



2022 community report

Engaging and
Empowering
Women and Girls
in Technology

making deep connections

TABLE OF CONTENTS

- 3** President's Letter
- 4** About WIT Wisconsin
- 6** Board of Directors
- 7** Regional Presidents
- 8** WITeWork
- 10** WITonCampus
- 12** WIT4Girls
- 14** How to Get Involved

"This event was incredible! Huge success! Grateful to have been invited to help shape the future career paths of all who attended. Thank you to WIT for all the hard work that went into creating such an impactful event." –Sharon W.



PRESIDENT'S LETTER



Michelle Schuler

WIT Wisconsin State President

It's been an illuminating couple of years for Women in Technology Wisconsin, as well as for our WIT allies and supporters. In a time when Wisconsin companies are placing a high priority on recruiting hard-working, brilliant women for their leadership, engineering, and technology roles, we take a moment to pause for all the women who left their professions during this pandemic.

COVID-19 affected us all and in 2020, there was a need to grow WIT Wisconsin from Northeast WI (Greater Appleton) into Southeast WI (greater Milwaukee) and South Central WI (greater Madison). Even with COVID requiring us to pivot to virtual events, the expansion has been a great success! Thank you to all who came together to make this possible.

While the society around us considers how best to improve conditions for women nationally and globally, WIT Wisconsin remains steadfast in celebrating and fostering women technology leaders from a young age through adulthood. We commend leadership at all ages while we mindfully serve our communities. We recognize the power of human connections to make our lives and careers more fulfilling as we serve as teachers and role models for our next generation of women in the field of technology.

In the name of supporting one another, I'd like to issue a challenge to each of you, no matter where in Wisconsin you call home: Make an in-depth WIT Wisconsin connection. Once you meet a new individual, schedule a virtual or in-person meeting. Ask them about their journey and what obstacles they have faced. Most of all, find one way you can support them on their journey, however small it may be. If you feel inclined to share your experience, I'd love to hear from you.

As you read through our annual report and learn of the wonderful 2021-2022 season WIT Wisconsin has experienced, I'd like to thank YOU for your leadership, service, and participation. It takes an entire community to define our organization and I am proud to be connected with all of you.

Thank you for another great year!

Yours,
Michelle Schuler
WIT Wisconsin State President, 2021-2023
WIT Founder



about WIT Wisconsin

WIT@Work

33

WITonCampus

5

WIT4girls

8

MISSION STATEMENT

**WIT Wisconsin: Changing the face
and expanding the future of IT.**

The mission of Women in Technology Wisconsin is to broaden the horizon for females seeking a career in this ever-evolving field. Aiming to attract and retain women of all ages in technology-related careers, we offer a spectrum of opportunities to make this goal a reality.

As a non-profit organization, WIT collaborates with professionals, companies, and communities to support women in every stage of technology, from the classroom to the boardroom. We accomplish this by providing leadership development, technology education, networking, and mentoring for women and girls.

WIT Wisconsin is a 501c3 charitable organization led by:

- 1 statewide board and
- 3 regional boards:
 - SouthEast (Milwaukee area)
 - SouthCentral (Madison area)
 - NorthEast (Appleton/Fox Cities area)

EVENT
REGISTRATIONS

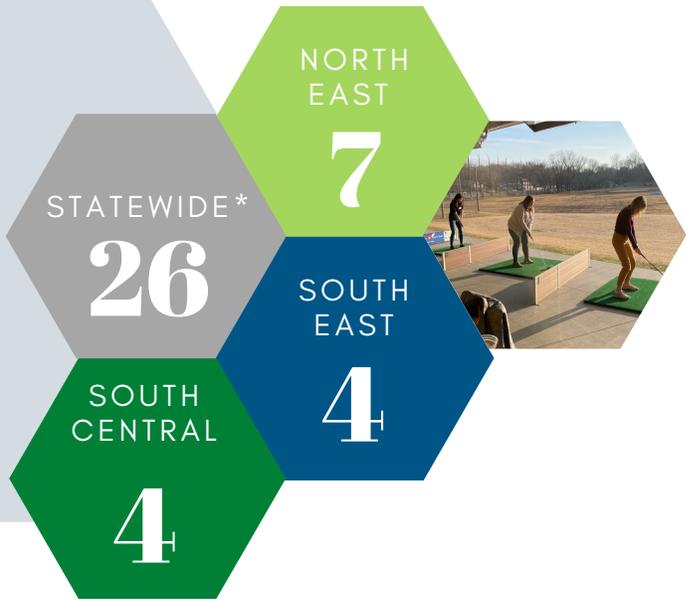
8,853



41 Total Events**

JAN 2021-JUNE 2022

*Combined events serving all regions.
**Includes one event that served all three age groups.



