



• **2015** •  
**TECHNOLOGY**  
**exchange**

**OCTOBER 4-7**  
**CLEVELAND OH**

**INTERNET2 GENDER DIVERSITY INITIATIVE AND  
SWE@INTERNET2 COMMUNITY**

**FLORENCE HUDSON**

Senior Vice President & Chief Innovation Officer

**ANA HUNSINGER**

Vice President, Community Engagement

**INTERNET2**

# INTERNET2 GENDER DIVERSITY INITIATIVE AND SWE@INTERNET2 COMMUNITY

## AGENDA

- Welcome and GDI / SWE@Internet2 Community Overview
- Unconscious Bias Presentation
- Panel Discussion
- Closing and Networking



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WELCOME!



# Internet2 Gender Diversity Initiative



Community outreach and dialogue

GDI Scholarships

Collaboration: National Center for Women in IT (NCWIT) & Internet2

SWE@internet2.edu community



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# Community outreach and dialogue



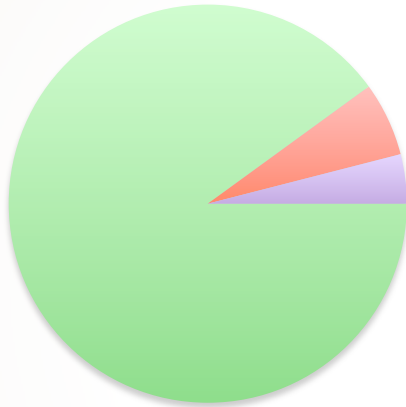
- Community gatherings at every anchor event since Annual Meeting in 2013
- Steering Committee active participation



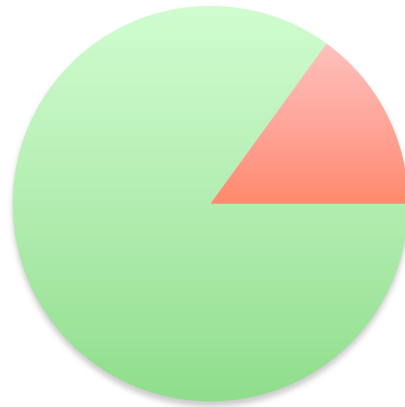
## GD Steering Committee

**Laurie Burns McRobbie**, Indiana University, Co-chair  
**Marla Meehl**, FRGP/UCAR, Co-chair  
**Lucy Sanders**, NCWIT  
**Jen Leasure**, The Quilt  
**Scott Midkiff, Ph.D.**, Virginia Tech  
**Pattie Orr**, Baylor University  
**John Kolb**, Rensselaer Polytechnic Institute  
**Gregory Bell**, ESnet

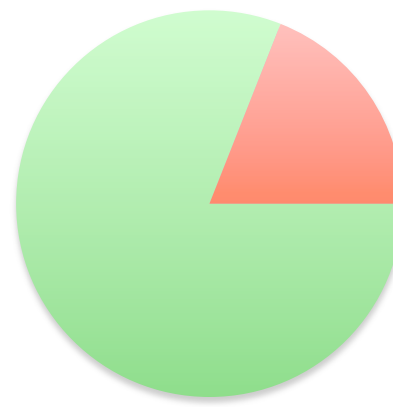
# Women at Internet2 Meetings



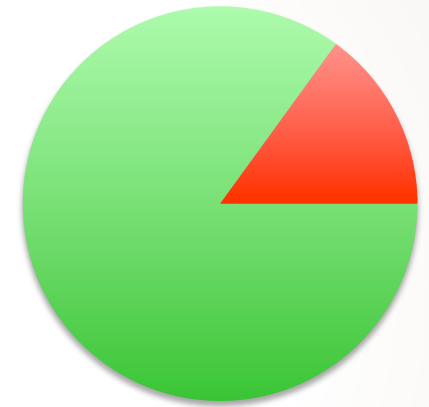
2012–2013  
**6–10%**



2014 Tech Ex  
**19%**



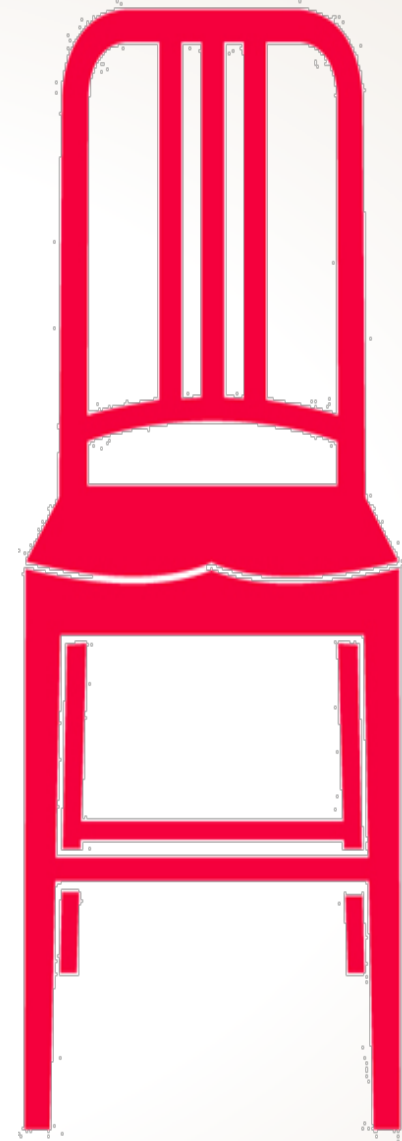
2015 Global Summit  
**21%**



2015 Tech Ex  
**15%**

## Women at #TechEX15

Registrants	15%
Speakers	12%
Exchange Speakers	30%
Program Committee	30%
Track Chairs	20%





# Gender Diversity Initiative scholarships



## 2015 Carrie Regenstein Awardee

**Chris M. Collins,**  
University of Cincinnati



## 2015 Tech Ex Awardees

**Sarah Bailey,**  
Case Western Reserve University



**Gourija S. Menon,**  
Vanderbilt University

## 2014 Carrie Regenstein Awardee

**Jamie McCue**

## 2014 Tech Ex Awardees

**Jill Casey**

## 2015 Global Summit Awardees

**Heather (Heath) Davis**

**Angel Male**

**Deidre Mitchell**

**Jackie Stampalia**



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# Collaboration: National Center for Women in IT (NCWIT) & Internet2



- Research collaboration and data on Internet2 community
- NCWIT resources available to Internet2 members
- Visit [ncwit.org](http://ncwit.org)



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## SWE@Internet2 community

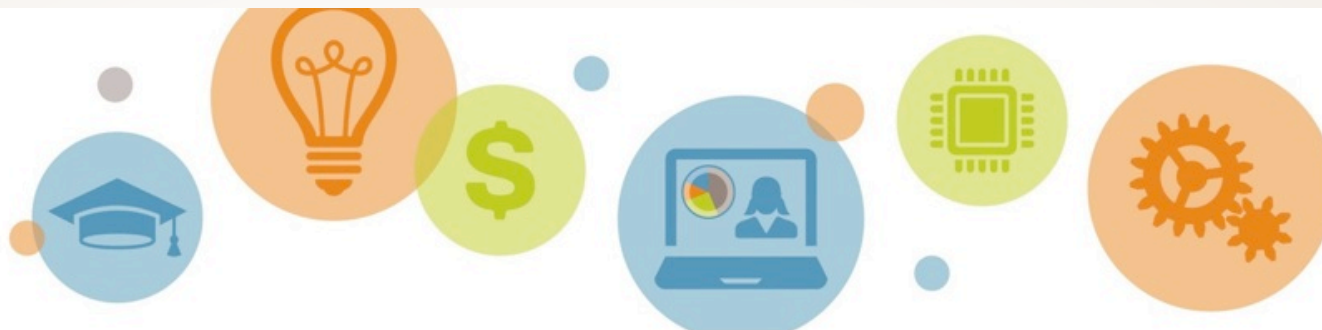


- Provides Society of Women Engineers (SWE) member benefits for up to 200 professionals at participating Internet2 higher education member institutions
- For more information, email [swe-i2@internet2.edu](mailto:swe-i2@internet2.edu)





Revolutionizing the Face  
of Technology



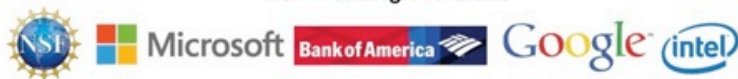
# Unconscious Bias Keeps Girls and Women From Computing

