Anita Borg Institute Reach in 2011

5,102 Program participants
42,866 Members of online communities
16,315 Newsletter recipients
348 Articles, blog and media mentions
29 Press releases mentioning partners
41 Speaking engagements

Anita Borg Institute Newsletter Recipients

The Anita Borg Institute Newsletter is sent to subscribers in 125 countries.
The Grace Hopper Celebration of Women in Computing is the largest gathering of women in computing in the world. Held November 9 – 12 in Portland, Oregon, the conference featured 10 tracks and included the Senior Women’s Summit, Technical Executive Forum, K12 Computing Teachers Workshop, and Grace Hopper Open Source Day.

Key accomplishments:
- 2889 attendees
- 35% increase in attendance from 2010
- 1108 students
- 146 companies
- 235 academic institutions
- 98 sponsors
- 34 countries represented
- 419 speakers
- 148 people on the committees

The Grace Hopper Celebration of Women in Computing India brings the research and career interests of women in computing in India to the forefront. The 2011 conference was held December 14 – 16 in Bangalore, India. The conference featured eight tracks, including the Electronic System Design and Manufacturing (ESDM) track in conjunction with the India Semiconductor Association, as well as Women Entrepreneur Quest and poster sessions for industry and academia.

Key accomplishments:
- 1029 attendees
- 72% increase in attendance from 2010
- 126 students
- 27 scholarships
- 23 sponsors
- 249 speakers
- 201 committee members

As a student, attending GHC energized my passion for technology by providing an environment that allows women to connect, learn, and grow. Now, as a recruiter, I am able to give back to a community that has graciously given me so much.

Tyelisa Shields,
Systems Solutions Engineer, HP

I attended the Grace Hopper Celebration India for the first time last year at Bangalore and was really amazed at the magnitude of networking opportunity that it provided. The lineup of events left me truly inspired and motivated.

Sruthi Kannan,
Program Manager, Cisco
The Women of Vision Awards honor women making significant contributions to technology. Also recognized at the Women of Vision Awards Banquet is the winner of the Anita Borg Top Company for Technical Women Award, which recognizes an organization that has demonstrated measurable results in the recruitment, retention, and advancement of technical women at all levels.

The 2011 Women of Vision Award winners are: Chieko Asakawa, Ph.D., IBM Fellow, IBM Research – Tokyo; Mary Lou Jepsen, Ph.D., CEO, Pixel Qi; and Karen Panetta, Ph.D., Professor of Electrical and Computer Engineering, Tufts University.

The 2011 Anita Borg Top Company for Technical Women Award winner is IBM.

**Women of Vision Awards Banquet Key Accomplishments:**
- 770 attendees
- 114 free student seats
- 9 event sponsors
- 35 table sponsors

**Anita Borg Top Company for Technical Women Workshop Key Accomplishments:**
- 131 attendees
- 39 companies represented
- 2 plenary sessions and 5 panel sessions
The Grace Hopper Regional Consortium, an initiative of the ACM Council on Women in Computing, the National Center for Women and Information Technology, and the Anita Borg Institute, expands the positive impact of the Grace Hopper Celebration and the NCWIT Practices Summit to reach underserved, local, diversity-rich populations. Two-day regional conferences include keynote speakers, poster sessions, panel discussions, professional development workshops, birds of a feather sessions, and research presentations. In 2011, over 800 attendees attended eight regional conferences across the country.

**Regional conferences in 2011:**
- Carolinas Women in Computing (CWIC)
- Indiana Celebration of Women in Computing (INWIC)
- Lexington, Louisville, and Cincinnati’s Celebration of Women in Computing (TRIWIC)
- Tennessee Celebration of Women in Computing (TNWiC)
- Missouri-Iowa-Nebraska-Kansas Celebration of Women in Computing (MINKWIC)
- New York Celebration of Women in Computing (NYWiC)
- Michigan Celebration of Women in Computing (MICWIC)
- Ohio Celebration of Women in Computing (OCWIC)

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**TechWomen**

TechWomen is a global initiative that brings emerging women leaders in technology from the Middle East and North Africa to the San Francisco Bay Area for a professional mentorship and exchange program. TechWomen is an initiative of the U.S. Department of State’s Bureau of Educational and Cultural Affairs. It is managed by the Institute of International Education, and implemented in partnership with the Anita Borg Institute for Women and Technology.

In June 2011, 37 technical women from 6 countries undertook a five-week mentorship program at San Francisco Bay Area companies. 43 technical women from 24 companies were technical mentors, as well as 20 cultural mentors. The program culminated with a trip to Washington, D.C. and an outreach tour of the MENA region.
Online Communities

The Anita Borg Institute connects technical women through online groups and social media to build a strong global community. Through communities like Systers, Latinas in Computing, Black Women in Computing, and more, we bring together technical women with shared interests and backgrounds to discuss and support each other. We are active on all of the major social media networks, including Facebook, Google+, LinkedIn, Twitter, Pinterest, and YouTube, connecting technical women, spreading the word about our programs, and sharing news and resources.

