](#). These annual awards honor women making significant contributions in the areas of Innovation, Social Impact and Leadership.

The winners will be honored at the Women of Vision Awards Banquet on May 12, 2010 at the brand new Mission City Ballroom, adjacent to the Santa Clara Convention Center in Santa Clara, California.

[Nominations](#) will be accepted until **December 11th, 2009**. Award winners will be notified in February, 2010.

Categories

Innovation recognizes a woman who has contributed significantly to technology innovation. The innovation might be creating unusual and important technology or approaching developing technology in a significantly new and innovative way, such as by bringing diverse people and experiences together in the technology creation process.

Social Impact recognizes a woman who developed or applied technology with a significant impact on society and/or the community. These people are creating or employing technologies that are changing our world in positive ways.

Leadership recognizes a woman who has led an important technology development or innovation, made a significant contribution to the technology industry, and someone who inspires others.

ABI Announces New Board of Trustee Members

ABI has announced the addition of Mark Bregman, executive vice president and chief technology officer of Symantec and two students, Eugenia Gabrielova and Shanna-Shaye Forbes, to the Anita Borg Institute Board of Trustees. The students join the current Board of Trustees made up of senior executives from leading technology companies and academics who are focused on the recruitment, retention and advancement of technical women.

Mark Bregman is executive vice president and chief technology officer at Symantec, responsible for the Symantec Research Labs, Symantec Security Response and shared technologies, emerging technologies, architecture and standards, localization and secure coding, and developing the technology strategy for the company. Bregman guides Symantec's investments in advanced research and is responsible for the company's development

Poised for Leadership Workshop with Jo Miller

December 7, 2009
9:00 am - 4:00 pm
Symantec

Jo Miller is offering her acclaimed Workshop, designed for early-career to mid-level women who want to accelerate their transition into leadership roles, on December 7 in Mountain View. The Workshop provides a roadmap for women who want to break into positions of responsibility, influence and leadership.

ABI newsletter recipients get a \$20 discount on the workshop. To [register](#) for the ABI discounted rate of \$239, select the 'Group' rate when [registering](#).

Applications Open for 2010 NCWIT Award for Aspirations in Computing

Applications are open now through November 15, 2009 for the 2010 NCWIT Award for Aspirations in Computing!

Sponsored by Bank of America, the NCWIT Award for Aspirations in Computing recognizes young women at the high-school level for their computing-related achievements and interests. By generating visibility for these young women in their local communities, the NCWIT Award for Aspirations in Computing encourages their continued interest in computing, attracts the attention and support of educational and corporate institutions, and

centers in India and China. He holds a bachelor's degree in physics from Harvard College and a master's degree and doctorate in physics from Columbia University.

"The work of the Anita Borg Institute to develop women leaders in technology disciplines is critically important for the industry," said Mark Bregman, executive vice president, chief technology officer, Symantec. "As a global company, Symantec recognizes that diversity fuels innovation, creative problem solving and enhanced productivity."

Eugenia Gabrielova is a senior at Northwestern University, studying Computer Science in the McCormick School of Engineering. Eugenia has worked on Distributed Systems research in the Aqualab at Northwestern. In Summer 2009, she researched at the Databases Lab at the University of Washington as a participant in the CRA-W Distributed REU program. Her areas of study include the fields of distributed systems, information retrieval and machine learning.

Shanna-Shaye Forbes is a PhD student at the University of California Berkeley. She received her Bachelors of Science in Electrical Engineering from the University of Texas at Austin, and her masters degree in Electrical Engineering and Computer Science from the University of California Berkeley. Her interests include real-time scheduling, operating systems, concurrent and distributed systems, as well as embedded systems.

"The student perspective is critical to our vision of women being equally represented in positions of power and influence. At the Grace Hopper Celebration of Women in Computing almost 50% of our attendees were students," said Telle Whitney, president and CEO of the Anita Borg Institute. "We believe it is important to our work to increase the impact of women on technology to include both an undergraduate and graduate student as members of our Board of Trustees."

"It's a great honor to be one of the first students to join the ABI Board of Trustees," said Eugenia Gabrielova. "The Anita Borg Institute offers programs that have a positive impact on students future careers. Attending the Grace Hopper Celebration this year provided me with a combination of networking, career guidance and exposure to new technologies that I cannot find anyplace else."

"Attending the Board of Trustees meeting was a great experience for me," said Shanna-Shaye Forbes. "Students travel from around the world to attend the Grace Hopper Celebration and I look forward to helping to make their experiences even better in the coming years."

O'Reilly Calls for Submission

Web 2.0 Expo

May 3-6, 2010

Moscone West in San Francisco, CA

<http://web2expo.com/sf>

O'Reilly Media, TechWeb, and the Web 2.0 Expo Advisory Board invite you to share your insights and experiences. From ideas through

emphasizes at a personal level the importance of women's participation.

All US high school young women (grades 9-12) are invited to apply. Complete information on the award is available at <http://www.ncwit.org/award> including Spanish language versions of the Award promotional materials.

Awardees are selected for their demonstrated, outstanding aptitude and interest in information technology/computing; solid leadership ability; good academic history; and plans for post-secondary education.

Women's Leadership Forum - "Men and Women as Allies at Work"

Wednesday November 4, 2010

6:00-9:00pm

Schwab Residential Center
Stanford Campus

[Registration Details](#)

New groundbreaking research from Catalyst shows that men have a critical role to play in creating a level playing field at work. Yet too often men are an untapped resource. Many large companies are taking steps to actively engage men as allies to create meritocracy in the workplace.

Please come for a discussion of the Catalyst research highlights and learn how these exciting new findings can be applied wherever we work. Hear a panel of male executives from leading companies discuss the research and how they are addressing issues of gender EQUITY within their organizations.

implementation, we're looking for war stories, success stories, case studies, innovations and lessons learned. From startups to enterprises to independents, if you're helping define the future of the Web, we want to hear from you.

Deadline to submit proposals to speak: November 19. Details and submission form here:
<http://www.web2expo.com/webexsf2010/public/cfp/81>

Gov 2.0 Expo

May 25-27, 2010
Washington Convention Center in Washington, DC
<http://gov2expo.com>

Gov 2.0 Expo is the meeting ground for everyone eager to participate in and contribute to this new era of interconnected, technology-driven government. We're looking for your great ideas and best practices at the intersection of emerging technology and government at all levels, from local to international, and from strategic planning to tactical implementation.

Deadline to submit presentations: December 8. For more information and to submit a presentation, visit:
<http://www.gov2expo.com/gov2expo2010/public/cfp/82>

RailsConf

June 7-10, 2010
Baltimore Convention Center in Baltimore, MD
<http://railsconf.com>

RailsConf is the largest official conference dedicated to everything Rails, providing an expansive and accessible meeting ground for the most innovative and successful Rails experts and companies. If you're a hacker, Rubyist, trainer, web developer, programmer, Rails system administrator, and/or entrepreneur with something to share with the Rails community we invite you to submit a proposal now.

Deadline to submit presentations: May 17. For more information and to submit a presentation, visit:
<http://en.oreilly.com/rails2010/public/cfp/84>

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