women in technology
Wisconsin Inc.

COMMUNITY
REPORT 2023

Attract. Grow. Retain.
Women and Girls in Technology

2023 COMMUNITY REPORT

Table of Contents

MICHELLE SCHULER
WIT Wisconsin State President

This past year is marked by significant achievements and milestones, all thanks to the dedication and collaborative efforts of our incredible team, volunteers, and partners.

We are proud to welcome Natalie Nelson as our new Executive Director. With her expertise and leadership, we are confident in our ability to grow and expand our programs, strengthen our partnerships, and increase our outreach across the state. Together, we will continue to empower and support women and girls in technology careers, bridging the gender gap and fostering diversity within the industry.

Throughout 2023, we've seen the remarkable impact of our initiatives. From educational and mentoring programs to networking events and virtual events, our efforts have contributed to building a more inclusive and thriving technology sector in Wisconsin.

None of these accomplishments would be possible without the commitment and support of our dedicated team, volunteers, and partners. With their continued support—and yours—we will keep breaking down barriers and empowering women and girls in technology. Thank you for being a part of our journey!

Michelle.Schuler@witwisconsin.com

Michelle Schuler

INTRODUCING
NATALIE NELSON
WIT Wisconsin Executive Director

It is a tremendous honor to be selected as the first Executive Director of WIT.

Our commitment to creating a supportive and inclusive environment for women in technology remains unwavering. Through strategic partnerships with professionals, companies, and communities across Wisconsin, we will continue to provide a wide array of technology opportunities for leadership development, education, networking, and mentoring. These collaborations allow us to offer valuable programs that empower women and foster success in the tech industry.

Together with dedicated volunteers, members, sponsors, and the entire WIT Wisconsin community, we are shaping a future where women in technology are valued, respected, and celebrated for their contributions. I am genuinely grateful for the opportunity to work alongside each and every one of you. I am confident that together we will achieve great things.

Natalie.Nelson@witwisconsin.com

Natalie Nelson

Women in Technology Wisconsin, Inc.

MISSION STATEMENT

Women in Technology Wisconsin, Inc. is a non-profit organization aiming to attract, grow and retain women of all ages in technology-related careers in all industries.

WIT Wisconsin collaborates and partners with Wisconsin professionals and companies in our communities to help women in technology of all ages and stages — from the classroom to the boardroom — by providing a variety of leadership development, technology education, networking, and mentoring opportunities for women and girls.

WIT Wisconsin is a 501c3 charitable organization led by:
• 1 statewide board
• 4 regional boards
    - Southeast (Milwaukee area)   - Northeast (Appleton/Fox Cities area)
    - South Central (Madison area)   - Northwest (Eau Claire/Menomonie)

49 Events

5,179
Total Registrations*
Includes Wit4Girls attendance.

- **32** WIT@Work
- **2** Northwest
- **20** WITonCampus
- **17** Northeast
- **14** WIT4Girls
- **11** Southeast
- **2** Combined
- **8** Virtual/Statewide
- **11** South Central

26 Corporate Sponsors

Microsoft · thrivent · WOLF · SUB ZERO · COVE · HBS

Associated Bank · BAIRD · bakertilly · Breakthrough · Colony BRANDS & Affiliates · Chippewa Valley Technical College

Continuus TECHNOLOGIES · EXACT SCIENCES · FARWELL Go far. Do well. · GENERAC · GODFREY KAHN S.C.

Jewelers Mutual INSURANCE COMPANY SINCE 1913 · MOLSON COORS beverage company · NAVITUS · nvisia connect. build. enable. · QBE

