



Women In IT Cal Poly Pomona

Meredith Jacobson, Program Director
and Keriann McSweeney, Membership Chair

@WITI - #WITILA



FASHION



www.WITI.com



818.788.WITI

WITI: Mission

Science is not a boy's game, it's not a girl's game. It's everyone's game. It's about where we are and where we're going."

Nichelle Nichols, Lt. Uhura, Star Trek and WITI Summit Legacy Member

About Meredith

- IT Recruiter for over 20 years
- Responsible for the Los Angeles WITI Programs
- Mother of twin girls and loving wife
- Member of WITI for 12 years



Who are you?

What are you great at?

What do you know a lot about?

What do you love? And care about?

What do you talk about all the time?



WITI History – Our Founder



“Since the very beginning, I have never ceased my efforts to bring attention to the issues facing professional women, to help women build the recognition they deserve, and to create partnerships to open doors for women-led businesses and professions..”

Carolyn Leighton, Founder
WITI

WITI Historical Growth

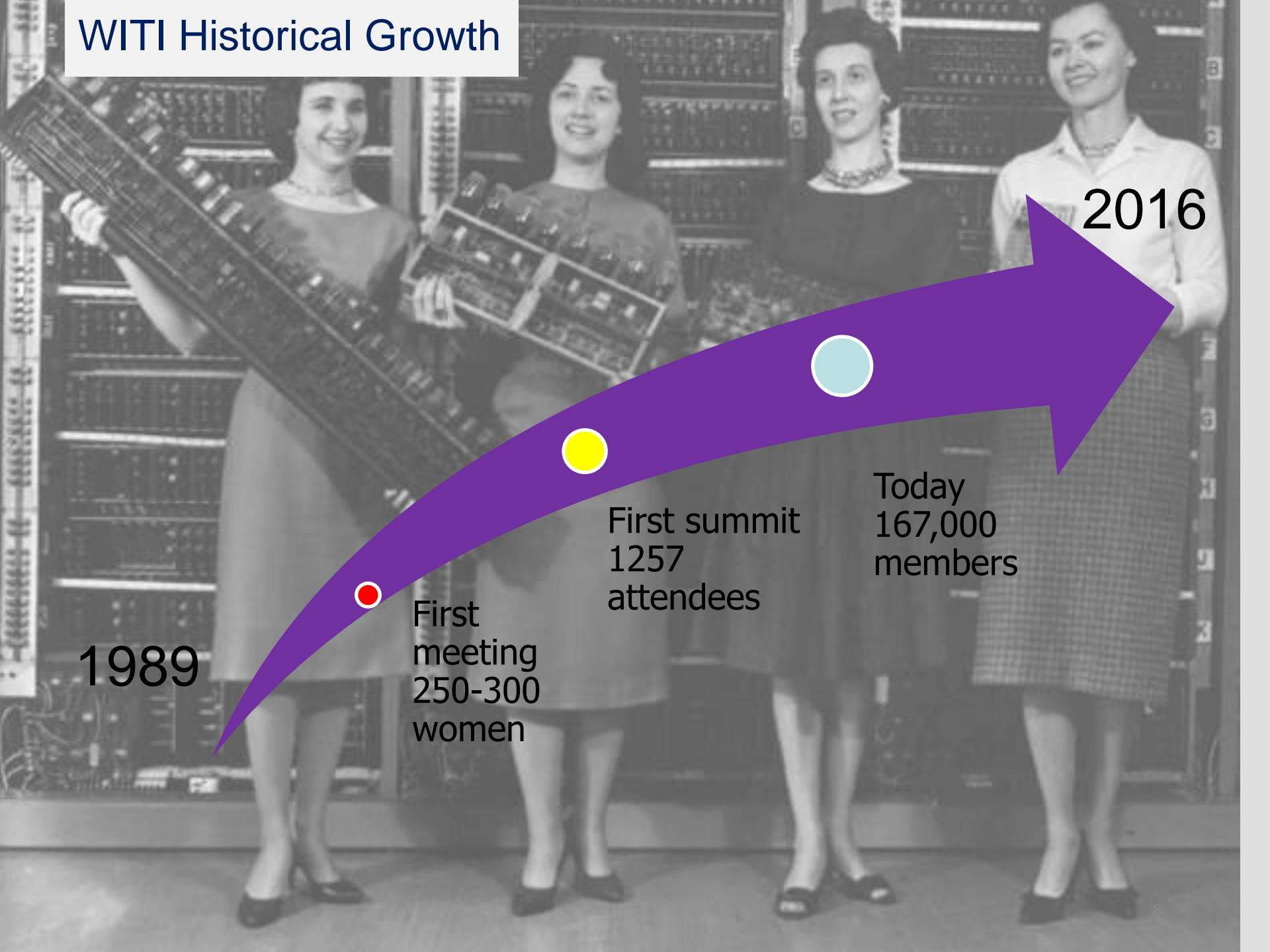
1989

First meeting
250-300 women

First summit
1257 attendees

Today
167,000 members

2016



WITI Global Reach



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Who / What is WITI?

