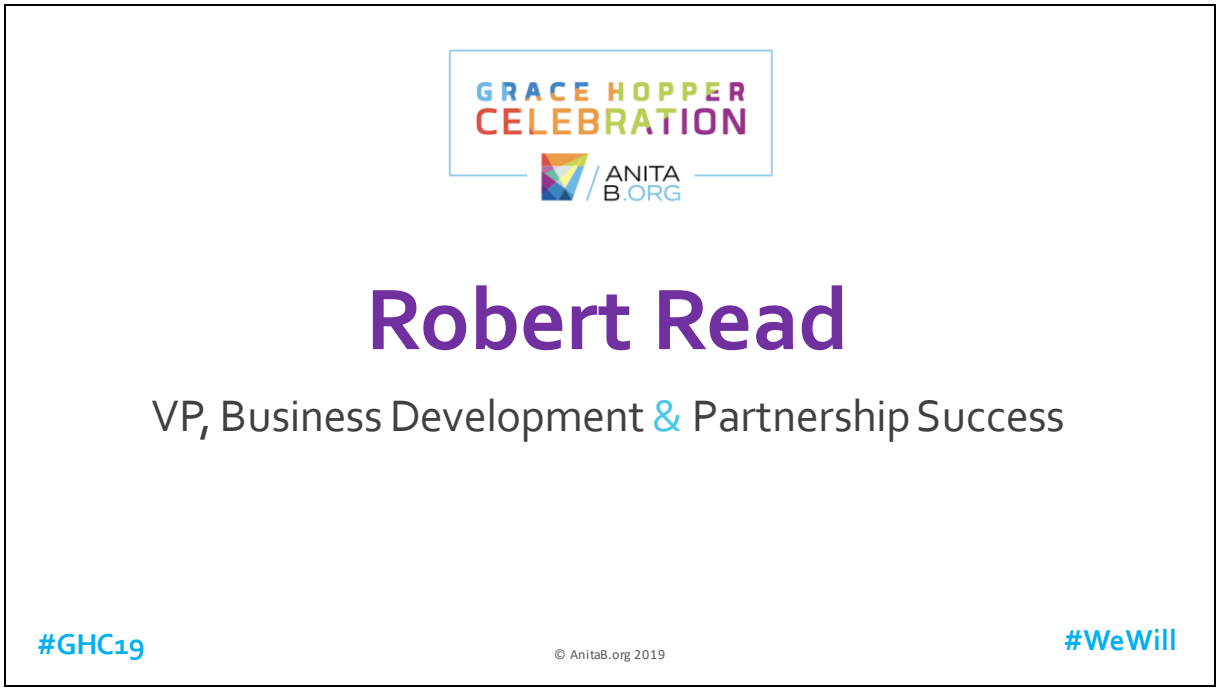
If you attended the Fall 2019 Partner Meeting, please take a few minutes to fill out our evaluation (https://www.surveymonkey.com/r/Q5LP78X).



Robert Read leads the AnitaB.org Business Development & Partnership Success department, bringing more than 20 years of global experience in maximizing partnerships and driving media and entertainment technology solutions to the role. Prior to AnitaB.org, Robert served as SVP at Universal Pictures in Los Angeles where he managed film and television content distribution across the globe.

Robert served as the host for the Fall 2019 Partner Meeting at GHC.

Fall 2019 Partner Meeting Agenda

Opening Remarks by Brenda Darden Wilkerson, President & CEO, AnitaB.org
50/50 by 2025 is on the horizon, but what does that mean for Partners and AnitaB.org? Join us as our President and CEO, Brenda Darden Wilkerson, explores this important question as part of her opening remarks.

Partner Company Discussion: "Share your DEI Wins"
Partner representatives will be invited to share their updates to the "I am, we are" exercise from the Spring 2019 Partner Meeting. How far has your organization come since then? If you could not attend the Spring meeting, but have 2019 DEI progress to share, we would love to hear that too!

Realizing 50/50 through Partnership Success: Robert Read, VP, Business Development & Partnership Success, AnitaB.org
Robert will highlight the ways AnitaB.org will support Partners' continued progress towards 50/50 by 2025, followed by a quick Q&A.

Fall 2019 Partner Meeting Agenda

Introducing AnitaB.org Corporate DEI Services: Hayley Brown, Senior Program Manager, Partnership Success Team, AnitaB.org
During this presentation, we will showcase our exciting new Corporate DEI Services offerings, which will be launched early 2020.

Table Discussion & Survey: What's your top DEI focus area for 2020?
Take the opportunity to complete our DEI survey and have a discussion with Partner representatives at your table about your top DEI focus going into 2020.

Anita's Dream: Dr. Jacqueline Bouvier Copeland, COO, AnitaB.org

Partner Meeting Wrap-Up & Next Steps

Brenda Darden Wilkerson, President and CEO

Brenda Darden Wilkerson is an advocate for access, opportunity, and social justice for underrepresented communities in technology. She currently serves as the President and CEO of AnitaB.org, an organization that connects, inspires, and strives for greater equality for women technologists in business, academia, and government. She founded the original Computer Science for All program, building computer science classes into the curriculum for every student in the Chicago Public Schools, and serving as the inspiration for the Obama administration's national CS4All initiatives.

Our vision is not simple or easy, but it is clear: **50/50 Tech Equity by 2025**

When we accomplish 50/50 tech equity:

- Women will live fuller, healthier lives when they feel safe and free to pursue their dreams and ambitions.
- Our social enterprise will produce greater economic security, more innovative products, and more profitable business outcomes.

AnitaB.org Five Pillars

Based on extensive research, AnitaB.org believes 50/50 by 2025 can be achieved by improving equity in the following five pillars, where technical women experience the greatest disparities.

Pay Equity: Studies show technical women are paid 87 cents for every dollar tech men make (1). Women tend to work in lower-level, lower-paid positions. For women of color, the pay discrepancy is even greater. This needs to change.

Hiring: Research shows positive trends in hiring technical women. However, women still make up a minority of technical employees (25.1%) (2). To reach equal gender representation, the current rate of hiring is insufficient.

Retention: Data indicate that 56% of women technologists leave by mid-career (2x the rate of men) (3) at a high cost to themselves, companies, and society. The leading reason women cite is working conditions, which includes a lack of advancement (4).

VC Funding: Women-led businesses are the fastest growing segment of entrepreneurship, but they receive the smallest percentage of VC dollars (2.2%) (5). In one study, companies

with a female founder outperformed all-male founder investments by 63% (6).

Empowerment: Women that are empowered in the workplace are empowered in life. There is growing evidence that women's empowerment and gender equality have a multiplier effect on businesses, sustainable economies, and more (7).

1. PayScale, "The State of the Gender Pay Gap" (2019) PayScale 2. AnitaB.org, "Top Companies for Women Technologists, 2019 Key Findings and Insights" (2019) AnitaB.org 3. CTI, "The Athena Factor 2.0: Accelerating Female Talent in Science, Engineering & Technology" (2014) Center for Talent Innovation 4. Nadya A. Fouad and Romila Singh, "Stemming the Tide: Why Women Leave Engineering" (2011) University of Wisconsin – Milwaukee 5. Valentina Zarya, "Female Founders Got 2% of Venture Capital Dollars in 2017" (2018) Fortune 6. First Round Capital, "First Round Ten Year Project" (2015) First Round Capital 7. United Nations, "Women's Empowerment Principles: Global Trends Report 2018" (2018) United Nations Global Compact

The Grace Hopper Celebration (GHC) is an inspiring signature event but women technologists, their companies and other stakeholders need year-round support to succeed. AnitaB.org will devise services to advance equality for all our market segments.

"The most damaging phrase in the language is "We've always done it this way."

GRACE HOPPER

© AnitaB.org 2019

Here are some AnitaB.org Partners sharing their 2019 DEI Wins

Terrance – JPMC
- Coding bootcamp with 15 hires and half are women
- Presented their Tech Connect program to AnitaB.org Partners on our Sept. 4th Best Practices Webinar

Mandy – New Relic
- July – brought in author of *White Fragility* to talk to leaders to talk about their whiteness
- Got great feedback and traction from hiring managers

Karita – Adobe
- Opportunity parity – fairness and promos across their platforms – more info available on our website

Katrina – AMEX SVP
- More than 50% of candidates are from diverse backgrounds
- Initiated program to work on removing unconscious bias from hiring and job postings

Roger Crockett – Western Digital

- Began work with the Human Rights Coalition
- Improved to a 100/100 perfect score on HRC

Stephanie Downey – Riot Games

- Hired a Chief Diversity Officer
- Refurbed hiring process to remove bias
- Hired Shaela Lawson – Head of Partnerships

Eric White – Honeywell

- Changed branding to be more inclusive
- Appreciate the learnings from the AnitaB.org Partnership

Qualtrics

- 2019 goal of 35% representation women in tech roles
- Currently at 31% of overall goal

High-level overview of the AnitaB.org Partnership strategy as we enter 2020

New Department Structure

Business Development & Partnership Success

© AnitaB.org 2019

This summer, AnitaB.org restructured the Business Development & Partnership Success teams under one department, led by Robert Read. This realignment will allow us to work more effectively with Partners.