Avis Yates Rivers, CEO Technology Concepts Group Int'l.  
Board Member, National Center for Women & IT

NCWIT Lifetime Partner:



NCWIT Strategic Partners:

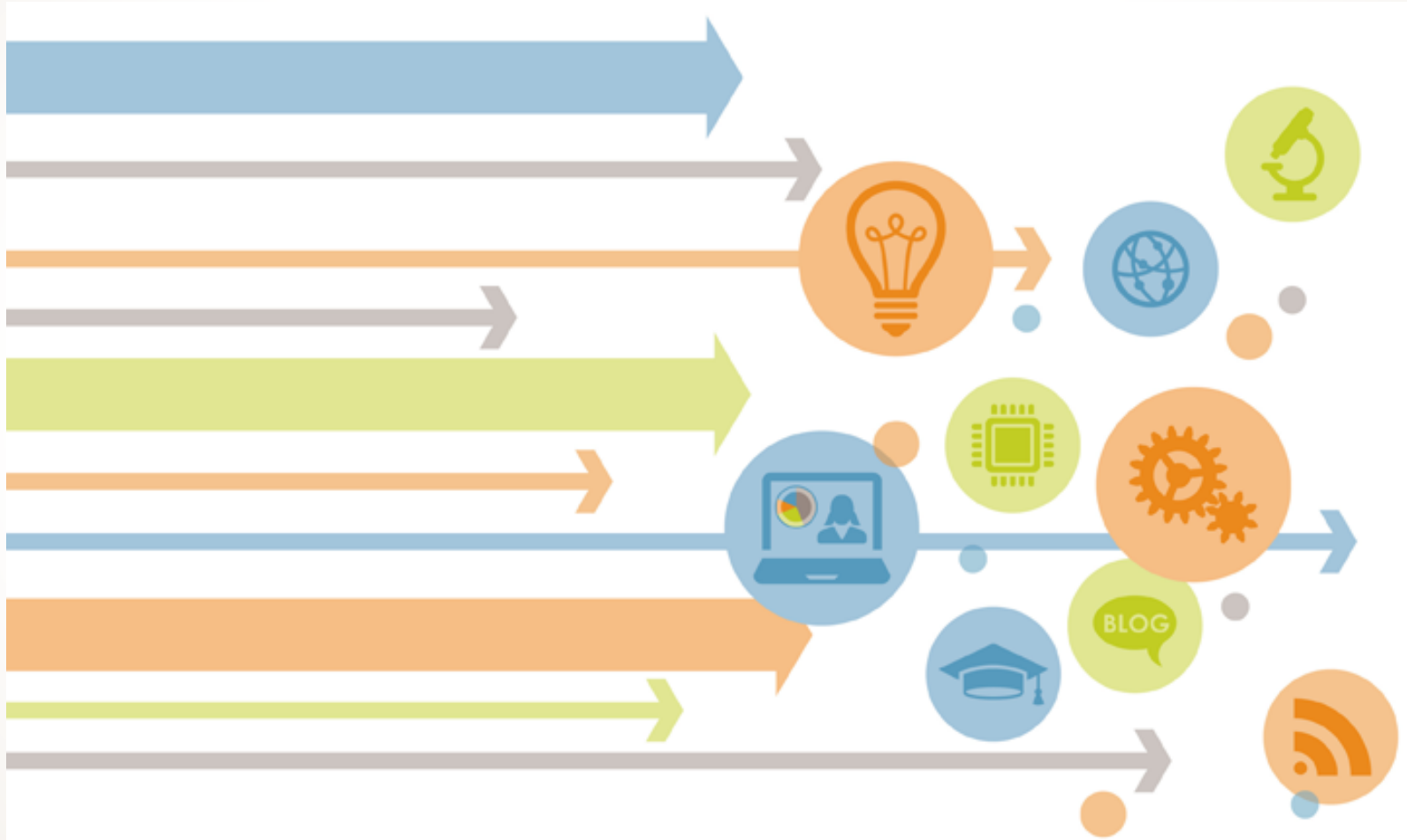


NCWIT Investment Partners:



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# 1: *Facts Are Our Friends*



# We Have a U.S. Pipeline Problem ....



**GIRLS COMPRISE**

**19%** of AP CS exam-takers



**WOMEN EARN**

**18%** of CIS degrees

# That Continues into the Corporate Space



**WOMEN COMPRISE**  
**57%** of U.S. Professional  
Occupations



**WOMEN HOLD**  
**26%** of U.S. Technology  
Jobs



**WOMEN MAKE UP**  
**19%** of U.S. Software  
Developers



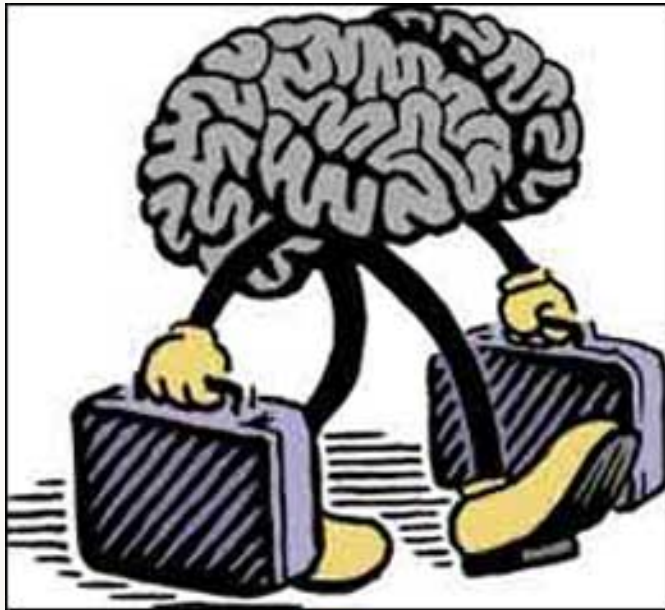
Only **5%** of **TECHNOLOGY LEADERSHIP** Jobs Are  
Held by Women



SOURCE: U.S. Dept. of Labor Current Population Survey, 2014



# We're Losing The Diversity Already There: An Unnecessary Corporate Brain Drain

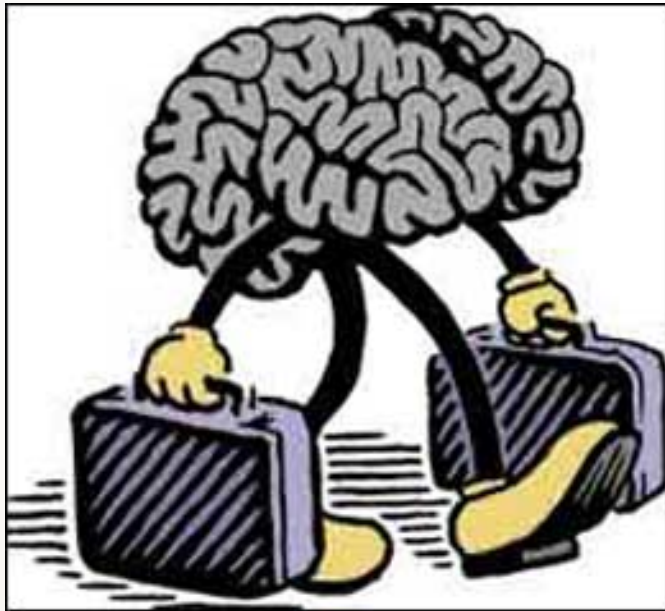


*2 million people a year leave U.S. companies due solely to perceived unconscious biases.*

