

women in technology

Wisconsin Inc.



ANNUAL REPORT
JANUARY 2015 - MAY 2016



WITWISCONSIN.COM

THE MISSION OF WOMEN IN TECHNOLOGY WISCONSIN IS TO ATTRACT, GROW AND RETAIN WOMEN OF ALL AGES IN TECHNOLOGY-RELATED CAREERS



A Special Message from the Co-Founders

Dear WIT members, sponsors and supportive community members,

Women in Technology Wisconsin started with an idea in the fall of 2014 and has become a true technology movement. We are completing our first year with over 200 members and 18 sponsors. WIT members are making a difference in Northeast Wisconsin.

The commitment of members has evolved WIT Wisconsin into three pillars: WIT@Work, WITonCampus, and WIT4Girls. These pillars stay true to our mission.

WIT@Work has opened the doors for technology professionals to collaborate, network, and socialize. Since its formation, several sub-groups have formed: Executive Leadership, Brand Ambassadors, and Mentoring. These groups create new opportunities to encourage women to advance in their career fields.

WITonCampus is a collective collaboration between businesses, universities, and technical colleges allowing us to reach multiple generations of women. Through these channels we were able to fill internships, part-time jobs and full-time jobs with talented individuals, showing these students that NE Wisconsin is a thriving region for technology careers.

WIT4Girls partnered with Hortonville Area School District's High School and Middle School in piloting a Girls Who Code Club (grades 6-12) and WIT4Girls Club (grades 5-8). These programs introduce girls to technology professionals and allow them to explore technology in a fun and dynamic way.

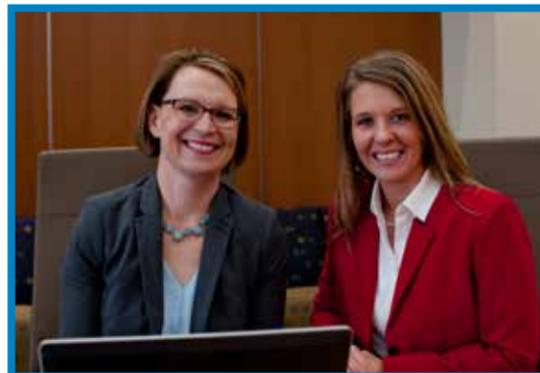
We are forever grateful for what the members of WIT Wisconsin have accomplished in 2015:

- Founding Board Created, January 2015: This group of women defined WIT's vision and mission. WIT Wisconsin would not have evolved to where it is today without their passion.
- Creation of WIT Wisconsin, Inc., March 2015: We are a stand alone company not tied to any other organizations and ran 100% by volunteers.
- Founding Breakfast, April 2015, 160 people attended representing over 65 companies in Northeast Wisconsin. People came from Green Bay, Sheboygan, West Bend, Beaver Dam, Fond du Lac, Oshkosh and Fox Cities to get involved in WIT's mission.
- 501c3 Status Granted, May 2015: As a charitable not for profit organization we received support from nine corporate sponsors to fund WIT groups, clubs, and programs. This collaboration has allowed WIT to get involved with the community and create a movement here in NE Wisconsin. Thank you for your support.
- First Annual Meeting, July 2015, we hosted an annual meeting for members to recap the first few months and vote in the WIT Wisconsin Executive Board.
- WIT's First Season, September 2015-May 2016: Community involvement was key in the first year. Getting involved at career fairs, Tech Savvy, and GirlTech. Collaboration and networking at events such as Breakfast Series, Taste of Technology, and New North Summit.

Thank you to all our donors, supporters, partners, board members, members and guests for your passion, commitment and dedication to helping women of all ages discover technology. Your support and generosity is impacting the future of technology in all of Northeast Wisconsin.

Co-Founders

Michelle Schuler, Business Development Director, Excelion Partners
Kathy Fredrickson, President, Imark Consulting



WOMEN IN TECHNOLOGY WISCONSIN

The WIT-Wisconsin co-founders started a LinkedIn® group to assess interest in the organization concept. This group attracted technology women from all over Northeast Wisconsin. When the LinkedIn® group reached over 150 members in January, 2015, WIT's Founding Board was established.