Objective

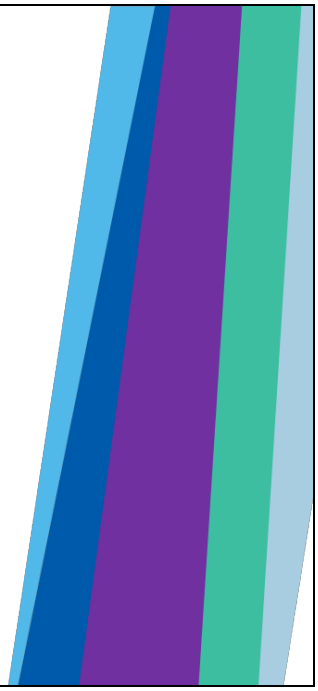
Building a year-round engagement model to accelerate Partner progress towards 50/50 by 2025.

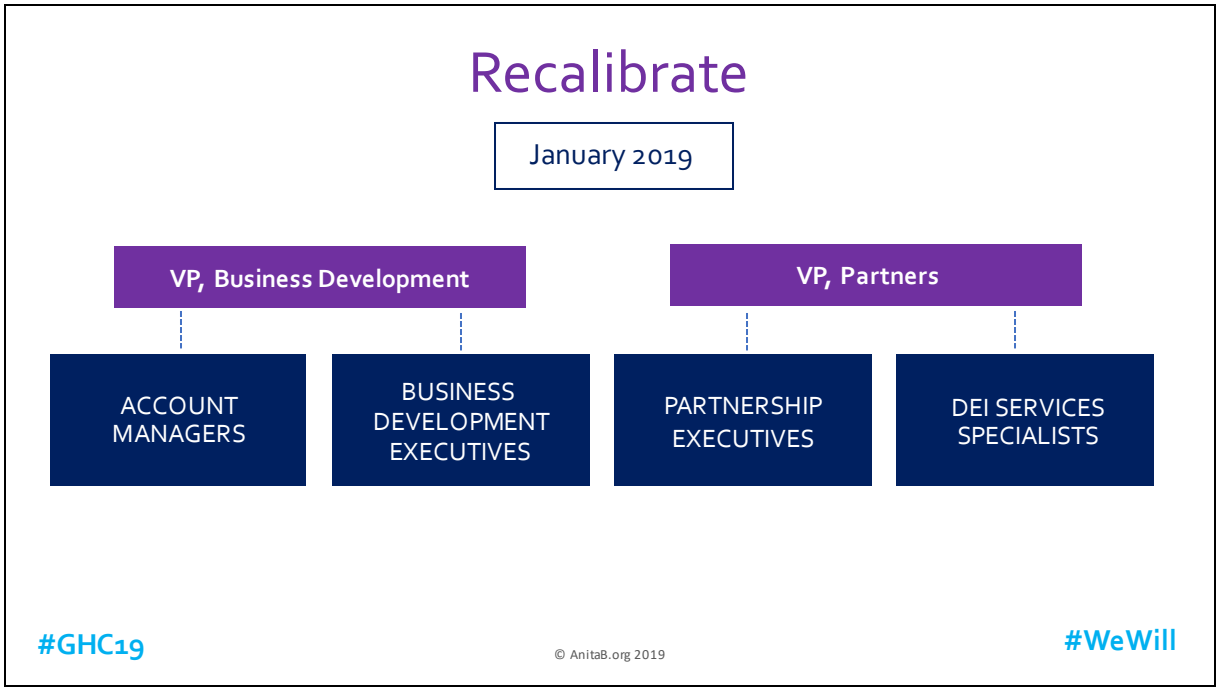
© AnitaB.org 2019

PARTNERSHIP SUCCESS STRATEGY

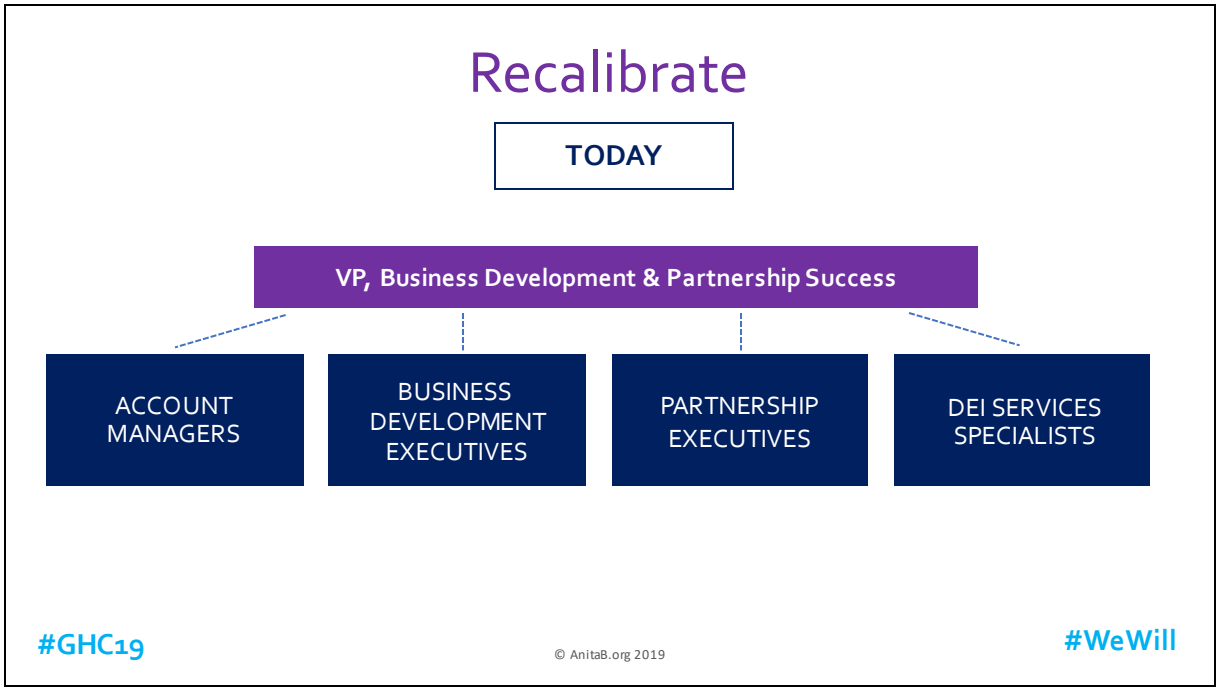
1. **Recalibrate**
2. Connect
3. Expand

© AnitaB.org 2019

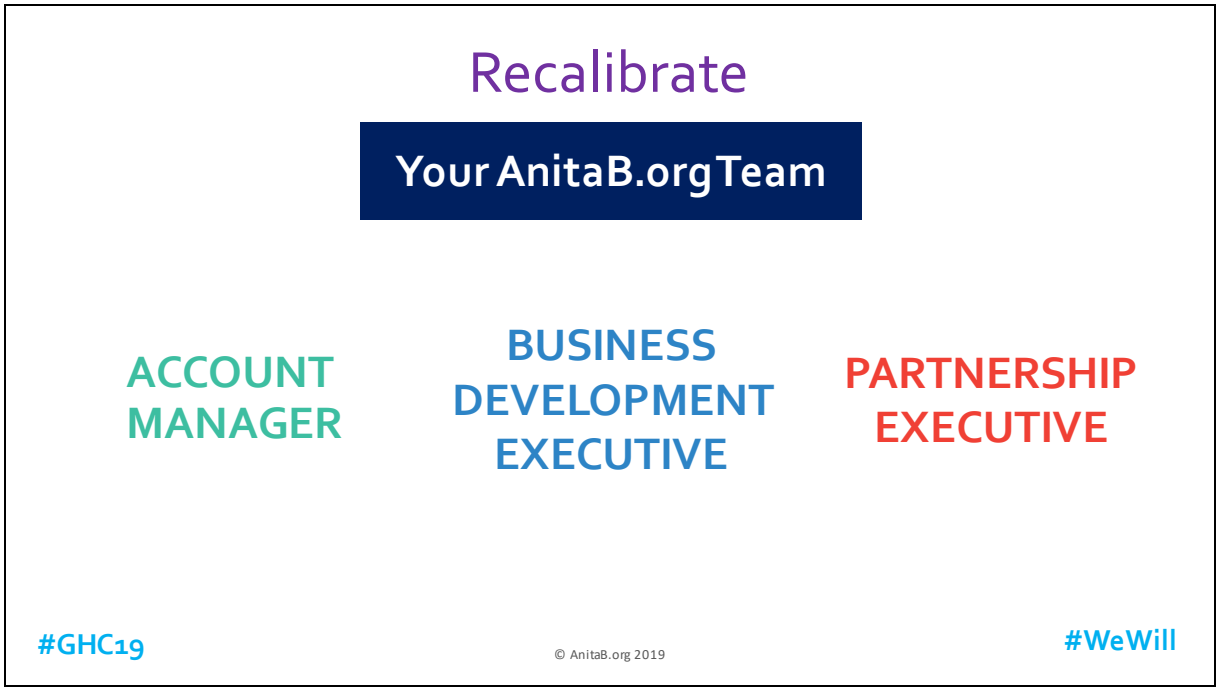




January 2019 – In our previous structure, the Business Development and Partnership Success teams were separated and did not collaborate as effectively as possible.

