



Sponsorship Packet ‘22-‘23

wicc.cornell.edu

CONTENTS

2

Introduction

Our Mission

Why WICC?

Letter from the Presidents

4

Initiatives

Community

Outreach

Corporate Initiatives

9

Sponsorship

Benefits

Sponsorship Program

Other ways to sponsor

Sponsorship

12

Contact Us

INTRODUCTION

WICC (Women in Computing at Cornell) was founded on March 25, 2013 as a chapter of the national ACM-W (Association for Women in Computing). We are the first organization to bring together women in computing and information science at Cornell University.



Our Mission

Our mission is to empower women to succeed in the computing field and beyond, by educating, inspiring, and equipping them with resources to help explore new opportunities and carve a path for themselves. We also aim to encourage prospective students in computing by sharing our experiences and advice with them, reaching out to young girls, and providing mentorship.

We seek to connect with leaders in the field as well as allies to our efforts, and create a network of undergraduates, alumni, faculty, and staff so we can find inspiration in each other and promote progress and interaction on academic, social, and professional issues.

Why WICC?

Women are largely underrepresented in computing fields and we hope to dispel some of the stereotypes and help women feel that they belong.

WICC has grown substantially in the past year by expanding the number of passionate women on our executive board and organizing more initiatives than ever before.

We hope to continue to grow and make a difference by advocating for diversity in computing for many years to come.

Introduction

Letter from the Presidents

Hello!

Thank you so much for your interest in supporting Women in Computing at Cornell! We are Tina Ou and Rachel Tong, the Co-Presidents of Women in Computing at Cornell (WICC) for the Spring 2023 semester. We are honored to reach over a thousand students through our active and supportive community of women, gender minorities, and allies. As Co-Presidents, our vision is to further build and empower WICC's E-Board and community by providing the necessary skills and network to students of all backgrounds and identities at Cornell and beyond.

In the post-covid world, WICC hopes to focus on growing a closer knit community and creating supportive launching pads for our members in terms of academic and professional success. During the fall semester of 2022, we hosted our yearly introductory event WICC-away. This space allowed our members time to connect face-to-face and create lasting connections past the walls of the event. Reoccurring throughout the semester, WICC organized mentorship groups where more than 150 students met bimonthly to talk about academics, career goals, and so much more. WICC also ran a lunch bunch program where 49 students met in small groups with professors sharing lunch and breaking down the barriers between professor and student. At the same time, we hosted our first ever introduction to careers within tech program known as "Cracking Your Career," walking through each stage of the career preparation process from networking to mock interviews. We've held monthly Community Discussions from discussing topics such as mental health to speaking up for yourself, and many Cornell Department of CIS wide events from the CIS Partner Finding Social to the CIS Formal.

We continued to share our passion for computing with others by hosting Coding Challenge Circles to support Cornell students and teaching middle and high school students through our Girls Who Code classes. We found that our membership is vital for students to find opportunities through our weekly newsletter and active member slack, which together reach over 2000 students. We consistently hear of both the opportunities that members receive through WICC, as well as their newfound commitment to our mission to create an inclusive computing community.

In the coming semester, we hope to continue to grow and foster our community by offering a multitude of ways for students to engage with companies and get a deeper look into their opportunities. We want to continue our important corporate relationships by hosting many successful hybrid, in-person, or virtual events where students can connect with representatives personally. If events are hosted virtually, it provides us with a unique flexibility in engaging with our sponsors. We've been able to have more one-on-one interactions with company representatives and host events at flexible times so that students with different schedules can attend. However, we noticed that hybrid or in-person (especially those with food) events typically had better attendance and more student engagement. WICC is excited to continue working with our corporate sponsors to explore further the opportunities that this post-covid environment provides.

We are excited to grow this organization further and strengthen our network of computing students that is more interconnected and passionate about helping one another grow. We believe that introduction to computing is just as important as retention once in it. With your generous monetary support, we will be able to foster both an inclusive and diverse generation of tech. We invite you to be our partner in this journey of equipping women to thrive in tech. We look forward to working with you.



INITIATIVES

Our initiatives aim to:

- Build a sense of community among women in computing fields at Cornell.
- Accelerate tech careers from women by providing support, information, and opportunities.
- Discuss and educate ways to increase diversity & active inclusion in the CIS community
- Extend our influence by inspiring and motivating young girls to consider and pursue computing fields.