Sources: Corporate Leavers Survey, Level Playing Field Institute



# We're Losing The Diversity Already There: An Unnecessary Corporate Brain Drain



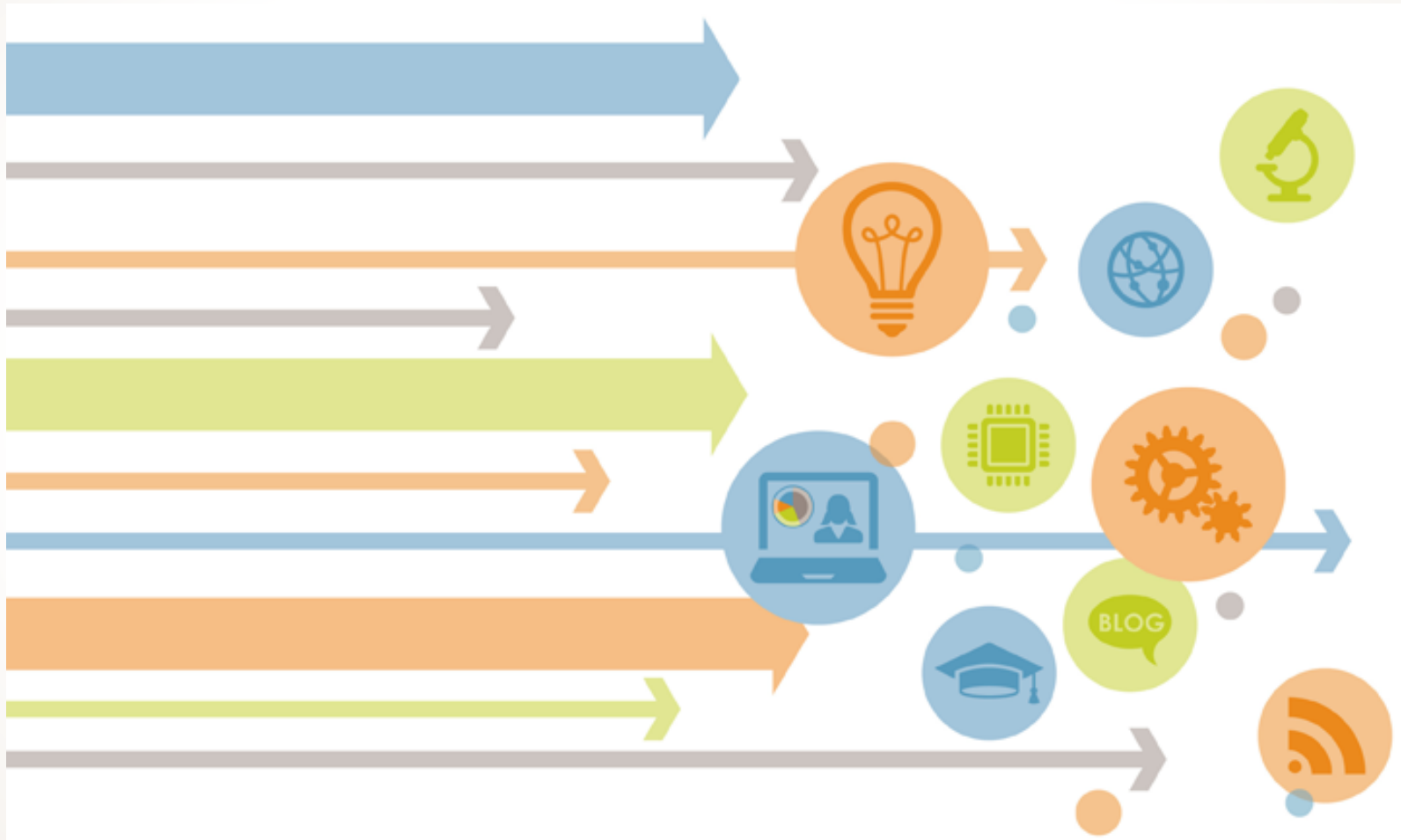
74% love work

56% leave

75% stay in workforce

Sources: Capturing Turnover Costs, Joins, 2000; TalentKeepers, 2010; Athena Factor, 2008

# 2 : *Understand the Research*



# Diversity Enhances Teams



Groups with **greater diversity** solve complex problems **better and faster** than homogenous groups.

Scott Page, The difference: How the power of diversity creates better groups, firms, schools, and societies, Princeton University Press

# Diversity Benefits Creativity

Groups with **greater diversity** solve complex problems **better and faster** than homogenous groups.



Scott Page, *The difference: How the power of diversity creates better groups, firms, schools, and societies*, Princeton University Press, 2009.

# Impact on Innovation - Patenting

Male and Female Collaboration Statistics by Category  
*U.S.-invented U.S. Information Technology Patents*

SUBCATEGORY	# MATCHABLE PATENTS	FEMALE-ONLY		MIXED-SEX TEAM		MALE-ONLY	
		COUNT	%	COUNT	%	COUNT	%
Communications	163,408	3,466	2.1%	13,813	8.5%	146,129	89.4%
Computer Hardware	132,486	2,291	1.7%	12,802	9.7%	117,393	88.6%
Computer Peripherals	45,732	871	1.9%	4,424	9.7%	40,437	88.4%
Computer Software	105,256	3,062	2.9%	15,915	15.1%	86,279	82.0%
Semiconductors/ Solid-state Devices	156,310	3,184	2.0%	16,420	10.5%	136,706	87.5%
<b>All Information Technology</b>	<b>603,192</b>	<b>12,874</b>	<b>2.1%</b>	<b>63,374</b>	<b>10.5%</b>	<b>526,944</b>	<b>87.4%</b>

NCWIT – Who Invents IT? – 1980 - 2012



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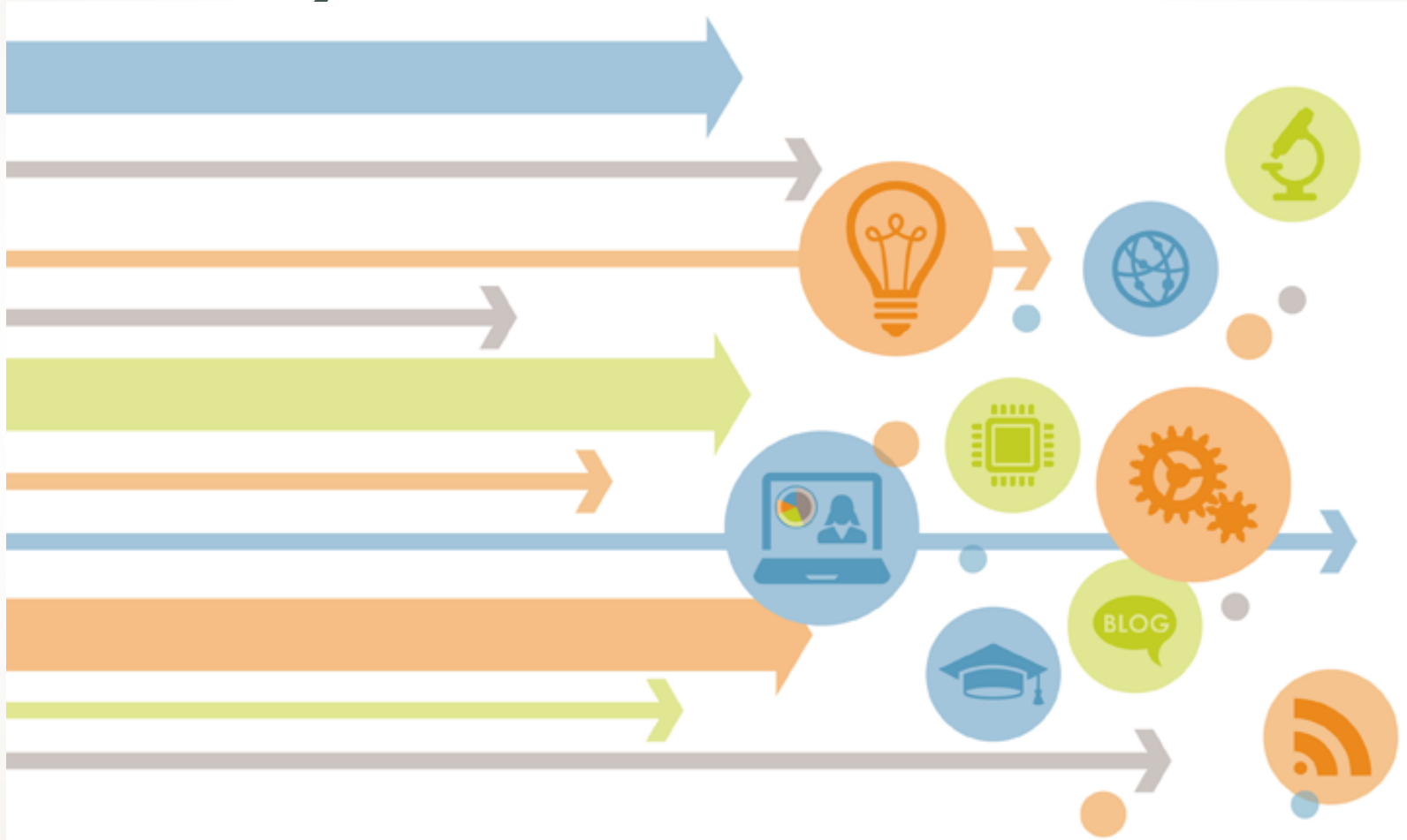
# Women Improve Innovation

A group's collective intelligence is not predicted by the IQs of its individual members. But if a group includes more women, its collective intelligence rises.

