



A note

from the 2019 GETconf Organizers

What we mean when we say “gender equity”

You’re probably familiar with the concept of equality, which basically means giving everyone the same access to resources and opportunity.

Equity on the other hand, involves a more holistic approach that takes into account factors such as historical context, systemic oppression, biases, privilege and other things that can impact someone’s ability to achieve success.

Equality assumes that given the same set of resources all people will be able to succeed. Equity means giving people the resources they need to succeed as an individual, and acknowledges that it may take additional resources for those in marginalized identities.

Another way to think about it:

Diversity is inviting various people to the table. Inclusion is offering them a meal. Equity is everything done to accommodate each guest.

We believe that creating an inclusive environment in the tech community is crucial to attracting and retaining women and gender-diverse talent. The first-ever GETconf features 100% women and gender-expansive organizers and presenters from across the country in support of our mission to amplify and celebrate thought leaders from underrepresented groups in tech.

Today we’ll learn from technical talks and workshops, inspiring keynotes, and a panel to highlight regional efforts to strengthen the STEM pipeline. Intentional networking and mentorship opportunities are weaved in between sessions.

This is a day to learn from one another, so you’ll have the opportunity to contribute to the conversation in the following ways:

1. Share your experience navigating inclusion and equity in tech via Padlet (Access via link or QR code)
- <https://padlet.com/GETconf19/getconf19>



2. Connect with a peer mentor
3. Participate in a small group discussion over lunch

Welcome to the first-ever GETconf! We’re so excited to have you here.

Sincerely,

Jen, Stefanie, Wendy & Kasey

2019 GETconf Organizers

2019 Get Conf Organizers



Jen Homann

Chair

🐦 @mpjeno 🌐 jenhomann



Stefanie Monge

Vice Chair

🐦 @stefaniemonge 🌐 stefaniemonge



Wendy Holley

Treasurer

🐦 @gmfholley 🌐 wendy-holley



Kasey McCormick

Secretary

🐦 @kaseylmccormick 🌐 kaseymccormick

Thank yous

Thank you to all of the volunteers on our planning team and speaker selection team; this wouldn't be possible without you.

Planning Team

- Kelley Alexander Millar
- Victoria Cunningham
- Rachel Fox
- Anna Gadzinski
- Stephanie Hardesty
- Kate Larsen
- Danielle Powell

Speaker Selection Team

- Sandi Barr
- Wendy Holley
- Jen Homann
- Kate Larsen
- Kasey McCormick
- Stef Monge
- Laura Montgomery
- Susan Tussing

Additional Thanks

To NEJS for use of their event website template to make our own.

Special Thanks, to our partner

Mystery Code Society's mission is to champion gender equity in tech through beginner and intermediate code education for women, femmes, and non-men.

Our classes for middle and high school students are hands-on and project-focused, and we recruit experienced developers to be teachers.



We create a fun and supportive environment for students to learn code. Check out our website for current classes and join our mailing list to hear when they start:
<https://mysterycodesociety.com>

Thank yous

To our sponsors

Thank you to our Platinum, Gold, Breakfast and Patron sponsors. Full list of sponsors on our website.