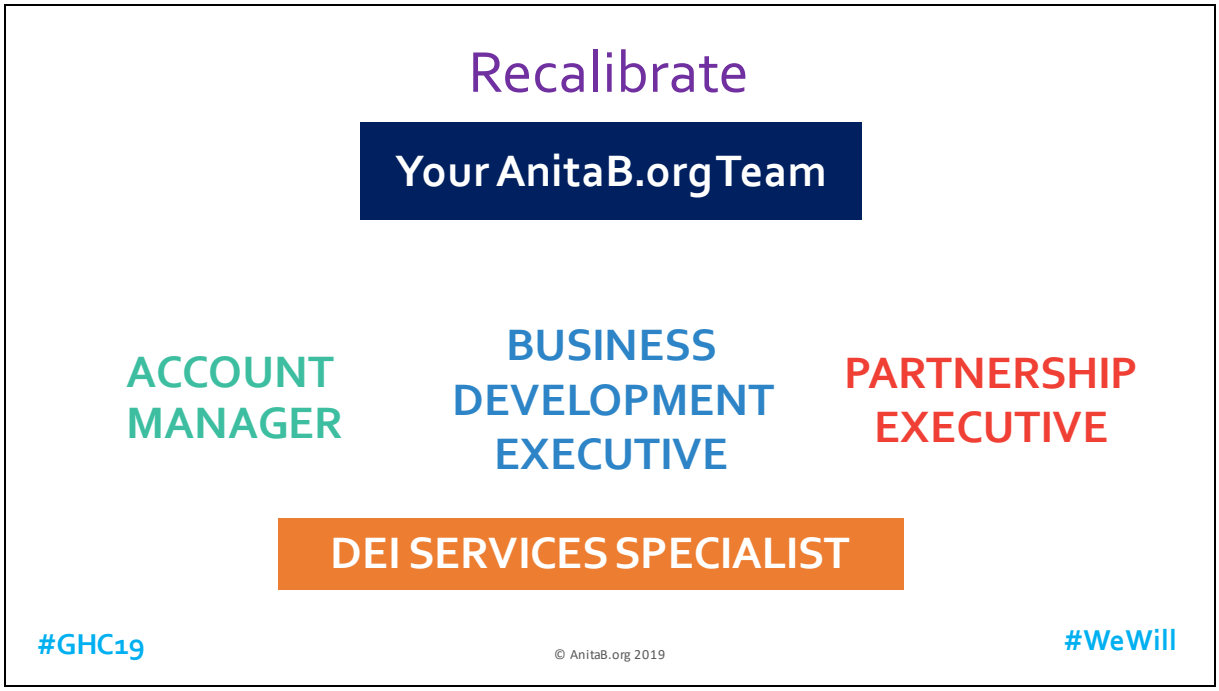


This is where we are today. Two teams unified under the leadership of Robert Read, VP of Business Development & Partnership Success.



Currently, there are Partners that have dozens of email threads with AnitaB.org staff members from multiple departments. This communication style can create misalignment and confusion.

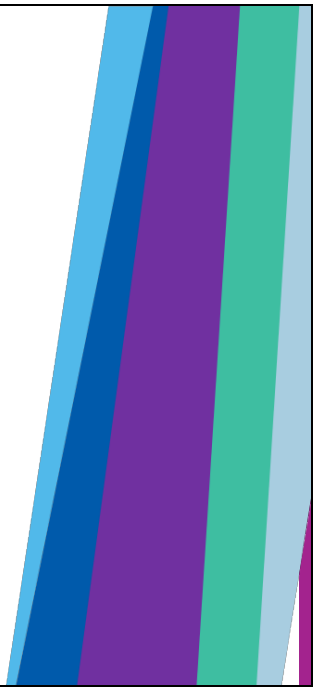
Going into 2020, we are a developing a model where each Partner has a **primary AnitaB.org team.** These three people will provide answers and be the conduit to the rest of the organization.



As we build out our Corporate DEI Services arm, Partners will have the opportunity to receive DEI guidance for AnitaB.org specialists.

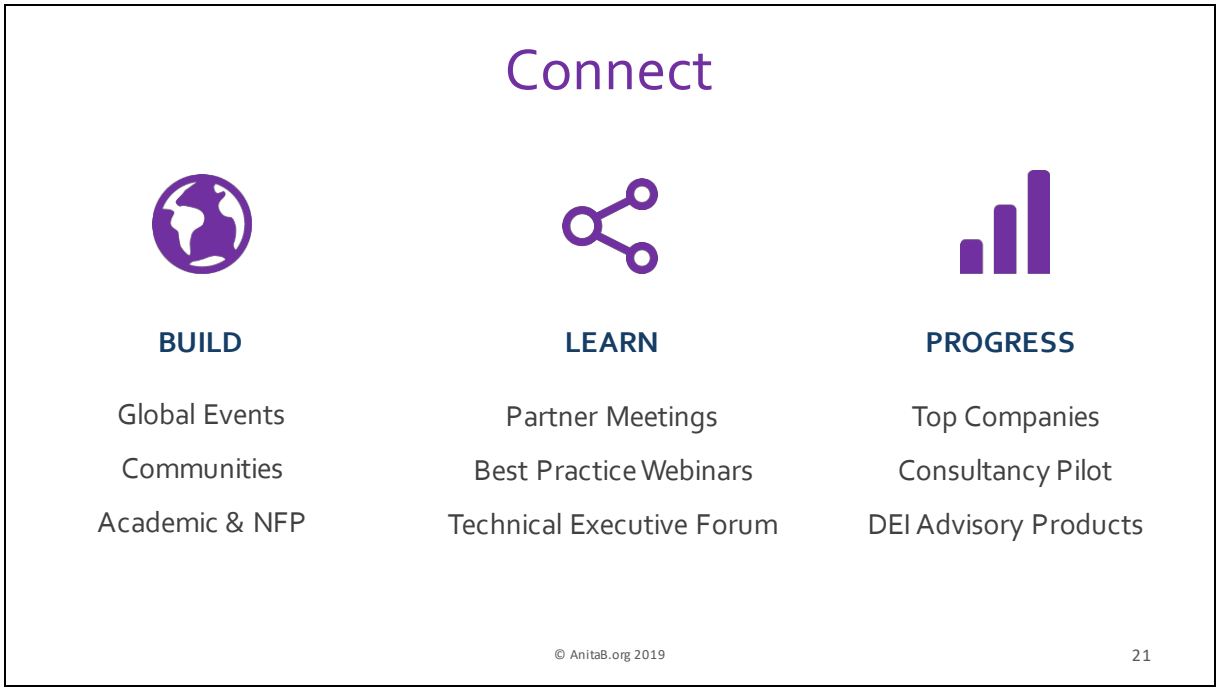
PARTNERSHIP SUCCESS STRATEGY

1. Recalibrate
2. **Connect**
3. Expand



© AnitaB.org 2019

There are many opportunities to engage with AnitaB.org, but at times our various events, services, and initiatives can seem scattered.



Our goal is to align all the DEI opportunities we provide in three buckets:

Build – Through Global Events (GHC, GHCI, HopperX1), local community events, and partnerships with academic institutions & non-profit organizations.

Learn – Through our in-person Spring & Fall Partner Meetings, the Technical Executive Forum, and our quarterly Best Practice Webinars.

Progress – Participate in AnitaB.org programs to improve your company's DEI outcomes.

Connect

Facilitate better connections *within* the AnitaB.org Partner community.

A consistent piece of feedback we've heard from Partners is the desire to connect with fellow AnitaB.org Partner companies.