Selected Past Initiatives

Fall

- | | |
|---------------------------------------|--|
| CIS Partner Finding Social | Roblox x WICC Coffee Chats |
| LinkedIn "Rock Your Profile" Workshop | Meta React Tech Talk |
| WICC x CIS Pre-Enroll Dinner | Resume Workshop with Palantir |
| Girls Who Code Outreach Program | Goldman Sachs x SWE x WICC Trivia Night |
| Bloomberg WICC-led Panel | Yelp x WICC: Making the Most of Your Internship |
| Scavenger Hunt Party | WICC x Stripe - Interview Workshop |
| Lunch Bunch Program | Life @ Uber & AMA with WICC |
| Learning to Be a Self Advocate | Cruise Tech Talk and Networking |
| Mentorship Meet N Greet | Intersectionality and Empowerment |
| CHAARG Up for Finals with WICC | Mochi, Me, and Diversi-Tea with Women Leaders of Color |
| Cracking Your Career Program | WICC x Duolingo |
| MongoDB Tech Talk | Github Workshop |
| Capital One Alumni Panel | Workday Tech Talk |
| IMC Trading Info Session | Alumni Failure Panel |
| NVIDIA Panel | Dexterity Capital Info Session |
| Deloitte Networking Event | MunichRE Tech Talk |
| Intel x WICC: Building "Atomic Habits | Sandia National Labs Panel and Q&A |
| Fiserv Info Session | DraftKings Tech Talk |

Spring

- | | |
|---|---|
| CIS Partner Finding Social | WICC x MathWorks Game Night! |
| WICC Speed Friending | Bloomberg Coffee Chats |
| Career Story 1: Intro to Interviews | WICC x SambaNova: Myth-busting AI! |
| Career Story 2: Intro to Networking and Finding Opportunity | Attentive x WICC Coffee Chats |
| Career Story 3: Intro to Technical Interviews | Accenture AMA |
| Career Story 4: Leetcode Circles | Alumni Failure Panel |
| Career Story 5: Mock Interview | Valentine's Day & Self-love Social |
| CIS Formal | Lunch Bunch Program |
| Mentorship Program | WICC-Away: WICC's first ever retreat |
| Active Member WICC-nic | Intro to Machine Learning Workshop with Professor Wen Sun |
| End of Year Celebration 2022 | WICC Making the Most of Your Summer |
| Gbody #1: WICC's Spring Semester Kickoff | WICC x CIS Pre-Enroll Dinner |
| Gbody #2: Power of Pausing and Serving | URMC x WICC x ACSU Academic Class Social |
| Gbody #3: Reflecting on Identity | Wear What You Want Photography Campaign |

Community Enrichment



Community Discussions

Each month, we have students come together to discuss topics relevant to the Computing and Information Science community. These community discussions are forums where students can voice their opinions, learn from others, and improve computing culture at Cornell and beyond.

To the left is a photo of Gbody #2: Coping with Cornell and Chaos



CIS Partner Finding Social

Finding a partner in 800 person lecture hall can feel impossible. Every semester, we try to combat this by co-hosting CIS Partner Finding Social: a chance for students to meet other CIS majors and form study groups or partners for the semesters. Over 100 students of all years met by CIS classes, and some even formed new friendships for the first time

WICC-Away

This first ever one and a half day WICC retreat gave students the opportunity to make new friends through team building activities, learn about allyship through workshops, and focused on mental wellbeing through a range of fun activities and a reflection session.

This event was sponsored by Bowers CIS Office of Diversity, Equity, and Inclusion.



Mochi, Me, and Diversi-Tea with Women Leaders of Color

A collaboration with Women Leaders of Color, this workshop centered on having discussions involving our beliefs, areas of privilege, and personal bias. Students could ask questions and gain advice from their peer and also share their own experiences. This event allows attendees to create meaningful connections with students from different backgrounds while enjoying mochi and boba.



Academic Enrichment



Lunch Bunch

Lunch Bunch provides a fantastic opportunity to meet with a small group of peers once a week for lunch and have a conversation with a Cornell professor. During this program students are able to get to know professors across a broad range of disciplines including game design, theory, operations research, information science, electrical engineering and more! To the right is a photo of a lunch bunch meeting with Professor David Gries



Cracking Your Career

Cracking Your Career provides students the foundation to learn about the different careers one can go into within the tech industry. Throughout this four week program, students meet twice a week and delve into topics such as recruitment for specific positions, interview preparation, and topics that go beyond introductory courses such as Machine Learning as well as Design Case Studies.