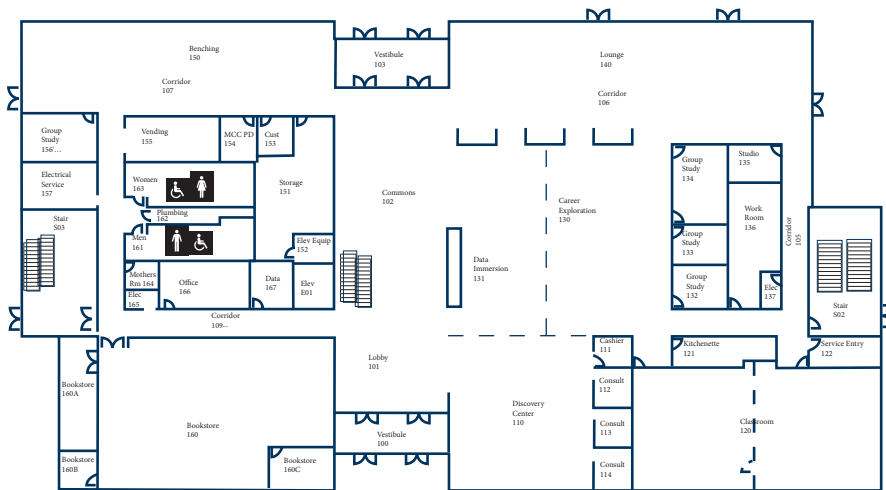


Schedule

8:00 AM	Check-in/ Continental Breakfast
9:00 AM	Opening Remarks
9:10 AM	Keynote: Be Bold, Be Real and Lead with Love
9:50 AM	Designing Against Domestic Violence
10:15 AM	Data Science is (and should be) Intersectional
10:40 AM	<i>Break</i>
11:00 AM	Suffering, Authenticity, and Productivity: Lessons I learned from Bipolar Disorder
11:25 AM	Keynote: Recognizing Cultural Bias in AI
12:00 PM	Lunch (provided)
1:00 PM	Workshop 1 A Hands-on Introduction to Natural Language Processing in Python
1:00 PM	Workshop 2 Fail Faster: Quick UX Design Techniques to Drive Toward Success
1:00 PM	Workshop 3 Research Meets Reality
1:00 PM	CAET Tour
1:50 PM	<i>Break</i>
2:00 PM	Strengthening the STEM Pipeline Panel
2:50 PM	<i>Break</i>
3:10 PM	Empathetic Design Systems
3:35 PM	The Power of Asking Questions: How to go from Vague Answers to Meaningful Stories
4:00 PM	Keynote: Hacking your work life __balance to take over the world

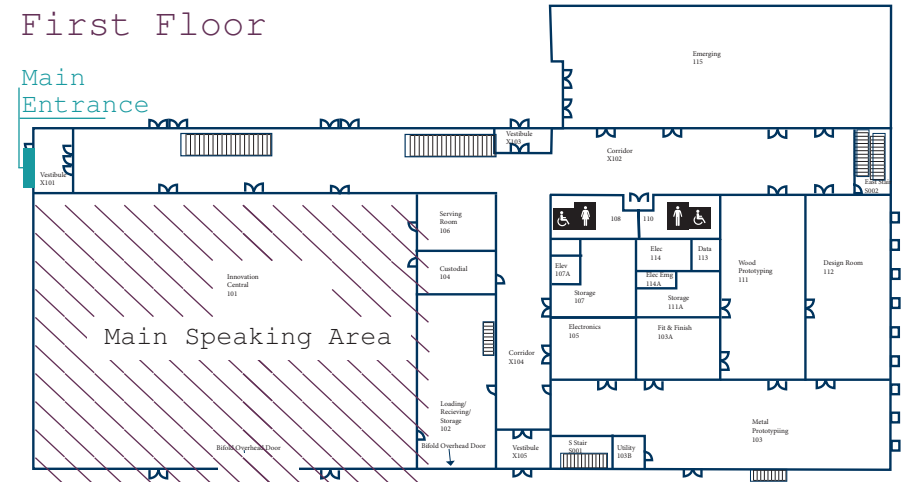
A lactation/nursing room is available in the building directly to the west of the CAET (Building 23), in room 164. It is available on a first-come, first-served basis. To access, exit the main door of the CAET, follow the steps up to Building 23, take the hallway to the far end of the building and turn left. Room 164 is just past the restrooms.