SARGENTO · SCHNEIDER · TruStage · ULINE · UFS BANK TECHNOLOGY OUTFITTER

U.S. Venture

BOARD OF DIRECTORS

STATE BOARD OF DIRECTORS

MICHELLE SCHULER
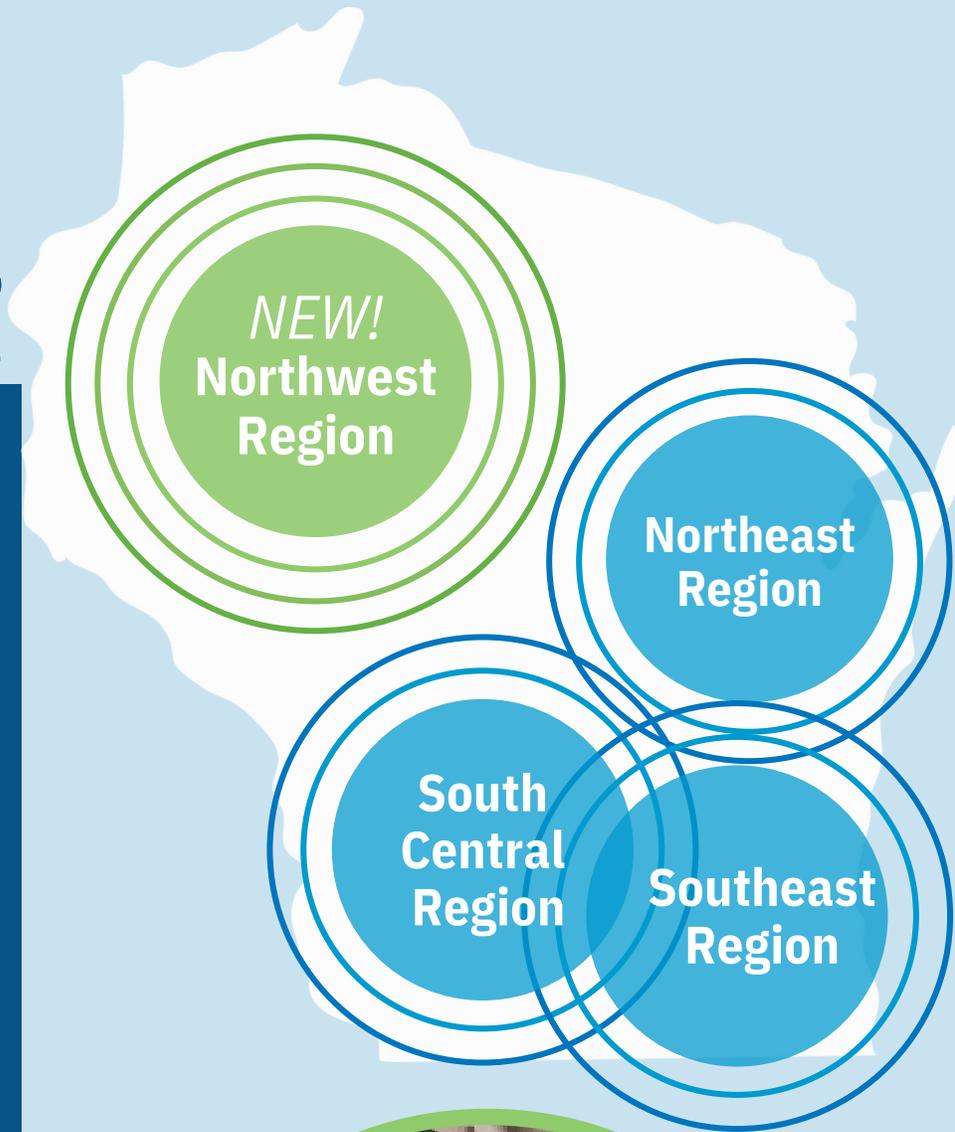President

ADRIENNE HARTMAN
Emeritus

KATHI BELOTTI
Secretary

NICOLE WILSON
Treasurer

MARIBETH ACHTERBERG
Programs/Events

KRISTA MILLER
Marketing

ELAINE STEPHENS
Community Development

NEW!
Northwest Region

Northeast Region

South Central Region

Southeast Region

NORTHEAST

DIANE DOERSCH
President

ADRIENNE HARTMAN
Past President

LINDSAY LACOURSE
Marketing & WIT@Work

**ROSE KILSDONK
LORI JONES**
WITonCampus

**AMY BIRES
AMY JAECKEL**
WIT4Girls

Diane W. Doersch
Northeast Wisconsin WIT President

I have been heartened this past year by the passion and commitment of our regional NE Wisconsin WIT Wisconsin organization and our state efforts to grow our regions. Our NE Wisconsin virtual and in-person events continued to thrive in our new hybrid work environments – working from the office, our homes, or a combination of both.

While the ways that our members work has changed these past few years, the need for a collaborative and supportive space for women in the field of technology hasn't. We are grateful to our members, sponsors, volunteers, and partners who embrace the mission of our organization to help attract, retain, and grow women in the technology field. We sincerely thank each of you for your unwavering commitment to our cause. Together, we have built a strong and vibrant community that continues transforming lives and driving innovation.

