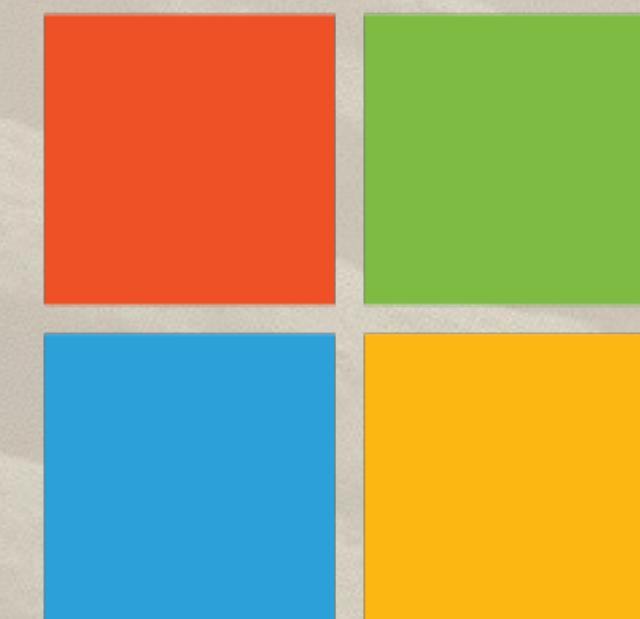


Open up the Clubhouse



@RileyMajor

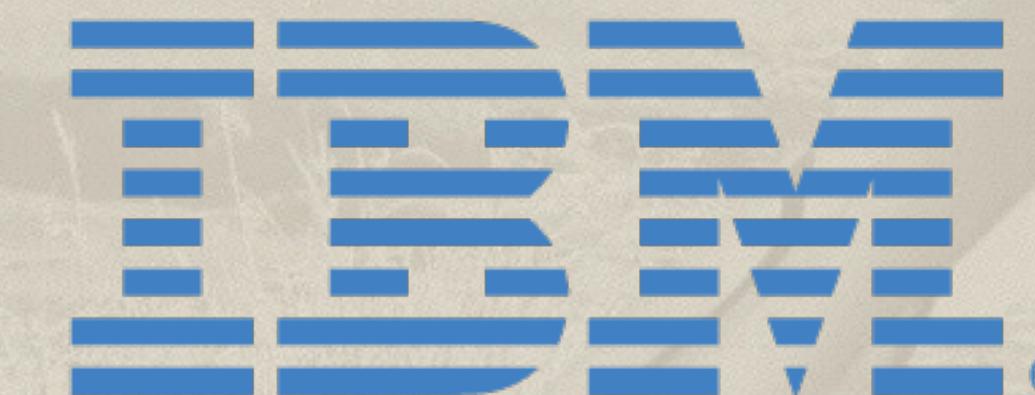




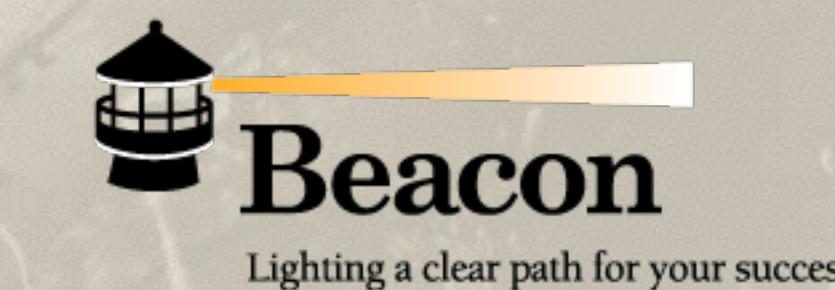
Microsoft