Building 23, First Floor

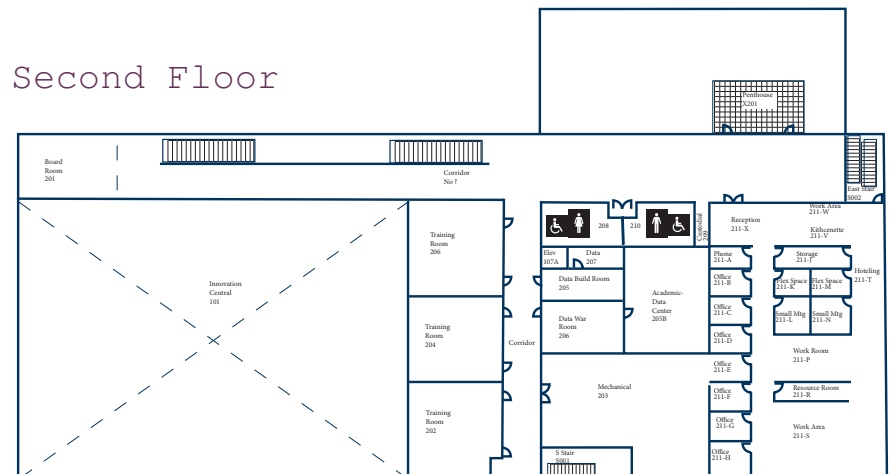


CAET Map

First Floor



Second Floor





Rachel Fox

Emcee

 <https://racheldfox.com/>

Biography ●


Rachel D Fox is a passionate entrepreneur, business consultant, advocate for positive change, and mother of 10 beautiful children with an unwavering entrepreneurial spirit. She is the proud owner of Catapult Consulting Solutions and Founder of the female empowerment organization, You Go Girl. Infinitely driven to help others, her vision is to provide empowering tools that arm people with the confidence they need to make their every dream into an attainable reality.

Throughout the span of almost two decades, Rachel has gained the hands-on experience necessary to ensure her clients achieve an all-encompassing success that lasts. From sales, marketing, training, and project management, to web-development, professional and personal development. Her knowledge base is vast, but one area is her number one specialty: creating positive change in people's lives.



Sally Elatta

Be Bold, Be Real and Lead
with Love

 @sallyElatta

Abstract ●

From her personal journey of overcoming barriers, as a young girl born in Sudan who migrated to the US with her family to starting her business which thrived despite tough economic times, Sally weaves her life's learnings throughout this keynote, inviting all in attendance to Be Bold, Be Real, and Lead with LOVE.

Biography ●

Sally Elatta is the president of Agile Transformation Inc, founder of AgilityHealth and AgileVideos.com. She is a successful entrepreneur and thought leader in the space of Enterprise Business Agility and Measurement. Sally is a dynamic and engaging speaker who advises top executives of leading global enterprises through their Enterprise Business Agility (EBA) transformations.

Notes

Locating Yourself - A Key to Conscious Leadership: <https://www.youtube.com/watch?v=fLqzYDZAqCI>

Emergenetics: Emergenetics International uses psychometric research and behavioral studies to advise and consult with businesses and individuals on how to assess human capital. Source: <https://www.emergenetics.com>

Notes



Eva PenzeyMoog

Designing Against Domestic
Violence

🐦 @epenzeymoog

Abstract

The reality of domestic violence doesn't disappear when people enter the digital world. How can we as technologists ensure that our products aren't used for abuse? This talk will explore how to consider the reality of violence, recognize intervention points, and advocate for user safety.

Biography

Eva PenzeyMoog is a Lead Designer at 8th Light, a software consultancy in Chicago. She specializes in UX but also loves writing front-end code, and takes on workplace projects that make 8th Light a more diverse and inclusive place. Outside of work, she spends time mentoring underrepresented minorities in tech and fund raising for feminist organizations. Her remaining time is spent creating botanical cyanotype prints, consuming any zombie-related media she can get her hands on, and playing with her two dogs, Hamlet and Horatio.

