The Anita Borg Institute (ABI) is a non-profit social enterprise committed to increasing the representation of women technologists in the global workforce. ABI engages with tens of thousands of women and leading organizations around the world to build diverse and inclusive cultures.
The Anita Borg Institute (ABI) had a transformative year in 2015, defined by global growth and deeper engagement with our worldwide community of women technologists and the organizations committed to building inclusive cultures where everyone can thrive.

As part of ABI’s global growth strategy, we recently launched ABI.Local, a network of locally organized communities for women technologists. I’m thrilled that in 2015, ABI.Local reached more than 3,700 individuals in 10 cities around the world, thanks to the tremendous support and enthusiasm from local women technologists and companies alike.

ABI is committed to moving the needle within organizations and creating opportunities for women in technical roles, and this year we saw exciting progress in those efforts. With the expansion and evolution of our Top Companies program, as well as our ongoing work with partner and sponsor companies, ABI is shaping industry culture while holding companies accountable to their commitments to diversity and inclusion.

Our flagship event, the Grace Hopper Celebration (GHC), broke records in the United States and India, with nearly 14,000 attendees from around the world gathering in Houston and Bangalore. For 15 years, this one-of-a-kind conference has inspired and brought together the best minds in technology, and I’m so proud of how GHC has grown and evolved into the most influential event for women technologists around the world.

As I look back on our achievements in 2015, I’m more committed than ever to our work around driving change and building diverse, inclusive cultures where everyone can thrive. These are just some of the highlights from a truly phenomenal year, and I invite you to dig deeper into our progress in this Impact Report.

I’m looking forward to another great year in 2016.

Telle Whitney
President and CEO, Anita Borg Institute
We empower and inspire women technologists around the world through rich in-person programs and events, industry engagement and thriving digital communities.

<table>
<thead>
<tr>
<th>GLOBAL REACH</th>
<th>ABI by the numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>67 COUNTRIES REACHED</td>
<td></td>
</tr>
<tr>
<td>11,702 US</td>
<td>2,258 INDIA</td>
</tr>
<tr>
<td>3,431 GRACE HOPPER CELEBRATION ATTENDEES</td>
<td>3,470 PARTICIPANTS</td>
</tr>
<tr>
<td>6,306 SYSTERS</td>
<td></td>
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</tbody>
</table>

| ENGAGEMENT | |
| 367 Event Sponsors | across technology, media, retail, insurance & finance |
| 54 PARTNER ORGANIZATIONS | with a workforce of 3+ million |
| 500+ UNIVERSITIES CONNECTED WITH ABI | |
| 517 GHC SCHOLARS | out of 1,880 applicants |

| INFLUENCE | |
| 144,838 likes, comments, shares and other engagement | |
| 209 PRESS MENTIONS | 594,507 WEB ENGAGEMENT | 33,643 EMAIL SUBSCRIBERS |
As a globally recognized organization with deep roots in the worldwide community of women technologists, ABI is uniquely qualified to be an effective agent of change.
THE CHANGE WE SEEK

ABI’s theory of change

Driving meaningful, lasting change requires a multifaceted approach:

PERCEPTION
Persuade leaders and influencers to look beyond the stereotypes, and acknowledge the many faces and contributions of women in technology.

SUPPORT
Provide strategies, tools and best practices to women technologists and organizations in order to help them achieve their goals.

ACCOUNTABILITY
Hold organizational leadership accountable for measuring and improving the diversity of their technical workforce and recognize their successes.

OPPORTUNITY
Create opportunities for our network of women technologists and organizations to engage for mutual benefit.

CULTURE
Activate and guide organizational leaders and women technologists on the workplace changes necessary to build inclusive cultures.
When several prominent tech companies first released their diversity statistics in 2014, the dearth of women technologists at these organizations was thrown into stark relief. Across the country, women hold a small fraction of technical jobs, with numbers declining at higher levels of leadership.

Not only are women underrepresented in technical roles, their tremendous achievements and contributions to the field regularly go unnoticed and unrecognized.

- **23%** of technical jobs in the U.S. are held by women
- **17%** of women make it to the C-Suite
- **8%** of CIOs in the U.S. are women

**Sources:**
3. Harvey Nash CIO Survey 2015
DRIVING CHANGE

ABI highlights women technologists and the issues they face

› We celebrate the myriad ways women transform technology, and help shape the public portrayal of women technologists. By increasing visibility, we aim to increase representation.

ABI ENGAGES TECHNOLOGY LEADERS TO ADDRESS THE MOST PRESSING CHALLENGES FACING WOMEN TECHNOLOGISTS.

MANUELA VELOSO
Herbert A. Simon University Professor, Carnegie Mellon University

CLARA SHIH
CEO & Founder, Hearsay Social

MAXINE WILLIAMS
Global Director of Diversity, Facebook

LYDIA KAVRAKI
Noah Harding Professor of CS & Professor of Bioengineering, Rice University

BLAKE IRVING
CEO, GoDaddy

PROMINENT MEDIA OUTLETS TURN TO ABI FOR INSIGHTS ON THE DIVERSITY GAP IN TECHNOLOGY.

