



ANITA BORG INSTITUTE
FOR WOMEN AND TECHNOLOGY



ANITA BORG INSTITUTE FOR WOMEN AND TECHNOLOGY

2010 ANNUAL REPORT

2010 was an outstanding year for the Anita Borg Institute for Women and Technology. The organization launched several new initiatives, increased participation in established programs, made a significant step in its plans to expand internationally, released research highlighting the state of women in technology, and increased its revenue by 48 percent.

The Anita Borg Institute concluded 2010 with a total of 27 partners and supporters,



including new partners Motorola Foundation, National Security Agency, Thomson Reuters, and Yahoo! and new supporters Adobe, Goldman Sachs, JDSU, Salesforce.com, and ThoughtWorks. The support of corporations, universities, foundations, government and individuals underpins the Anita Borg Institute's success. In particular, the Anita Borg Institute's industry partners

and supporters contribute valuable time, resources, expertise and financial support to the Institute. The Anita Borg Institute remains deeply grateful for the support of its entire community and extends the organization's sincerest thanks.

In 2010, the Anita Borg Institute's programs created strong, measurable impact, including:

The Grace Hopper Celebration of Women in Computing – North America

The Grace Hopper Celebration of Women in Computing is the largest conference for women in computing in the world. The four-day conference brings together undergraduate and graduate students, academics, researchers, and industry professionals to present new research, engage with colleagues, meet inspirational women and future mentors, learn about job opportunities, and recruit top-tier talent. Attendees and sponsors significantly broaden their professional networks and forge valuable alliances within the technical community.

The tenth Grace Hopper Celebration was held at the Hyatt Regency Atlanta, Georgia, from September 28 to October 2, 2010. Key results included:

- Sold-out with 2070 attendees, a 32% increase in attendance
- 100 companies participated including 13 platinum corporate and government sponsors
- 220 academic institutions represented
- 946 students attended the conference
- 321 scholarships were awarded, a 3% increase over 2009
- 75 committee members volunteered
- 630 conference speakers presented
- Ten parallel tracks, an increase from eight the previous year

- Open Source Track, which included a Codeathon for Humanity
- Human Computer Interaction Track, which culminated in a field trip for over 400 attendees to the Graphics, Visualization, and Usability Lab at Georgia Tech
- Largest SRC (Student Research Competition) of any technical conference
- One of the largest technical poster sessions with over 175 posters
- Attendees to the Grace Hopper Celebration came from 28 countries: Australia, Brazil, Burundi, Canada, Chile, China, France, Germany, Haiti, India, Indonesia, Italy, Japan, Kenya, New Zealand, Norway, Puerto Rico, Qatar, Romania, Singapore, South Africa, Sweden, Switzerland, Turkey, Uganda, United Arab Emirates, United Kingdom, and the United States.
- The Grace Hopper Celebration offered fully subsidized childcare throughout the conference. More than 32 children joined the childcare program, allowing speakers and attendees to participate fully in the event.
- The Conference was evaluated by an external evaluator by administering a survey instrument to conference participants (861 respondents, a 42% response rate).

Impact measurements from the Grace Hopper Celebration included:

Recruitment and Retention

- 91% of survey respondents felt inspired by the role models they saw at the 2010 Grace Hopper Celebration
- 89% of survey respondents feel part of a community of technical women as a result of attending the 2010 Grace Hopper Celebration
- 85% of survey respondents feel more confident and energetic about their technology career

Students

- 91% of student respondents agreed that attending the 2010 Grace Hopper Celebration has led them to feel part of a community of technical women
- 87% of student respondents agree or strongly agree that attending the 2010 Grace Hopper Celebration has led them to feel more confident and energetic about their technology career
- 83% of student respondents agreed that attending the 2010 Grace Hopper Celebration increased their commitment to a technology career

Advancement

- 89% of survey respondents who have attended the Grace Hopper Celebration in the past report that their previous attendance had a positive impact on their professional advancement.
- 80% of survey respondents agree or strongly agree that they intend to stay in touch with people they met at the 2010 Grace Hopper Celebration
- 67% of survey respondents agree or strongly agree that attending the 2010 Grace Hopper Celebration has increased their network of technical women
- 56% of survey respondents agree or strongly agree that they obtained tools to be successful in their career as a technologist at the 2010 Grace Hopper Celebration