Resources

When you get pushback on designing for safety, it can be useful to educate others on the fact that domestic violence is not an edge case. Important stats on domestic violence in America:

- Over 4.7 million women experience physical domestic violence every year.
- 1 in 3 women and 1 in 4 men have experienced physical domestic violence at the hands of an intimate partner.
- 98% of domestic violence cases involve some form of financial abuse.
- 89% of domestic violence support professionals had cases involving misuse of technology in the past year.
- The number one cause of death of pregnant women is being murdered by an intimate partner.
- 81% of domestic violence victims are stalked by their intimate partner. 1 in 6 women will be stalked at some point during their lives.
- A woman is 70x more likely to be murdered in the few weeks after leaving her abusive partner than at any other time in the relationship.
- 3 women are murdered by an intimate partner every day.

The Framework for Inclusive Safety:

1. Include the reality of domestic violence in your research.
2. Imagine scenarios for abuse and design against them.
 - Remember to consider the following areas: financial abuse, Smart home technology, Geolocation, Privacy and consent
3. Identify opportunities for your products to provide safe, meaningful intervention to victims of domestic violence.
 - Pay special attention to financial products and health/wellness/pregnancy products.

“A good user experience is only as good as the action it enables. Designing a system that makes it easy to do bad things is bad.” -Erica Hall, Mule Design


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Noni Williams

Data Science is (and Should be)
Intersectional

 noni-williams

Abstract

Data science is a relatively new term, and is used to describe the field that lies at the cross section of mathematics, statistics, information science, and computer science. It is a vehicle for understanding and analyzing the world around us. In this talk, Noni will walk through the lifecycle of a typical data science project and share more about her personal path thus far navigating the world of data science.

Biography

Noni Williams finds her passion in solving problems and helping others understand that they are capable of solving problems too. This is evident in her current position as Manager of Solutions and Continuous Improvement where she works with data and extending the capacity for using data with after school professionals. She has a BA in Mathematics and is pursuing an MS in Mathematics with a concentration in Data Science. For Noni, data science is the perfect intersection between innovative problem solving, computer science, statistics, and math. In her free time, she enjoys writing poetry, nature photography, and solving problems on projecteuler.net.

Key Terms

Data science: the art and science of transforming raw data into deliverable data products in order to help businesses or government agencies make more informed decisions.

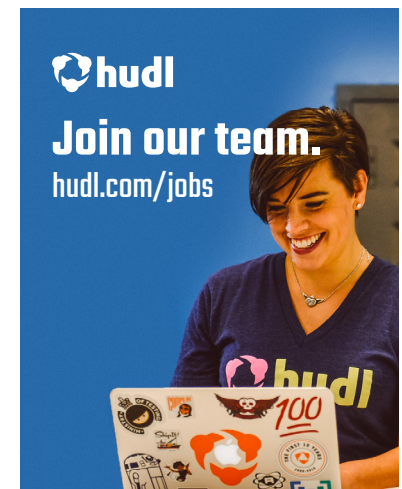
Source: UNO

Deliverable: a thing able to be provided, especially as a product of a development process. Source: dictionary.com

Exploratory analysis (or exploratory data analysis): the process of initially investigating data through the use of visualizations and summary statistics to: check assumptions, observe relationships between variables, identify errors, outliers, and anomalies, and develop appropriate models.

Intersectionality: the theory that the overlap of various social identities, as race, gender, sexuality, and class, contributes to the specific type of systemic oppression and discrimination experienced by an individual (often used attributively) source: dictionary.com

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Amy Newell

Suffering, Authenticity, and
Productivity: Lessons I
Learned from Bipolar Disorder
🐦 @amynewell 🌐 amynewell/

Abstract

We all suffer. Suffering in silence is bad for humans and business. Based on Amy's years of experience managing engineering teams and her own struggle with bipolar disorder Amy argues for and provide tools to build authentic workplace cultures that are more productive AND humane.

Biography

Amy Newell is Director of Engineering at Wistia. She's been a software engineer since 1999, and has been programming in Ruby since 2007, when she brought her three-month-old daughter to her first Ruby meetup. She is interested in the relationship between suffering, productivity and authenticity in the workplace. She writes and speaks about mental health, empathy, and managing engineers. She suffers from bipolar disorder. She's also a poet, mom, food snob, and boot fanatic.