“Evidence for a Collective Intelligence Factor in the Performance of Human Groups,” Science October 2010, Woolley, Chabris, Pentland, Hashmi and Malone.

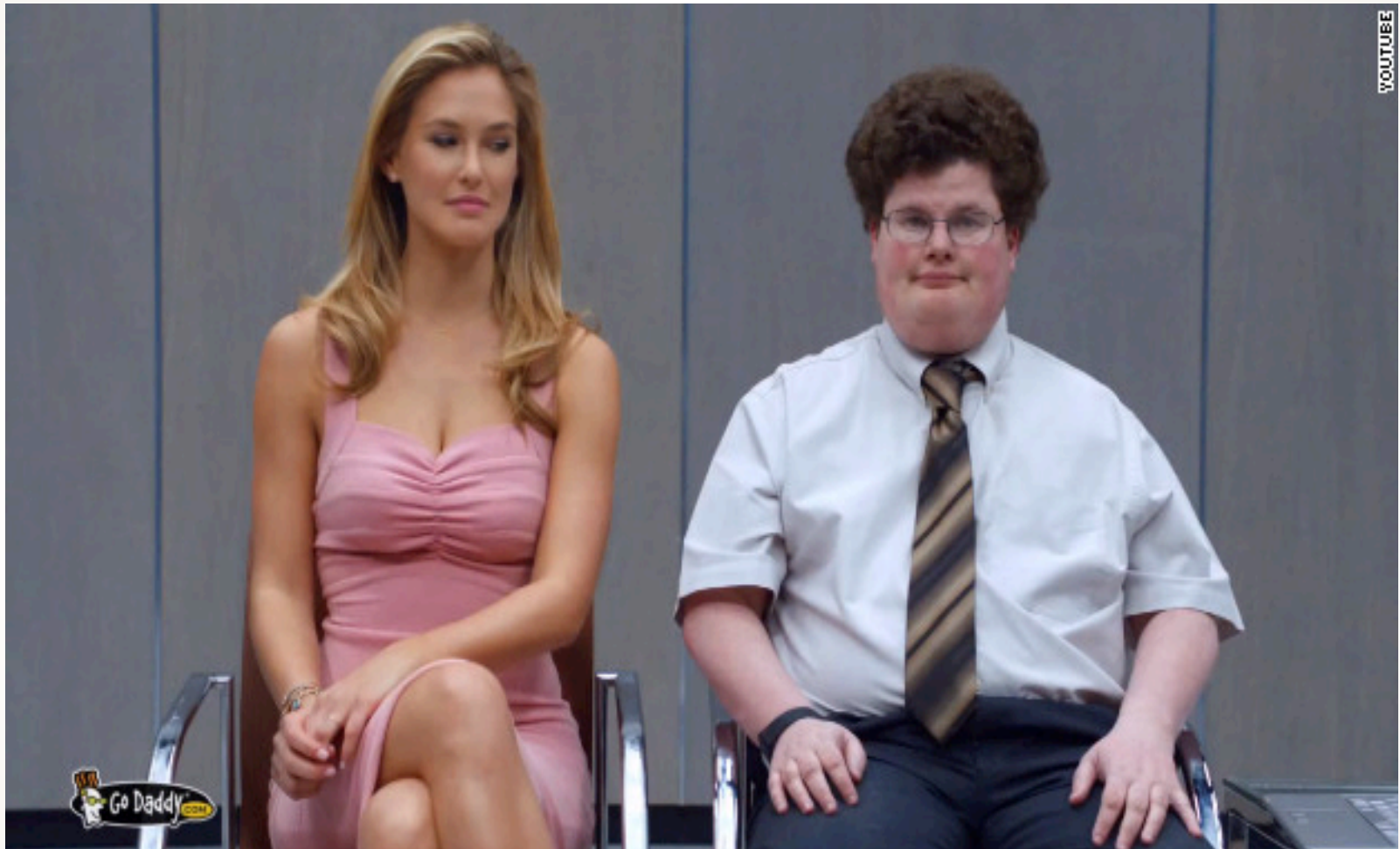


# 3 : *Society is Biased*





# Pick the Technologist



# What Causes Societal Bias?



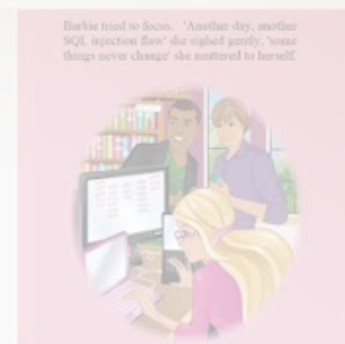
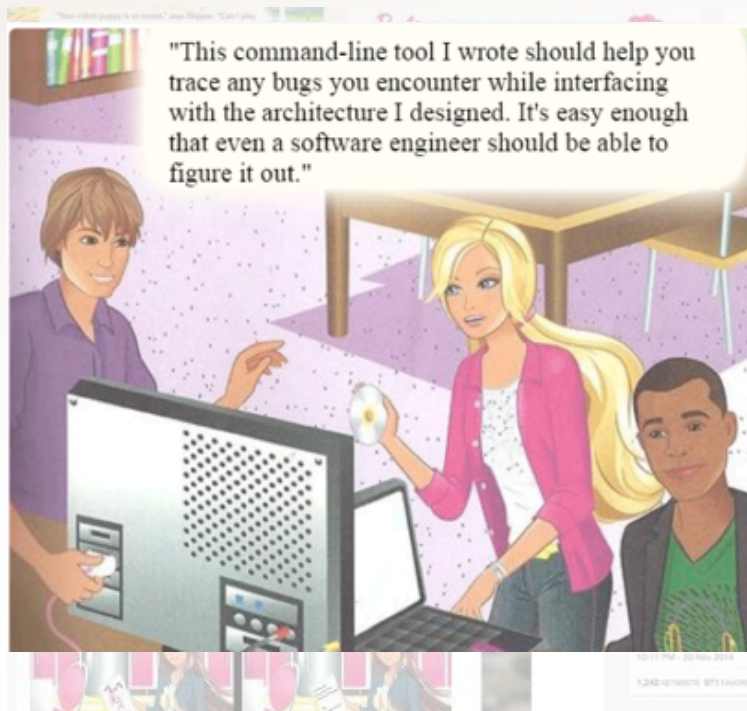
We all have shortcuts, “schemas” that help us make sense of the world. But our shortcuts sometimes make us misinterpret or miss things. That’s **unconscious bias**.