SOUTHEAST

DANA MOYANO
President

JENNIFER RICE
Past President

WENDY DOLE
Secretary/Treasurer

ANDI KITTELSON
Marketing

**JODI MURAWSKI
ROSEMARY SMITH**
WIT@Work

**ALLISON SPOHN
DIANA RIVERA**
WITonCampus

**KATE CAMPBELL
TRACY MUELLER**
WIT4Girls

Dana Moyano
Southeast Wisconsin WIT President

My passion was inspired from my day job. At nvisia, I have the privilege of organizing local tech events and am often criticized for the lack of female presence. This opened my eyes to truly understand the disconnect. While I agree, it's not necessarily something I can control – or can I? What I can do is help expose technology to school-aged girls and college-level women and help reinforce a safe and powerful community. I can help provide leadership and knowledge through our events, for those already in technology and those looking to evolve and grow.

Our many offerings have empowered girls and women from all walks of life to pursue their passion for technology, nurturing the next generation of leaders and innovators. By breaking down societal stereotypes and fostering a love for technology, we are shaping a future where women can confidently envision themselves as trailblazers in this ever-evolving field.

I'm honored to lead our SE Region. I look forward to the continued growth and momentum while we continue to educate, encourage, and advocate for Women in Technology Wisconsin.

NORTHWEST

ERIN GREENAWALD
President

JENNIFER LOTZE
Secretary/Treasurer

KATHLEEN SCHMITT
WIT@Work

DENISE ROGGE
JESSICA CLARKSON
WITonCampus

SARAH LIPKE
WIT4Girls

EMILY LAIRD
Marketing

Erin Greenawald
Northwest Wisconsin WIT President

We are thrilled to announce the successful establishment of the Northwest region of Women in Technology Wisconsin! Overcoming the challenges of operating in a rural area, we have created a dynamic support group that aims to empower women in tech and address the existing gaps in our community. The need for a supportive network for women in technology has been evident, and we are determined to fill that void with enthusiasm and inclusivity.

Our region brings immense value to the area by fostering a sense of belonging, providing resources, and encouraging collaboration. Through a series of engaging networking and technical events, we aim to create a space where women can connect, share their experiences, and learn from each other's unique journeys. We believe that by strengthening these connections, we can unlock a wealth of opportunities and drive innovation in the local tech industry.

Let's continue to inspire, learn, and grow together as we pave the way for a more inclusive and innovative tech industry in our community.

SOUTH CENTRAL

MOLLY GALLMEIER
President

MEL GILLEN
President Elect

JOANNA STEGMANN
Secretary/Treasurer

LAURA CLEGG
Marketing

LISA HAYES
WIT@Work

TAMMY KLATT
WITonCampus

LISA MCDONOUGH
WIT4Girls

Molly Gallmeier
South Central Wisconsin WIT President

And in a blink of an eye, another successful WIT Wisconsin year has gone by! Going into our '22-'23 season, we still had a lot of unknowns as an organization and had to continue to learn and pivot as necessary in a post-pandemic environment. It has been truly wonderful to see how we have continued to network, grow, and support our mission day to day in the state of Wisconsin. When I knew that the South Central Region needed its own WIT Wisconsin Chapter almost 4 years ago now, I never in a million years expected it would grow into what it is today. I thought we would maybe have a few meetings and allow for individuals to connect in their same field, but it has grown to be oh-so-much more than that.

I feel truly blessed to have a community like WIT Wisconsin and a sisterhood of inspiring and encouraging females, who I honestly feel I could pick up the phone to call/text/email on any given day, with any given challenge.

WIT Wisconsin is a unique and remarkable organization. There is still so much opportunity to get more females involved in technology-related careers, and frankly ... we are just getting started!

FOCUSED ON
Retaining Females
IN TECHNOLOGY CAREERS

Only 24% of computing jobs are held by women. This number is even lower at the top of the corporate world with women just holding 5% of the leadership positions in the technology industry.

Our programming for WIT@Work includes:

- **Monthly In-Person and Virtual Meetings**
- **Brand Ambassador Group**

MEMBER SPOTLIGHT

Lisa Moling
Being a part of WIT Wisconsin has been a truly transformative experience. The leaders offer a wealth of opportunities to learn, including cutting-edge, technology-focused topics, as well as inspiring topics for personal and professional growth. This organization has been a way for me to connect and collaborate with many individuals that I may not have found through other organizations.

The volunteer opportunities provided by WIT are abundant and meaningful. I've been able to mentor a college student through the WITonCampus program, as well as help lead some of the WIT4Girls events at a local middle school. The girls in these programs have been such an inspiration with their enthusiasm and eagerness to learn.