Mobilizing to Action

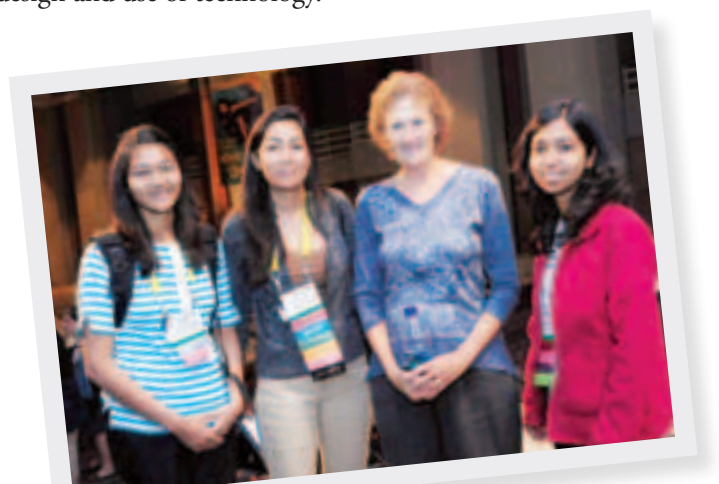
- 37% of survey respondents report that they intend to reach out to high schools and other groups to recruit more girls in computing and engineering
- 10% of survey respondents report that they intend to start a technical women's network at their company or university, and 37% report that they intend to participate in an existing network
- 18% of survey respondents report that they intend to investigate issues facing technical women in their organizations, and 13% intend to investigate issues facing technical women in their countries

Awards at the Grace Hopper Celebration of Women in Computing

Anita Borg Social Impact Award Winner

Ann Quiroz Gates, Associate Vice President of Research and Sponsored Projects, University of Texas at El Paso

The Anita Borg Social Impact Award, an international prize, honors an individual or team who has caused technology to have a positive impact on the lives of women and society or who has caused women to have a significant impact on the design and use of technology.



Anita Borg Technical Leadership Award Winner

Laura Haas, IBM Fellow and Director of Computer Science, IBM Research – Almaden

The Anita Borg Technical Leadership Award recognizes and celebrates an outstanding woman technical leader.

Denice Denton Emerging Leader Award Winner

Beth Pruitt, Associate Professor, Department of Mechanical Engineering, Stanford University

The Denice Denton Emerging Leader Award is presented to a junior tenure-track (non-tenured) faculty member (under the age of 40) at an academic or research institution, who is pursuing high-quality research in any field of engineering or physical sciences, while demonstrating a significant leadership capability and contributing significantly to promote diversity in his/her environment.

Anita Borg Change Agent Awards

Gayatri Buragohain, Founder, Feminist Approach to Technology, New Delhi, India

Ana Regina Cavalcanti da Rocha, Associate Professor at the Federal University of Rio de Janeiro, Graduate School of Engineering, Computer Science Department, Brazil

Tayana Etienne, professor at the State University of Haiti, Department of Science, Port-au-Prince, Haiti

The Anita Borg Change Agent Awards honor technical women who live and work outside the United States. They are change agents in their community—working to attract and support women in technology in their region. Recipients are recognized for their technical leadership and advocacy work.

Technical Executive Forum

The Technical Executive Forum convenes C-level technology executives in a discussion of the challenges their organizations face in the recruitment, retention, and advancement of technical women and the solutions to these challenges. The 2010 Technical Executive Forum brought together 73 senior technical executives from more than 45 organizations to raise awareness, actively engage discussion, and drive action on issues regarding the recruitment, retention, and advancement of technical women.

The 2010 Technical Executive Forum Organizing Committee was comprised of:

- Leah Jamieson, John A. Edwardson Dean of Engineering and Ramsburg Distinguished Professor, Purdue University
- Colin Bodell, Vice President, Website Platform, Amazon.com
- Rebecca Parsons, Chief Technology Officer, ThoughtWorks
- Gabby Silberman, Senior Vice President and Head, CA Labs, CA Technologies
- Telle Whitney, CEO and President, Anita Borg Institute for Women and Technology
- Caroline Simard, Vice President Research & Executive Programs, Anita Borg Institute for Women and Technology

Several executive participants were speakers at the Grace Hopper Celebration, including the participants in the Technical Executive Panel:

- Rebecca Norlander, Executive in Residence, Illuminate Ventures
- Amy Alving, Chief Technology Officer, SAIC
- Kelli Crane, Senior Vice President and Chief Information Officer, Thomson Reuters
- Kalpana Margabandhu, Director, WebSphere Development, IBM India Software Lab
- Romea Smith, Senior Vice President, Support, CA Technologies



