2009 was an amazing year for the Anita Borg Institute for Women and Technology. The Anita Borg Institute increased its visibility through the release of new groundbreaking research reports, expanded its community of partners and sponsors, grew participation in all its programs, and increased revenue by 5% over 2008.

The Anita Borg Institute ended 2009 with a total of 22 industry partners, including new partners Facebook, Raytheon and Thomson Reuters. The support of corporations, universities, foundations, government and individuals underpin ABI’s success. In particular, ABI’s industry partners contribute valuable time, resources, expertise and financial support to the Institute. ABI remains deeply grateful for the support of its entire community, and we thank them all.

In 2009, the Anita Borg Institute’s programs created strong, measurable impact, including:

**The Grace Hopper Celebration of Women in Computing**

The Grace Hopper Celebration of Women in Computing is a series of conferences designed to bring the research and career interests of women in computing to the forefront. Presenters are leaders in their respective fields, representing industrial, academic and government communities. Leading researchers present their current work, while special sessions focus on the role of women in today’s technology fields, including computer science, information technology, research and engineering.

Held at the JW Marriott Resort, Tucson Arizona September 30 – October 3, 2009, key results of the 2009 Grace Hopper Celebration included:

- Sold-out attendance with 1571 attendees, an 8.9% increase in attendance
- 88 companies participated including 10 platinum corporate and government sponsors
- 223 academic institutions represented
- 674 students attended the conference
- 254 scholarships were awarded, a 22.4% increase over 2008
- 91 committee members volunteered
- 301 conference speakers presented
• Attendees to the Grace Hopper Celebration came from 21 countries: Afghanistan, Australia, Austria, Canada, France, Germany, India, Japan, Kenya, Mexico, Netherlands, New Zealand, Nigeria, Norway, Puerto Rico, South Africa, Switzerland, Turkey, UAE, United Kingdom and the United States.

• The Grace Hopper Celebration offered fully subsidized childcare throughout the conference. 22 children joined the childcare program allowing speakers and attendees to participate fully in the event.

• The Conference was evaluated by an external evaluator by administering a survey instrument to conference participants (788 respondents, a 50% response rate).

Impact measurements from the Grace Hopper Celebration included:

**Recruitment and Retention**

- 77% of respondents agree or strongly agree that the conference has increased their commitment to a technology career.
- 89% of survey respondents agree or strongly agree that attending GHC 2009 has led them to feel part of a community of technical women.
- 72% of female survey respondents agree or strongly agree that they feel less isolated as a technical woman as a result of attending Grace Hopper 2009.
- 81% of respondents agree or strongly agree that attending Grace Hopper 2009 has led them to feel more confident and energetic about their technology career.
- 87% of survey respondents agree or strongly agree that they felt inspired by the role models they saw at Grace Hopper 2009.
- 79% of survey respondents report that the celebration component of Grace Hopper 2009 is very or extremely valuable.

**Students**

- 83% of student respondents agreed that attending GHC 2009 increased their commitment to a technology career.
- 76% of student respondents agreed that attending GHC 2009 increased their commitment to complete their current degree program.
- 91% of student respondents agreed that attending GHC 2009 has led them to feel part of a community of technical women.
- 79% of female student respondents agree or strongly agree that they feel less isolated as a technical woman as a result of attending GHC 2009.

**Advancement**

- 91% of survey respondents who have attended GHC in the past report that their previous attendance had a positive impact on their professional advancement.
- 41% of survey respondents report that they intend to mentor others, and 32% intend to find a mentor as a result of attending GHC 2009.
- 60% of survey respondents report that they intend to evaluate their next career step as a result of attending GHC 2009.
- 24% of survey respondents report that they intend to investigate new research or business collaborations as a result of attending GHC 2009.
- 49% of survey respondents agree or strongly agree that they obtained tools to be successful in their career as a technologist at GHC 2009.
- 67% of survey respondents agree or strongly agree that attending GHC 2009 has increased their network of technical women.
- 79% of survey respondents agree or strongly agree that they intend to stay in touch with people they met at GHC 2009.