inrule
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COMPLY365

Concurrency

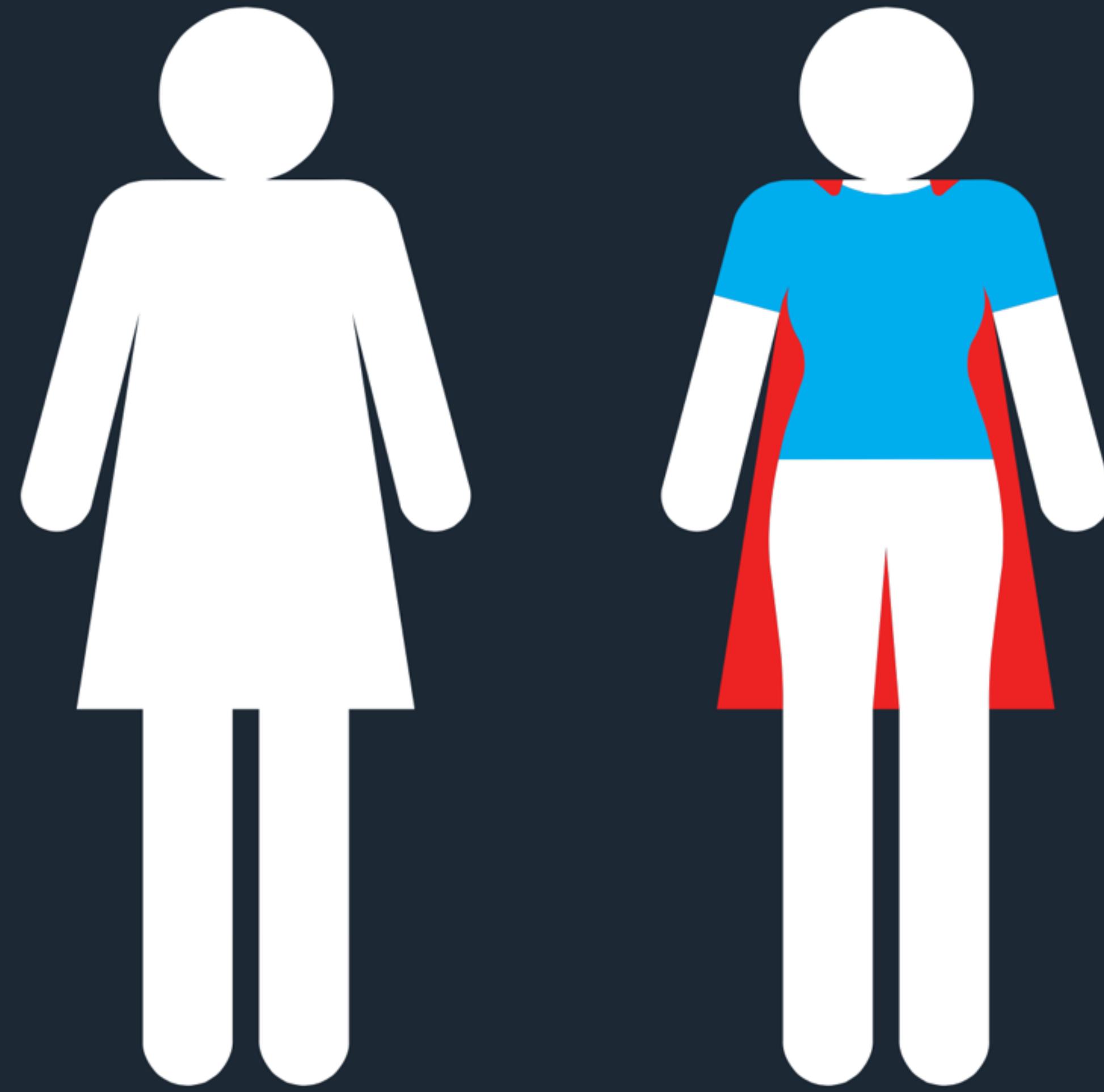
tegile



I am not a woman.

What is
Sex?

What is
Gender?



