

# BUILD HER UP

On Supporting Student  
Women in Tech

@alainakafkes

I grew @NUWiC.

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I created @NU\_BuildHer.

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What's the state of  
student WiT?

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@TheLSHStorm  
&&  
@NUWiC

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83% felt it was  
difficult to connect  
with industry WiT

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How can we improve the  
relationship between  
industry & student WiT?

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Industry <-> Student

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Industry --> Student

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How can industry WiT  
effectively support  
student WiT?

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Where can I connect  
with student WiT?

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# Online communities

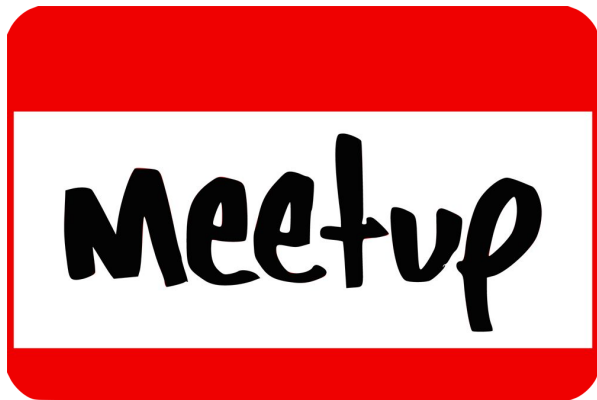
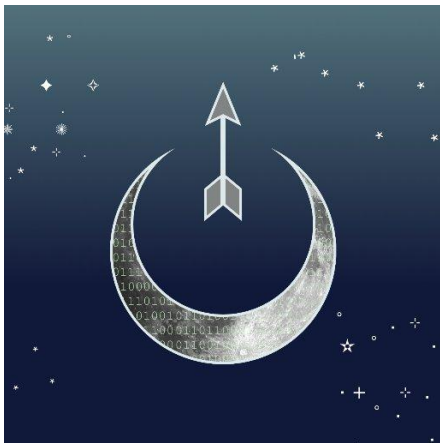


***TECH LADIES***



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# Local & in person!

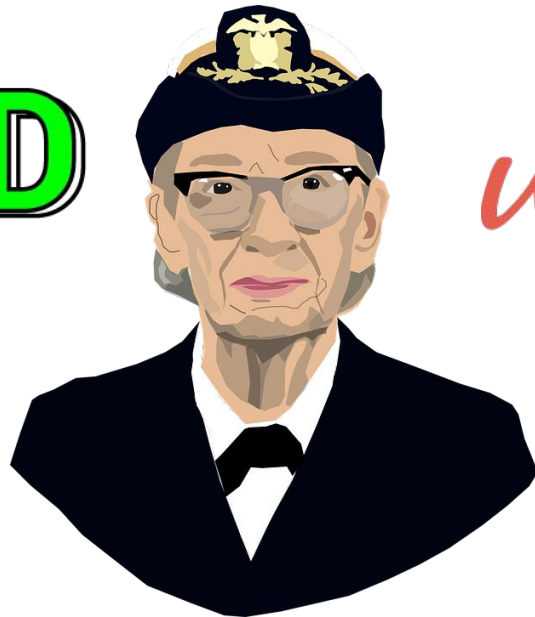


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Far, far away...

CODELAND

lesbians  
WHOtech  
QUEER | INCLUSIVE | BADASS



*we*code



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What kind of support  
are student WiT  
looking for?

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“Reach out to students”

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Translation:  
Cold emailing is scary!

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Tip: Connect on  
low-stakes platforms.

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Volunteer to speak  
(tech talk or not) a  
student WiT event.

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“Attend career fairs  
and lead company  
presentations”

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Sponsor, but show up.

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Host an event for  
student WiT at work.

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Invite student WiT to  
job shadow or extern.

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“Help other women  
become like [you]”

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Make your online  
presence known.

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Free up your calendar  
for Out-of-Office  
Hours. (@000Hours)

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Reveal your flaws.

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Talk about “overcoming  
disadvantages”

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Don't sugarcoat your  
stories.

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Include non-traditional  
students in the  
conversation.

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Share lessons as well  
as red flags.

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How can I support  
student WiT as  
interns?

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Meet up in “small,  
intimate settings”

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Start coffee chats.  
(Or tea!)

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Invite interns to sit  
with you at lunch.

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Volunteer to be a  
1-on-1 summer mentor.

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“Walk us through the  
[technical] steps”

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Translation:  
Let's talk tech, not  
just culture.

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Include tech talks in  
your affinity groups.

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Run mock interviews –  
convert interns to FT!

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Help out-of-town  
interns find relevant  
tech meet-ups.

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Sponsor or discount  
tech conf tickets...  
even for interns.

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“Show us where our  
careers can take us”

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Leverage your network  
for interns in  
non-traditional roles.

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Foster meetings between  
interns & execs.

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Why does supporting  
student WiT matter?

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They face both entrance  
& retention dilemmas.

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They fear the toxic  
corporate culture that  
they may encounter.

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They find  
non-traditional tech  
paths difficult to  
navigate.

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Statistics tell them  
they won't make it.

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Statistics tell me  
I won't make it.

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We are the future.  
Invest in us.

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**THANK YOU!**

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