**Mobilizing to Action**

While historically not a central goal of the Grace Hopper Celebration, inspiration can spur participants to act as change agents themselves. The survey included questions about community actions that participants would take “as a result” of attending the conference.

- 34% of survey respondents report that they intend to reach out to high schools in their community to recruit more girls in computing and engineering.
- 16% of survey respondents report that they intend to start a women’s network at their company or university.
- 23% of survey respondents report that they intend to investigate women’s issues within their organizations, and 18% intend to do so in their countries.
Awards at the Grace Hopper Celebration of Women in Computing

The Anita Borg Awards recognize outstanding leaders who embrace Anita Borg’s lasting vision to change the world for women and for technology. The Denice Denton Emerging Leader Award recognizes a man or a woman under the age of 40 who has demonstrated a significant leadership capability and positive impact of the lives of women through technology. The Change Agent Awards honor technical women that live and work outside the United States and are change agents in their community.

Anita Borg Social Impact Award Winner
Ekaterina Fedotova Director for Information Dissemination and Equal Access (IDEA) project for PH International (Project Harmony, Inc.).

Anita Borg Technical Leadership Award Winner
Dr. Ruzena Bajcsy, Director of CITRIS and professor in the Electrical Engineering and Computer Science Department, University of California, Berkeley

Denice Denton Emerging Leader Award Winner
Nadya Mason, Assistant Professor of Physics, University of Illinois at Urbana-Champaign.

Change Agent Awards
Three Change Agents traveled to the Grace Hopper Celebration to receive the award: Halima Ibrahim, Director, Mu’assasatul Mar’aatus, Nigeria Anne Ikiara, General Manager, Nairobi Trust Dorcas Muthoni, Kenya Oreoluwa Somolu, Executive Director of the Women’s Technology Empowerment Centre, Nigeria

Technical Executive Forum
The Technical Executive Forum convenes C-level technology executives in a discussion of the challenges their organizations face in the recruitment, retention, and advancement of technical women and the solutions to these challenges.

The 2009 Technical Executive Forum brought together 59 senior technical executives to raise awareness, actively engage discussion, and drive action on issues regarding the recruitment, retention, and advancement of technical women.

Companies and Institutions in attendance at the Technical Executive Forum included:

- ACM
- Adobe
- Amazon.com
- Blackrock
- CA
- Cisco
- Facebook
- Goldman Sachs
- Google
- Harvey Mudd College
- HP
- IBM
- Intel
- Intuit
- Lockheed Martin
- Microsoft
- National Security Agency
- NCWIT
- NetApp
- Openwave
- Purdue University
- SAIC
- SAP
- Straterra Partners
- Sun Microsystems
- Symantec
- Thomson Reuters
- ThoughtWorks
- University of Virginia
- US Navy
- Xerox
Participants in the Forum left with a call to action to investigate the representation of technical women at all levels in their organizations, and engage their companies in further cultural change. The Forum was extremely well received by participating executives, resulting in a quality rating of 4.2 on a scale of 5. The discussion and solutions emerging from the Technical Executive Forum were the subject of a white paper published by the Anita Borg Institute for Women and Technology: 2009 Technical Executive Forum – The Recruitment, Retention and Advancement of Technical Women: Breaking Barriers to Cultural Change in Corporations.

K-12 Computing Teachers Workshop
The first K-12 Computing Teachers Workshop was hosted at the 2009 Grace Hopper Celebration by a partnership of the Computer Science Teachers Association (CSTA), the Anita Borg Institute for Women and Technology (ABI) and the University of Arizona. This workshop, held at the Grace Hopper Celebration, convened over 78 K-12 Computer Science teachers, many that work with under-represented populations of students, and produced a workshop designed to:
1. Instigate a discussion of equity and computer science curriculum;
2. Create knowledge sharing opportunities on concrete solutions grounded in teachers’ articulated, specific needs;
3. Disseminate these solutions to a broad audience of teachers, STEM practitioners, and interested stakeholders via workshop, Town Hall meeting and dissemination of a white paper; and
4. Evaluate the effectiveness of these solutions in classrooms that serve under-represented student populations.