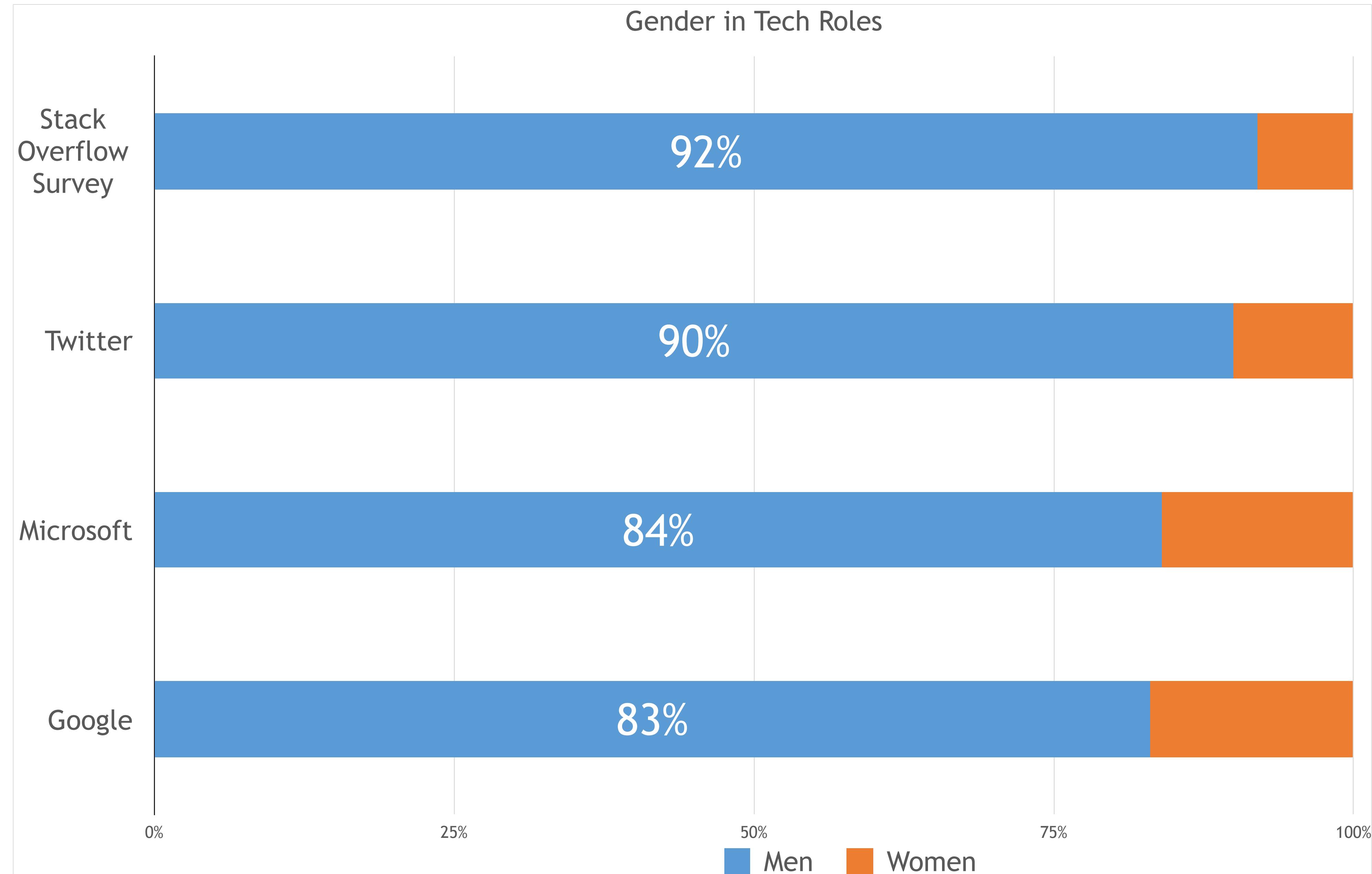
It was never a dress.

We have a problem.

NO GIRL'S
ALLOWED

NICE
ONE

Gender in Tech Roles



Startup Non-Starters

Venture Capital Funded Startups:

< 3% Have Women Technical Founders

< 1% Have Women CEOs

Intersectionality

There are 14 black women out of 2910 US employees at Twitter.
That's less than half a percent.

Why should we care?



Untapped Talent

“if you're not fully utilizing half the talent in the country, you're not going to get too close to the top.”
— Bill Gates, 2010, in Saudi Arabia

Diversity is Profitable

"I think the most diverse group will produce the best product."

— Tim Cook, Apple

"greater diversity boosted revenue by 41 percent."

— Study

"That's why I care a lot about diversity: not for its own sake, but because it is a source of strength for teams that have it, and a symptom of dysfunction for those that don't."

— Eric Ries, pioneer of the lean startup movement

Women Leaders Excel

Companies with more women on the board outperformed other companies by 66%.

Women-led companies perform three times better than the S&P 500.

On average, for the S&P 1500, women in top management adds \$42 million in firm value.

It wasn't always this way.

