ANITA
B.ORG

2020

THE
WOMEN IN TECH
ELECTION TOOLKIT

TABLE OF CONTENTS

Introduction

At AnitaB.org, we know that we cannot achieve intersectional gender and pay equity in tech by 2025 without institutional change. We know that an intersectional lens is critical for equity; it is a way of thinking about multifaceted identities, their relationship to power, and the related compounding effects of unconscious bias. The lens allows us to fully acknowledge and address the unique societal barriers that impact different, diverse women.

Elections represent one of the greatest opportunities we have as Americans to change the course of public policy in support of the issues we care about. Not only are they our chance to choose lawmakers from diverse backgrounds who will advocate for the things we care about, they are also a great way to engage the public in conversations about the challenges that are impacting our lives.

AnitaB.org wants to provide you with tools to engage candidates in the topics that you care about this election cycle. From attending a town hall to hear from your local officials, to writing an op-ed about the Presidential election, we believe technical women and their allies have voices that deserve to be heard. We hope these tools empower you to do just that.

Stephanie Rodriguez, Ph.D.
Vice President, Policy & Engagement
AnitaB.org

Key Messages

At AnitaB.org, we want candidates to know that they should support policies that lead to intersectional gender equity in the technical workforce. Below are key messages to consider when speaking with someone about the importance of a more equitable tech industry.

The Power of Tech Equity

- **The people who imagine and build technology should mirror the people and societies for whom they build it**. When a small fraction of the population is developing the majority of tech, that tech is created to reflect the needs, solutions, ideas, and ambitions of that singular demographic.

- Technology is a fundamental part of the global economy and a key lever creating the future of society. Because of its increasingly pervasive influence on every sphere of society, **access to technology is a human right**.

- **Technology is the future of all work**; those who are not at the table now will only fall further behind.

Accountability

- **Data transparency is critical** to unearthing inequities and is necessary to drive action and accountability toward equity. Across all fields and disciplines, it's often true that we measure what matters and what is measured gets done.

- To win the innovation wars, stay relevant, and fill their empty cubicles, visionary leaders need to **recognize their workplace inequities** and **make bold moves**.

- To inspire the next generation of women technologists we must **reveal the hidden figures** of our past and present by celebrating the intellect and accomplishments of women scientists.

- **Businesses and families win** when employers create safe and flexible work environments that allow all employees to thrive long-term.

Broadening Pathways to Tech & Economic Mobility

- Women make up nearly half of the U.S. workforce and more than half of all degree earners, yet **representation of women in tech is worse off now than it was 30 years ago**.[1] At the peak of female representation in tech in 1991, 37% of computing professionals in the U.S. were women. [2] Today, studies reveal that only 25% are women.[3]

- The growth of a skilled **technical workforce with a diversity of perspectives** and solutions is **critical to our country's national and economic security**.

- Computing and mathematics occupations are among the most lucrative in the country, but there is **great disparity in the field between the lowest and highest wage occupations**. There is a danger of denying recipients of entry level interventions access to career mobility, if their experiences are not intentionally considered.

- Filling the unmet workforce need requires **diversity of pathways into technical careers** and an employment sector that is incentivized to recognize the value of all those pathways.

Valuing Women's Work

- **Representation, retention, pay parity, venture funding, and women's empowerment are global imperatives that need to be advanced to promote equity and inclusion.** These five areas where technical women experience the greatest disparities have the potential to uplift all women in tech regardless of class, national origin, race, orientation, ability status, religion, and other social statuses.

- Even in technology, which offers some of the highest salaries in the U.S., **women still experience a wage gap across races** compared to White men in the same roles.[4]

- Financial support for women-led businesses is severely lacking in all sectors of the labor market. In the U.S. in 2018, only 2.2%, or 2.88 billion, of all venture capital was allocated to companies founded solely by women, the exact same percentage as 2017. [5]

- If women's work is valued equally, then they will also have **parity in pay** and levels of **investment in their intellectual pursuits** and enterprises.

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[1] Catalyst, Quick Take: Women in the Workforce—United States (June 5, 2019). https://www.catalyst.org/research/women-in-the- workforce-united-states/

[2] Bureau of Labor Statistics. (2016). 1991-2018. Retrieved from http://data.bls.gov

[3] Ibid.