- ☞ Encourage young women and girls to choose business and tech careers
- ☞ Influence top leaders in government, academia, and industry to recognize the purchasing power of women
- ☞ Create a pipeline of women to fill leadership positions
- ☞ Maintain the platform of connections, resources and opportunities for our members
- ☞ Transform Media and corporate perception of women

We Team with Men

From the beginning, WITI was different because we didn't espouse the "male bashing" that was prevalent in other women's organizations at the time. Even today, WITI stands apart. We encourage men to join WITI and we include men in our programming efforts. One of WITI's mandates is bridging the connections between men and women in order to open more doors and opportunities for WITI members.

WITI: What can it do for me?

- Resources: including newsletter, articles, trends, webinars
- Career Center: Look for careers, search the database, networking opportunities
- B-Stem Advocacy and events
- WINS: Industry Special interest groups like Cybersecurity, Health and Medical, Mobile, IoT etc.



THE VALUE OF A NETWORK

JOIN OUR TEAM

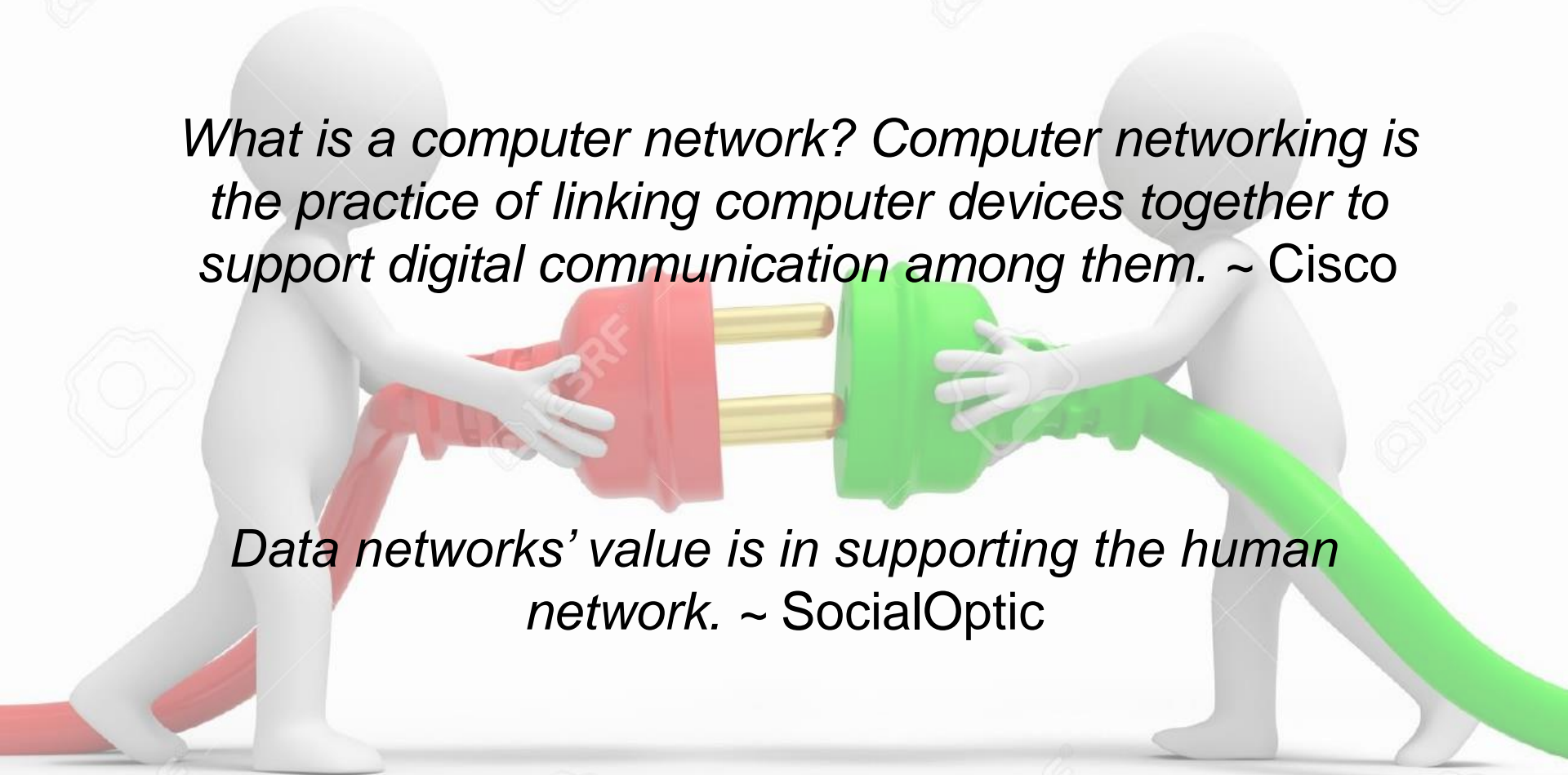
We're Proactive

Women talk and we listen. We are not "just" a networking organization. We forge relationships, mentor one another, learn how to network and foster great friendships.