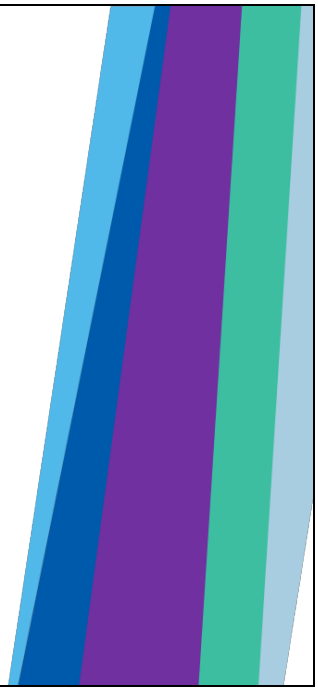
This partnership isn't just what Partners can learn from AnitaB.org, but what Partners can learn from **each other**. In September, we facilitated a Best Practices Webinar with JPMorgan Chase as they presented their "Tech Connect" initiative. Over 80 Partner representatives attended the webinar.

As we enter the new year, AnitaB.org will facilitate more Partner-to-Partner interaction to improve the partnership experience.

PARTNERSHIP SUCCESS STRATEGY

1. Recalibrate
2. Connect
3. **Expand**

© AnitaB.org 2019



To achieve 50/50 by 2025, we need to create **transformative** change.

Expand

What AnitaB.org is doing

Here's what AnitaB.org has done since the Spring 2019 Partner Meeting to make our **50/50 by 2025 vision** a reality.

Expand

Membership Pilot

At GHC 18, we asked for interest in an AnitaB.org digital membership platform. We built a select list of community members that expressed a desire to join the pilot once the beta was launched in June 2019.

Membership

Goal: 500 members by Dec 31, 2019

Membership

1200+ members on the platform

As of Oct. 2, 2019, there are over **1,200 pilot members** on the platform.

Expand

Policy & Engagement

AnitaB.org has been supporting women technologists and leading efforts to build an inclusive tech ecosystem for more than 30 years. Beginning in 2019, the organization set out to join the women's equity policy movement to engage powerful allies for change, to drive the campaign for 50/50 intersectional gender parity and pay equity in tech by 2025.

Policy & Engagement

B.R.A.I.D.

(Building, Recruiting, & Inclusion for Diversity)

https://anitab.org/news/announcements/braid-initiative-5-year-anniversary/

Policy & Engagement

MSI Challenge

(Minority Serving Institutions Challenge)

https://anitab.org/news/announcements/supporting-msi-ghc-19/

Expand

Global Events

HopperX1 Seattle - https://www.geekwire.com/2019/women-tech-work-debug-industrys-diversity-problem-hopperx1-seattle-conference/

Hopper Down Under - https://anitab.org/news/announcements/hopper-down-under-australian/

Grace Hopper Celebration (GHC) - https://sdtimes.com/softwaredev/grace-hopper-celebration-is-more-than-just-a-tech-conference/

Expand

Programs

Programs

Innovation CO-LAB

https://anitab.org/news/mentions/students-diversity-inspiration-2019-innovation-co-lab/

Programs

Technical Executive Forum

2018 Technical Executive Forum Lightning Talks and Roundtable Discussions - https://ghc.anitab.org/tef-lightning-talks/2018-talks/

2019 TEF Case Studies are in development.

Top Companies

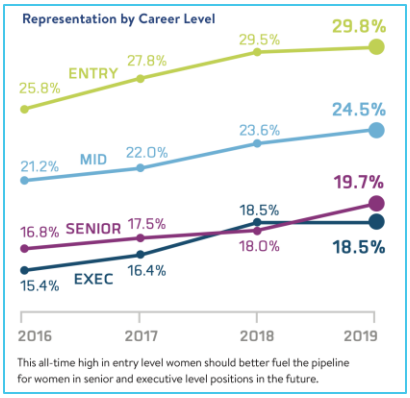
The industry benchmarking program for the U.S. **technical** workforce.

/ANITA B.ORG

Summary

- 60% Partner participation in 2019.
- View the Top Companies web page - https://anitab.org/accountability/top-companies/
- Top Companies 2019 Results - https://anitab.org/accountability/top-companies/2019-results/
- 2019 Top Companies Insights Report - http://anitab.org/wp-content/uploads/2019/09/2019-Top-Companies-Insights-Report.pdf

Top Companies



1. Provides customized analysis of the state of your organization's technical workforce, benchmarked against your peers.
2. Uses anonymized data to create industry-wide metrics and insights.
3. Premium Package is **included as a benefit of your AnitaB.org partnership**.

ANITA B.ORG

All 2019 Top Companies participants who are Partners may schedule one-on-one calls to privately review their individual 2019 results with members of the Top Companies and Partnership Success teams.

Timeslots for calls are available between Oct 25th – Nov 22nd. **Sign up for a one-on-one individual report session (**https://calendly.com/hayleyb/60min).

HIRING RETENTION PAY EQUITY

Partnership Success

VENTURE FUNDING EMPOWERMENT

Partnership Commitment

Engage

Showcase

Visit

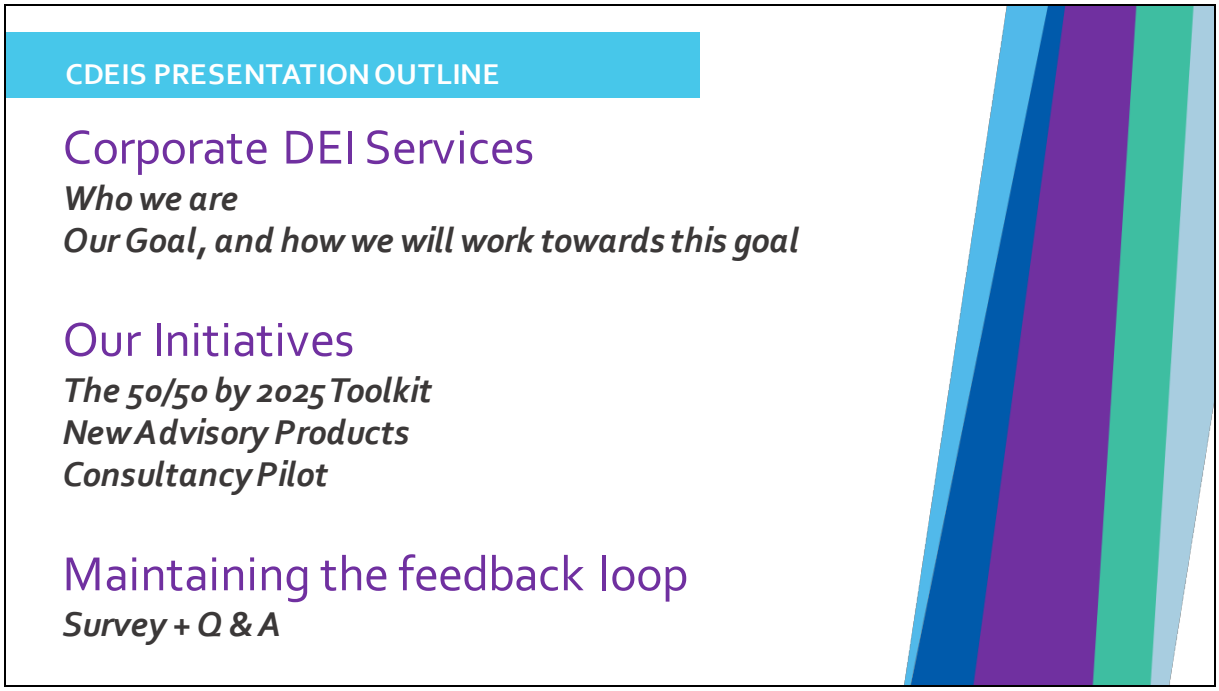
To create transformative change in the tech industry, this partnership must be a **two-way street**. We are committed to working hand in hand with Corporate Partners to accomplish this ambitious 50/50 by 2025 vision.

Corporate DEI Services

Hayley Brown, Senior Program Manager, Partnership Success Team

#GHC19

#WeWill



The Corporate DEI Services function is made up of me and my colleague, Saheema Rawat, Director of CDEIS. She sends her apologies for not being here today, as she is currently attending to some significant family medical issues in the UK. We both started at AnitaB.org earlier this year right before the Spring Partner Meeting, bringing with us nearly 20 years of DEI experience across different continents and industries. We have spent the time since that meeting developing our new suite of services for you. Today I am going to take you through these new services, as well as touch on how we would like to move forward in collaboration and Partnership with you.