29 CORPORATE SPONSORS



board of directors

2021-22

STATE BOARD

Michelle Schuler
President

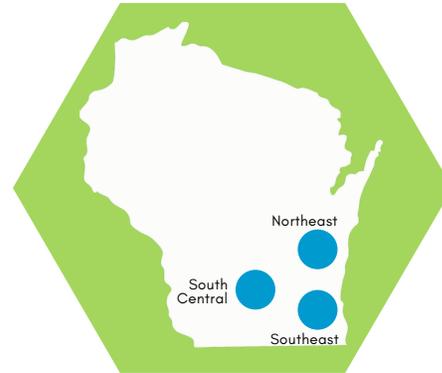
Kathi Belotti
Secretary

Nicole Wilson
Treasurer

Susan Wagner
Programs/Events

Krista Miller
Marketing

Elaine Stephens
Community Development



NORTHEAST

Diane Doersch - President
Adrienne Hartman - Past President
Kelly Decker - Secretary/Treasurer
Lindsay LaCourse - Marketing
Nancy Coonen - WIT@Work
Rose Kilsdonk - WITonCAMPUS
Amy Bires - WIT4Girls
Amy Sterckx - WIT4Girls

SOUTH CENTRAL

Molly Gallmeier - President
Joanna Stegmann - Secretary/Treasurer
Lisa McDonough - WIT@Work
Mel Gillen - WITonCampus
Maureen Carley - WIT4Girls
Andrea Whitcomb - Marketing

SOUTHEAST

Jennifer Rice - President
Dana Moyano - President Elect
Jenny Ketz - Secretary/Treasurer
Jodi Murawski - WIT@Work
Maribeth Achterberg - WITonCampus
Tracy Mueller - WIT4Girls
Andi Kittelson - Marketing



FROM THE REGIONAL PRESIDENTS...



Diane W. Doersch

Northeast Wisconsin WIT President

I joined Northeast WIT because I wanted to find more females who had jobs involving technology. Being an area school district Chief Technology and Information Officer at the time, I noticed that every school IT leadership event seemed to be comprised mostly of men with very few female leaders. As a mother of four daughters, it was important to me to help build a program that got young women interested in technology and STEM. That is how the WIT4Girls Pillar was developed.

I look forward to carrying on the momentum we've built to continue to support and expand the vision and values of WIT.



Molly Gallmeier

Southcentral Wisconsin WIT President

As someone who didn't grow up surrounded by IT options, I could see the greatness in this field and was intrigued by the many career opportunities available. I wanted to be an advocate and share this interest with others, especially women.

I am extremely excited to continue to spread this message by educating and encouraging women. WIT has given me a sense of community, sisterhood, and belonging that I have not experienced in any other organization.

It has been an amazing ride and I can't wait for what the future holds!



Jennifer Rice

Southeast Wisconsin WIT President

When I got involved with WIT Wisconsin, I was seeking a sense of community. I had spent my career in technology but had very few female connections. This was exactly the type of group I was looking for! WIT has led me on a journey with some incredible women to create the Southeast Region of WIT Wisconsin.

This organization provides a supportive community to learn and grow, both personally and professionally. I so firmly believe in our mission and I am excited for us to continue to expand our programs. Having a group of women with shared experiences and interests coming together to connect and encourage each other is powerful and energizing. The future is bright!



supporting sisters in tech

EMPOWERING WOMEN

WIT@Work focuses on attracting women interested in technology and retaining female professionals currently in the field. This Pillar provides education, awareness, and collaboration, offering support and networking opportunities in a safe environment.