# Societal Bias Starts Young



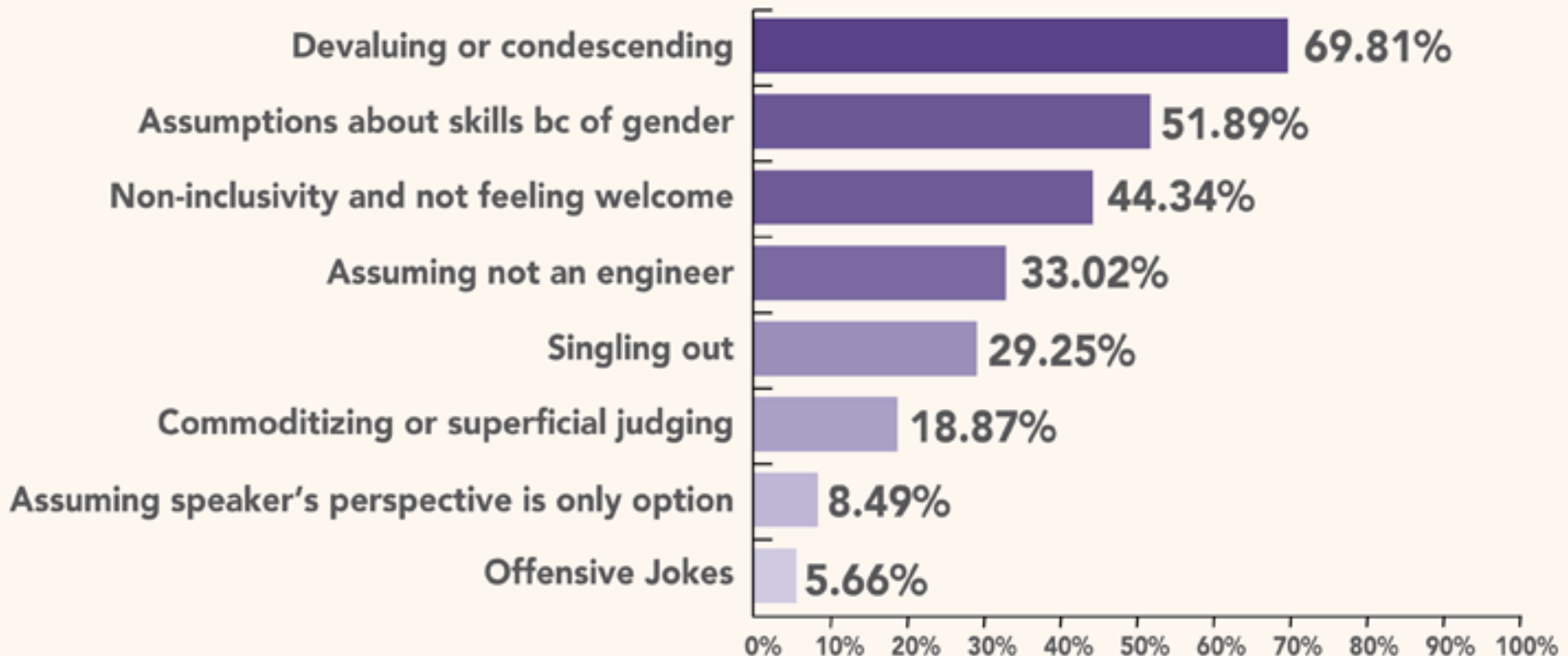
"I'm only creating the design ideas," Barbie says, laughing. "I'll need Steven's and Brian's help to turn it into a real game!"





# “Unconscious” Still Harmful

## Percentage of Phrases by Category



NCWIT Aspirations in Computing Informal Survey

# How Stereotype Threat Shows Up in Technical Environments

Not speak up in meetings

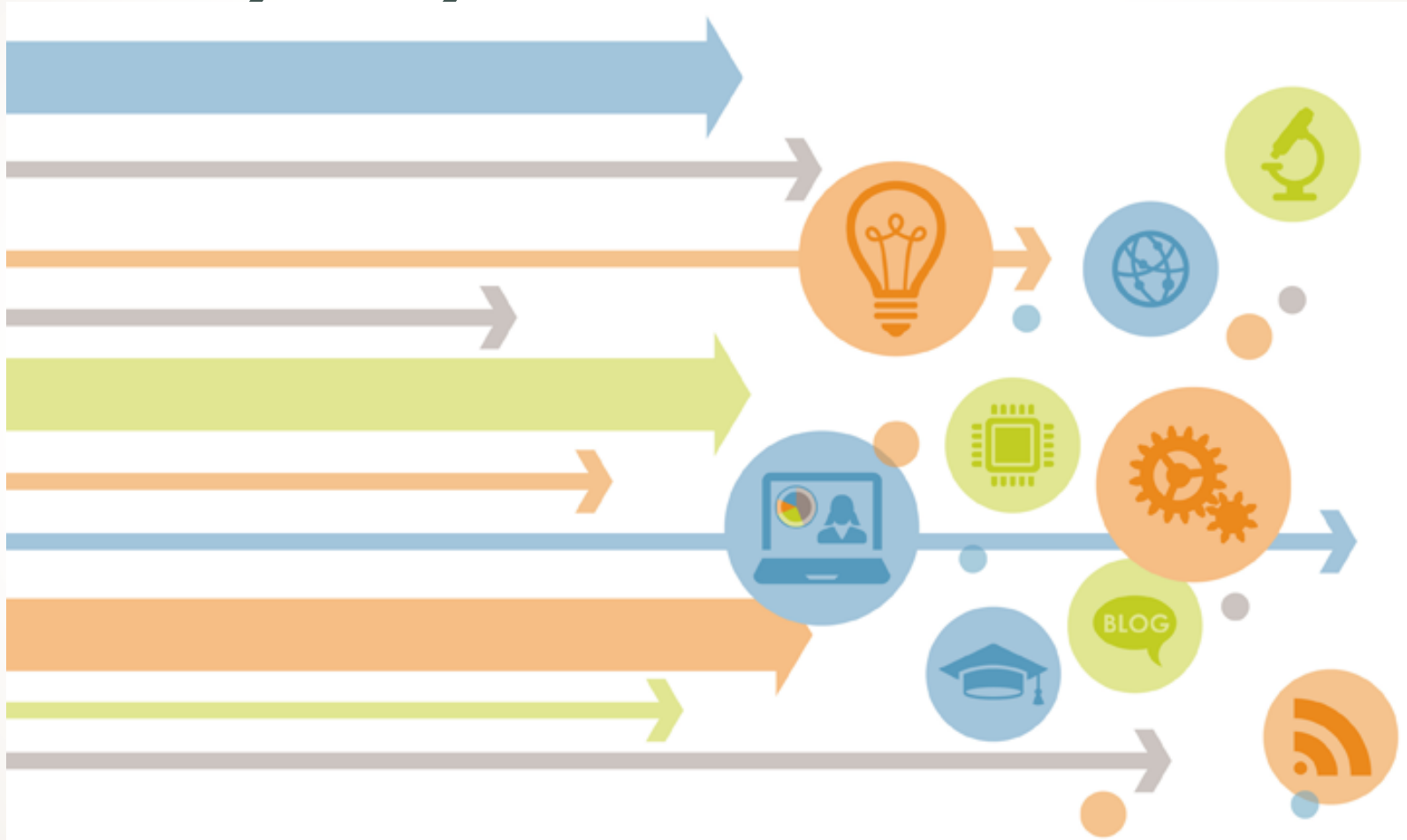
Be reluctant to take leadership positions