First Computer Program - Ada Lovelace

First Digital Computer Programmers - Ladies of ENIAC

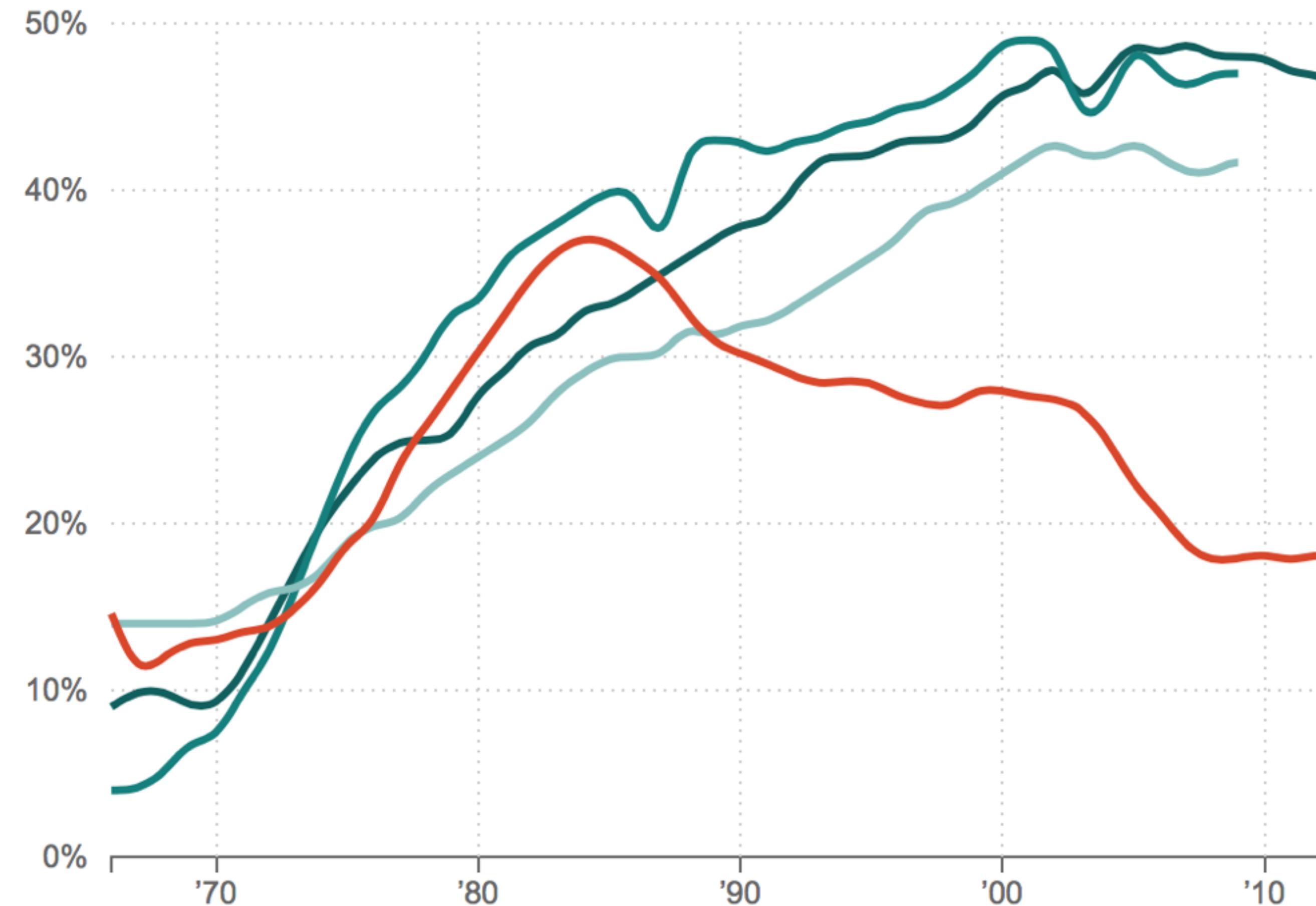
First Computer Compiler - Grace Hopper

And then...

What Happened To Women In Computer Science?

% Of Women Majors, By Field

■ Medical School ■ Law School ■ Physical Sciences ■ Computer science



Source: National Science Foundation, American Bar Association, American Association of Medical Colleges
Credit: Quoctrung Bui/NPR

But wait, there's more...

56% of technical women leave at the mid-level point.

