

Women in Computing at Cornell

SPONSORSHIP PACKET 14-15



Introduction



Introduction

As of 2013, women only make up 18% of CS majors nationwide ...

WICC (WOMEN IN COMPUTING AT CORNELL) was founded on March 25, 2013 as a chapter of the national ACM-W (ASSOCIATION OF WOMEN IN COMPUTING). We are the **first** organization to bring together women in Computer Science at Cornell University.

Mission

Our mission is to educate, inspire, and equip young women to help them explore new opportunities and carve their own paths in Computer Science.

Through our shared experiences, we wish to support and encourage prospective female Computer Science majors.

We seek to connect with women leaders in the field and create a network of women undergraduates, alumni, faculty, and staff to inspire each other and foster interaction regarding academic, social, and professional issues.

Why?

Women are largely underrepresented in computing fields, and we hope to dispel negative stereotypes to encourage women that they belong in Computer Science.

WICC is open to all women in computing fields. We strive to be a support network to empower women and to guide them through their flourishing careers.

We hope to make a **difference** and **advocate** for women in Computer Science for many years to come.

Introduction

Letter from the presidents

Hello!

We are [Susan Chiang](#) and [Jisha Kambo](#), and we are pleased to have recently celebrated the first year anniversary since the founding of [Women in Computing at Cornell \(WICC\)](#)!

Cornell University has supported the creation of such an organization for the past several years, and in the past year, we have been received with overwhelmingly positive feedback by both Cornell students and faculty.



Throughout this brochure, you will see prime examples of events we have held that have had an impact at Cornell and beyond. Along with hosting events, we intend to increase the number of Cornell attendees to the [Grace Hopper Conference](#), the largest gathering of women in computing in the world.

With generous monetary support, we will be able to continue hosting our events and programs at Cornell, as well as reaching out to young girls. Through a plethora of networking opportunities, skill-related workshops, career development and leadership activities, we are committed to introducing greater opportunities and providing women with the necessary resources for success. We invite you to join us in our endeavors and be a part of our growth.

This year, as we embark on an exciting journey to achieve our goals, we look forward to your support and partnership.

Susan Chiang Jisha Kambo
Susan Chiang and Jisha Kambo

Events



Events

Our events aim towards:

Building a sense of community among women in computing fields at Cornell.

Accelerating tech careers for women by providing support, information, and opportunities.

Extending our influence with events that inspire and motivate young girls to consider and pursue computing fields.



List of Events 2013-14

WICC Events Fall 2013

Welcome Ice cream Social and Student Internship Experience Panel
Facebook Interview Workshop
Facebook Kayaking Social
Yelp Resume Workshop Lunch
Google Women Internship Panel
Google Bowling Social
Lean In Circles
Mentorship Info Session
Movie Night Social
Microsoft Women in CS panel
Mentorship Meet and Greet Coffee Break
WICC Study Break
MEng in CS Info Session

WICC Events Spring 2014

Welcome Social
LearnCS workshop for high school girls
Google Technical Interview Prep Workshop
Screening of the She++ documentary and Group Discussion: Why are women underrepresented in Computing?
Facebook Ice-Skating
Microsoft Coding Challenge
Faculty Tech Lightning Talks
Cornell CS Community Discussion
Annual Faculty Dinner and Celebration

Events

Event Highlights and activities 2013-14

Student Internship Welcome Social

For our kickoff event this year, we invited five students to share their experiences from their summer internships, project teams, and research experiences. The panel answered internship-related questions and gave general career advice. Since many internship interviews occur in the Fall semester, this event was especially useful in preparing students and was well-received by underclassmen. The event was preceded by a fun ice cream fall welcome social where undergrads could meet upperclassmen and chat casually.



LearnCS

To increase exposure to Computer Science early on, we started offering classes to high school female students in Ithaca through LearnCS at Cornell this spring. Every Saturday, we held a workshop session on campus during which students learned basic programming concepts and then applied their knowledge with hands-on projects. The lesson plans were provided by Girls Who Code and led by female student volunteers with significant CS experience at Cornell. Because of our instructors, most students see it's normal for women to program and to be interested in technology.



Facebook Kayaking

In the beginning of the Fall semester, Facebook recruiters took WICC members to Cayuga Lake for kayaking and canoeing. The event was filled with great fun and bonding as boats raced each other and (occasionally crashed). The event ended with a quaint lunch where Facebook employees and students mingled and discussed opportunities available at Facebook.