Resources

Open Sourcing Mental Illness - <https://osmihelp.org/>
 Ted Talk: Brené Brown on Vulnerability - https://www.ted.com/talks/brene_brown_on_vulnerability
 Daring Greatly, by Brené Brown
 On Lies, Secrets, and Silence, by Adrienne Rich

Key Terms

Invisible disabilities: chronic illnesses and conditions that significantly impair normal activities of daily living. In the US, 96% of people with chronic medical conditions show no outward signs of their illness, and 10% experience symptoms that are considered disabling (source: Wikipedia)

Covering: “To cover is to tone down a disfavored identity to fit into the mainstream. In our diverse society, all of us are outside the mainstream in some way [...] every reader of this book has covered, whether consciously or not, and sometimes at significant personal cost.” source: Kenji Yoshino, *Covering: The Hidden Assault on our Civil Rights*

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Camille Eddy

Keynote Recognizing Cultural Bias in AI

 @nikkymill  camilleeddy

Abstract

In a world that is being increasingly run on artificial intelligence, do we understand how algorithms make their decisions? In situations where humans have trouble making the right choices for culture—including race, language, accessibility, and equality—the algorithms we use should also face the same questions.

Camille walks you through how the services we all use everyday have adapted machine learning to become more inclusive. Camille also explains what we can do to create culturally sensitive computer intelligence and why that is important for the future of AI.

Biography

Camille Eddy began working on advanced robotics during an internship at HP Inc's headquarters in Palo Alto, California as a Machine Learning Intern. She continued to intern at X, formerly Google X, in their robotics initiative and then at NVIDIA where she worked on autonomous cars. She is currently studying for a Bachelor's degree in Mechanical Engineering.

Camille speaks nationally on inclusion in the tech community and regularly writes on the topic. She also enjoys volunteering for STEM advocacy organizations for young girls and students.

Resources

AI fairness Toolkits:

<https://pair-code.github.io/what-if-tool/>

<https://developer.ibm.com/open/projects/ai-fairness-360/>

Key Terms

Unwanted Bias: the idea that there is bias that is bad or harmful to a community.

Fairness in AI: How do we ask an AI algorithm to reflect the ideals we want to live by in our society?

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The power of we.

At Verizon Media, we work together, play together and celebrate differences together. Because the more perspectives we bring to everything we do, the better our brands like HuffPost, TechCrunch and Yahoo serve everyone.

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media

[verizonmedia.com](https://www.verizonmedia.com)

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Grishma Jena

Workshop 1 - Room 204

A hands-on introduction to
Natural Language Processing
in Python

[@DebateLover](#) [grishma-](#)

Abstract

This workshop introduces Natural Language Processing using Python. Attendees start off with textual data and learn how to process it to derive useful insights that can be used in real-world applications like sentiment analysis, topic modeling, similarity detection.

Biography

Grishma Jena is a Cognitive Software Engineer with the Data Science for Marketing team at IBM Watson in San Francisco. She earned her Masters in Computer Science at University of Pennsylvania. Her research interests are in Machine Learning and Natural Language Processing. She was recently a mentor for AI4ALL's AI Project Fellowship Spring 2018 where she guided a group of high school students to use AI for prioritizing 911 EMS calls. In her free time, she writes, cooks and likes conducting workshops and delivering talks.

Thank you.



We're proud to support building a
more inclusive and equitable space.



Resources

Provided in the workshop

Key Terms

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Notes

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

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Ash Banaszek

Workshop 2 - Room 206

Fail Faster: Quick UX Design

Techniques to Drive Toward Success

🐦 @Ash  ash

Abstract

Companies, project teams, and customers want everything fast. In our haste, we may design an idea and run with it to fruition... only to fail. This talk will give you simple design techniques to help you think through multiple solutions, remove the blinders, and get your team's BUY IN to do it.

