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

+ Improve ROI
+ Increase innovation
+ Solve problems better

Recruit broadly from the talent pool

WHERE THEY ARE

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

COLLEGES & UNIVERSITIES

2012 U.S.

CS
ERG
ENG
MATH

14,570
4,437
21%
15%
22%
62%

21,460
11,263

=51,690 New Graduates

INDUSTRY

25% of the computing workforce are women technologists

= 917,619 Career Professionals

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.

BUILD RELATIONSHIPS TO CONNECT

Build relationships with:

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

IMPROVE HIRING PROCESSES

Create gender-neutral job descriptions

- Revisit the meaning of “fit”

SET GOALS & MEASURE

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

REFERENCES

1. Innovation by Design, ABI, 2016; 2. Climbing the Technical Ladder, ABI & Clayton Institute, 2008;
3. Integrated Postsecondary Education System, ABI from National Science Foundation, 2014;

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

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