Be overly harsh about their own work

Discount their performance



# 4 : *Everybody is Biased*



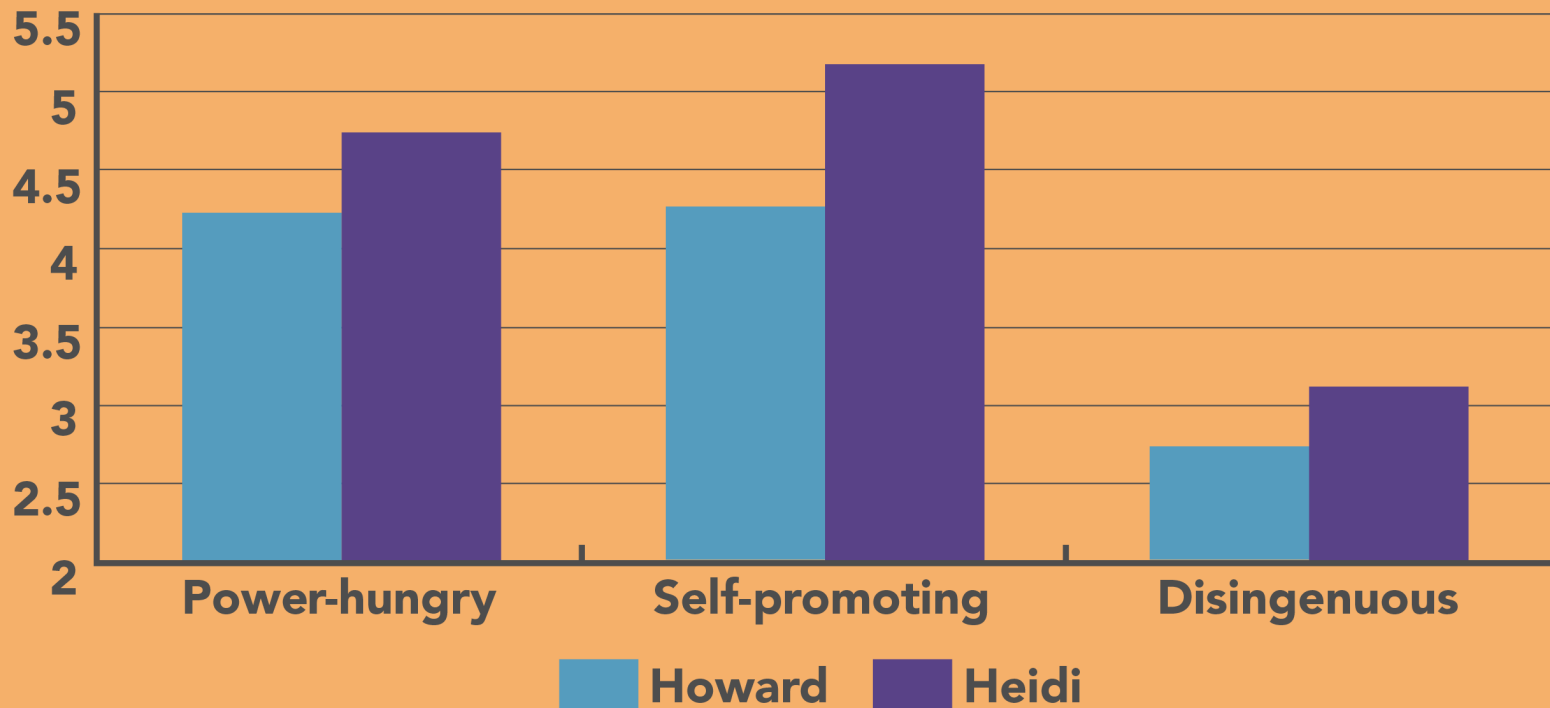


# Resume Studies



# Howard vs. Heidi

How power-hungry, self-promoting, and disingenuous was Roizen?

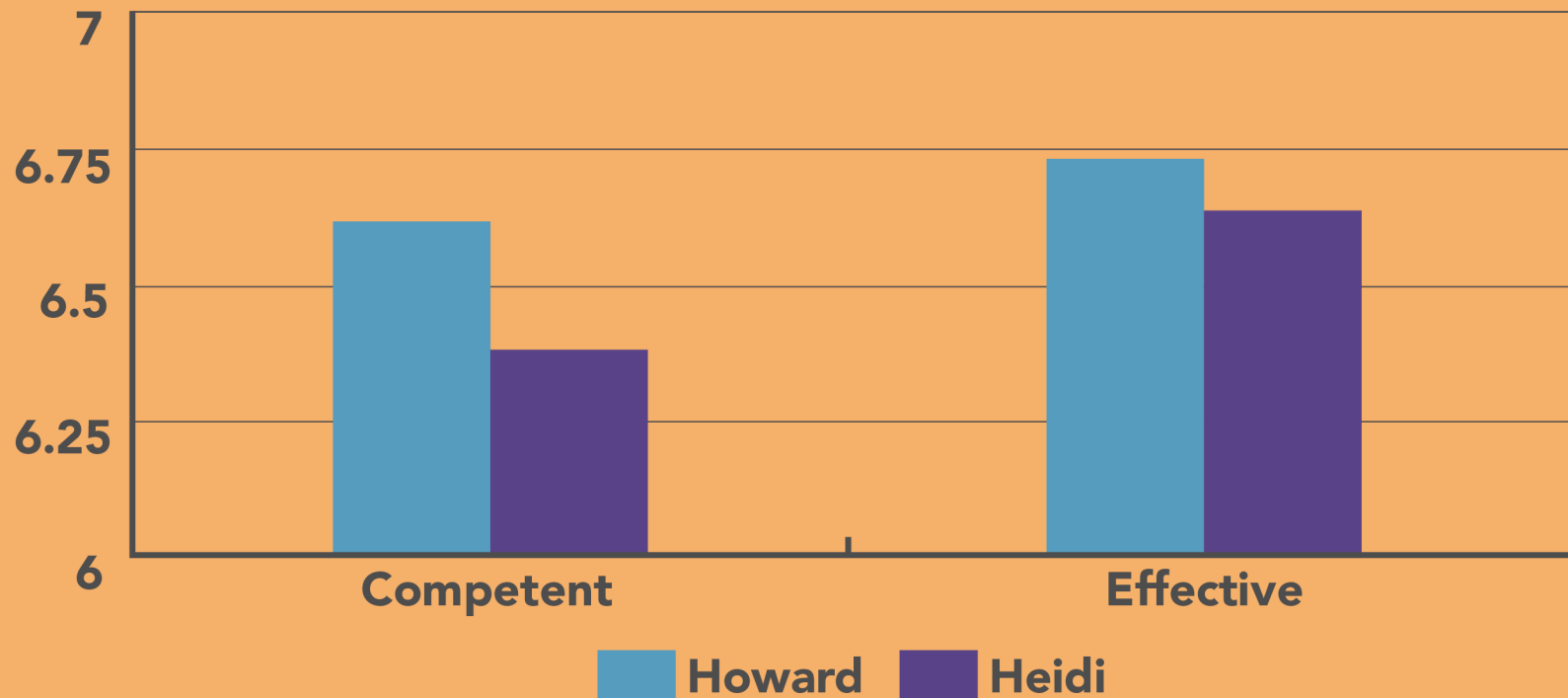


© Frank Flynn

1-7 scale (from "not at all" to "extremely")

# Howard vs. Heidi

How competent and effective was Roizen?



© Frank Flynn

1-7 scale (from "not at all" to "extremely")

# Howard vs. Heidi

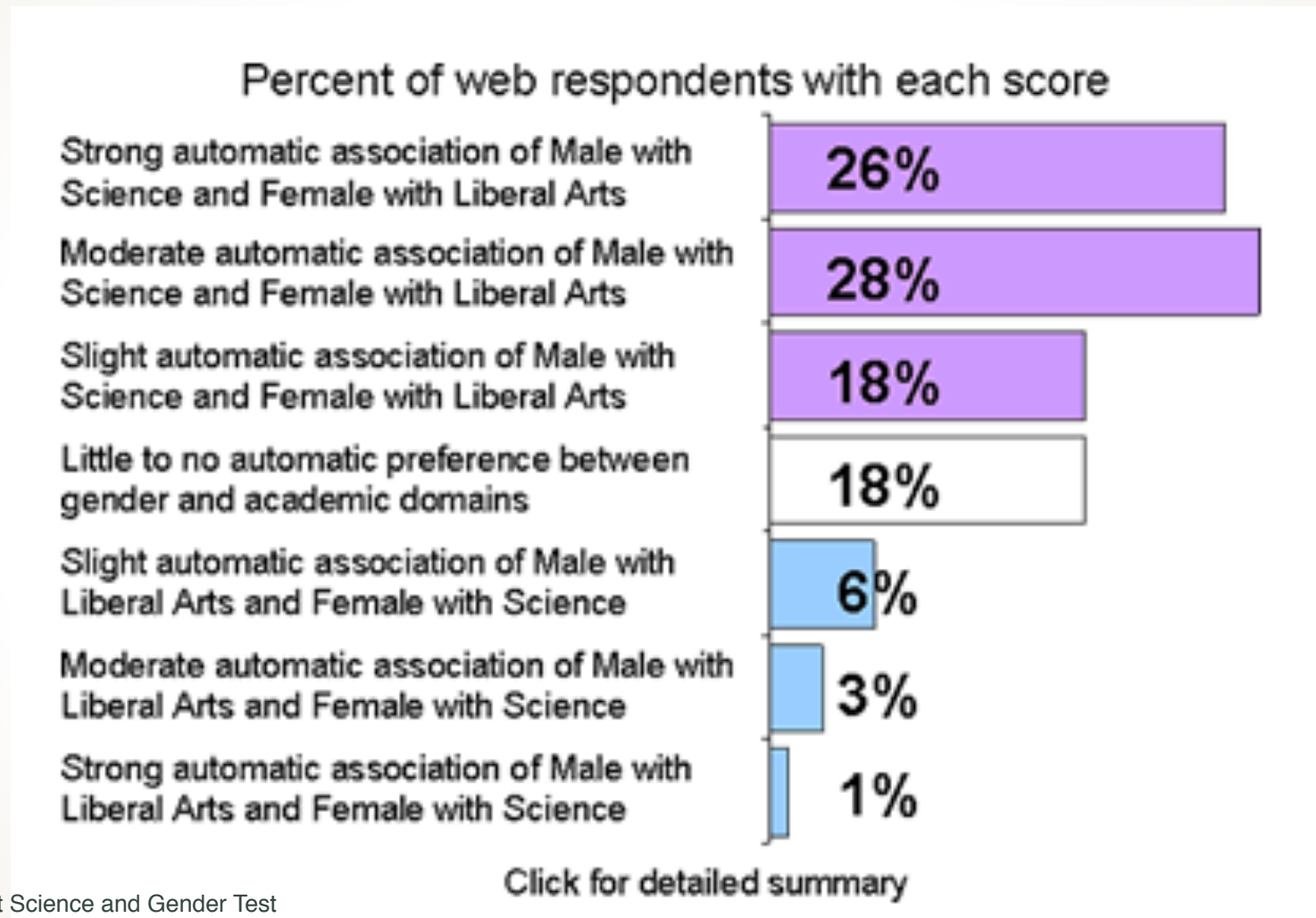
Would you like, hire, like to emulate Roizen?