Key Accomplishments:

• 37,348 total memberships in online social media
• 33% growth in social media memberships from 2010
• 5,388 group memberships, including Systers, Latinas in Computing, ResearHers, and more
• 18% growth in group memberships from 2010
• New Black Women in Computing group created
• 7 groups gathered in person at the 2011 Grace Hopper Celebration
• Six Systers Pass-It-On Awards given to support women entering technology

Our online groups include:
• ABI Ambassadors
• Black Women in Computing
• Entrepreneurs
• GHC Scholars
• Latinas in Computing
• LGBT
• ResearHers
• Systers
• Systers-Techtalk
• Women of Color in Computing

The Anita Borg Institute is active on the following social media:

Systers is unique from other technical mailing lists for women in the diverse range of experience, age, and cultural backgrounds represented. For me, that diversity is key to avoiding an echo chamber, or groupthink. I love participating in and reading Systers discussions because of the wisdom contained in those posts. That comes from having a group joined together supporting one thing - Women in Technical Computing - representing many ages, cultural background, and experience.

Jennifer A. Redman
Director of IT,
Oregon Public Broadcasting
REVENUE AND SUPPORT

In 2011, the Anita Borg Institute generated contributions and support of $4,991,000, a 6% increase over of $4,721,000. The 2010 contributions and support included a one-time grant of $1,000,000 received from Google. Excluding this grant, contributions and support grew 34% in 2011. The Anita Borg Institute partners contributed a total of $2,892,000 in 2011, a 13% decrease from 2010. However, excluding the one-time 2010 Google grant, the Anita Borg Institute partners grew 24% in 2011.

The Anita Borg Institute Programs contributed $3,826,000 in 2011, a 49% increase. The Grace Hopper Celebration of Women in Computing, The Anita Borg Institute’s flagship program, yielded $2,468,000 in 2011, a 40% increase over 2010. The Grace Hopper Celebration of Women in Computing India yielded $532,000, a 66% increase over 2010. Individual donations totaled $234,000. In-kind facility, services, and equipment donations represented $234,000. Interest income yielded $10,000.

EXPENSES

Expenses for 2011 totaled $5,370,000, a 46% increase over 2010 expenses of $3,780,000. This significant increase in expenses was due to investment in the institutes made possible by the $1,000,000 grant from Google received in 2010. In 2011 79% of expenses were directly related to programs, 12% to administration and 9% to fundraising. The audited financial statement for 2011 is available upon request.

5 YEAR REVENUE HISTORY
In 2011, the Anita Borg Institute added three new Partners, nine new Supporters, and 40 new Event Sponsors.
ANITA BORG INSTITUTE PROGRAM SPONSORS

ACADEMIC
ATLAS Institute, University of Colorado Boulder
California Institute for Telecommunications and Information Technology
Carnegie Mellon University, Heinz College
Carnegie Mellon University, Silicon Valley
Duke University
Embry-Riddle Aeronautical University
Georgia Tech College of Computing
Harvey Mudd College
Hasso Plattner Institute
Information Networking Institute, Carnegie Mellon
Kent State University – School of Digital Sciences
Liberal Arts Colleges Association for Faculty Inclusion (LACAFI)
Michigan State University
Michigan Tech
MIT Media Lab
Northwestern University
Oakland University
Oregon State University
New York University
Penn State College of Information Sciences and Technology
Rochester Institute of Technology
Princeton University School of Engineering and Applied Science
Regis University College for Professional Studies
Santa Clara University School of Engineering
Seidenberg School of Computer Science and Information Systems, Pace University
School of Informatics and Computing, Indiana University Bloomington
University of California, Irvine, Donald Bren School of Information and Computer Sciences
University of Illinois – Department of Computer Science
University of Michigan School of Information
University of Nebraska Omaha
University of Pennsylvania
University of Washington, CSE
Washington University
XSEDE

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Accenture
Akamai Technologies
Amazon
American Express
Applied Materials
AT&T
Autodesk
a2z, Inc.
Barclays Capital
BlackRock
Bloomberg
Brocade
Career Action Center
CA Technologies
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Comcast Interactive Media
Credit Suisse
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EMC
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Expedia, Inc.
Facebook
FactSet
Freddie Mac
GE Global Research
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Google, Inc.
HP
Huawei
IBM
Intel
Intuit
Johns Hopkins University Applied Physics Laboratory
Juniper Networks
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Lab126
LikeList
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ThoughtWorks
Twitter, Inc.
USAA
VMware
Xerox
Yahoo!
ZaReason

FOUNDATION
Intel Foundation
Motorola Foundation
Wikimedia Foundation

GOVERNMENT
Argonne National Laboratory
Lawrence Berkeley National Laboratory
MIT Lincoln Laboratory
National Security Agency
National Science Foundation
U.S. Department of State

NONPROFIT
ACM
ACM-W
CRA
CRA-W
CSTA
Institute of International Education
Internet Systems Consortium
NCWIT

MEDIA
Diversity Careers

ADDITIONAL SUPPORTERS
Anita Borg Top Company for Technical Women Award Applicants
Anita Borg Top Company for Technical Women Workshop Ticket Sponsors
Women of Vision Table Sponsors
Women of Vision Ticket Sponsors
Grace Hopper Celebration Ticket Sponsors
Grace Hopper Celebration India Ticket Sponsors
K-12 Workshop Ticket Sponsors
TechWomen Mentors
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<td>Anushka Anand</td>
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<td>Anonymous</td>
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<td>J. Bradley Chen; Google Matching Program for Brad Chen</td>
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<td>IBM Employee Service Center</td>
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<td>Greg Ruhnow</td>
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<td>Titapha Tiet</td>
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<td>Terrasa Ulm</td>
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<td>Dana Winner</td>
<td>BJ Wishinsky, Dedicated to Henry Wishinsky</td>
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$1,000-$4,999
Robin Jeffries
Google Matching Program for
Robin Jeffries
Nicole Kerrison

$500-$999
Anonymous Systers donations
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