



## Annual Report 2008

# MCWT Foundation Annual Report

MCWT and its Foundation experienced an amazing growth rate last year, particularly in the number of generous supporters who have contributed to our mission, new programs fielded by our Foundation, and members who have joined our professional association.

The hope for our economy lies in the innovation that will come from the IT field and the diversity within it. According to a Michigan State University study, Michigan tends to produce its own labor force. Because migration to Michigan from other states is slight, we create our own workforce to a greater extent than any other state, with the exception of two others. Yet in 2005, only 14.5 percent of bachelor's degrees in computer and information science went to women at Michigan colleges and universities. This is down 10 percent from 1995 and far less than the number of available openings in the field here in Michigan. We need to continue our work in promoting technology and introducing it to young girls and women in our area.

When we started the Foundation more than six years ago, we held occasional role model sessions for groups of high school girls wherever we could get them to sit and listen. Now we have three high school clubs, and we want to double that in 2009.

In 2003, we called for all-girls robotics teams to apply for a grant, and we found one. In January of 2008, we chose five all-girls teams from a large pool of applications, all sponsored by MCWT. As the schools and parents become aware of the grant opportunity and see what an impact this has on all the girls, more teams are formed. When a 17-year-old from Mercy High tells you she's changed her college plans from business to engineering because she had so much fun building her website, you know you're doing something right. We plan to give many more girls this opportunity.

In our early days, we awarded a couple of \$1,000 scholarships in a year and struggled to find applicants. This year, we received more than 80 applications and awarded \$75,000 in scholarships and grants. And here's the really amazing part – nationally, only 30 percent of women who enter technical degree programs finish with a technical degree. With our scholarship winners, we have 100 percent retention, with all winners remaining in their computer curriculums and graduating with a technical degree. Going forward, we'll continue with our multi-year scholarships that include MCWT membership and work to build an endowment fund so our long-term scholarship program will be financially secure for many years to come.

Our girls' technology summer camp, MCWT Camp Infinity, will be in its sixth year in 2009. This camp is so popular that it is full within weeks. In fact, this year and last, we've had waiting lists of 80 girls. Clearly we need more technology camps for girls. Knowing that, with some help from 4Gen Consulting, we've started the Camp Infinity Blueprint program where we're working with six other organizations and area schools to help them put on a Camp Infinity of their own.

2008 was also an exciting year because we had our first black-tie gala fundraiser to support all of these important programs. MCWT drew 450 IT leaders to the GM Wintergarden at Detroit's Renaissance Center in November. The fundraiser, MCWT Fire Ball: *Igniting Women's Interest in Technology*, brought in approximately \$180,000. Co-hosted by General Motors, the event struck a chord with area philanthropists, prominent business leaders and companies as they came out in full force to support increasing the number of women in technology fields. We were thrilled to see the community come together to help bridge the gender gap in IT.

We have celebrated many successes under the leadership of Rosemary Bayer, who founded this philanthropic arm of MCWT and served as its president since 2003. She's truly a visionary committed to making an impact on youth and women in Michigan, and I'm excited to continue the momentum. Thanks to wonderful corporate partnerships, sponsors, private donors and volunteers, we can keep making a difference.

We hope this year brings even more initiatives like franchising our camp and the high school program, increasing our scholarships and robotics grants, and inspiring thousands of girls to leap into our technology world. We still have a lot to do, many more girls to reach and many more technologists to add to our constituents.

**With gratitude,**

**Marcy Klevorn  
President, MCWT Foundation**



# Introduction

The Michigan Council of Women in Technology was founded in 2000 primarily as a career-oriented group for women engaged in the technology field. It grew rapidly to several hundred members in its first few years. Steady growth continued through 2008, when the group counted 579 members and 1,800 active supporters.

Membership includes a broad range of individuals from college students to CIOs and self-employed entrepreneurs to corporate professionals. More than 50 percent of the membership are management-level executives and above.

The Michigan Council of Women in Technology Foundation launched in 2002 as a 501(c)(3) nonprofit after MCWT members shared their concerns about the limited number of women entering the technology field. Together, they believed the barriers of entering the field and staying in it for the long term could be overcome with active help, guidance and mentorship from successful female IT leaders.

In the six-plus years since its creation, the Foundation has expanded its educational programs and reach. Staffed solely by more than 400 volunteers over the years, MCWT and its Foundation have influenced and impacted hundreds of women from K - 12 to post-university life stages in a positive and practical way.