That's double the rate for men.

Tech Industry Rejection

“The industry I work in is not the industry I want to work in.”

— Kayla Daniels, author of Code Manifesto, PHP Women
North American Director

“I have not made the tech industry good enough that I’m
willing to work in it again.”

— Valerie Aurora, founder of sunsetting Ada Initiative

Driving Women Out

1. Culture - demeaning attitudes, condescension, off-color jokes, sexual innuendo, arrogance.
2. Isolation - no mentors, no role models, no buddies.
3. No Advancement Opportunities
4. Heroics - Required, but if women fail, they're pushed out.
5. Family Unfriendly - Long Hours. On Call.

Erasure

Whitney Wolfe was one of the co-founders of Tinder, but the company drove her out and removed her co-founder title.

They believed a “girl founder” both “devalued” the company and made Tinder “look like a joke.”

Oh, and there’s a good chance she was sexually harassed by another co-founder.

Toxic Culture

“Early in my career I was horrible to women engineers--crude jokes, commenting on personal appearance, dismissive of technical skill...”

I was wrong. Practically and morally. Mea culpa.”

— Kent Beck, creator of Extreme Programming
and an original signatory of the Agile Manifesto

Social Media Abuse



Ms. Mofo
@dELYSEious



+
Follow

Woman: one of my blog posts went viral.

Men: THAT'S GREAT! CONGRATS!

Other women: oh no! shit. You okay? You need anything? How bad is it?

RETWEETS
1,199

FAVORITES
1,848

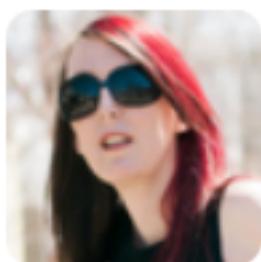


9:02 AM - 7 Jul 2015

Social Media Abuse

Feminine usernames incurred an average of 100 sexually explicit or threatening messages a day. Masculine names received 3.7.

Social Media Abuse



Brianna Wu

@Spacekatgal



Following

Was just sent a link to 403-page internet thread attacking me. 403 pages of bile and slander. I have a message for all those people.

RETWEETS

35

FAVORITES

92



7:50 PM - 28 Jul 2015

Real World Harassment

Things kind of blew up overnight. I became even *more* of a target, if that's possible, and I started having to deal with the ways that harassment could cross over to real life, such as stalkers, SWAT attempts, pizza showing up at my apartment, and email campaigns to my employer and family.

— Randi Harper, author of ggautoblocker

Sexual Harassment

63 percent of women in STEM fields report experiencing sexual harassment.

Death Threats

“I’ve had over 100 death threats sent to me by the hate group known as Gamergate in the last nine months.”

— Brianna Wu, head of development at Giant Spacekat

“This will be the deadliest school shooting in American history, and I’m giving you a chance to stop it...”

— Email to Utah State University Administrators Warning against Anita Sarkeesian speech.

Actual Death

Since 2000, **suicide** is the leading cause of death of women aged 15 to 19, worldwide.

“The most probable reason is gender discrimination.”

- Vikram Patel, co-founder of Centre for Global Mental Health

Not All Men?

Yes all men.

Even if it's unconscious and subtle.

Microaggressions

Death by 1,000 Cuts

Using “guys” for a mixed gender group.

“Are you here with your [husband/boyfriend]?”

“What do women think about this?”

“Are you sure about that?”

Presuming women will organize parties or take notes.

Apologizing for swearing, only if a woman is present.

Unconscious Bias

2012 Experiment: Exact same application for lab manager with either a male or female name on the top.

Scientists rated “female” applicants lower and also offered lower starting salaries— \$26,507.94 compared to \$30,238.10.

Recruiting Bias

“Women found that jobs with masculinity worded job descriptions less appealing...”

“Men apply for a job when they meet only 60% of the qualifications, but women apply only if they meet 100% of them.”

We Have to Act

“Gender imbalance can be self-perpetuating.”

We Must Fix the Culture



ashe dryden
@ashedryden



 Follow

OH: Should we be encouraging women to get into the pipeline when we know the pipeline leads to a sewage treatment plant?

RETWEETS

52

FAVORITES

74



3:21 PM - 20 Oct 2013

What can Men do?