WICC x CIS Pre-Enroll Dinner

At the end of each semester, WICC's mentorship directors host a dinner where students come to get all their questions answered about the fast approaching upcoming semester's pre-enroll. The event includes helpful upperclassmen and peers to help provide insight into crafting a four-year plan, as well as CIS Undergraduate Student Advisors.

Outreach and Girls Who Code



Outreach Program

Our Outreach team leads two Girls Who Code classes, middle school and high school level, for the local Tompkins County students. We recognize that progress starts early, and our outreach program targets that part of WICC's mission by making young students more confident in their abilities and empowered for success in the future. We also organize workshops for young students in the Ithaca Community.

Corporate Initiatives



Cruise Information Session and Networking

Cruise professionals shared their personal career journeys and company opportunities to students through an in-person panel. After the panel, students were given the opportunity to meet and converse with Cruise professionals in an office hour structure to learn about their work and journey in the company.



Life at Uber Panel

Software engineers and product managers from Uber formed a virtual panel to give students an insider look at a day-in-the-life of working at Uber. Students also received resume and interview tips from an Uber recruiter while enjoying dinner at the event.



Goldman Sachs x WICC x SWE Trivia Night

We collaborated with Goldman Sachs and the Society of Women Engineers to organize an interactive trivia event where students networked with engineers from Goldman Sachs all while competing in friendly trivia games. Through this intimate event, many students were able to speak one-on-one with engineers and earn fun prizes.



React Tech Talk

Former Cornell alum and current Meta Engineer came back to Cornell campus to introduce students to the React tech stack. In this informative event, students were able to learn firsthand the work experience of a Front End Engineer and the recruitment process at Meta.

SPONSORSHIP

Sponsorship

Benefits

WICC would not be where we are without our awesome sponsors! By sponsoring us, you support many young women with great aspirations for careers in industry and academia. Every day, we are working to foster a sense of allyship among intersectional identities in the Cornell community, while also empowering the future of computing through Girls Who Code outreach program. We believe that these initiatives will translate to healthier and more diverse tech spheres in the future when the growing number of individuals touched by our work enter the workforce. Your generosity and funding, makes us who we are as an organization, and in return, we hope to connect you to our network of driven, passionate women in computing at Cornell.



Sponsorship Program

Want to support Women in Computing at Cornell? Join our formal sponsorship program with benefits like access to our resume book and publicity on our WICC swag! For more details, consult the information on the following page.



Listserv Fee

Want to publicize your company event to 2000+ WICC members?

\$50 to publicize company events on WICC Listserv.

Note: A company event entails an event that is not in collaboration with WICC. This fee is waived for all Silver, Gold, and Platinum WICC Sponsors.



Other Ways to Support Us

- \$1200/student Grace Hopper Scholarship
- \$1200/student Tapia Conference
- Sponsor a mentorship event, social event, or general body meeting.

Note: Hosting an event without sponsorship is possible. There is a single Event Fee (In-Person and Virtual): \$400 for both public/invite-only events, free for non-profits. We reserve the right to discontinue partnership with companies whose actions or values do not adhere to WICC's values of diversity and inclusivity.

Sponsorship

Tiers:

Silver (\$1000), Gold (\$2000), Platinum (\$3000)

We have varying levels of sponsorship with different benefits below.
Your support makes a big difference!

BENEFITS

	S	G	P
Recognition on our website	✓	✓	✓
Publicity (Instagram events, email advertising, flyers, etc.)	✓	✓	✓
Host 1 event over the year without hosting charge *	✓	✓	✓
Company name printed text on WICC club shirts	✓	✓	✓
Host 2 events over the year without hosting charge *	✗	✓	✓
Access to our resume book with work history and contact info	✗	✓	✓
Recognition at our annual end of the year faculty dinner and celebration	✗	✓	✓
Host any number of events over the year without hosting charge	✗	✗	✓
Ability to send a personalized email to WICC Members	✗	✗	✓
Publicity on WICC LinkedIn - post(s) with event photos	✗	✗	✓

Unless specified, catering costs are not covered *

Contact Us

For further inquiry, more information, or sponsorship, please email:

wicc@cornell.edu

Please also visit us at:



@wiccornell



WomenInComputingAtCornell

We look forward to hearing from you--
Thank you for your time and interest!

wicc.cornell.edu

Brochure designed by Haewon Hwang

Updated by Tina Ou, Rachel Tong, and Vicki Yang