## Our Mission and Vision

Michigan Council of Women in Technology and its Foundation share a vision and mission for developing and promoting opportunities for women and girls in technology in Michigan.

The Foundation is solely dedicated to correcting the growing gender-disparity gap in information technology by providing technology experiences for youth as well as college scholarships for women in technology fields. The organization strengthens Michigan and its corporations by encouraging workplace diversity, innovation and competitiveness. It strives to be a self-sustaining source of inspiration, support, educational programs and scholarships for Michigan's technologically oriented girls and women at all stages of their lives and careers.

Most of all, the Foundation inspires young women to pursue technology careers and fosters the ambitions of females with aspirations to enter and stay in the information technology, telecommunications and technology engineering fields.



## The Issue



Gender disparity in technology fields is a significantly growing challenge. In 2008, women earned 57 percent of all bachelor's degrees, yet they only earned 18 percent of computer and information science bachelor's degrees — down from 37 percent in 1985

With the number of women in technology-related positions dropping to less than a third of the IT workforce, MCWT is determined to reverse the trend by encouraging girls early in life to consider technology-related pursuits.

A study conducted in February 2009 by Harris Interactive on behalf of American Society for Quality stated that 85 percent of kids ages eight to 17 are not interested in engineering careers. With nearly half claiming they don't know much about the field and 30 percent thinking it's boring or "geeky", there is a need to introduce technology as fun and fulfilling, and communicate the challenges and rewards a career in IT can bring.

Future demand for technology jobs is anticipated. Michigan employment data referenced in an August 2008 *Detroit Free Press* article shows that growth is expected to continue in technology fields, with state economists predicting more than 14,500 math and computer science jobs could be created in the state by 2016.

By 2012, workplace teams with greater gender diversity (as compared to all-male teams) will be twice as likely to exceed performance expectations, according to a Gartner study. The Foundation believes gender diversity in the high-tech workforce fuels problem solving and innovation – the driving force of technology. Skilled, diverse information technology workers are a necessity for a strong economy and fiscal growth.

# MCWT Foundation Programs

A significant portion of annual contributions from corporate partners and MCWT membership dues are donated to the MCWT Foundation, which provides a variety of programs to attract and retain women in the technology field. Each year the Foundation awards a minimum of the following scholarships and grants to women pursuing technology:

- One high school senior at \$5,000 annually, renewable for four years
- One undergraduate student at \$5,000 annually, renewable for three years
- One graduate-level student at \$5,000 annually, renewable for two additional years
- One graduate or undergraduate level research grant of \$3000, which can be applied to research materials, lab requirements, travel and presentation needs
- Fully configured laptops and accessories for three students

There is also an annual professional development conference that commingles university students with successful professionals and features workshops on practical skills and career-enhancing tactics not necessarily taught in the classroom.

To cultivate the technology talents and ambitions of girls, the MCWT Foundation also runs significant programs for students in kindergarten through the 12<sup>th</sup> grade:

- MCWT Camp Infinity at Lawrence Technological University where 4<sup>th</sup> through 7<sup>th</sup> graders take classes on robotics, video game and website design, and work in teams to learn about computer science and engineering.
- Camp Infinity Blueprint Program that shares the lessons and best practices learned so other institutions can start similar programs. Michigan State University, ITEC, Macomb Community College, U of D Mercy and Davenport University all convened in 2008 to learn how they can model their own camps after MCWT's.
- GET-IT after-school technology programs for high school girls that provide a support network and structured activities for young women interested in computing careers.
- Robotics grants for girls' middle- and high-school teams. In 2008, five all-girls teams were sponsored in addition to GET-IT high school teams.
- An annual website development contest for high school girls that inspires graphic development and teaches HTML and technology principles. In 2008, the two-month competition included 32 entries and five winners.

# MCWT Board Members

Our board members are successful women in the technology community who volunteer to assist our efforts.

## MCWT Foundation Board of Directors 2008-2009

The Foundation board is responsible for strategic oversight and development of Foundation programs for girls, young women entering college, or women returning to the workforce.