Events

Microsoft Coding Challenge

Microsoft hosted a 2-hour coding challenge with WICC. Students were allowed to be in groups of up to 3 members while tackling some coding challenges after a catered dinner. Example problems involved building a sudoku solver, querying a text file, and much more. Students were allowed to use any language they wished to solve the problems. The winners of the challenge were rewarded with \$100 each. The winning team managed to output the correct solution for every problem.



Grace Hopper Scholarship

Along with the CS department, this was the first year we funded 2 women with a travel scholarship to go to the conference. The year before WICC was founded, Cornell had 2 attendees, but last year, we increased to 14. This year, we hope to have even more attendees, and even more ambitiously, we want to encourage more underclassmen to attend the conference. We believe the conference is an inspiring and career-changing event that really changes one's perspective on what it means to be a women in computing.



Faculty Lightning Talks

We invited three female faculty members to present their projects/ subjects of study for 15 minutes each. Topics ranged from mobile computing, algorithms, to graphics. The talks were then followed by a networking session between students and faculty. This was a great way to showcase the great work of our female faculty while getting them more involved with WICC and have a more relaxed atmosphere where students can get to know professors and talk to them about their research interests.



Events

Google Bowling

After an information session/ panel of Google employees during recruiting season in the fall, Google employees and recruiters took students for dinner and bowling at our campus bowling lanes. During dinner, Google employees were able to share their experiences and students were able to ask any questions they had. Afterwards, we all enjoyed ourselves bowling at Helen Newman's own bowling alley. It was a fun setting where students could chat some more with recruiters and current employees.



Lean-in Group Discussions

Inspired by Sheryl Sandberg's Lean In, we began the year with a series of successful small group discussions. Listening students discuss their personal experiences in computer science, we saw that there are many problems in the CS community. These issues include inexperienced teaching assistants, elitism, and gender bias. In response to these concerns, WICC organized a larger CS community-wide discussion in collaboration with the CS Department and ACSU. The department is now looking into creating a formal training program for teaching assistants.



Annual Faculty Dinner and Celebration

We held our first annual dinner celebration with faculty and students in our new building Gates Hall. This event also marked our first year anniversary! We served a catered dinner as we presented WICC's achievements this year and hopes going forward. We had a photo booth where students could take pictures with fun props provided by our sponsors. We also had a message board where students left us supportive messages. With the great turnout from students and faculty and exciting raffles, this annual event was a reflection of our successful year.



Sponsorship



Sponsorship

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WICC would not be where we are without our awesome sponsors! By sponsoring us, you sponsor many young women with great aspirations for exciting careers in industry and academia. You make a huge impact by playing a key role in our effort to get more women in Computer Science and make a huge impact. You will also increase your presence at Cornell University and reach out to our brilliant students.



Past Sponsorship

Other events have included:

- Microsoft Women in CS panel and resume drop
- Microsoft coding challenge in the spring
- Ice skating with Facebook
- Yelp resume critique
- Google interview prep workshop

These are just some examples of events you can possibly host with us, and we are always open to new ideas and can also offer suggestions.



How to Sponsor

We have received sponsorship in the past in the form of:

- Monetary donations
- Goods for raffling and/or promoting events
- Hosting an Event with us

On the next page, we have sponsorship levels to indicate more information on how to sponsor WICC.

Sponsorship

Sponsorship Levels

We have varying levels of sponsorship with different benefits listed below.

Your support makes a **big difference!**



Packets

BRONZE Any support up to \$1000

- Opportunity to host an event with us* (please contact us for event pricing)
- Receive recognition on our website

SILVER \$1000

- Recognition on our website and on any marketing materials
- Opportunity to host 1 event over the year without event hosting charge**

GOLD \$2000

- All benefits of Silver sponsorship
- Access to a resume book with the work history and contact information of our members
- Opportunity to host 2 events over the year without event hosting charge

PLATINUM \$3000

- All benefits of Gold sponsorship
- Opportunity to host any number of events over the year without event hosting charge
- Recognition at our annual faculty dinner and celebration every Spring semester. ***

DIAMOND \$4000 and above

- All benefits of Platinum Sponsorship
- A potential organized visit to the company's offices (within 500 mile radius)
- Total event management and free catering at events

* Hosting an event without sponsorship is possible.

** Unless specified, catering costs are not covered.

*** In the past, this included raffling off goodies and/or having props for photo opportunities at a photo booth.

Contact



Contact Us!

For further inquiry, more information, or sponsorship, please email
wicc@cornell.edu

Please also visit us at :
[Facebook.com/CornellWomenInComputing](https://www.facebook.com/CornellWomenInComputing)

**We look forward to hearing from you!
Thanks for your time and interest!**