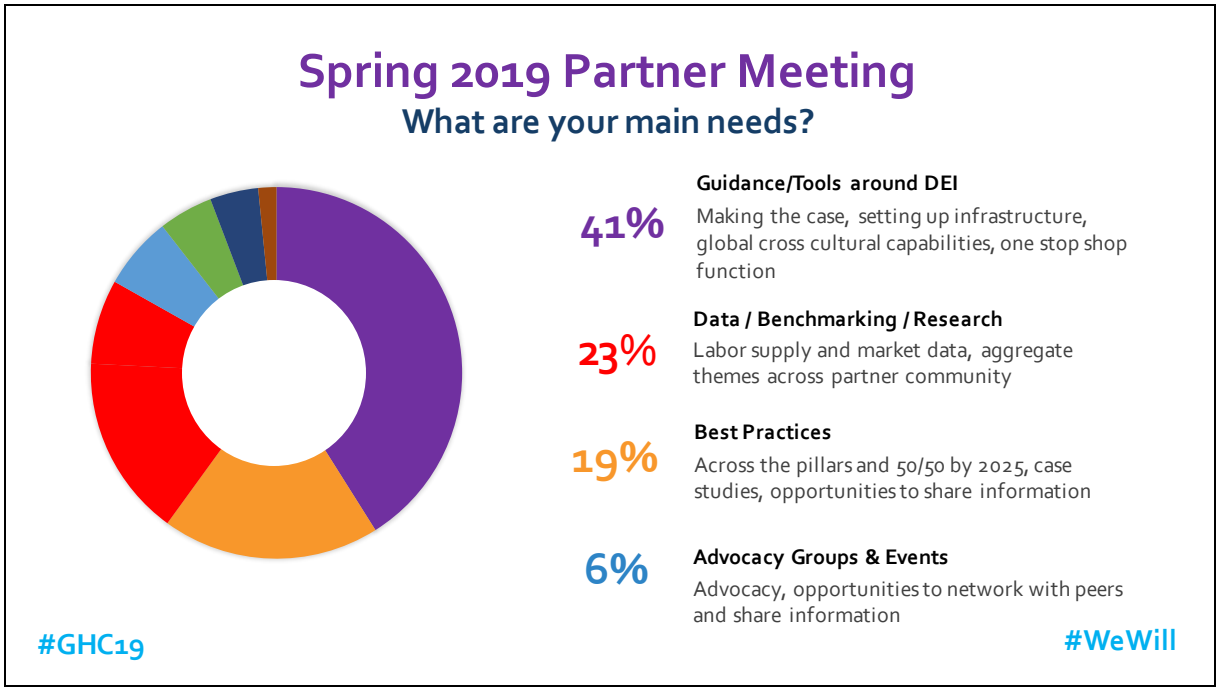
Our Goal

To be the trusted DEI advisor to our Corporate Partners, illuminating pathways to achieve 50/50 by 2025 through world-class guidance and support.

As Robert mentioned, we want to **accelerate your progress to 50/50 by 2025**. Saheema and I are here to illuminate new pathways for how to actually do that, and to equip you with the knowledge, tools, and support you need to succeed.

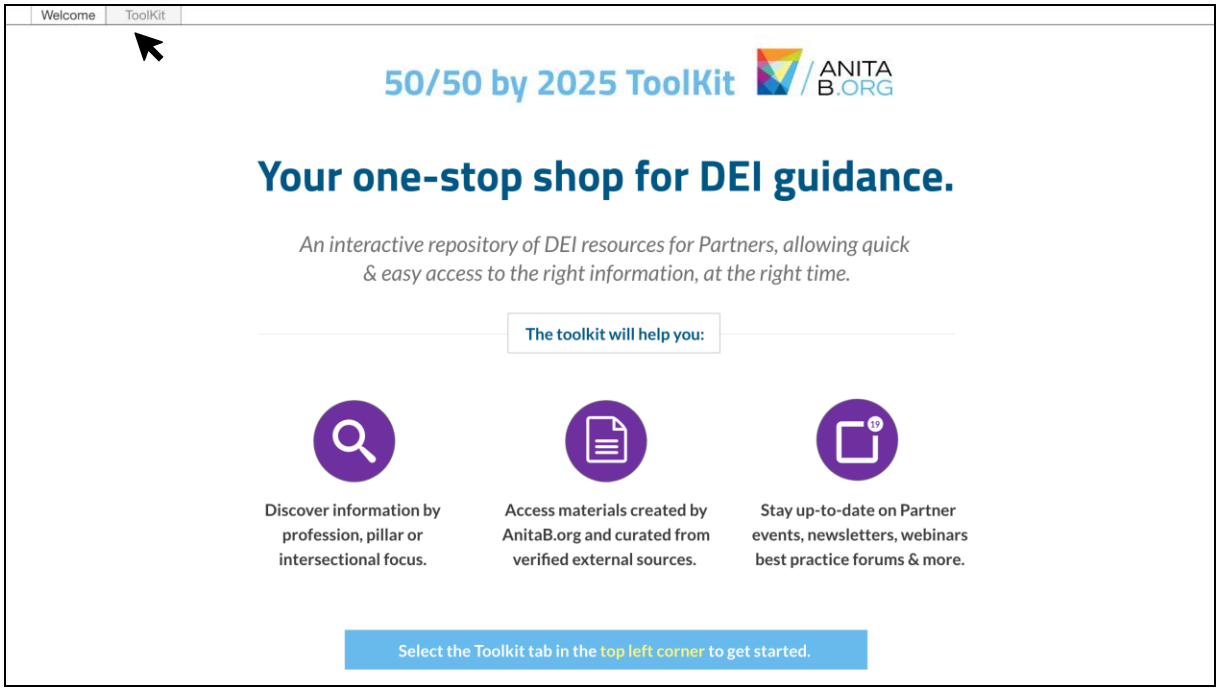
We arrived at our vision for Corporate DEI Services in two stages. Before with met with you in the spring, we asked ourselves: What do we have to offer you that is particularly of value. The answer was clear: access and reach. In addition to having access to over 45,000 women technologists who trust our organization, we have access to almost 100 Partners, all of whom are struggling with similar problems, but each of you approaches that problem in unique ways. With our access, we can scan the landscape to see the variety of approaches, in order to determine what is working best. Furthermore, almost 60% of you data share with us annually in our Top Companies program, providing both your representation data, as well as the programs and policies in which you engage.

This data sharing allows us to look at individual companies year over year, to see who is taking leaps forward in representation, so that we can find out what they did to make that leap happen, and then share that information with the broader Partner community. By leveraging our access, we have the opportunity to take large leaps forward together, rather than small incremental steps, individually. So once we knew what we had to offer you, the next stage came in better understanding what you needed.



At the Spring Partner Meeting, many of you took part in the broad needs assessment Saheema and I conducted. We asked, in your wildest dreams, what products would you have to help you achieve 50/50 by 2025. You each put your answers on post its, and after the Spring Partner Meeting, we collated your responses to understand your main areas of need and used that information to drive our approach to the kinds of product we should be bringing you. However, one major takeaway from this assessment was a strong theme of needing to cut through the DEI noise. There is so much information out there these days. Where should we look? How do we know what information to trust? What is the latest research saying? It was clear that you were all bogged down searching for these answers, so we realized that we needed to think carefully, not just about the products to bring to you, but also the delivery method for those products.

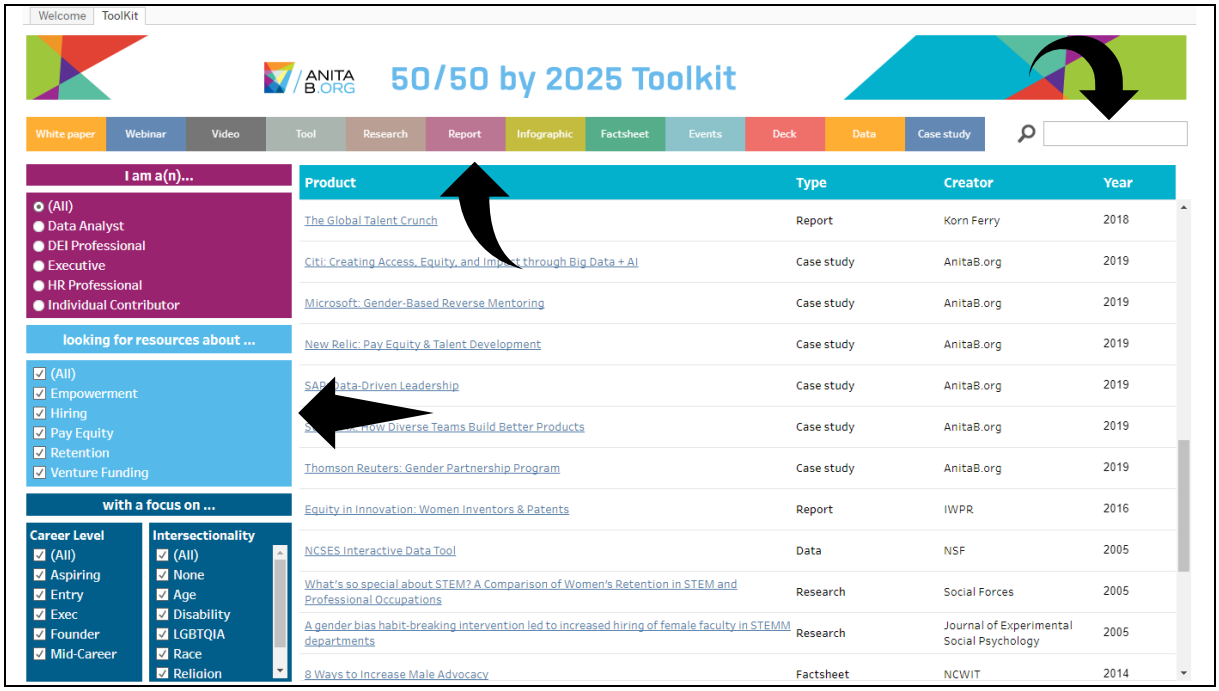
With that in mind, we developed our 50/50 by 2025 Toolkit: a one stop shop for easily accessible, trusted resources for Partners. This toolkit will launch in Q1 of 2020, but today we are going to give you a little preview of what's to come!