- Outgoing President (2008): Rosemary Bayer
- Incoming President (2009): Marcy Klevorn
- VP, Program Operations: Gloria Schneider
- VP, Marketing: Kathleen Norton-Schock
- Secretary: Jennifer J. Pfaff
- Director, Community Partner Development: Marie Couch
- Director, Research: Dr. Pam Lowry
- Director, Pilot Program Development: Diane Cairns
- Director, Measurements and Metrics: Dr. Kathy Schroeder
- Director, Scholarship Programs: Leah Carpenter
- Directors, University Programs: Wafa Bunney and Vijaya Sastry
- Director, K - 12 Programs: Tonya Thomas

## MCWT Board 2008-2009

The MCWT board is responsible for setting the vision and strategy for the organization, as well as creating and executing programs to ensure achievement of Council objectives.

- President: Andi Karaboutis
- VP, Strategy: Michelle Pallas
- Secretary: Carol Barber
- Treasurer: Deborah Habel
- VP, Marketing & Communications: Kathleen Norton-Schock
- Co-Chair, Marketing & Communications: Becky Johnson

- Director/Chair, Partnership: Chris Rydzweski
- Co-Chair, Partnership: Jill Maiorano
- Co-Chair, Partner Champion: Carey Pachla
- Director/Chair, Operations: Gail Bernard
- Co-Chair, Membership: Paula Scola
- Director/Chair, Membership: Deb Swink
- Director/Chair, Events: Tracy-Ann Palmer
- Co-Chair, Events: Sarah Weslosky
- Volunteer Chair: Charity Ginger

## MCWT Advisory Board 2008-2009

The advisory board is responsible for strategic oversight and supporting sponsorship of the organization as a whole.

- Donna Ventimiglia: Compuware, Board Chair
- Jane Sydlowski: AMI Strategies, Board Chair
- Rosemary Bayer: Sun Microsystems, Founder and Former President of MCWT Foundation
- Jeanine Charlton: EDS
- LuAnn Chrumka: AT&T
- Christine White: GMAC Financial Services
- Patty Dilger: Microsoft Corp.
- Alison Gleeson: Cisco Systems
- Jackie Hourigan: General Motors
- Barbara Mlodzik: Compuware Corp.
- Cherri & Jack Musser: Cherri & Jack Musser Foundation
- Ginny Preuss: Ford Motor Co.
- Srinivasan Subramaniam: Deloitte Consulting
- Dr. Marie Vaz: Lawrence Technological University
- Sarah Weslosky: General Motors
- Mike White: Wipro Technologies

# 2008 Community Partners

## ***Diamond Corporate Partners***

- Compuware
- EDS, an HP company

## ***Platinum Corporate Partners***

- 4 Gen Consulting
- Cap Gemini
- Cisco
- Deloitte
- Ford Motor Co.
- General Motors
- GMAC Financial Services
- i2 Technologies
- IBM
- Jack & Cherri Musser Foundation
- Lawrence Technological University
- Microsoft Corp.
- Sun Microsystems
- Wipro Technologies

## ***Gold Corporate Partners***

- Bearing Point
- Blue Cross Blue Shield of Michigan
- Booz & Company
- Ciber
- CSI Leasing
- Covisint
- Logicalis
- Ricoh Business Systems
- SIM (Society of Information Managers)
- TPI
- Valassis

- Verizon Wireless

## ***Bronze Corporate Partners***

- AMI Strategies
- Accretive Solutions
- Analysts International
- Arzika
- AT&T
- Blue Care Network
- CDW Berbee
- CSC
- Dell
- EMC
- Executive Search Partners
- Fast Switch
- Gartner
- Hewlett Packard
- Jawood Management Associates
- MGM Grand
- Netarx
- Rave Computer Association
- SAP
- Software AG
- SunTel Services
- Symantec
- Vision IT
- Walsh College

## ***Community Partners***

- Airfoil Public Relations
- Great Lakes IT Report
- MiTechNews
- Internet Advisor Show

# Financial Statement

## Financial Position at December 31, 2008

### ASSETS

Cash and equivalents:	\$195,610
Other receivables:	\$45,000
Total assets:	\$240,610

### LIABILITIES AND NET ASSETS

Accounts and awards payable:	\$10,757
Unrestricted net assets:	\$229,853
Total liabilities and net assets:	\$240,610

## Statement of Activities and Net Assets for the Year Ended December 31, 2008

### SUPPORT

Contributions and Grants,	\$44,409
Fundraisers:	\$270,609
Dividend income:	\$1,139
Donated goods and services:	\$90,512
Total support:	\$406,669

### EXPENDITURES

#### Program services:

Annual university scholarship program,	\$56,007
Annual summer technology camp,	\$42,464
Mentoring and professional skills symposiums,	\$15,254