© Frank Flynn

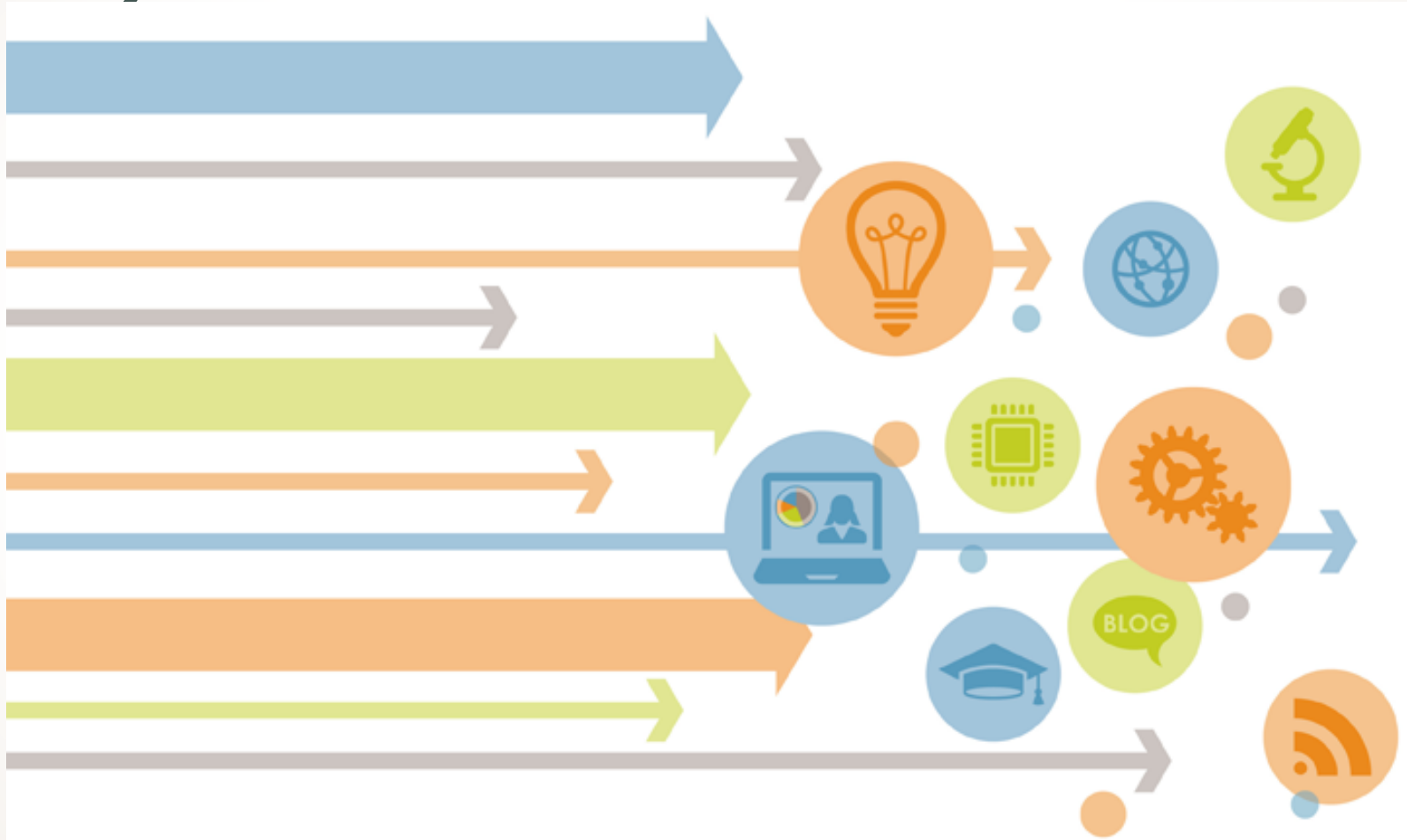
1-7 scale (from "not at all" to "extremely")

# Project Implicit Bias Results



Project Implicit Science and Gender Test

# 5 : *Systems' Issue*



Today ...



EMPTY

FULL

**WOMEN'S PARTICIPATION**



And Tomorrow ...



EMPTY

FULL

**WOMEN'S PARTICIPATION**

# Fix the System (*and not the people*)

- Girls & women aren't broken.
- Boys & men aren't evil.
- The culprit is societal bias (shared by both women and men) that manifests itself in technical cultures and classrooms.
- The answer is stronger leadership, analysis and practice across the pipeline.



# CEO Attention





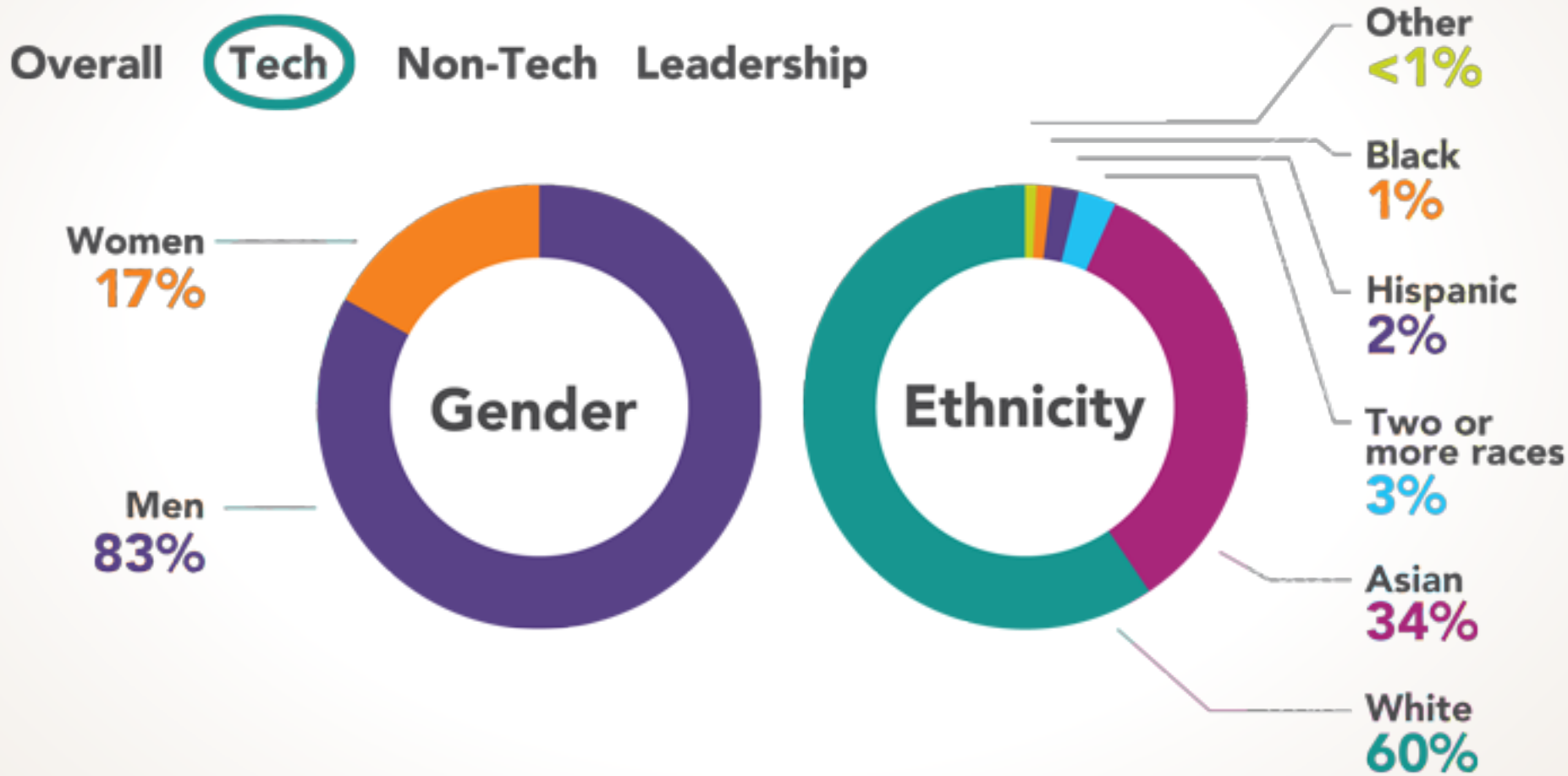
# Corporate Technical Leadership

## Good Leader

- Communication
- Encourage others
- Share
- Have a broad perspective
- Set a good example
- Support employee ideas
- Identify need for change
- Inspire and motivate
- Encourage cooperation