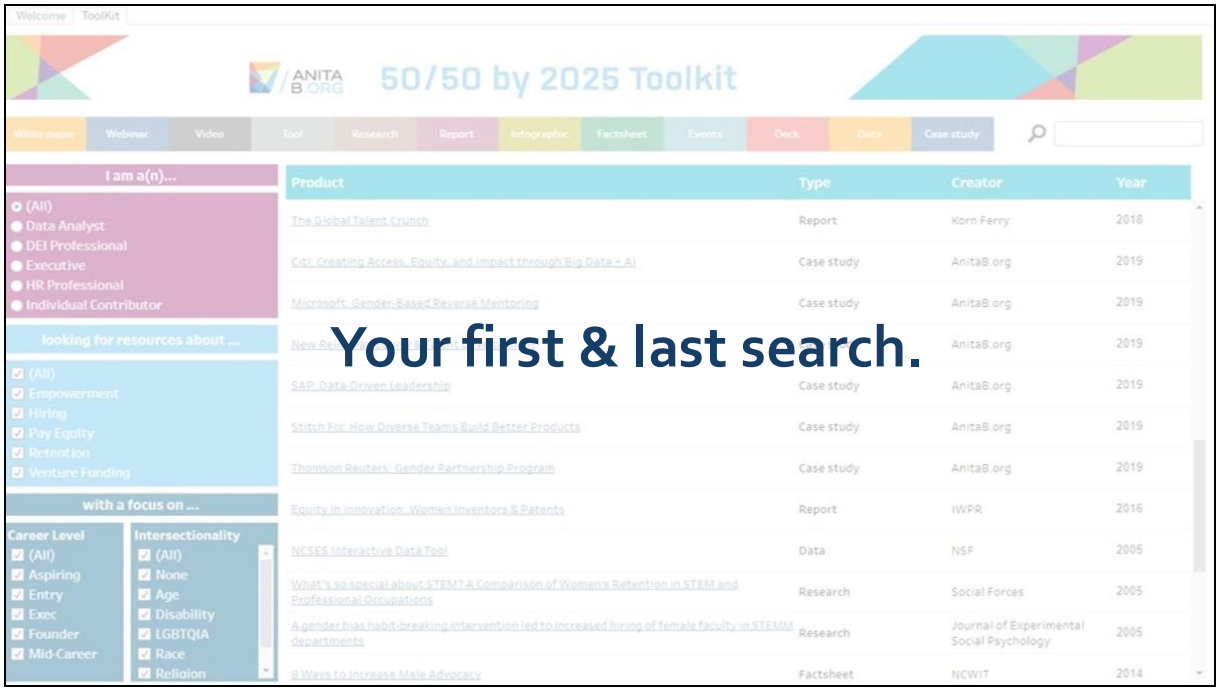
Welcome to your 50/50 by 2025 Toolkit! This web-based toolkit will be a free benefit of Partnership and will be available exclusively to Partners. Through this toolkit, we will provide the latest DEI guidance and resources created and curated for Partners, specifically. It will also allow you to stay up to date on the latest AnitaB.org Partner events, announcements and other programming. Select the toolkit tab to see where the magic happens.

The toolkit contains a library of products, with information about the type of product it is, when it was created, and by whom.

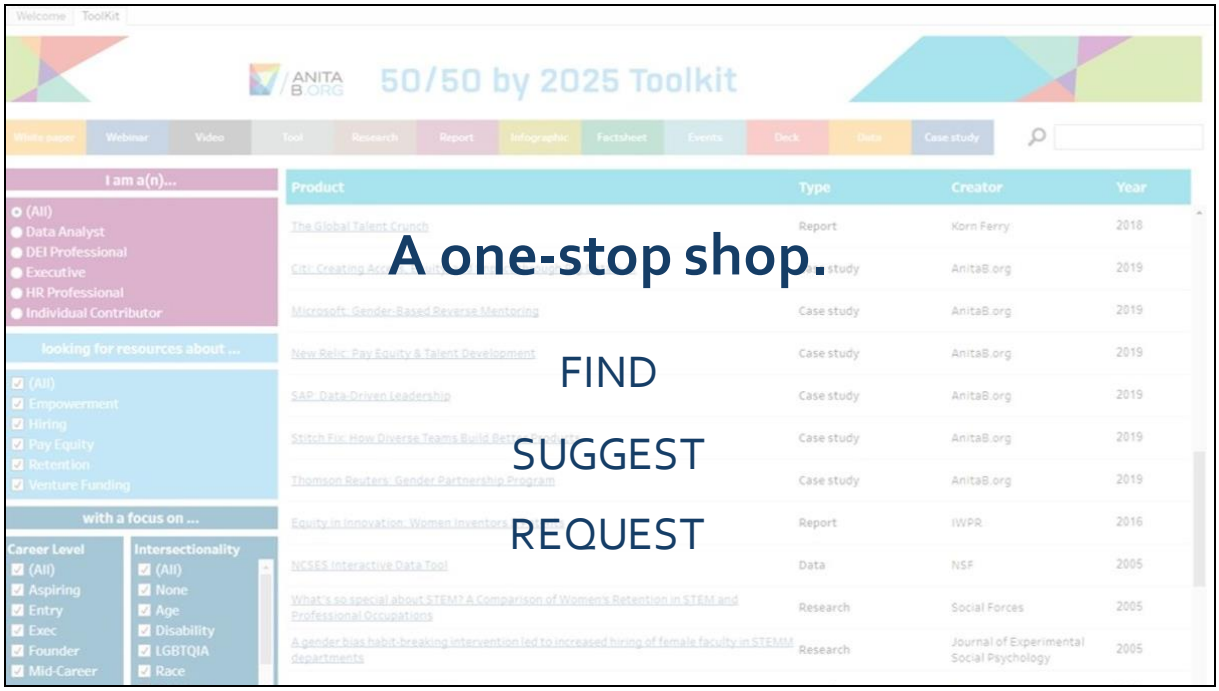
By hovering over a product , you will see a pop up that provides a brief description of it. Clicking on the product name will link you directly to the product to view or download. In addition to including old and new products from across AnitaB.org, we will also be including external products that we have vetted and endorse. So when we say this is a one stop shop for resources, we do not mean just AnitaB's resources. We mean *any* resources that we believe will help you create positive change. Let us comb the internet for the latest valuable DEI guidance; all you have to do is search our toolkit.



To make your search as easy as possible, use the filters to the left and top of the product library to winnow the results down to the products that fit your needs. Or use the search bar to filter our product list by keyword.



Quite simply, we want our toolkit to be the first and last place you have to look for DEI information. 2025 is not that far away; every minute counts. We want to decrease the time you spend hunting for information and resources, so that you have more time to actually implement that information at your company and create real change.