Ann Quiroz Gates



Laura Haas



Beth Pruitt



Gayatri Buragohain



Ana Regina Cavalcanti da Rocha



Tayana Etienne



Companies and institutions in attendance at the Technical Executive Forum included:

- ACM
- Amazon
- AT&T
- BlackRock
- Broadcom
- CallT2
- CARE
- CA Technologies
- Cisco
- Deutsche Bank
- Facebook
- FirstRain
- Georgia Tech
- Goldman Sachs
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- Runtime Computer Solutions
- SAIC
- Salesforce.com
- Santa Clara University
- SAP
- SmartForest Ventures
- StraTerra Partners
- Symantec
- Thomson Reuters
- ThoughtWorks
- United States Navy
- University of California, Berkeley
- University of California, Irvine
- University of California, Santa Cruz
- Xerox

K-12 Computing Teachers Workshop

Hosted in partnership with the Computer Science Teachers Association (CSTA), the second annual K-12 Computing Teachers Workshop held at the Grace Hopper Celebration brought together 92 K-12 teachers who work with underrepresented populations. The workshop provides best practices for attracting more girls and boys into computer science

careers. This workshop theme for 2010, “Overcoming Barriers, Boundaries, and Bad News,” built upon the equity issue discussions from the inaugural workshop. Over half of participants received scholarships to attend the event, to help cover travel, hotel accommodation, and registration costs.

Grace Hopper Celebration for Women in Computing – India

In 2010, the Anita Borg Institute launched the Grace Hopper Celebration of Women in Computing India. This event is the largest annual conference for technical women in India; it brings the research and career interests of women in computing in India to the forefront. Presenters are leaders in their respective fields representing industrial, academic, and government communities. Leading researchers present their current work, while special sessions focus on the role of women in today’s technology fields, including computer science, information technology, research, and engineering. This event expands the Anita Borg Institute’s global initiatives and is part of the Institute’s efforts to support women in technology worldwide.

The Grace Hopper Celebration of Women in Computing India was held at the Vivanta by Taj in Bangalore, India, from December 7 – 9, 2010. Key results included:

- 601 participants from 79 organizations
- 28 panels and birds of a feather sessions
- 162 speakers
- Poster session featuring 30 academic and industry posters
- 110 volunteer committee members from 50 organizations
- 51 students
- 16 scholarships funded by four sponsors
- 21 conference sponsors

Impact measurements from the Grace Hopper Celebration India included:

Recruitment and Retention

- 89% of survey respondents felt inspired by the role models they saw at the conference
- 86% of respondents feel more confident and energetic about their technology career
- 86% of respondents agreed that attending the conference increased their commitment to a technology career

Advancement

- 78% of respondents intend to stay in touch with people they met at the conference
- 68% of respondents feel less isolated as a women in technology
- 64% of respondents agreed that attending the conference has significantly increased their network of technical women

Mobilizing to Action

- 41% of survey respondents report that they intend to participate in a technical women's network at their company or university, and 17% report that they intend to start a group
- 41% of respondents intend to negotiate for new responsibilities in their current position
- 36% of respondents intend to seek a mentor
- 35% of respondents intend to mentor others

The pilot program received very positive feedback from attendees:

- 96% indicated that they will probably or definitely recommend the Grace Hopper Celebration India to others in their fields
- 95% indicated that they will probably or definitely attend Grace Hopper Celebration India next year

Grace Hopper Regional Consortium

In 2010, the Anita Borg Institute in partnership with NCWIT and ACM-W established the Grace Hopper Regional Consortium. This initiative expands the positive impact of the national Grace Hopper Celebration of Women in Computing and the NCWIT Practices Summit and builds on ACM-W's regional conference efforts to reach underserved, local, diversity-rich populations. By creating and expanding the number of regional celebrations for women in computing, diverse technical communities are formed to help

recruit, retain, and advance technical women in industry and academia.

Two-day regional conferences attract between 50 and 200 attendees and include keynote speakers, poster sessions, panel discussions, professional development workshops, birds of a feather sessions, and research presentations. The regional model works hard to keep costs low; student attendees pay around \$25. The Grace Hopper Regional Consortium received a three-year grant from the National Science Foundation and funding from Microsoft Research to support regional conferences. Regional conferences are also supported by event sponsors.

