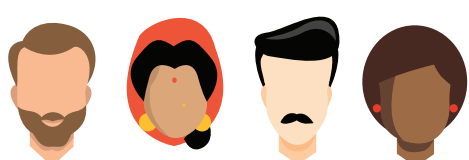# RECRUIT WOMEN TECHNOLOGISTS

WHY IT MATTERS
Women improve the bottom line

The debate has shifted from fairness to increasing evidence that gender diversity improves organizational performance and competitiveness.

DIVERSE TEAMS [1]
- Improve ROI
- Increase innovation
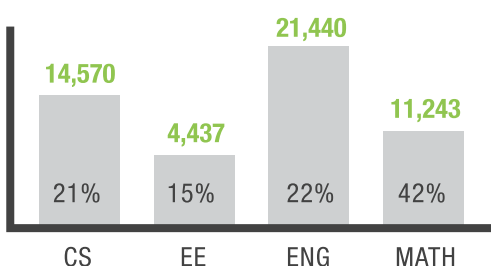- Solve problems better

WHERE THEY ARE
Recruit broadly from the talent pool

Women in computing are as highly educated as their male counterparts, and they come from a wider array of pathways with diverse degrees. [2]

COLLEGES & UNIVERSITIES

2012 U.S.

	CS	EE	ENG	MATH
	14,570	4,437	21,440	11,243
	21%	15%	22%	42%

= 51,690
New Graduates [3]

INDUSTRY

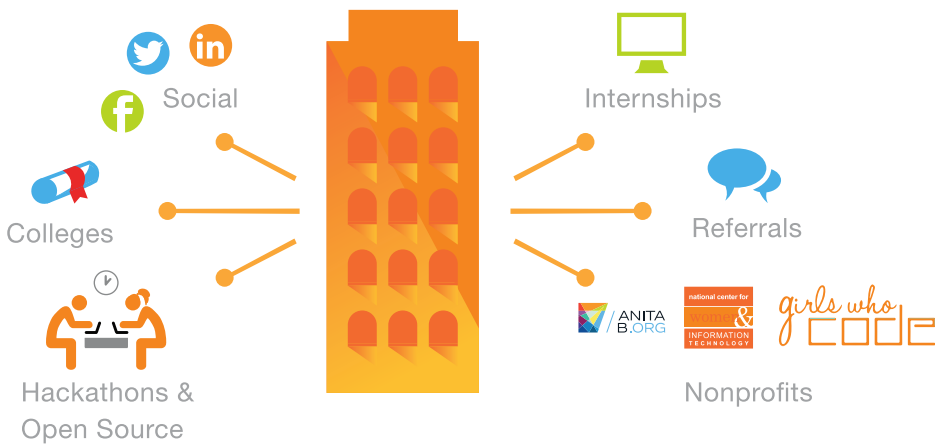**25%** of the computing workforce are women technologists

= 917,619
Career Professionals [4]

HOW TO RECRUIT
Focus on diversity for better results

Narrow recruitment, biased hiring processes and lack of supportive systems prevent companies from tapping all the talent available. [5]

BUILD RELATIONSHIPS TO CONNECT

- Social
- Colleges
- Hackathons & Open Source
- Internships
- Referrals
- Nonprofits

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national center for INFORMATION TECHNOLOGY &

girls who code

IMPROVE HIRING PROCESSES
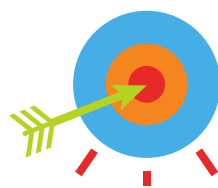
- Create gender neutral job descriptions
- Rethink the meaning of "fit"
- Build diverse hiring teams

SET GOALS & MEASURE

- Set targets
- Measure progress
- Include qualified women in every candidate pool

REFERENCES
1. Innovation by Design, ABI, 2014; 2. Climbing the Technical Ladder, ABI & Clayman Institute, 2008; 3. Integrated Postsecondary Data System, ABI from National Science Foundation, 2014; 4. Current Population Survey Household Data Annual Averages, ABI from US Department of Labor, 2014; 5. Solutions to Recruit Technical Women, ABI, 2012.

A whitepaper, "Solutions to Recruit Technical Women," is available at
www.anitaborg.org/insights-tools

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ABI connects, inspires, and guides women in computing and organizations that view technology innovation as a strategic imperative. We believe technology innovation powers the global economy, and that women are crucial to building technology the world needs.