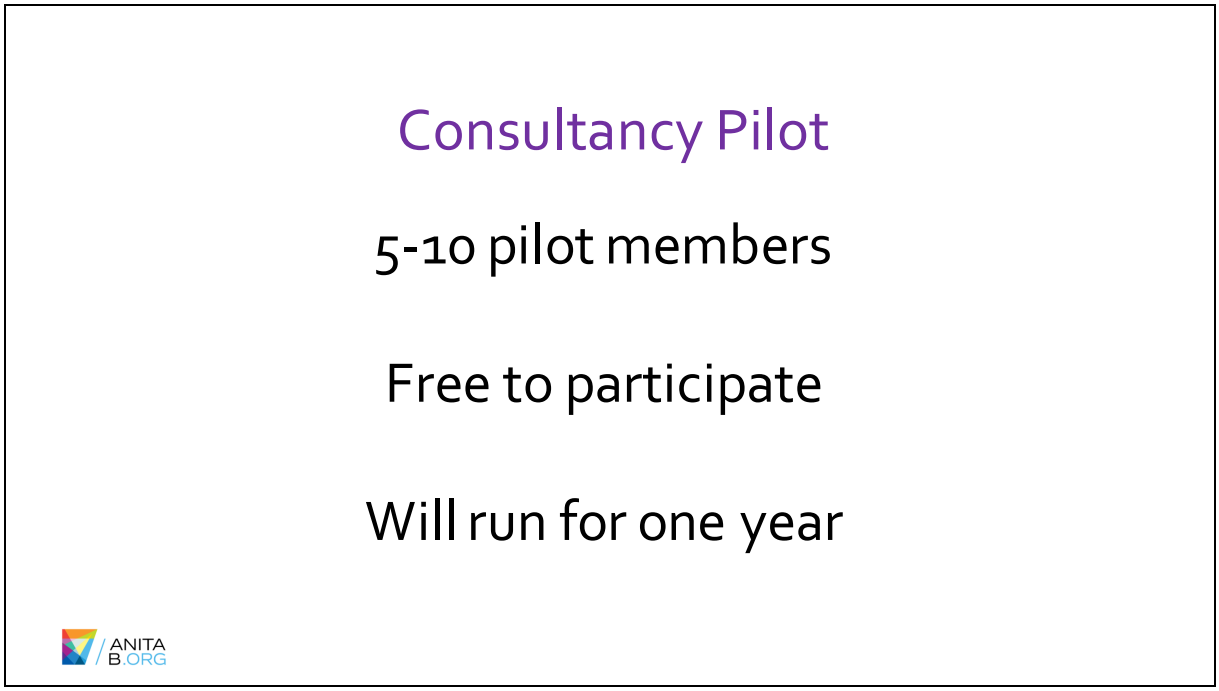
Although we will be continually adding the latest external products, as well as creating new products at AnitaB.org to add to this this toolkit, we also want to leverage the collective power of this Partnership. Therefore, we invite you to make suggestions for existing products that you know about, maybe your own products, that you recommend we include in this toolkit. Or if you're needing a resource that you're not finding, request that we find it or create that product, if it doesn't already exist. Because if you're looking for it, chances are so is someone else. Our hope is that the 50/50 by 2025 Toolkit is not just a showcase of all of AnitaB.org's awesome products and work, and not even just a simple time saver for you, but that it is a repository for the collective knowledge in this room, so that, together, we can all accelerate the pace of change.

A key part of the toolkit and a cornerstone of our new CDEIS services will be our new advisory products. These are the guidance, case studies, podcasts, training and research we will develop for partners, specifically, over the course of 2020. We have already started to develop these materials based on your feedback at the Spring Partner Meeting, and we would like to continue incorporating your feedback as these materials evolve – more about on collaboration later. When our toolkit launches in Q1 of 2020, it will have several of our new advisory products, and we will be continually adding to these new products throughout the year. Also launching Q1 2020 is our next major CDEIS initiative.....

Consultancy Pilot

A pilot exploring an enhanced & bespoke level of CDEIS for Partners, helping you on your journey to 50/50 by 2025.

Our consultancy pilot, which explores an enhanced and bespoke level of CDEIS for Partners, tacking individual needs with tailormade services.



We are very excited about our consultancy pilot as we believe it is the best way to understand what types of specialized services we should be offering you in the longer-term, as AnitaB.org grows. Our consultancy pilot will have 5 to 10 participants, and the pilot will be free to participants and run for one year.

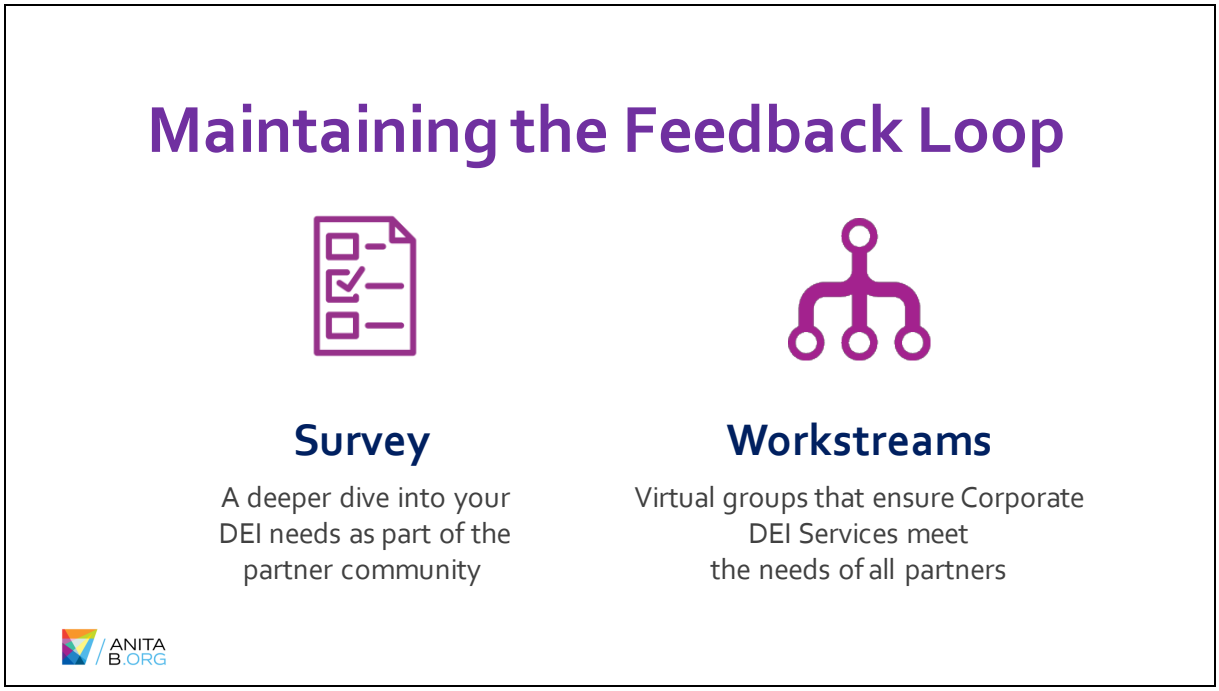
Consultancy Pilot

Top Companies Data

Active Engagement with AnitaB.org

Because Saheema and I want to be data-driven and evidence-based in all of the work we do in CDEIS, admission to the pilot will be limited to companies for which we have Top Companies data for the past 3 years. This allows us to analyze the company's trend in progress before and after the implementation of our services, so we can assess the impact of those services. Ideally, pilot members would also represent the full spectrum of industries and workforce sizes present in our Partner community, so that we can understand the varying needs of our Partners. And finally, we want to work with Partners who are engaged with their Partnership and really motivated to work with us to create change.

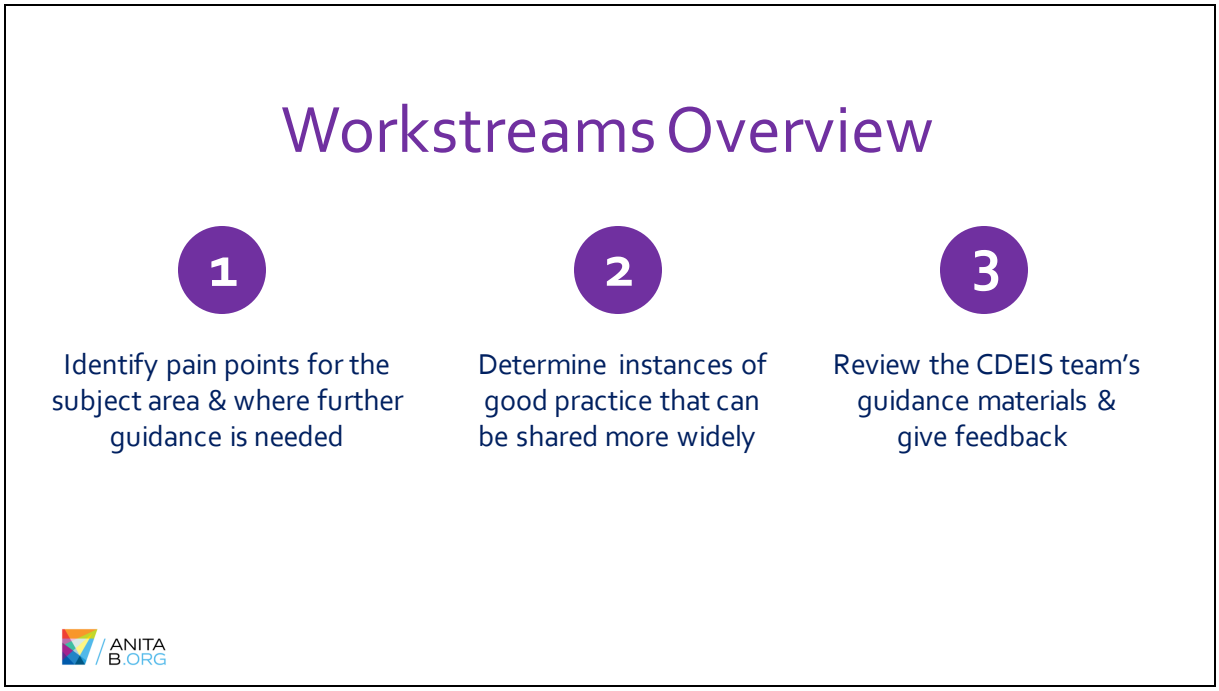
Key features of the pilot include: an assessment of your current progress toward 50/50 by 2025 using Top Companies data and any key metrics your company would like to include. Using that assessment, we will then work with you to set an action plan complete with targets and goals around the areas you want to effect change, and create the individual products, services, or trainings that you need in order to meet those goals. We want to help you in any way that you feel your organization needs help in meeting its own DEI goals. We aren't here to dictate those goals; in this pilot, we are here to help you reach them.