Six regional conferences were held in 2010, bringing together over 820 participants:

- Indiana Celebration of Women in Computing (INWIC), February 5-6, 2010
- Regional Celebration of Women in Computing in the Upper Midwest (MINNEWIC), February 12-13, 2010
- Kentucky Celebration of Women in Computing (KY-WIC), February 26-27, 2010
- New Mexico Regional Celebration of Women in Computing in the Southwest (NMCWIC), October 14-15, 2010
- Colorado Celebration of Women in Computing (CCWIC), November 4-5, 2010
- Carolinas Women in Computing: Regional Celebration of Women in Computing in the Southeast (CWIC), November 12-13, 2010



In 2010, the consortium surveyed attendees of three regional conferences about the success and outcomes of the conference. Highlights of the results include:

- 83% of respondents felt inspired by the role models they saw at the conference
- 84% of student respondents felt that attending the celebration has increased their confidence in their ability to pursue a technology degree
- 95% of respondents would recommend the conference to their peers

Anita Borg Institute Women of Vision Awards Banquet

The Anita Borg Institute Women of Vision Awards Banquet, hosted by the Anita Borg Institute Board of Trustees, honors women making significant contributions to technology. One winner is selected in each category: Innovation, Leadership, and Social Impact. In 2010, 700 attended the awards banquet, including 150 students. The Keynote Speaker was Arianna Huffington, co-founder and editor-in-chief of The Huffington Post.

The three winners honored in 2010 were:

- Innovation Award: Kathleen R. McKeown, Henry and Gertrude Rothschild Professor of Computer Science, Columbia University
- Social Impact Award: Lila Ibrahim, General Manager, Emerging Markets Platform Group, Intel Corporation
- Leadership Award: Kristina M. Johnson, Under Secretary for Energy at the Department of Energy

In 2010, the Anita Borg Institute continued evaluating the quality and impact of its programs through rigorous evaluation. The following are key metrics for the 2010 Women of Vision Program, based on the survey responses of 203 participants:



- 93% of respondents were inspired by the role models they saw at the Women of Vision Awards Banquet
- 84% of respondents felt more energized and confident as technical women after attending the event
- 70% of respondents felt less isolated as a technical woman after attending

Anita Borg Top Company for Technical Women Award

At the 2010 Women of Vision Awards Banquet, the Anita Borg Institute launched a new initiative, the Anita Borg Top Company for Technical Women Award. This award recognizes an organization that has demonstrated measurable results in the recruitment, retention, and advancement of technical women at all levels. Companies who receive the award are widely recognized as leaders in leveraging diverse talent for greater innovation.

Grounded in research and based on quantitative data, the award measures companies' representation of technical women as well as improvement in women's representation over time. To determine the winning organization, companies are evaluated on the basis of benchmarks in representation and demonstrated improvement. The set of evaluation criteria was formulated in cooperation with a social science advisory task force comprised of four academic experts on gender in organizations and women in computing disciplines.



As a benefit for participating, all applicant organizations receive customized analysis and feedback with benchmarking information from Anita Borg Institute researchers. The first Anita Borg Top Company for Technical Winner will be recognized at the 2011 Women of Vision Awards Banquet.

TechWomen

The U.S. Department of State's Bureau of Educational and Cultural Affairs (ECA) launched TechWomen, a new initiative enabling women in the field of technology from the Middle East and North Africa to reach their full potential. TechWomen is a professional mentorship and exchange program developed in response to President Obama's June 2009 speech in Cairo calling for more collaborative efforts between the U.S. and the Middle East that harness the strength of global business, technology and education.



Secretary of State Hillary Rodham Clinton first announced the TechWomen program on April 28, 2010, during President Obama's Entrepreneurship Summit. TechWomen is an initiative of the U.S. Department of State's Bureau of Educational and Cultural Affairs (ECA), managed by the Institute of International Education (IIE), and implemented in partnership with the Anita Borg Institute for Women and Technology (ABI).

TechWomen will leverage innovative technologies, cutting-edge content, and increasingly important social networking tools to foster mutual understanding and break through the isolation experienced by technical women in the Middle East, and to connect them with professional and personal mentors in the United States.

The program will identify 38 women, aged 25-42, who are emerging leaders in technical fields in Algeria, Egypt, Jordan, Lebanon, Morocco, the West Bank and Gaza, and bring them to the United States for a five-week, project-based mentoring program at leading technology companies in Silicon Valley in June 2011. The Anita Borg Institute will provide scholarships for several of the women to attend the 2011 Grace Hopper Celebration of Women in Computing.

Anita Borg Institute Research Reports

Senior Technical Women: A Profile of Success

Senior Technical Women: A Profile of Success sheds light on the attributes of senior level technical women who, at only four percent of the 1,795 technical men and women surveyed



and achieve senior level positions on the technical track. It also makes recommendations for companies looking to retain senior technical women and for women seeking to advance to senior level positions.