In the spring of 2015, WIT Wisconsin hosted two first founding member events. These events inspired a technology movement and generated over 100 WIT members. The momentum carried into WIT's first Annual Meeting in July 2015. At this meeting the first WIT Executive Board was elected.

This picture is the Founding Board - Established January 2015.

Top Row: Mary Genrich, Lauren Hooper, Adrienne Hartman, Amy Roffers, Vicki Leinbach

Bottom Row: Erin Dreheim, Michelle Schuler, Kathy Fredrickson, Lisa Piikkila, Karin Alvarez

WIT Executive Board

Member Elected July 2015



Michelle Schuler
Co-Founder/President



Vicki Leinbach
Vice President



Amy Roffers
Secretary



Mary Genrich
Treasurer



Adrienne Hartman
Membership



Tani Plamann
Brand Ambassador



Lisa Piikkila
Marketing



Katie Labeledz
Programs



Sharon Borde
Sponsorship



Wendy Nasgovitz
WITonCampus



Diane Doersch
WIT4Girls



Beth Helker
Special Events

By defining the careers in technology we can get more women in technology

WIT@WORK

WIT Wisconsin allows the women in technology careers to have a voice. It is a place where professionals can voice their opinions, ask the hard questions, and collaborate with other professionals.

Breakfast Series Topics

- Growth Mindset and Predictors of Success
- The Millennial Generation
- Leading Through Change
- The Secrets to Great Stakeholder Interactions
- Game Changing IT Concepts
- Best Practices for Implementing Security Awareness
- The Power of Networking
- Generations Colliding

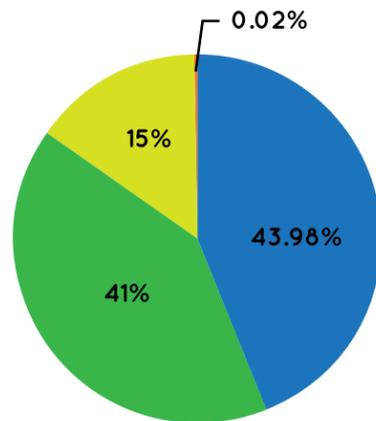
"IT Careers are plagued with stereotypes. This misconception deters many women from pursuing careers in technology."

Michelle Schuler, Excelion Partners

4000 in 2021

FUNDING FOR WIT WISCONSIN

- Corporate Sponsors
- Membership
- Event Sponsors
- Grants



400 in 2016

IT jobs open in NE WI



"When approached to join the WIT Executive Leadership team, I was hesitant about adding another commitment into my overloaded schedule. In the past few months, however, I have quickly learned how much value a networking opportunity like this can provide. I am discovering that most (if not all) members are facing common challenges in the IT space. We are already asking questions on how other leaders are tackling various IT topics, offering guidance or alternate perspectives, conducting facility tours, and sharing best practices, processes and tools. I am really looking forward to the upcoming events planned - and the opportunity to strengthen this network of women IT executives."

- Kristy DeLeeuw, Director of Information Systems, Expera Specialty Solutions

Groups

EXECUTIVE LEADERSHIP

The C-Level Executives or equivalent (VP, Director) to develop stronger personal relationships and camaraderie.

Purpose

- Increase leadership effectiveness by enhancing collaboration and sharing best practices
- Develop stronger personal relationships and camaraderie between executive women in IT
- Build a structure to provide each other support in working through leadership challenges
- Gain diverse perspectives on career and work topics

MENTOR

Most of us have been positively impacted by a mentor at some point in our careers. Mentors have encouraged us, challenged us to think differently, and inspired us. The Women in Technology Wisconsin mentorship program aims to engage and encourage women seeking professional and personal fulfillment, and who are eager to give back by mentoring the next generation.

Goals

- Inspire emerging women technology leaders in the Wisconsin area
- Build relationships with professional women across a variety of industries
- Gain diverse perspectives on career and work topics
- Join a dynamic, supportive network of women leaders that embrace growth
- Give back and share experiences with others

BRAND AMBASSADORS

To encourage involvement of all co-workers in this technology movement. Talking not only about WIT's mission but other technology initiatives in the region. All to promote and encourage technology careers and gain exposure for their company.