In 2015, ABI executives spoke at influential global institutions, including:

AP  CNBC  CNN  FAST COMPANY

FORTUNE  npr  USA TODAY  WIRED

SxSW Music Film Interactive  Girls in ICT  The Global Compact  US News Solutions

ABI AWARDS RECOGNIZE WOMEN WHO HAVE MADE SIGNIFICANT CONTRIBUTIONS TO TECHNOLOGY.
The education pipeline is often considered the root of tech’s lack of diversity, but the data tells another story. Industry studies and data from ABI’s 2015 Top Companies for Women Technologists reveal a significant leak in the pipeline of women already employed in the technical workforce.

ABI found a 50 percent decline in representation of women technologists between entry and executive levels – in part due to poor working conditions and work–life integration.
Our programs provide the guidance and connection that support women technologists throughout their careers.

**Events Featuring the Best Minds in Computing**

Our inspiring events spark new opportunities and personal connections.

---

**Grace Hopper Celebration (GHC)**
ABIs flagship event is the most influential gathering of women technologists.

- **95%** of survey respondents satisfied with overall GHC experience

> I attend #GHC15 to honor all the women who paved the way for me; and pave the way for others #WhyIA AttendGHC

**Grace Hopper Celebration India (GHCI)**
The largest gathering of women technologists in India.

- **90%** of GHCI survey respondents were inspired about future career opportunities.

**Women of Vision (WOV)**
Awards gala honoring women’s contributions to technology

- **95%** felt inspired by the role models they met and heard from at the gala

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**Engaged Global Communities**

Our communities enable women technologists to meet and support each other locally and virtually.

**ABI.Local**
ABI.Local is a growing network of locally organized communities for women technologists active in 10 cities around the world.

**3,740 Global Participation**
Up from 606 in 2014

**Systers**
Established in 1987 by Anita Borg, Systers is the world’s largest online community of women in computing.

- **6,306 members in 62 countries**

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Page 9  ABI 2015 IMPACT REPORT  ©2016 Anita Borg Institute for Women and Technology
Meaningful change takes commitment

Many organizations are aware that lack of diversity is a serious problem. In fact, 72 percent of executives surveyed believe there is a direct connection between a company’s gender diversity and its financial success.¹

But they often lack the data, resources and support to make inclusion a top priority for lasting impact.

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We give organizations the tools to build diverse workplaces, transform their cultures and measure their progress against industry benchmarks.

TOP COMPANIES FOR WOMEN TECHNOLOGISTS

Top Companies recognizes organizations with the highest representation of women technologists in their workforce. In 2015, Top Companies evolved and expanded, introducing more nuanced measurement for greater accountability, and broader company recognition.

2015 Leadership Index:
Accenture, American Express, Apple, eBay, GoDaddy, Goldman Sachs, Google, IBM, Rackspace, Salesforce, T.Rowe Price, USAA

THREE LEVELS OF RECOGNITION

2015 Winner
BNY MELLON

ORGANIZATIONAL TRANSFORMATION AT GHC

- 2015 FEATURED THE FIRST FULL TRACK AT GHC
- THE TECHNICAL EXECUTIVE FORUM
  connected and empowered 104 senior leaders from 56 ABI partner companies committed to diversifying their workplace

"It was awesome and thought provoking to meet and work with tech industry leaders on the very critical issues around gender diversity that hamstring innovation."

INDUSTRY EXECUTIVE
ABI’s Stakeholders

ABI’s detailed financials and donor list will be made available following the 2015 audit.
TRUSTEES

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Marie Wieck, General Manager, Middleware, IBM
Telle Whitney, President and CEO, Anita Borg Institute

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Professor S. Sadagopan, Director, IIT-B
Sharad Sharma, Governing Council Member and Co-founder, iSPIRT; CEO, BrandSigma, Inc.
ABI Investors and Partners

ABI investors scale new strategic initiatives, and ABI partner companies make measurable commitments to recruit, retain and advance women in technical roles.

STRATEGIC INVESTORS

facebook  Google  hp  intel  Microsoft  ANONYMOUS DONOR

PIONEERING PARTNERS

accenture  ca  CapitalOne

cisco  dell  ebay

First Republic Bank  Google  intel  IBM  Institute for Women’s Leadership

juniper networks  Microsoft  NCS

J.W.R  Wilson Sonsini Goodrich & Rosati  professional corporation  MasterCard  Nationwide  NetApp

Qualcomm  Thomson reuters  VISA

W&L

SUPPORTING PARTNERS

airbnb  amazon  American express  avanade  Results Realized  Bank of America  Best Buy

Dropbox  EMC  Ericsson  facebook  Fidelity

crowd3  DEC  EY

IB Yueyi  LinkedIn  Lockheed martin

MasterCard  Nationwide  NetApp  NETSUITE  Neustar  Paloalto Networks

Rackspace  Salesforce  SanDisk  SAP  Symantec

ThoughtWorks  Two SIGMA  Venture Loop  ViaCom  Yahoo
Join us in engaging, inspiring and supporting women technologists around the world.

To learn more about ABI, reach us at contact@anitaborg.org

MORE INFORMATION AT ANITABORG.ORG

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www.anitaborg.org