As you can see, your input at the Partner meetings has been essential to guiding the development of our services for you. We now want to extend this feedback loop beyond the partner meetings.

On the table you'll each find a paper survey. If you have not already done so, we would like you to complete this survey and turn it in before you leave today's meeting. As you see, this is not an anonymous survey or a basic evaluation. It is a deeper dive into your DEI needs and preferences as well as where you organization currently is on its DEI journey, so that we can work with you in the future in a more individualized way. You'll also be able to indicate how you would like to get more involved with your AnitaB.org partnership, including participating in our Best Practices Forum or case studies series, or joining one of our workstreams.

Partners who did not complete the Partner Connect Survey on site or who did not attend the Fall Partner Meeting may still provide this information here (https://www.surveymonkey.com/r/YXXLMMZ**).**



Workstreams are like a focus group/think tanks hybrid around a specific topic. By volunteering for a workstream you are volunteering to lend your input, ideas and feedback over the course of the next year on your chosen topic. Basically, we want permission to regularly pick your brain. Your participation will help us (1) Identify areas of need for new products (2) Determine instances of good practice that can be shared more widely (3) Review new products, ensuring they are fit for purpose before they're circulated to the wider partner community. Participation is entirely virtual, and there is no pressure to participate. I say that, but here's the part where I pressure you just a little bit...

Corporate DEI Services

Working together to achieve 50/50 by 2025

If there is one thing we want you to take away from my presentation today, it is that we are committed to listening and acting. I hope it is clear that we take your input and ideas incredibly seriously. The workstreams are a primary method of ensuring that we have year-round engagement with you and your ideas, so that we can continue acting in ways that serve you best. All of this only works if you engage with us and each other. 50/50 by 2025 is a very ambitious. I've spoken with a few of who told me you think it's impossible. And, frankly, it is impossible… for anyone trying to get there on their own. So knowing that, then the only logical way forward, is together. We really look forward to working with you. Thank you so much.

Contact Us

Saheema Rawat
Director, Corporate DEI Services
saheemar@AnitaB.org

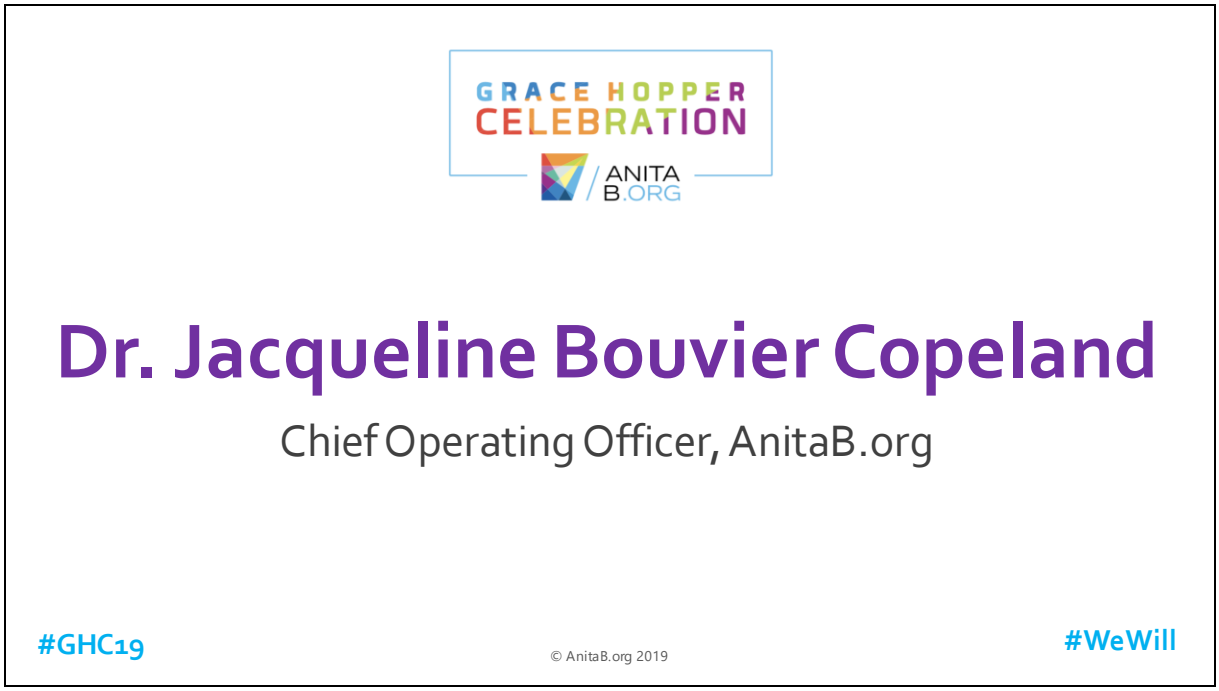
Hayley Brown
Senior Program Manager
Corporate DEI Services
hayleyb@AnitaB.org

Saheema Rawat – Director, Corporate DEI Services
saheemar@anitab.org

Hayley Brown – Senior Program Manager, Corporate DEI Services
hayleyb@anitab.org

TABLE TOP DISCUSSION

What's your top DEI goal for 2020?



Jacqueline Bouvier Copeland, Chief Operating Officer

A seasoned social impact leader and executive, Dr. Jacqueline Copeland is the Chief Operating Officer of AnitaB.org, the world's preeminent women in tech enterprise. Before AnitaB.org, she was Chief Operations Officer for Catholic Charities of Santa Clara County, a $40 million multi-service nonprofit addressing Silicon Valley's global poverty. Trained as an anthropologist and urban designer, Jacqueline has worked as a social impact executive for companies, foundations, nonprofits, and governments operating in the U.S., the Caribbean, Africa, Europe, India, and Brazil.

(1995) Anita Borg speaking on her desire for 50/50 by 2020 - https://www.youtube.com/watch?v=3nImg8vPUe4

Anita's Dream

From AnitaB.org COO Dr. Jacqueline Bouvier Copeland:

With a goal of 50/50 representation of women by 2020, more than 20 years ago, our founder, Anita Borg, boldly envisioned a Silicon Valley, United States and World where all women had equal opportunity to shape the future with technology.

We have not achieved Anita Borg's vision. And we will never achieve it until Women in Tech (WIT) mirror the people and the societies we serve.

Fall 2019 Partner Meeting Headlines

New Department Structure: We have restructured the Business Development & Partnership Success teams under one department, led by our new VP, Robert Read. This unification will improve how we work with Partners moving in 2020.

New Benefits, Products & Initiatives: With the introduction of Corporate DEI Services, we are providing a robust slate of products to help you accomplish your internal DEI goals.

New Data-driven Approach: We continue to improve Top Companies, with the goal of positioning the program to become our data benchmark measuring effectiveness of AnitaB.org DEI efforts. By participating in Top Companies, Partners will improve our ability to track progress towards 50/50 by 2025.

New Year-round Engagement Opportunities: While GHC continues to be our flagship product, over the last 12-18 months, AnitaB.org has transformed into an organization providing year-round support to women around the world. There are now more ways than ever to **build, learn**, and **progress** through partnership with our organization.

The AnitaB.org Partnership Success Team

Robert Read – Vice President, Business Development & Partnership Success
robertr@anitab.org

Saheema Rawat – Director, Corporate DEI Services
saheemar@anitab.org

Hayley Brown – Senior Program Manager, Corporate DEI Services
hayleyb@anitab.org

Leena Bhai – Data Analyst, Partnership Success
leenab@anitab.org

Mike McGee – Interim Sr. Director, Partnership Success
mikem@anitab.org

If you attended the Fall 2019 Partner Meeting, please take a few minutes to fill out our evaluation (https://www.surveymonkey.com/r/Q5LP78X).