Community Involvement

TASTE OF TECHNOLOGY

WIT Wisconsin was invited to have a booth at this technology event.

NEW NORTH SUMMIT

Michelle Schuler, Co-Founder WIT Wisconsin, represented technology women on an IT panel discussion. WIT Wisconsin had a breakout session: Kim Iversen, Kimberly Clark Corporation, Cindy Enli, J. J. Keller and Associates, Inc. and Monika Heninger, UW Oshkosh Student. This session was focused on WIT Wisconsin's mission and why it is critical to encourage women in technology.

AMPLIFY OSHKOSH WORKIT EVENT

WIT Wisconsin was invited to have a booth. WIT collaborated with UW Oshkosh students to answer questions about WIT Wisconsin.

WIT EVENT - CODE: DEBUGGING THE GENDER GAP

Movie premier focused on what women experience while working in technology careers. How our work cultures need to embrace encouraging women in technology careers. This event targeted businesses, educators, and students.



WIT is helping women dream big

WITonCAMPUS

Our mission is to empower a strong community of women who support each other. Through self-exploration we encourage women to enhance their personal and professional skills.

WITonCampus Clubs are student organizations designed to give women pursuing any career an opportunity to discover the careers available in technology. UW Oshkosh and Fox Valley Technical College have active WITonCampus Clubs. Creating an environment where students interact with women in technology along with the companies here in NE Wisconsin. Direct relationships allow them to be mentored and encourage staying in NE Wisconsin upon graduation.

UWO WIT President is encouraged to seek a career in IT

As a college student at University of Wisconsin Oshkosh (UWO), WIT Wisconsin has become a vital tool in my professional development. WIT Wisconsin has provided me with the opportunity to network with Fox Valley professionals and supported me with the resources necessary to create a WITonCampus Club at the UWO.

WITonCampus has enabled me to encourage other women to become interested in IT, to get involved, and to have the self-belief that they have the capability and potential to be successful in the field. Women role models supporting and encouraging other women is a powerful pay-it-forward principle. Being the WITonCampus UWO Founder and President has challenged and developed my leadership skills and has prepared me for post-graduation opportunities. WITonCampus has made a positive and lasting impact on me and I hope to do the same throughout my IT career.

Monika Heninger
WITonCampus President, UWO Chapter



33 Members



Success Story

How WIT is helping our Community address the IT talent shortage? Here's how wit@work is collaborating with witoncampus. Monika started her college career majoring in business marketing. In college she took some computer classes and fell in love with technology. Monika reached out to WIT wisconsin to start a club on campus. She wanted to encourage other women to look at technology as a career option. WIT@work with their direct connections to the companies in NE Wisconsin arranged an internship for Monika at J.J. Keller & Associates, Inc. Here she was able to experience their company culture and have hands on experience in their Managed Services Department. She will graduate in May with more leadership and work experience. She has made personal connections with other WIT members that will last her a lifetime.

WITonCampus UWO Board:

- President: Monika Heninger
- Vice President: Katja Iversen
- Social Media: Emily Ackerman
- Secretary: Madeline Fisher
- Treasurer: Camille Jenicek
- Public Relations: Sarah Neubauer, Samantha Hutchison
- Event Planner: Harpreet Kaur
- Meeting Coordinator :Sarah Neubauer
- UWO Advisor: Jacob Iversen

WITonCampus FVTC Board:

- President: Carly Burns
- Vice President: Prachi Khare
- Treasurer: Tiffany Hartl
- Secretary: Melissa Pickart
- Events Coordinator : Lee Ann Lilly
- Advisors: Elizabeth Halweg, Kim VandeWalle, Rose Guthrie

WIT AND COMPANIES COLLABORATION

- 2 internships
- 1 part time job
- 1 job after graduation

WIT4GIRLS

WIT4Girls is designed to excite, inspire, and engage young women with technology. Through positive female mentorship, WIT4Girls will help girls see how their innovative ideas can lead to limitless opportunities in the field of Computer Science.