1. Be vigilant.
2. Be an ally.
3. Speak up.
4. Recognize Your Privilege
5. Don't be defensive.
6. Don't make mom a noob.

Resources

<http://juliepagano.com/blog/2014/05/10/so-you-want-to-be-an-ally/>

<http://www.ashdryden.com>

<http://codemanifesto.com>

<https://www.youtube.com/watch?v=gcWdW4gQLY0>

<https://adainitiative.org/what-we-do/workshops-and-training/>

What can Leaders do?

1. Listen to and (carefully) amplify women's voices.
2. Help women find mentors.
3. Recognize that diversity is valuable.
4. Support family-friendly Policies.
5. Consider publishing salary information (#talkpay).
6. Use textio.com for Job Descriptions.
7. Strive to pass the Bechdel test for Tech.

Original Bechdel Test

1. The movie has to have at least two women in it,
2. who talk to each other,
3. about something besides a man.

Almost half of all movies fail.

Tech Bechdel Test



Laurie Voss

@seldo



+ Follow

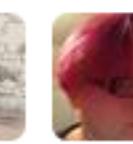
Does your project pass the Bechdel test? To pass, a function written by a woman dev must call a function written by another woman dev.

RETWEETS

1,236

FAVORITES

1,266



3:33 PM - 27 Feb 2015

What can Conferences do?

1. Have a code of conduct and enforce it.
2. Have a diverse organizing committee.
3. Select talks anonymously using Call for Papers.
4. Use Social Media (@CallbackWomen) and Women Speaker Directories (5050pledge.com).
5. Reach out directly, but don't ask because they are a woman.
Ask because they are an expert on the topic.
6. Have fitted and straight-cut t-shirts. Call them that.
7. Consider family friendly options such as on site child care.

What can Parents do?

1. Encourage questions.
2. Encourage experimentation in the garage, yard, and kitchen.
3. Take them to science museums and zoos.
4. Ask them about their STEM classes in school.
5. Help them see value in STEM career.
6. Get them involved in Girl Develop It or other groups.

What about gendered toys?

It's not the toys that are the problem so much as the marketing.

"I like the bright colors and the animals. And they don't have masks and weapons. And they're not always fighting..."
— Rosella Major, 7, on Lego Friends

Just last week she put on a 30 minute play with Lego Friends figurines.



What can Everyone do?

“be bold about the kind of change you do want to see, and even bolder about asking for it.”

— Jessica Jackleg, author, cofounder of kiva

Support Girls and Women in Technology Groups

Support Social Media Buzz - #ILookLikeAnEngineer

Women in Tech

Girl Develop It

<https://www.girldevelopit.com/>

<https://www.girldevelopit.com/chapters/minneapolis>

<https://www.girldevelopit.com/chapters/milwaukee>

<https://www.girldevelopit.com/chapters/chicago>

Black Girls CODE

<http://www.blackgirlscode.org/>

Coding While Black

www.codingwhileblack.com

Girls in Tech

<http://www.girlsintech.org/>

<http://gitmsp.org/>

Meetup

<http://witi.meetup.com/>

http://witi.meetup.com/cities/us/mn/saint_paul/

Lesbians Who Tech

www.lesbianstech.org

Girls in Tech

Code Savvy

<http://www.codesavvy.org/>

TechnovationMN

<http://technovationmn.org>

Katie Coderdojo

<http://www.codesavvy.org/p/katie-coderdojo.html>

CoderDojo Twin Cities

<http://www.coderdojotc.org>

We All Make Mistakes

LOOK LEFT

There is hope

7 girl speakers (100%) at That Conference.

Netflix - 1 Year of Paid Parental Leave

There is hope.

All of you.

Riley Wheeler Major

@RileyMajor

RileyMajor.com

ThatConference@RileyMajor.com

www.linkedin.com/in/rileymajor/

Enterprise Architect

Manna Freight Systems, Inc.

www.MFSCorporate.com



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5964666201_f19c0d9399_o.jpg

Aimee Ray Follow

Polly Pocket treehouse

<https://www.flickr.com/photos/merwing/5964666201>

2405213052_e6450a462f_o.jpg

rick Follow

no girls allowed

<https://www.flickr.com/photos/spine/2405213052>

426980617_bde79059b1_o.jpg

Terry Whalebone

Oops!

https://www.flickr.com/photos/terry_wha/426980617

