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I enjoyed writing this paper, even if my method was a bit unorthodox. As usual, I totally missed the deadline for the first draft (hello, senioritis), and actually ended up responding to the discussion question regarding the Professional Portfolio before even thinking about this. As I gave thought to how I would structure a portfolio around the writings I created about gender diversity, it occurred that I could pretend to be a consultant who could both help a company become more diverse and improve its standing with a general public frustrated with the mistreatment of women. The public document that I display on my portfolio/website could be an example of a public facing letter I once wrote for a company looking to improve its perception among concerned women and allies. Hence, Writalics and the idea for this paper was born.

I did some research into the Lyft, Google, and Uber diversity pages. For the other Unit Papers, I had only looked at them for the statistics contained within, but now I paid closer attention to their writing style and design. Unfortunately, I'm not much of a graphic designer, so I had to just try my best. On the other hand, their writing style was inviting and friendly, even while it detailed a very real problem that these companies were trying to tackle. That much I could emulate. I also realized that this is good example of what a tech writer might need to do, and while writing for a fake company doesn't exactly count as "real world experience", it was a good opportunity to step into the hypothetical shoes of a modern day tech company.

**Context Note:**

I'm writing from the point of view of a fictional Boston-based tech company named Writalics (I never figured out what they did). This is an open letter written in the wake of the Women's March in Boston, as companies everywhere are being held to higher standards regarding gender diversity. It was a little difficult to pick an audience outside my field without just saying "women concerned with gender diversity in tech companies" (which seems too general), but, my audience is...women concerned with gender diversity in tech companies. I took some inspiration from tech companies' Diversity pages (such as <https://take.lyft.com/diversity/> ). The purpose of most of those pages is to reassure the public that the respective companies are paying attention to the gender makeup of their workforce.

My letter serves a similar purpose, and would probably be hosted on [www.writalics.com/diversity](http://www.writalics.com/diversity). It's goals are to (quickly) summarize the gender diversity issue with some broad statistics, prove that Writalics is a leader among its peers in this issue, and show off a program it's running that, while it won't really help it's business, is for the good of girls and women. Ideally this letter would generate some nice publicity.

## *An Open Letter to the City of Boston*

Dear Bostoners,

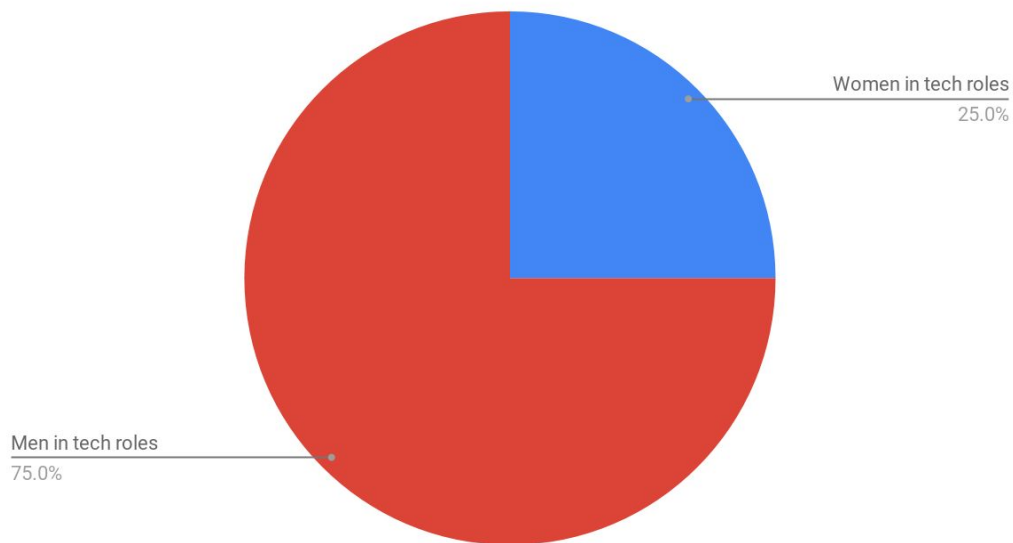
It's been a month since the Women's March in Boston, and the Writalics team has felt inspired ever since by the courage and strength echoed by the voices of thousands of women. We want to let you know that this was more than just empty inspiration. The truth is, Writalics wouldn't be where we are without the incredibly talented women that have moved this company forward; we owe a lot to them and women everywhere. Our team has been asking ourselves what we've done and what we can do for women, and the answers are, respectively, never enough and a lot more. We want the same values represented by the March to be represented by our company and our product, and intend to do a lot moving forward to accomplish that.