Biography

Ash Banaszek is a passionate and outspoken UX advocate at Union Pacific Railroad. She holds a masters of science in information science from Missouri University of Science and Technology in Rolla, MO and returns to her alma mater regularly to guest lecture in human factors and human-computer interaction courses. Ash is also an award-winning Toastmaster and uses her public speaking experience to infuse humor and thought-provoking questions into her talks. You can follow her on Twitter @ashbzak or [linkedin.com/in/ashmb](https://www.linkedin.com/in/ashmb), or meet in person for lively conversation at a UX Happy Hour Book Club Meetup in Omaha, NE.

Resources

Usability.gov

www.meetup.com/UX-Happy-Hour-Book-Club/

Key Terms

Fire marshal: a professional that inspects buildings for fire code compliance and investigates fires for cause, etc.

Firefighter: a professional that puts fires out, rescues people, assists paramedics, and saves cats.

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Katie Briggs

Workshop 3 – Room 101
Research Meets Reality

 @sisternebraska

Abstract

If thinking about implementing user research into your process seems overwhelming, this session is for you. The goal of this workshop is to alleviate user research-related anxieties. You'll walk out with the skills and confidence you need to conduct studies quickly and effectively.

Biography

Katie Briggs is a product designer at NPR. She is currently part of NPR's Incubation Lab, which focuses on innovative, user-centric solutions to public media's business problems. Previously, she led design for experimental initiatives on mobile and voice-first platforms.

For her side hustle, Briggs also oversees branding and UX as creative director for Jean Franklin, an ethical and sustainable clothing line.

Previously, Briggs was at KPCC – Southern California Public Radio, where she led design and worked to further innovation and promote inclusivity in public media. Some of her other design work includes Houston Public Media, 42 and numerous freelance assignments. Her teaching and facilitating experience includes collegiate color theory and corporate identity courses and several workshops related to design and research. Briggs received her Bachelor of Journalism from the University of Nebraska-Lincoln.

Resources

More resources and the full deck at:
katie-briggs.com/research-meets-reality

Key Terms

Friday-To-Friday Research Timeline

Friday: Kick-off, generate assumptions, determine target audience, recruit participants

Monday: Create discussion guide, prototype, pilot with a colleague, schedule participants

Tuesday: Conduct research

Wednesday: Conduct research

Thursday: Prepare findings

Friday: Share findings

Assumptions help you explain what you think is true. They paint a picture of what you're trying to find out from testing.

Before you get started, remember these guidelines:

- Assumptions can be questions or statements
- They might be easiest to write from the user's point of view
- Assumptions can be based on data or on hunches
- They don't have to be right

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CAET Tour

Prototype Design Lab
Center for Advanced and
Emerging Technology
Prototyping Lab

About

The Center for Advanced and Emerging Technology is a regional hub for education, innovation and economic growth -- a place where business and education thrive together. It is also home to MCC's Prototype Design Lab, where you can visualize, develop and create just about anything you want. In this hour-long tour, see what is possible inside the lab and then dive right in to your first project. Participants will walk away with a personalized laser-cut souvenir.

Notes

Strengthening the STEM Pipeline Panel



Tiffany Gamble


Founder, Emerging Ladies Academy, LLC

 [elaomaha](#)



Eris Koleszar

Co-founder, Mystery Code Society

 [@bellicapax](#)



Angela McGraw

iSTEM Coordinator, University of Nebraska at Omaha

Strengthening the STEM Pipeline Panel



Stefanie Monge

Vice Chair, 2019 Gender Equity in Tech Conference

 [@stefaniemonge](#)  [stefaniemonge](#)



Victoria Novak


Director of Workforce & IT Innovation, Metropolitan Community College

 www.mccneb.edu/wid



Gauri Ramesh

Co-Founder, Girls Code Lincoln

 [gauriramesh](#)


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Jennifer Wong

Empathetic Design Systems

 www.mochimachine.com

Abstract

How do you make a design system empathetic and whom should it be empathetic towards? How can empathy help shape an ever-changing, morphing design system? Come learn how to build an empathetic design system from the ground up or start incorporating empathy today!