I enjoy spreading the word about this great organization, and appreciate that others have seen the value in it that I do too. The best part of it all? Whether events are virtual or in-person, you can feel the energy in the room of a welcoming and forward-thinking community of women!

FOCUSED ON

Attracting Women

TO TECHNOLOGY CAREERS

Only 18% of undergraduate computer science degrees are received by females, one of the highest gender disparities in course subjects. While our programming for WITonCampus is evolving, it currently includes:

- **Professional Connection Program**
- **Campus Outreach**
- **WITonCampus LinkedIn Group**

MEMBER SPOTLIGHT

Emily Steele-Campbell
Emily is a cybersecurity student at Waukesha County Technical College. After months of bi-weekly virtual meetings, Emily and her mentor, Andi Kittelson, finally met in person at a Rockwell Automation OT Security event in May. Though the formal Professional Connection Program has concluded, their relationship continues. Currently, they're utilizing one another's skill sets to help plan an event in October. They are partnering with WIT Wisconsin and WiM (Women in Manufacturing). Stay tuned for more from these two women in tech!

MEMBER SPOTLIGHT

Jaden Zuzinec
Entering the University of Wisconsin-Madison, I was a little lost as to what I wanted to pursue, as many freshmen are. However, when I discovered a student-run organization, Women in Business Technology, which is affiliated with WIT Wisconsin, I instantly knew I wanted to become involved. From the beginning, I have felt a sense of belonging within the WIT Wisconsin community.

Collaborating with exceptional women inspired me to strengthen the affiliation with WIT Wisconsin as the President of Women in Business Technology. Through this, I brought the WIT Wisconsin mentorship program into UW-Madison which has formed many invaluable connections between students and professionals, myself included.

Not only does WIT Wisconsin empower driven women to navigate a world that is traditionally male-dominated, but it fosters an environment for its members to develop professional skills, hone into passions, and create/maintain relationships. I am honored to be part of this imperative movement and cannot wait to continue paving the path for women across Wisconsin for many generations to come.

GIVING BACK

The proceeds from this T-shirt, designed by Jaden Zuzinec and team, will go back into WITonCampus and WIT4Girls to help young women achieve their personal and professional aspirations.

FOCUSED ON

Growing Girls
IN TECHNOLOGY CAREERS

High school computer science classes have enrollment of only 14% girls. WIT Wisconsin is committed to changing these metrics. It starts with positive role models and empowering girls to be creative, leaders, and problemsolvers both in school and in their communities. Our programming for WIT4Girls includes:

- **Girls Who Code Clubs**
- **Train the Trainer Community Events**
- **Microsoft Girls Workshops**
- **Tech Career Exploration Events**

VIDEOCAST SERIES

Through positive female mentorship, WIT4Girls helps girls see how their innovative ideas can lead to limitless opportunities technology careers. What better way to understand career opportunities and picture yourself in a role than to hear from a female in that role?

It's an interview style videocast where girls hear directly from a female about their role, their career path, and more.

Check them out either on
witwisconsin.com/WIT4Girls
Or our YouTube channel:
www.youtube.com/@witwisconsin
Watch for the next series, coming soon!

ON-SITE EVENTS

The WIT4Girls pillar – sometimes in collaboration with community schools, corporations, and organizations – facilitates early coding events for middle-school aged students. Events included:

SOUTHEAST REGION

Direct interaction with **50+** children

La Causa Charter School for Adafruit event

Brookfield area schools assisting with all-female robotics club

Neiderkorn Public Library for Adafruit event

NORTHEAST REGION

Direct interaction with **258** children

10 events

Supported by **38** volunteers

Get Involved

1 INDIVIDUAL MEMBERSHIP

Benefits include:
- Networking Opportunities
- Professional Development
- Supportive Community
- Events and Conferences
- Recognition and Visibility
- Visit witwisconsin.com

2 STUDENT MEMBERSHIP

- Free for WITonCampus members – No cost for monthly meetings
- WIT Wisconsin conferences, technical training, and special events may have additional charges; receipts are provided for these events

3 CORPORATE SPONSORSHIP

- As a corporate sponsor, you show your company's commitment to ATTRACT talent, GROW leaders, and RETAIN employees
- Sponsors receive 5 or 10 complimentary membership codes for a Gold $5,000 or Platinum $10,000 donation
- Become a WIT Wisconsin Brand Ambassador and help build awareness of WIT within your company, and champion WIT causes

Contact info@witwisconsin.com for more information.

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