## **The Statistics**

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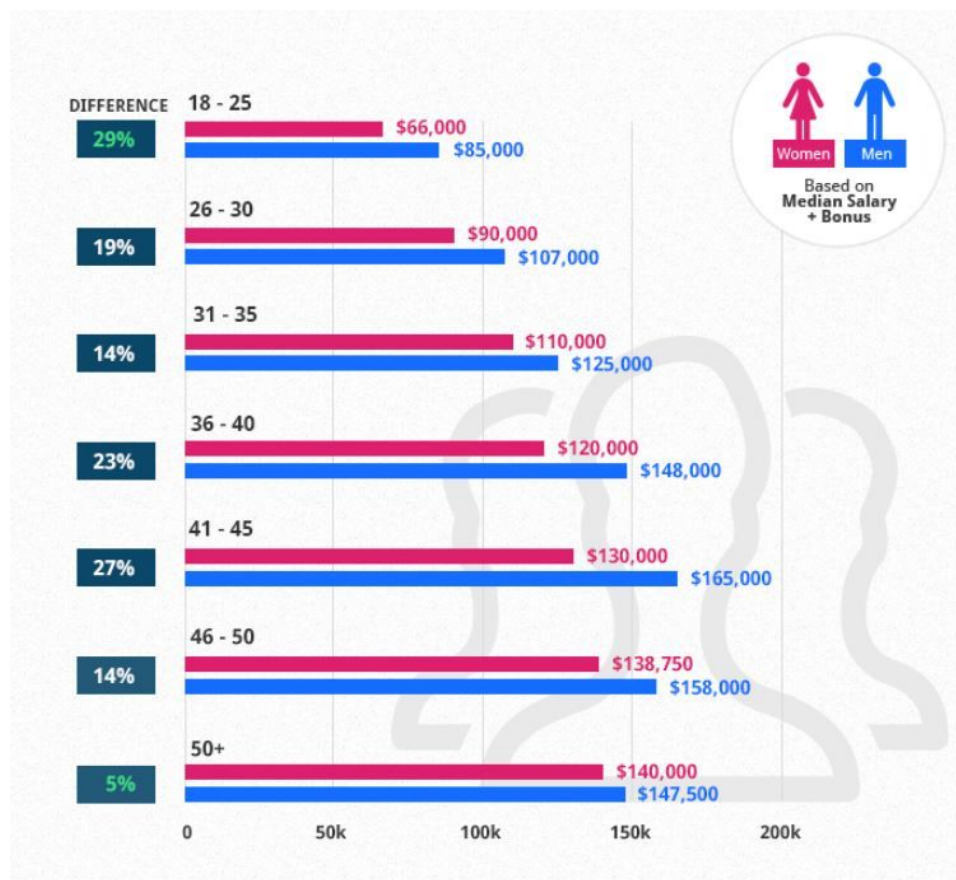
We talk all day among us about the gender gap in technology, and several of our employees have some think-pieces among them regarding the topic. Regardless of how much it can be discussed, the unfair treatment of women and the unlevel playing field in the tech sector is a story easily told by a few disappointing statistics:

## Tech roles by gender



[1]