Biography

Jennifer Wong is a self-taught software engineer. She spends her days making the web a prettier and more user-friendly place. She has written for Net Magazine and had projects covered by Mashable, Engadget, Gizmodo, and more. Jenn is an avid conference speaker and loves eating, coding, and sleeping.

Resources

Smashing Magazine's Design Systems Book

<https://www.smashingmagazine.com/design-systems-book/>

Conference Talk: An Intro to Design Systems (by Sarah Federman)

<https://www.youtube.com/watch?v=1wATzhRorxQ>

Blog Post: Distilling How We Think about Design Systems (by Sarah Federman)

<https://publication.design.systems/distilling-how-we-think-about-design-systems-b26432eefef9>

From the Developer's perspective:

Storybook.js

- an open source tool for developing UI components

<https://storybook.js.org/examples/>

From the Designer's perspective:

UXPin

Scale UX and development with one platform

<https://www.uxpin.com/design-systems>

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Nicole Damen

The Power of Asking Questions:
How to go from Vague Answers
to Meaningful Stories

 thenicoledamen

Abstract

“On a scale from 1 to 10, what is your favorite coffee?” Wait, what? Bad questions generate useless answers, yet more energy is spent on visual design than survey design. Stop wasting your time and learn how to ask questions that tell you what you want to know, not what you want to hear.

Biography

Nicole Damen is a Dutch-Chinese Psychology major who recently transitioned into IT through the Ph.D. in Human-Centered Computing program at the University of Nebraska at Omaha. Nicole is passionate about design, productivity hacking, esports/gaming, and skiing/fitness, but she’s equally comfortable discussing communication, psychology, ethics, diversity & inclusion, self-improvement, and business.

Notes

Open-ended questions: Open-ended questions allow people to freely give responses choosing from a list of pre-determined options (or Closed-ended questions).

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Jennifer Wadella

Hacking your Work
Life _____ Balance to
Take Over the World
jenniferwadella.com

Abstract

Everyone has the same 24 hours in a day, so how do some people seem accomplish so much more? It's time to learn to hack your work life __ balance to have more time to pursue your passion projects, spend more time with those you love, while keeping your work ethic strong. Let's take over the world!

Biography

Jennifer Wadella has been writing code since before she realized it was a credible career path. She currently works as a JavaScript Consultant and loves building performant web applications, speaking at technical conferences, and brewing kombucha. Jennifer is an active member of the KC tech community and the founder of Kansas City Women in Technology(KCWiT), an organization aimed at growing the number of women in technology careers in Kansas City. She is the PubConf Sydney 2018 Champion, a Silicon Prairie Champion Award Nominee, Rising Trendsetter STEMMY award-winner, and is apparently Missouri's Coolest Woman according to Pure Wow.

Resources

<https://thoughtcatalog.com/brianna-wiest/2017/11/this-is-what-self-care-really-means-because-its-not-all-salt-baths-and-chocolate-cake/>

<https://www.outsideonline.com/2327746/equation-will-make-you-better-everything-stress-rest-growth>

<https://www.fastcompany.com/3030502/the-new-playlist-for-more-productive-work-video-game-soundtracks>

<https://www.nerdfitness.com/blog/why-you-should-be-planning-your-meals/>

<https://calendly.com>

<https://www.amazon.com/Life-Changing-Magic-Tidying-Decluttering-Organizing/dp/1607747308>

Pop Culture References

Timeturner: A device given to Hermione Granger in Harry Potter and the Prisoner of Azkaban to turn back time to take more classes.

The Bachelor: A Reality TV series that revolves around a single bachelor who starts with a pool of romantic interests from whom he is expected to select a wife. During the course of the season, the bachelor eliminates candidates culminating in a marriage proposal to his final selection. The participants travel to romantic and exotic locations for their adventures, and the conflicts in the series, both internal and external, stem from the elimination-style format of the show.

Pinky & The Brain: 90's animated series featuring cartoon chaos with the genius mouse and his stupid sidekick who try to conquer the world each night.

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