VIRTUAL PRESENCE

When the pandemic made it necessary to switch to online events, WIT@Work was able to pivot easily. Our virtual events included webinars on a variety of topics from cyber security to achieving success on LinkedIn.



“There were lots of smiles and engaging conversations at WIT’s March Madness networking event.”
– Kevin Virobik, gener8tor



VOLUNTEER PROFILE

Lisa McDonough

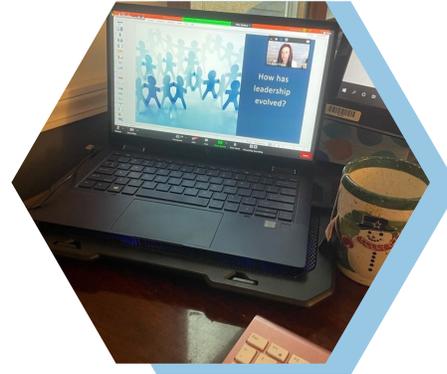
WIT@Work Chair for SouthCentral Region

"I've always been interested in technology," says Lisa, who began her involvement with WIT@Work by attending a few meetings and a social event.

She was quickly impressed to discover that WIT@Work provides "great networking and support from a diverse group of professional women."

Lisa believes that drawing more women into the field is crucial.

"Women bring a unique dynamic to IT and need to not be afraid of a career in STEM," she states.



Lisa plans to stay on the board, continuing to deliver value to both members and sponsors.

"I've met some amazing women and we're all trying to figure out this thing called work/life balance," she shares. "There are no dumb questions or concerns and that makes me feel more confident."



creating career connections

FOR YOUNG WOMEN

WITonCampus is centered around college-based opportunities for women pursuing a career in technology. This Pillar consists of clubs and a professional connection program.

The clubs are designed to support females as they discover the many types of careers available in this field. Through the connection program, college students are paired with professionals in technology for a semester during which they work together to accomplish a specific goal set by the student.

"Thanks, WIT, for an outstanding mentoring program via #WITonCampus for college students...What a great conversation and a way for all of us to learn from each other...I'm excited to see where these girls go in their careers."

– Lisa Moling, Executive Director,
Hardgoods Brand Marketing at
Colony Brands





VOLUNTEER PROFILE

Rose Kilsdonk

WITonCampus Chair for Northeast Region

Coming from a marketing background, Rose felt a special draw to the mission of WITonCampus.

“From technical projects, I realized how interdependent marketing/IT roles are and how important it is to build a common language and understanding,” she states. “Yet, there's typically a perception of difference and divide between those disciplines.”

To Rose, the female voice in technology is of utmost importance.

“Equal representation is critical in every field, but it's imperative within the development of technology,” she says. “With increasing immersion into AI, robotics, and automation, we're getting very close to touching the soul of humanity and influencing our future. Bias is inevitable, but it can be balanced by having a wider lens, including the unique voice, heart, and mind a woman's perspective brings.” As she moves forward with the organization, she hopes to continue “breaking down barriers, increasing confidence, and fostering friendships.”

“Our focus on shared experiences, not differences, is our secret sauce,” she explains. “I'm so excited to chair the Northeast WI WITonCampus efforts, as I see great potential for all women to break down what they might be a bit shy about and instead get ready to shine.”



designed to inspire & engage

POSITIVE FEMALE MENTORSHIP

WIT4Girls is designed to excite, inspire and engage young women with the many opportunities in technology. Through positive female mentorship, WIT4Girls helps young women apply their innovative ideas to a future in this ever-evolving field.



*"Curiosity, excitement,
willingness to learn – that is
what I saw last night when we
introduced IT coding to 20
fourth and fifth grade students."*

-Kelly Morgan Deininger,
Festival Foods





VOLUNTEER PROFILE

Tracy Mueller

WIT4Girls Chair for SouthEast Region

When looking for a female-focused technology organization in the area a few years ago, Tracy discovered WIT's Appleton-area group.

"I really enjoyed the event and the networking, but was still longing for something closer to home," she shares. Tracy connected with another Milwaukee woman and soon the WIT4Girls Southeast Region was born.