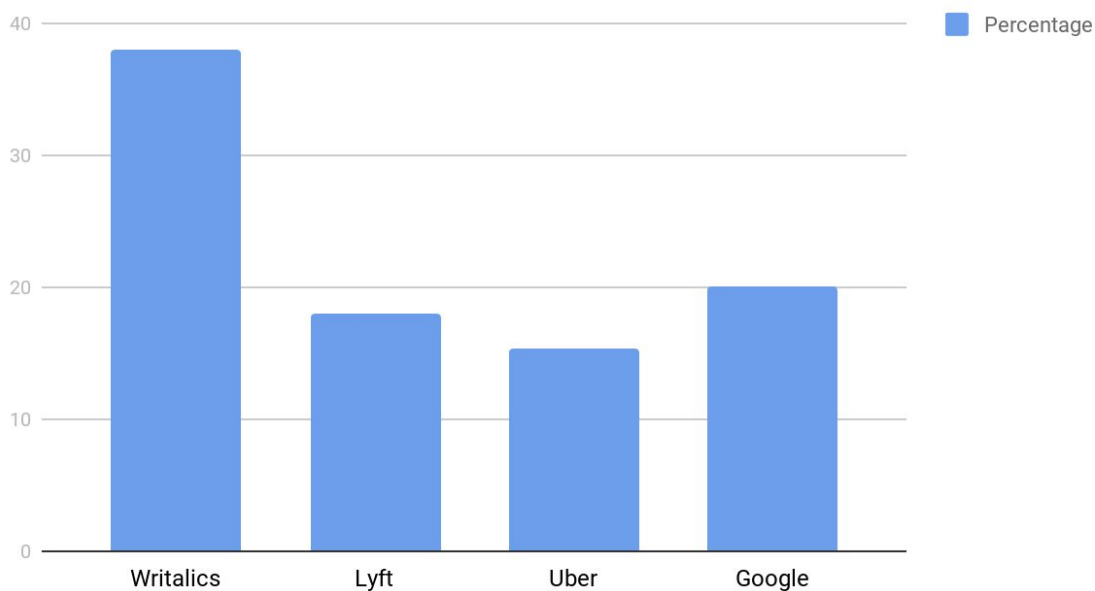
## Pay Gap in Tech By Gender



[2]

Women are vastly underrepresented in tech, and we do not accept that it's "just the way things are". On the contrary, our team recognizes that contributions from women are invaluable and essential to our continued success. We all understand that an investment in women is an investment in our company's future. Take a look at how we fare in comparison to 3 of the biggest tech companies in the world:

Percentage of women in tech roles



[3]

A diverse workplace is a healthy and successful one, and while Writalics is on its way there, our work is far from over. We're dedicated to leading the way in gender diversity for Boston's tech companies, but we want to do even more than that. Introducing...

# Writalics' Community Outreach and Diversity in Education

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Time for more stats:

**Women earned only 28% of computer science degrees in 2017. [4]**

Okay, now what? The low diversity in these companies makes a lot more sense when you take that single statistic into account. Companies can talk all day about adjusting hiring procedures, but that's just putting a Bandaid on the problem. The question is, then, why are women not pursuing college level computer science education?

Well, there are a lot of answers. Stigma around tech and low priority being given to computer science programs are two big ones. There's a lot of great people taking great action in this regard, and we were inspired to do the same. To start with, Writalics is working with Boston Public Schools as well as schools outside of Boston to set up teachers to teach intro level computer science to their students.

Furthermore, we want to ensure that young girls stay interested and involved with the subject. Towards that end, we're working with schools to set up clubs specifically for girls and young women in technology. Writalics will also send interested girls to the Grace Hopper Conference to show them what success in the field looks like.

These programs are only the start. There's always more work to do, and we're pledging ourselves to the City of Boston and its talented women, without whom we'd be nowhere.

Sincerely,

The Writalics Team

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[1]

[https://www.ncwit.org/sites/default/files/resources/womenintech\\_facts\\_fullreport\\_05132016.pdf](https://www.ncwit.org/sites/default/files/resources/womenintech_facts_fullreport_05132016.pdf)

[2]

<https://www.comparably.com/blog/the-gender-pay-gap-in-tech/>

[3]

<https://take.lyft.com/diversity/>

<https://www.uber.com/diversity/>

<https://www.blog.google/topics/diversity/making-progress-diversity-and-inclusion/>

[4]

<http://observer.com/2017/06/women-in-tech-statistics/>