# A Year of Transparency: Google Releases June 2014



# Why Data Transparency?

- ✓ To enable strategic, data-informed change efforts
- ✓ To better understand HOW women are participating in innovation & leadership roles
- ✓ To measure change and create accountability





# Invite Diversity & Actively Recruit



# Remove Biased Language from Job Descriptions

**AGGRESSIVE; HARD-DRIVING; ROCK STAR;  
WORLD-CLASS CODER; DOMINANT**

"Startups and Job Advertisements," Aaron Kay, PhD: [http://ww2.ncwit.org/pdf/A.Kay\\_JobPostings\\_EAmta12.pdf](http://ww2.ncwit.org/pdf/A.Kay_JobPostings_EAmta12.pdf); <http://vimeo.com/46501265>



# Audit Your Physical Space for Implicit Biases



**Assure inclusive team  
meetings and social  
events**



# Audit Performance Review & Advancement Processes

Examine performance reviews  
for unconscious biases

Build accountability metrics into  
managers' performance reviews

Clarify paths to promotion



# Be a Male Advocate

## Inspire More Male Advocates





**Don't** give up: this is a long distance race  
and not a sprint



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Coolest Women We Know • Coppel State University • Cornell University • Curetec • CyberWatch West Consortium • DailyCafé • Dakota State University • Dartmouth College • DC Web Women • Deakin University • DePaul University • DePaul University • Des Moines Area Community College • Dillard University • Dixie State University • Dizzion • DoJo4 • Dordt College • DreamAlive.com • Drexel University • Drexel University Online • Duke University • Eastern Kentucky University • Eastern Michigan University • Edison Community College • EDUCAUSE Women in IT Consortium • Elizabeth City State University • Embry-Riddle Aeronautical University • Daytona Beach • EMC Corporation • ETR Associates • Etag, Inc. • Evergreen State College • Facebook, Inc. • Fairleigh Dickinson University • Fanshawe College • Ontario • Flisk University • Florida A&M University • Florida International University • Florida Memorial University • Florida State University • Fort Hays State University • Fort Valley State University • 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State Community College • Pennsylvania State University • Pfizer Inc. • Piedmont Virginia Community College • Piaros College • Los Angeles • Piggback • Pincode • PivotDesk • Fixability, Inc. • Plum Perfect • Plymound Community College • Portland State University • Prairie View A&M University • PrettQuick • Princeton University • Project Lead the Way (PLTW) • Purdue University • PyLadies • Q-Local • Qualcomm • Qualcomm Women in Science & Engineering (QWISE) • Quick Left, Inc. • Rackspace Hosting, Inc. • RAISE Project • Ramapo College • Rapt Media • RBC • Red Rocks Community College • Rensselaer Polytechnic Institute • Return Path, Inc. • Revolv Inc. • Rhodes College • Rice University • RichTech • Rochester Institute of Technology • Rockies Venture Club • Rocky Mountain Oracle User's Group • Roger Williams University • Rose-Hulman Institute of Technology • Rowan University • Rutgers State University of New Jersey • Salish Kootenai College • Sandbox Industries • Santa Clara University • Santa Fe College • Santa Monica College • Sapling Events • Savannah State University • Science Club for Girls • SciGirls • Seattle Central Community College • SendGrid • SeeClarity • Siena College • Sifco, Inc. • SIM Women • Simple Energy • Singly • Singularity University • Sioux Falls University • Smith College • Snapboard • Society of Women Engineers • South Carolina Technical College System • Southern Connecticut State University • Southern Illinois University • Carbondale • Southern Maine Community College • Southern Polytechnic State University • Southern Utah University • Southwestern University • Spanning Cloud Apps, Inc. • SparkFun • Spelman College • Splunk • SpotXchange • Spring Hill College • St. Francis College • St. Louis University • St. Mary-of-the-Woods College • St. Mary's College of Maryland • St. Peter's College • St. Xavier University • Standing Cloud • Stanford University • State of Colorado OIT • Stevens Institute of Technology • Stripe • Suffolk County Community 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@ Intel Network • Women & Hi Tech • Women in Engineering ProActive Network (WEPAN) • Women in Technology Education Foundation (WIT) • Women of AT&T • Women Who Code (Denver/Boulder) • World Wide Workshop • Xavier University of Louisiana • Yesware • Youngstown State University • Zylé & Friends • Zynga Game Network, Inc.



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Revolutionizing the Face  
of Technology

# Let Me Know If We Can Help

Avis Yates Rivers, CEO  
Technology Concepts Group Int'l.

Email:

[ayates@technologyconcepts.com](mailto:ayates@technologyconcepts.com)

Twitter:

[@sitwithavis](https://twitter.com/sitwithavis)

LinkedIn:

[www.linkedin.com/in/avisyatesrivers](http://www.linkedin.com/in/avisyatesrivers)



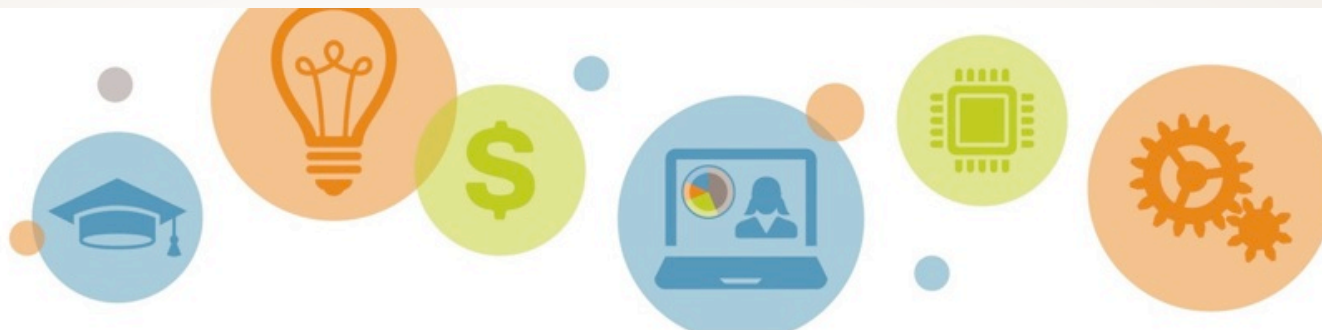
ncwit.org



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Revolutionizing the Face  
of Technology



# Thank You

NCWIT Lifetime Partner:



NCWIT Strategic Partners:



Microsoft



Google



NCWIT Investment Partners:

AVAYA



MERCK  
*Be well*



Bloomberg



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# UNCONSCIOUS BIAS PANEL PARTICIPANTS

- **Peter Finn**, Deputy Executive Director & Chief Learning Officer  
Society of Women Engineers
- **Dave Lambert**, President & CEO  
Internet2
- **Inder Monga**, Division Deputy of Technology for Scientific Networking  
Division, Lawrence Berkeley National Lab and Chief Technology Officer  
ESnet
- **Avis Yates Rivers**, President & CEO, Technology Concepts Group, and  
Board Member  
National Center for Women & Information Technology

**Are you a university member that would like to join the Society of Engineers (SWE)?**

**We can offer you a discounted membership!**

**Please click here  
<http://bit.ly/1LMzKIT> for more  
information or send an email to  
[swe-i2-request@Internet2.edu](mailto:swe-i2-request@Internet2.edu)  
to learn more**







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## INTERNET2 GENDER DIVERSITY INITIATIVE AND SWE@INTERNET2 COMMUNITY

**FLORENCE HUDSON**

Senior Vice President & Chief Innovation Officer

**ANA HUNSINGER**

Vice President, Community Engagement

INTERNET2