In addition to attending the workshop, each teacher received travel funding, hotel accommodations, and one-day admission to the Grace Hopper Celebration.

The outcomes of the K-12 Computing Teachers Workshop were published in a paper entitled Addressing Core Equity Issues in K-12 Computer Science Education: Identifying Barriers and Sharing Strategies. This paper is available on the Anita Borg Institute website.

Women of Vision Awards Banquet
The Women of Vision Awards Banquet, hosted by the Anita Borg Institute Board of Trustees, honors women making significant contributions to technology. One winner is selected in each category: Innovation, Leadership, and Social Impact.

In 2009, 650 attended the awards banquet. The Keynote Speaker was Padmasree Warrior, Chief Technology Officer, Cisco.

The three winners honored in 2009 were:
• Innovation Award : Yuqing Gao, Senior Manager, IBM Research, IBM
• Social Impact Award : Jan Cuny, Program Director, National Science Foundation
• Leadership Award : Mitchell Baker, Chairperson, Mozilla

In 2009, the Anita Borg Institute continued evaluating the quality and impact of its programs through rigorous evaluation. The following are key metrics for the 2009 Women of Vision Program, based on the survey responses of 230 participants.
• Women of Vision achieved a quality rating of 4.61 on a 5 point scale.
• 84% of respondents agreed that they felt more energized and confident as technical women after attending Women of Vision.
• 70% of respondents reported they felt less isolated as a technical woman after attending.
• 93% of respondents felt inspired by the role models they saw at Women of Vision.

Systers Pass-It-On Grants
The Anita Borg Systers Pass-It-On (PIO) Awards honor Anita Borg’s desire to create a network of technical women helping one another. The cash awards, funded by donations from the Systers Online Community, are intended as means for women established in technological fields to support women seeking their place in the field of technology. Systers Pass-It-On Grants were awarded twice in 2009. In Spring 2009, five awards were given to women in the United States and India, and in Fall 2009, five additional awards were given to women in the United States, Canada, India and Zambia.

Anita Borg Institute Research Reports
The Anita Borg Institute published three reports in 2009:

Obstacles and Solutions for Underrepresented Minorities in Technology
Obstacles and Solutions for Underrepresented Minorities in Technology provides an in-depth look into the barriers faced by underrepresented minorities and provides solid recommendations to high tech companies on how to overcome these barriers. While there is increased recognition of the benefits of diversity, women of color suffer from a double-dose of under-representation. They represent less than 2% of high-level technical positions.

Retaining a Diverse Technical Pipeline During and After a Recession
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.

The Recruitment, Retention and Advancement of Technical Women: Breaking Barriers to Cultural Change in Corporations
The report, The Recruitment, Retention and Advancement of Technical Women: Breaking Barriers to Cultural Change in Corporations, summarizes key topics discussed at ABI’s Technical Executive Forum, part of the Grace Hopper Celebration of Women in Computing conference held in October 2009. The annual Technical Executive Forum brought together more than 59 technology executives from 31 industry-leading organizations and universities to raise awareness, actively engage discussion, and drive action on issues regarding the recruitment, retention, and advancement of technical women. The report, summarizes the insights, strategies, and solutions that may help an organization’s behavior to support women in technology and leadership roles.
Anita Borg Institute Awards in 2009

• In April 2009, the Anita Borg Institute was honored by CAMINOS - Pathways Learning Center for its work with the Latina Technical community including Systers, Pass-It-On-Grants, our events and speakers at the Grace Hopper Celebration, TechLeaders and research. Recognition included a proclamation from Gavin Newsom, Mayor of San Francisco.

• Telle Whitney was the 2009 recipient of the Marie R. Pistilli Women in EDA Achievement Award.

• Telle Whitney was recognized by the Silicon Valley Business Journal as a 2009 Woman of Influence.