WITI: Networking for Computers and Humans

What is a computer network? Computer networking is the practice of linking computer devices together to support digital communication among them. ~ Cisco

Data networks' value is in supporting the human network. ~ SocialOptic



Importance of Networking

"We don't accomplish anything in this world alone and whatever happens is the result of the whole tapestry of one's life and all the weavings of individual threads from one to another that creates something."

Sandra Day O'Connor

Redefining Networking

Connecting – meeting new people, colleagues, neighbors, committee members

Reconnecting – family, college buddies, old neighbors, former colleagues

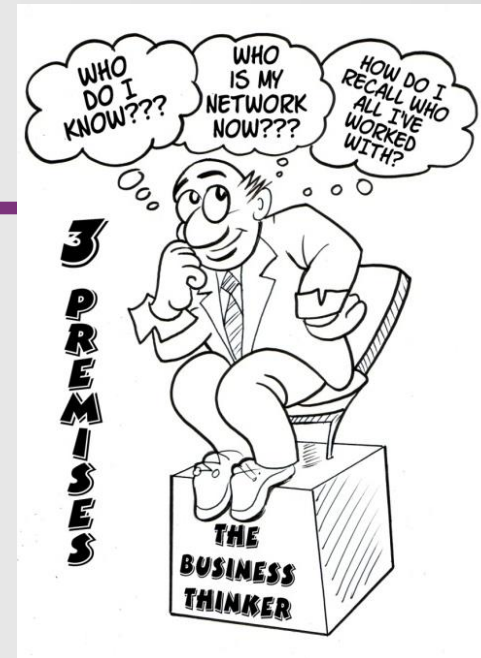
"The process of developing and activating your relationships to increase your business, enhance your knowledge, expand your sphere of influence or serve the community." ~Ivan Misner

Let's Network!



Networking

- ☞ People are more likely to help people they know – how do you identify who all you know?
- ☞ 85% of all senior management jobs are found through networking – and 82% of the highest level jobs are never posted. Why? Because top level recruiters search daily for their executive talent through...referrals from their networks!! Who is your network?



Capture IT!

- How many Instagram users are there here? – How many followers do you have on Twitter? How many Facebook friends do you have?
- How do you stay in touch and follow up?
- Worksheet it!

Plan It!

- ↻ Is your resume up to date?
- ↻ Is your Linked in ready?
- ↻ How will you exchange information?

This is going to be a great day. I am going to meet new people, I'm going to connect with old friends and colleagues, I'm going to learn more about the business community in which I live. And I'm going to help other people – whether a referral for a job opportunity or helping a local charity.

Yes, this is going to be a great day!



MEMBERSHIP AND EVENTS

What kind of WITI person are you?

What is the best Operating System -

Mac, PC, Linux?

Is Android or IOS better for a mobile platform?

What is your favorite programming language?

What is the meaning of fdisk?

About Keriann

- IT Professional for over 25 years starting in a co-op at the University of Wisconsin
- Started in tech support and progressed to Information Management consulting with companies like Oracle and Cap Gemini Corporation
- Now works with a global consulting organization as their Senior Director of Recruiting
- Co-chair of Membership for WITI-LA
- Mother of a beautiful 7 year-old daughter
- Avid runner including Susan B. Komen marathon and just for fun
- Loves to travel and eat Thai food



WITI: Mission

You can do anything if you put your mind to it, you work hard and you take that responsibility,'

Marillyn Hewson, President and CEO of Lockheed Martin

WITI: Membership Benefits



WITI: Benefits



Leadership



Mentorship

WITI: Events and Initiatives

- WITI – LA: Jobs in the 21st century – March 10th
- WITI: B-Stem – Women in Film- March 31st
- Annual Summit, June 5-7 (San Jose)

And More ...

- Network events
- Webinars
- Tele-classes
- Partner events (list of partners continues to grow)

WITI Membership Pricing: (One Year)

- ***Standard pricing - \$250 (2-Yr = \$350)***
- ***Students - \$50***
- ***Government/Academia/non-profit - \$95***
- ***In Transition - \$100***
- ***Trial Membership (3 months) - \$75***
- ***Small Business - \$500 (Includes 3 members)***
- ***Several additional options!***

WITI Membership Pricing:

(One Year)

But today – You will receive a free membership for attending this workshop!!

Promo Code:
witistumem15

WITI: Push yourself to your next breakthrough

“I always did something I was a little not ready to do. I think that’s how you grow. When there’s that moment of ‘Wow, I’m not really sure I can do this,’ and you push through those moments, that’s when you have a breakthrough.”

Marissa Mayer, CEO of Yahoo!

Twitter Poll



Will you join?





Q & A