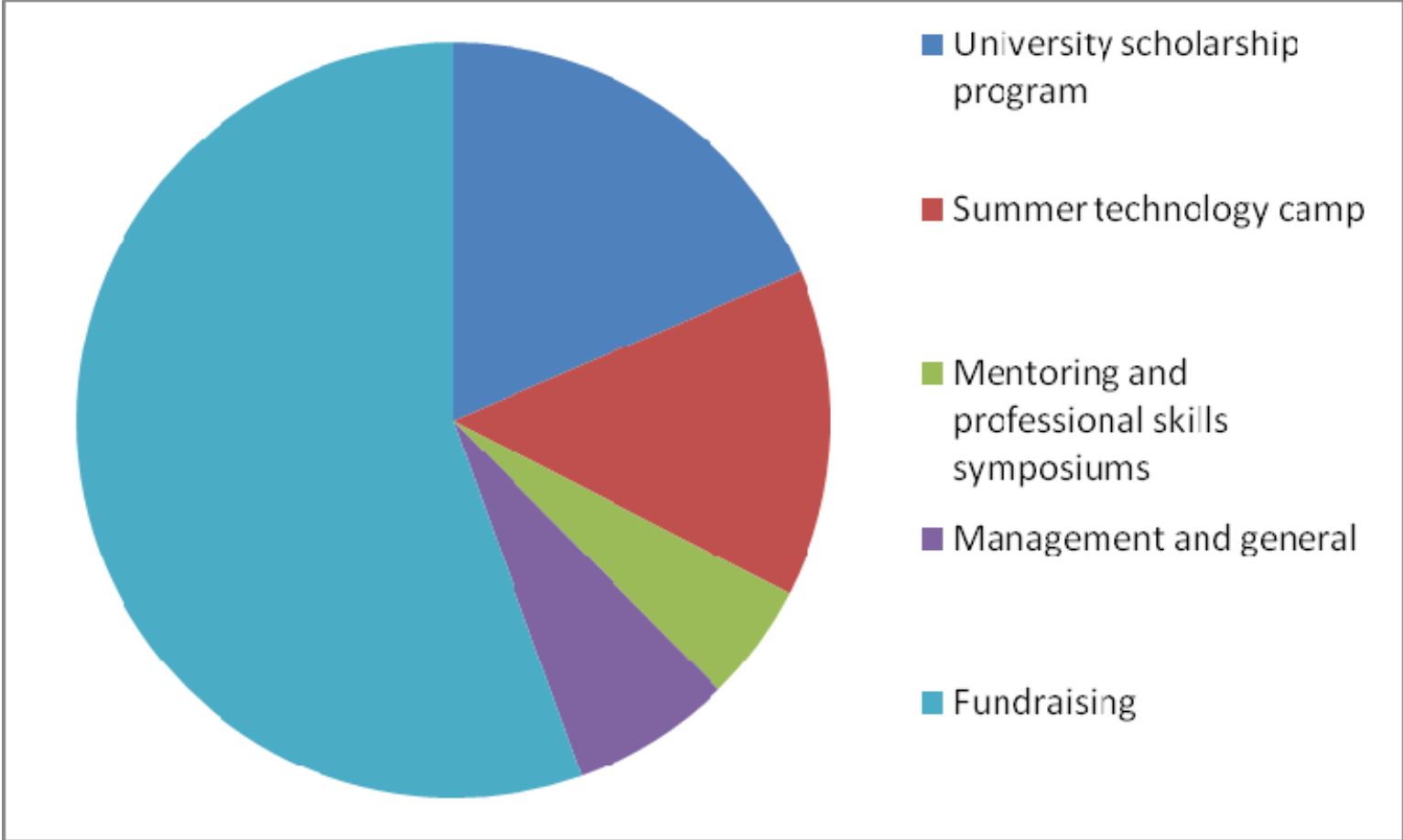


### Supporting services:

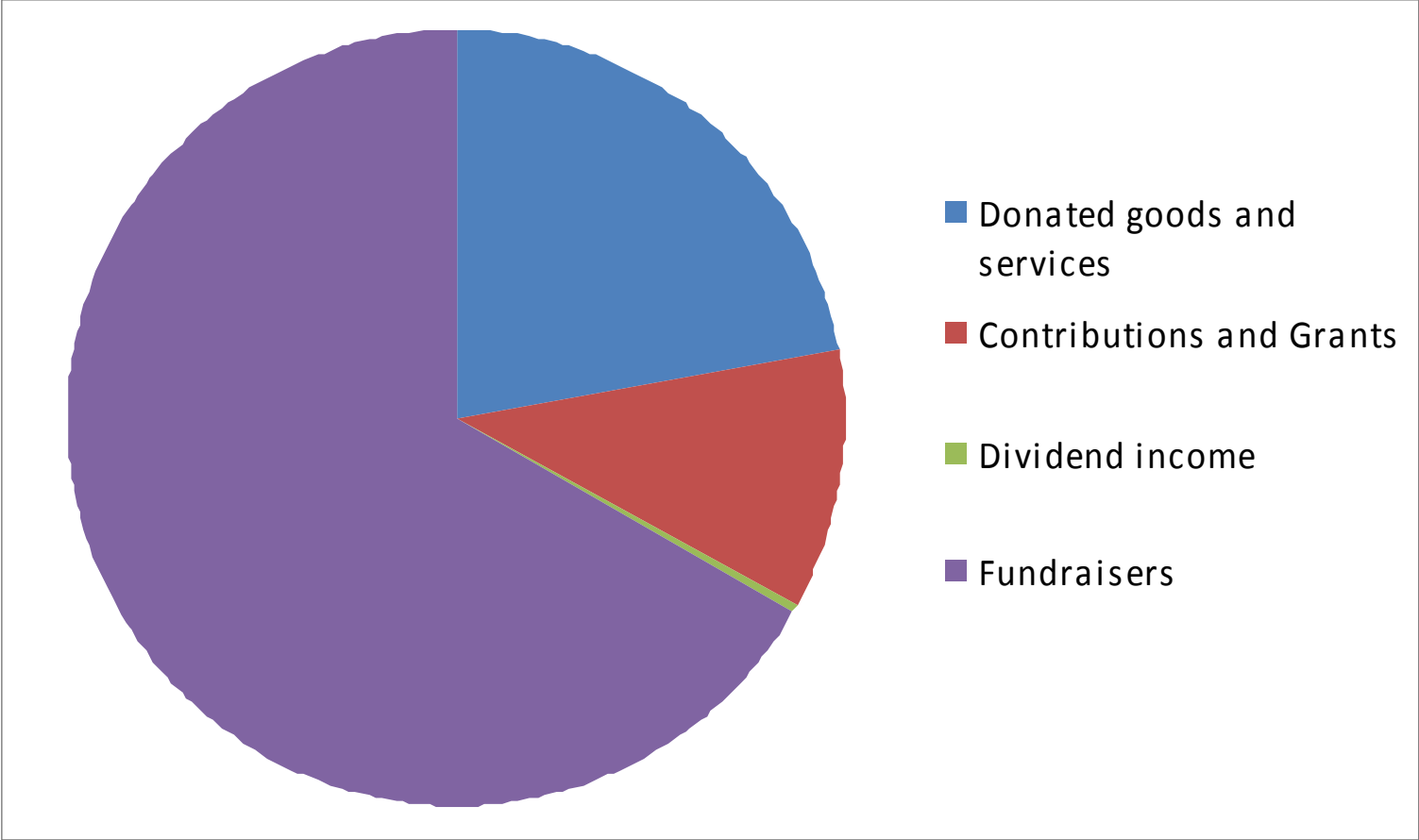
Management and general,	\$20,832
Fundraising,	\$167,854
Total expenses:	\$302,411
Increase in net assets:	\$111,908
Net assets, beginning of year:	\$117,945
Net assets, end of year:	\$229,853

*These statements were abstracted from the organization's December 31, 2008 financial statements reviewed by independent certified public accountants.*

# Expenditures



# Support



## A Look Ahead

### MCWT Foundation's goals for 2009 include:

- Continue and grow current programs
- Extend university programs to four additional universities
- Extend high school GET-IT Program to Detroit Community Schools and more
- Expand website design contest to 80 teams
- Support MICWIC and other similar programs to extend Foundation message



## Help Us Continue to Succeed

Please visit [www.mcwtf.org](http://www.mcwtf.org) to learn more about the MCWT Foundation, make a donation, contact us to volunteer your time or suggest a corporate partner or sponsorship.

On behalf of technology-oriented girls and women throughout Michigan (and the families, friends and companies who support them), we thank you.