[4] "2019 Wage Inequality in the Workplace Report." Hired.com. Hired, 2019. https://hired.com/page/wage-inequality-report/conclusion.

[5] "2019 PitchBook-All Raise All In: Women in the VC Ecosystem." PitchBook.com. PitchBook and All Raise, November 11, 2019. https://pitchbook.com/news/reports/2019-pitchbook-all-raise-all-in-women-in-the-vc-ecosystem.

Fast Facts

Knowledge is power!
Familiarize yourself with the below facts and statistics that paint a picture of the current status of women in tech.

Even in technology, which offers some of the highest salaries in the U.S., **women still experience a wage gap across races** compared to White men in the same roles.[8]

WAGE GAP

$.97	WHITE & ASIAN WOMEN
$.92	LGBTQ
$.91	LATINAS
$.89	BLACK WOMEN
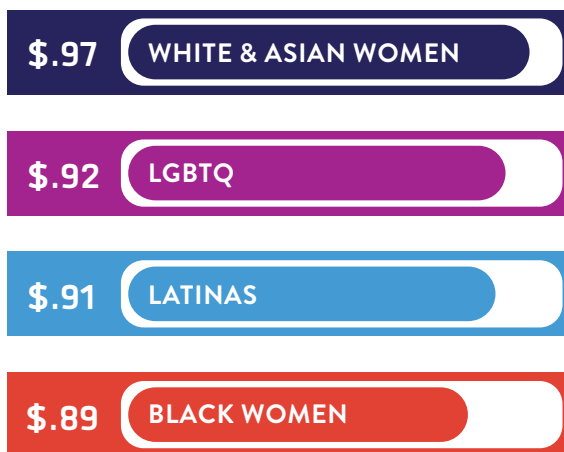
Earnings Compared to White, Non-Hispanic Male Counterparts

At the peak of female representation in tech in 1991, 37% of computing professionals in the U.S. were women. Today, studies reveal that **only 25% are women.**[7]

56% of women technologists leave by mid-career (2x the rate of men) at a high cost to themselves, companies, and society.[9]

In the U.S. in 2018, only 2.2%, or 2.88 billion, of all venture capital was allocated to companies founded solely by women. Companies with all-male founders received 76%, or $109.36 billion, of the total $130 billion invested in 2018.[10]

Between 2009 and 2017, Black women-led startups raised only .0006% of the nearly $425 billion in total tech venture funding raised during that time.[11]

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6 Bureau of Labor Statistics. (2016). 1991-2018. Retrieved from http://data.bls.gov

7 Ibid.

8 "2019 Wage Inequality in the Workplace Report." Hired.com. Hired, 2019. https://hired.com/page/wage-inequality-report/conclusion.

9 Hewlett, S.A., Buck Luce, C., Servon, L., Sherbin, L., Shiller, P., Sosnovich, E., & Sumberg, K. (2008). The Athena factor: Reversing the brain drain in science, engineering, and technology. New York: Center for Work-life Policy. Retrieved from: http://www.talentinnovation.org/publication.cfm?publication=1100

10 "2019 PitchBook-All Raise All In: Women in the VC Ecosystem." PitchBook.com. PitchBook and All Raise, November 11, 2019. https://pitchbook.com/news/reports/2019-pitchbook-all-raise-all-in-women-in-the-vc-ecosystem.

11 digital undivided (2018). ProjectDiane

Engaging Candidates in Person

Candidates spend a lot of time during their campaigns hosting and attending events where they can speak with potential supporters about their issues and better understand their potential constituents. While it may seem intimidating at first, candidates want to hear from you, and by following some simple steps, you can make your voice heard in a meaningful way.

Preparing

1. Check out Town Hall Project for an updated database of local political events at which you can engage.

2. Do your research – what are the candidate's stated priorities? How do they tie into issues that connect to technology and women's workplace opportunities? Remember, politics are local!

3. Develop a list of potential questions to ask the candidate. See our key messages for reference.

4. Recruit friends, family, colleagues, and other individuals from your community to join you. Ask them to help you take pictures and publicize the event on social media.

At the Event

1. Arrive early with your research notes and gain understanding of the process for sharing your question(s).

2. Listen to the candidate and other town hall attendees; a candidate's response to another question may inform how you want to ask your own.