Community Reach

- Girls Who Code Club – Hortonville Middle & High School
- WIT4Girls Club – Hortonville Middle School
- TechGyrls - YMCA Green Bay
- STEM Summer Camp - Goodwill Industries
- GirlTech - FVTC
- Smart Girls Rock - Neenah School District
- Hour of Code - Tripler Middle School
- Tech Savvy UWO & FVTC - AAUW
- Hilbert Technology Day
- Appleton Career Fair



IN MIDDLE SCHOOL

74% of girls express interest in Science, Technology, Engineering and Math (STEM)

but when choosing a college major, just

0.4% of high school girls select computer science.

- Engage young women in hands-on activities in the field of IT
- Connect young women with others who have similar interests
- Provide young women with female role models and mentorship opportunities to learn and grow



PILOT PROGRAMS

Hortonville School District collaborated with WIT4Girls to pilot two technology after school programs for girls.

- Girls Who Code Club (6th - 12th grades) See picture. 24 girls participated in this program. They had 40 hours of coding. 2 hours a night for 20 weeks.
- WIT4Girls Club (5th - 8th grades) 8 girls participated in this program. They met twice a month for one semester learning about technology and meeting women in technology careers.

WIT4Girls is building a re-usable curriculum.

wit on campus discover I.T.

WITonCampus

wit4girls discover I.T.

WIT4GIRLS



Corporate Sponsors:



Event Sponsors:

Oracle
EMC
Apex Systems
Society Insurance
Kimberly Clark Foundation
Bank First National
EMC
New North

In-kind Sponsors:



Grants:

Women's Fund of Greater Green Bay

Sponsor-A-Student

Ariens Company



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FACEBOOK WOMEN IN TECHNOLOGY WISCONSIN INC.



**Statement of Activity
March 2015 - April 2016**

	Total
Revenue	
4010 Sponsorship - Corporate	30,525.00
4030 General sponsorship (Special Events)	10,480.00
4110 Membership Dues Gold	12,395.00
4120 Membership Dues Silver	16,060.00
4210 Breakfast Series Meeting Fees - Member	5,375.00
4220 Breakfast Series Meeting Fees - Non-Member	3,415.00
4300 Grant Income	1,400.00
4900 Dues Refunds	-695.00
Total Revenue	\$78,955.00
Gross Profit	\$78,955.00
Expenditures	
6000 Accounting Fees	2,500.00
6025 Advertising	353.94
6075 Bank Charges	255.75
6400 Insurance - Liability	891.00
6600 Marketing	7,115.91
6610 Meals & Entertainment	1,591.44
6625 Meeting Fees	8,832.56
6675 Misc Other General and Admin Expenses	25.00
6700 Office Expense	2,647.16
6725 Postage & Shipping	24.00
6750 Printing & Copying	300.21
6760 Professional Fees	548.33
6825 Speaker Fees	2,614.19
6850 Supplies	226.45
Total Expenditures	\$27,925.94
Net Operating Revenue	\$51,029.06
Net Revenue	\$51,029.06



WIT Wisconsin is recognized for leading the technology movement in Northeast Wisconsin

*WIT Wisconsin's members believe that every woman deserves the opportunity to be inspired, while learning from peers and growing in our professional development.
The media captured WIT Wisconsin's story.*

Here is a summary of the press garnered in 2015:

May 2015 - Channel 5 news captures WIT's focus on the millennial generation
<http://www.wearegreenbay.com/news/women-in-technology-reaches-out-to-millennials->

**May 2015 – Insight on Business – UP Front: Tech Boom:
New Professional Group Focuses on creating connections for Women in Technology**
<http://www.insightonbusiness.com/11494/up-front-tech-boom/>

August 2015 – New North B2B – Tech Women: Start up organization brings together professional women from northeast Wisconsin in IT-related careers
http://issuu.com/newnorthb2b/docs/aug_2015

October 2015 – UWO WITonCampus Club Featured
<http://www.uwosh.edu/today/41794/student-organization-feature-witoncampus/>

**November 2015 – Insight on Business – Cover Story:
Tech-Tonic Shift: New Network Reboots The Region Into an IT Hotspot**
<http://www.insightdigital.biz/i/592911-november-2015>
Video <https://www.youtube.com/watch?v=GjnBDGc9x3s>

**December 2015 – New North Community Annual Report:
Distributed Recruiting: NEW IT Alliance takes collaborative approach to resolving IT talent challenges**
<http://www.insightdigital.biz/i/607380-2015/20>