Using her lifelong love of technology, Tracy now helps hosts a variety of events and activities to guide girls as they grow their interest and skills in the field.

"Women bring a different perspective, different ideas, and different energy to IT which is critical for the industry and everyone in it to flourish," she explains. "WIT-WI has helped me build and maintain relationships with women in the IT industry that I am grateful for."

She looks ahead to a bright future for the organization.

"I will continue to stay heavily involved in WIT-WI to expose and encourage girls to explore the big, exciting world of IT," she says.



"It was so exciting to hold our first WIT4Girls event. We worked with middle school students to build an Adafruit circuit board. It was great to see their enthusiasm as their devices flashed, changed colors, and played songs ... But even better was to see their confidence grow in the two hours we spent with them ... My favorite was hearing them say, 'I can't wait to do more of this!' 'Wait until I show my mom!' 'Can I bring a friend next time?' "

– Lisa Moling, Executive Director,
Hardgoods Brand Marketing
(event at Monroe Middle School)

how to get involved

BECOME A MEMBER

WIT membership:

- Includes Breakfast Series and Virtual Lunch Series events
- Discount available for individuals who work for corporate sponsors

Student membership:

- Free for WITonCampus members
- No cost for monthly meetings

WIT conferences, technical training and special events may have additional charges. Receipts are provided for these events. Please note that any registration fees are valid for the registered event only and are non-refundable and non-transferrable.

BECOME A SPONSOR

As a corporate sponsor, you show your company's commitment to ATTRACT talent, GROW leaders, and RETAIN employees. Your involvement at this level increases your profile and awareness among business women. Contact info@witwisconsin.com for more information.

Are you an employee of one of our corporate sponsors? If so, contact the WIT Brand Ambassador at your company for your discount code.



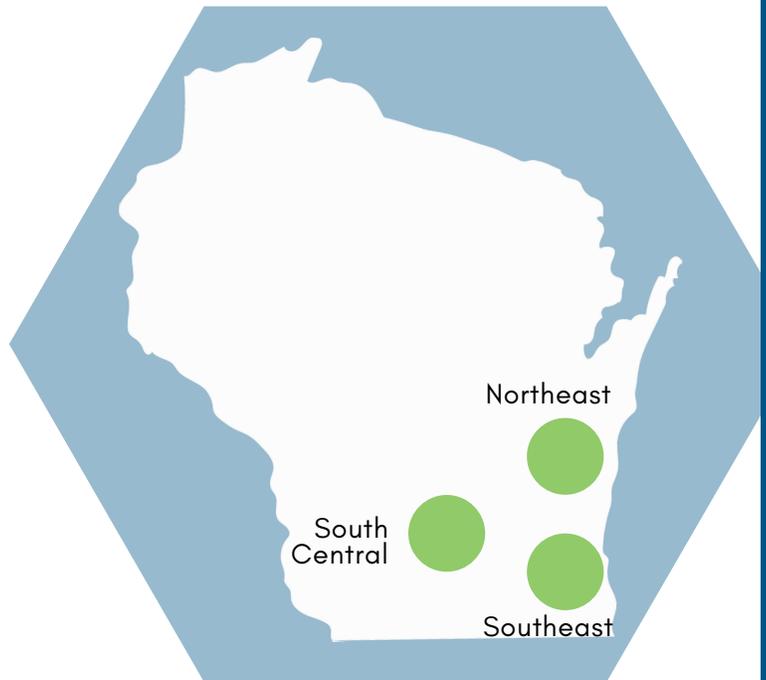
"What a wonderful way that students of all ages and stages can speak firsthand with professionals in all tech-related careers..."

-Lindsay M. LaCourse,
on "Places You Can Go"
career exploratory event

BECOME A BRAND AMBASSADOR

Are you eager and motivated to spread the mission of WIT Wisconsin? If you work for one of our 20+ corporate sponsors (see list on page 5), consider becoming a WIT Brand Ambassador.

As a Brand Ambassador, you would be the point of contact to funnel information between WIT and your company. Ambassadors must be willing to build awareness of WIT within your company, champion WIT causes, network with other brand ambassadors, and more.





witwisconsin.com