3. When asking your question, share your name and a *quick*, memorable story as well as any notable statistics that relate to your question.

4. Listen to the candidate's response. If appropriate, politely express your approval or disapproval.

After the Event

1. Share any pictures, video and/or messages to social media, and tag the candidate.

2. If the candidate expressed an opinion in support of your stated issues, be sure thank them.

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[12] "Town Hall Guide." Indivisible.org. Indivisible, September 30, 2019. https://indivisible.org/resource/town-hall-guide.

Social Media

Social media is a powerful tool for starting conversations, sharing information, and elevating the importance of issues impacting women in tech.

Tips for Engaging Politicians on Social Media During the 2020 Election

- Follow your representatives, senators, governors, and local candidates online. Additionally, you can find and follow current presidential candidates here. If your post is information directed at a specific candidate, don't forget to tag them.

- Create your own Twitter list to stay up to date on posts from politicians and candidates. Create another Twitter list with political news sites, journalists, and other forms of media to keep up with the election news cycle. These Twitter lists should be more curated with your local political scene and news that matters for you rather than the overwhelming #election2020 hashtag search.

  - Learn how to create a Twitter list here.

- In order to have a broader audience see your tweet, don't @-mention the individual you're tweeting at as your first word. Start your tweet with any other word or even a period.

Examples:

.@[RepGraceHopper], I support the goal to reach #5050by2025 and #PayParity for #TechWomen.

NOT

@[RepGraceHopper], I support the goal to reach #5050by2025 and #PayParity for #TechWomen.

- Utilize election hashtags but know that they're busy and prone to trolls.

- Read the entire article before you retweet it. Make sure it's not an advertorial or being shared from a suspect site. For some tips on how to recognize fake news, read these tips.

- Before you share a tweet that boasts a statistic without a citation, do a quick Google search to see if you can find more information. If you do find more information, consider replying to your own tweet/retweet (called threading), with further information and a link to where you found the statistic. Following these steps helps stop the flow of misinformation and helps others learn.

- Don't be the bully. Ask the hard questions of candidates but avoid name-calling and other troll-like actions. Likewise, don't engage with trolls. Model civil discourse while still sharing appropriate information.

Social Media

Use the below samples to get word out about issues impacting women in tech, and why people should care this election year. Don't forget, nothing is more powerful than your story in your own voice, so personalize your tweets or write your own to share!

The people who imagine and build technology should mirror the people and societies for whom they build it. Be part of that process with your vote in 2020. #WomenInTechVOTE http://bit.ly/WiTVote

When the people who imagine and build technology mirror the people and societies for whom they build it, we all benefit. Remember that as you vote in 2020. #WomenInTechVOTE http://bit.ly/WiTVote

To help us achieve #5050by2025, make sure your votes support a world in which the people who imagine and build technology mirror the people and societies for whom they build it. #WomenInTechVOTE http://bit.ly/WiTVote

Social Media

We know that the growth of a skilled technical workforce with a diversity of perspectives and solutions is critical to our country's national and economic security. Use your vote in 2020 to reflect that knowledge. #WomenInTechVOTE http://bit.ly/WiTVote

Since we know that the growth of a skilled technical workforce with a diversity of perspectives and solutions is critical to our country's national and economic security, you should make sure your votes support that growth. #WomenInTechVOTE http://bit.ly/WiTVote

The growth of a skilled technical workforce that features a diversity of perspectives and solutions is critical to our country's national and economic security. Learn how your vote can help promote that growth as we work to achieve #5050by2025: http://bit.ly/WiTVote #WomenInTechVOTE

Social Media

We know that pay parity, retention, the advancement of women technologist into positions of influence, and the empowerment of #WomenInTech are all key in successful business and a sustainable economy. Make sure your vote reflects that in 2020: http://bit.ly/WiTVote #WomenInTechVOTE

To achieve success in business as well as a sustainable economy, we need pay parity, retention, advancement, and empowerment for all #WomenInTech. Your vote in 2020 will affect years of these issues. Learn more: http://bit.ly/WiTVote #WomenInTechVOTE

As we continue to work toward #5050by2025, we know that pay parity, retention, advancement, and empowerment for #WomenInTech will help move the needle. Your votes will help us all as we work toward these goals. How? Learn more here: http://bit.ly/WiTVote #WomenInTechVOTE

Social Media

Click on the below images to download them, and then share them as part of your social media post.