Anita Borg Institute Online Communities Growth

The Anita Borg Institute focused on the development of its online communities in 2009.

• LinkedIn grew to 2897 members, an increase of 140%

• Facebook grew to 2651, an increase of 75%

• YouTube viewings of ABI’s videos grew to a total of 93,914 in 2009.

In 2010, ABI will continue focusing its efforts on the growth and extending the impact of existing programs and expansion into international markets with the first Grace Hopper Celebration of Women in Computing India.

Sincerely,

Telle Whitney
CEO and President
Anita Borg Institute for Women and Technology

Media Coverage included:
Wall Street Journal
EE Times
Glass Hammer
Hispanic Digital Media
Information Week
Philadelphia Inquirer
San Francisco Chronicle
Seattle Post Intelligencer
San Jose Mercury News
Silicon Valley Business Journal
CIO Magazine
ComputerWorld
Network World

Executive Briefing Program

The Anita Borg Institute continued its Executive Briefing program, meeting with key technical leaders at two leading technology firms to review the results of the study and discuss ways in which the firms increase retention of their mid-level technical women. There were four high impact sessions that focused on improving the understanding and engagement of senior executives in implementing solutions to recruit, retain, and advance technical women.

Anita Borg Institute Newsletter

The Anita Borg Institute newsletter grew to a distribution of 11,405 in 2009, an increase of 24% over 2008.

I am a Technical Woman Video Launch

At the 2008 Grace Hopper Celebration of Women in Technology, the Anita Borg Institute premiered its new video *I am a Technical Woman*. The video received over 11,000 views on Youtube and was downloaded by industry and academia in over 50 countries.
FINANCIALS

REVENUE AND SUPPORT

ABI generated revenue and support of $3,180,000 in 2009, a 5% increase over 2008 revenue and support of $3,033,000. ABI programs generated 65% of the revenue and support, and corporate, individual, and in-kind donations provided the remaining 35%. ABI’s corporate partners contributed $669,000 in 2009. The Grace Hopper Celebration of Women in Computing Conference yielded $1,524,000 in 2009. In-kind facility, services and equipment donations represented $144,000. Other events, and individual donations combined represented $834,000 ABI earned interest income of $9,000 in 2009. ABI revenue over the past 5 years grew from $1,120,000 to $3,180,000.

EXPENSES

In 2009, ABI managed its expenses in line with revenue. Expenses for 2009 totaled $2,932,000, a slight decrease from 2008 expenses of $3,049,000. For 2009, 77% of ABI’s expenses were directly related to programs, 13% to administration and 10% to fundraising.

Detailed audited financial statements for 2009 are available upon request.
Underpinning the work of the Anita Borg Institute are our corporate partners, sponsors, foundations, government, and individual supporters. Donor contributions — time, talent, money, technology and spirit — infuse the organization with the energy and resources that are fundamental to the pursuit of ABI’s mission and goals. Clearly these are organizations and individuals that do more than talk about their support for women and technology. They act. We applaud them all.

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eBay
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Barbara Fox, The Mary and Hubert Lynch Foundation
Rick Rashid, Microsoft Lifetime Career Award

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A Group of Systers at 2009 Grace Hopper Celebration
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Lisa Schwoob
Kelly Sinesio (Includes Microsoft Match)
Sara Sprengle
United Way of Larimer County on behalf of Anonymous Intel Employee

SYSTERS PASS-IT-ON DONORS

$500 AND ABOVE
Anonymous
A Group of Systers at 2009 Grace Hopper Celebration
Christine Frayda
Robin Jeffries (Google Match)
Rita Thissen

$100 – $499
Deb Agarwal
Dora Hsu (Google Match)
Cathe Harris (Multiple Donations)
Lisa Hinely
Marilyn Hollinger
Heidi Kvinge
Susan Landau
Linda R Delney Milam
Elizabeth Ross
Ellen Walker

$1 – $99
Anonymous (Google Match)
Valerie Barr
Laura Boah
Chiu-Ki Chan (Includes Google Matches)
Kathy Gee
Dennis Heath
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