Social media posts with images are more likely to get attention!

Social Media

Facebook

Click on the below images to download them, and then share them as part of your social media post.

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Social Media

Instagram

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Letters to the Editor

Writing letters to the editors of your preferred media outlets is an impactful way to get the message you want to share out to a larger community. Lawmakers also read the opinion pages of newspapers to learn about issues concerning members of their community. When writing a letter-to-the-editor, keep in mind that brevity is crucial. The most compelling articles will blend why you care about the issue, include your background and expertise, with powerful statistics to drive home your point. Below is a template to help you get started, but don't forget to personalize it for the best product possible. Search the website of the media outlet for direction on what method to use to submit a letter to the editor or an opinion piece.

[DATE]
Letter to the Editor
[NEWS ORG CONTACT INFO]

To the Editor:

In the U.S., women now make up more than half of all four-year degree earners and nearly half of the overall workforce.[13] Yet, only 25% of technologists are women today, a decline from the 37% peak of female representation in tech in 1991 in the U.S.[14]

[State why you care/why you have expertise on the issue.]

You are likely aware that women are underrepresented in some industries, while overrepresented in others. The lack of diversity in the technical workforce is something that should be of particular concern. Technology is a fundamental part of the global economy and a key lever creating the future of society. Because of its increasingly pervasive influence on every sphere of society, access to technology has become a human right. If women of all social backgrounds are not actively participating in the design and use of technology, then their ability to influence and be empowered to participate in the future is diminished.

Tech is a lucrative industry now, but it is also the future of all work; those who face barriers to entry now face the possibility of only falling further behind.

This election year, candidates at the local, state, and federal levels should ensure that issues impacting women in the workplace and technology are part of the conversation. Candidates should be able to explain how they'll support issues like access to STEM education, creating workforce opportunities, and policies that enable women to pursue and succeed in technical careers.

[Share a specific issue you see impacting your community, as it relates to greater diversity in tech.]

Technology is meant to serve a diversity of people and societies; it's about time those who create that technology mirror that.

Sincerely,
[Your name]

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[13] Catalyst, Quick Take: Women in the Workforce—United States (June 5, 2019). https://www catalyst.org/research/women-in-the-workforce-united-states/

[14] Bureau of Labor Statistics. (2016). 1991-2018. Retrieved from http://data.bls.gov

Getting Out the Vote

Of course, the most important way of engaging in the 2020 elections is by voting and encouraging others to do the same! Offering to drive neighbors, turning a voter drive into a friendly competition, or asking your loved ones if they have a plan to get to the polls are small ways that can help those in your community make sure they exercise their democratic right. If you want to go the extra mile, you can visit your favorite candidate's website and look at opportunities they have for you to volunteer with their campaign.

Non-partisan organizations like Rock the Vote seek to inform voters and provide the resources and network needed to get you to the polls on Election Day. Check out their resources for hosting a voter registration drive in your community!

Make sure you know when your state's voter registration deadline is and use social media to encourage your friends and family to get registered and vote. See below for some messages and images you can use on your account.

Interested in Spanish-language information? Check our NALEO.org for some great resources.

Social Media Samples

Use the below social samples to share important information with your friends and family about voting.

Do you know when our state's voter registration deadline is for the 2020 election? Find out and share the information with your co-workers, family, and friends. https://www.vote.org/voter-registration-deadlines/ #WomenInTechVote

I'm getting more involved in the election this year by [CHOOSE ONE: canvassing for my favorite candidates, holding a voter registration drive, or using social media to encourage my friends and family to VOTE!] https://www.vote.org/ #WomenInTechVote

The most important way to engage during the 2020 election is by voting and encouraging others to vote. Are you registered? I found out about my registration and deadlines here: https://www.vote.org/ #WomenInTechVote.

Social Media

Instagram

Click on the below images to download them, and then share them as part of your social media post.

Twitter

Instagram

Facebook

Twitter

Instagram

Facebook

Social media posts with images are more likely to get attention!