The Recruitment, Retention and Advancement of Technical Women: Breaking Barriers to Cultural Change in Corporations

The Recruitment, Retention and Advancement of Technical



Women: Breaking Barriers to Cultural Change in Corporations summarizes key topics discussed at the Anita Borg Institute's Technical Executive Forum, part of the Grace Hopper Celebration of Women in Computing conference, held in October 2009. The forum discussed possible solutions for cultural change, to address the challenges and issues associated with encouraging

diversity. The report summarizes the insights, strategies, and solutions that may help an organization's behavior to support women in technology and leadership roles.

Addressing Core Equity Issues in K-12 Computer Science Education: Identifying Barriers and Sharing Solutions

Addressing Core Equity Issues in K-12 Computer Science Education: Identifying Barriers and Sharing Solutions discusses



the outcomes of the first K-12 Computer Science Teachers Workshop, held at the 2009 Grace Hopper Celebration, most specifically the barriers and solutions to equity in K-12 computer science education. Teachers, industry representatives, faculty, and policy makers can use this information to increase awareness of the issues facing K-12 education and engage in cross-sector partnerships to provide solutions.

Anita Borg Institute Online Communities

In 2010, Anita Borg Institute Community memberships grew by 150% across all online networks, including:

- 52% growth in LinkedIn memberships, to a total of 4,395
- 53% growth in followers of @anitaborg_org and @ghc on Twitter, to a total of 6,642.
- 28% growth in YouTube viewings to a total of 125,565
- 711% growth on Facebook following an advertising campaign that received over 1 million views and netted 12,700 new friends of the Grace Hopper Celebration page
- 60% growth in the ABI Ambassadors network, with representatives from 7 countries, 12 universities, and 33 companies. A highly rated GHC 2010 panel on Women in Tech Employee Resource Groups was organized and presented by a panel of Ambassadors

Email lists continued to provide private discussions for members. Technical women have the opportunity to connect with others, discuss common experiences, and seek advice through the following lists: Entrepreneurs, LiC: Latinas in Computing, LGBT, JrProfessHers, PhdjobhuntHers, ProfessHers, ResearchHers, and Systems-Techtalk. Highlights for 2010 included:

- 1,381 new memberships populated these email lists in 2010
- Latinas in Computing, LGBT, JrProfessHers, ProfessHers, and ResearchHers communities held successful networking lunches at the 2010 Grace Hopper Celebration

Two new online communities were launched in 2010:

- Women of Color in Computing groups launched on Facebook and LinkedIn as an outcome of the Women of Color networking lunch at the 2009 Grace Hopper Celebration of Women in Computing
- Women in Tech – India launched on Yahoo! groups, hosting the Grace Hopper Celebration India planning committee, with affiliated Facebook and LinkedIn groups. Following the 2010 conference in India, 32 members of Women in Tech – India also joined the ABI Ambassadors.

Systems

Systems, the original online community for technical women, continued to provide confidential space for vibrant discussions on women and technology. Systems sustained growth of 7% and closed 2010 with 3,071 members. Members of Systems gathered for a networking lunch at the 2010 Grace Hopper Celebration.

Systems Pass-It-On Awards

The Anita Borg Systems Pass-It-On Awards, funded by donations from the Systems online community, are intended as

means for women established in technological fields to support women seeking their places in technology careers. Systems Pass-It-On Awards were awarded twice in 2010. In Spring 2010, four awards were given to women in Cameroon, India, and Zambia. In Fall 2010, five additional awards were given to women in Crimea, Pakistan, and the United States.

Media Coverage

The Anita Borg Institute was covered in 276 articles in 2010, including:

| | |
|---------------------------|---------------------------------|
| New York Times | Silicon Valley Business Journal |
| Wall Street Journal | ABC7 |
| CNN Radio | Diversity Careers |
| USA Today | Diversity Executive |
| BusinessWeek | FastCompany |
| Forbes | Computer World |
| Christian Science Monitor | Network World |
| San Francisco Chronicle | EE Times |
| San Jose Mercury News | |

Anita Borg Institute Newsletter

The Anita Borg Institute newsletter grew to a distribution of 13,466 in 2010, an increase of 18% from the previous year.

Anita Borg Institute Awards in 2010

- Deanna Kosaraju was recognized by the Silicon Valley Business Journal as a 2010 Women of Influence

Three Year Business Plan

In 2010, the Anita Borg Institute for Women and Technology created a three year business plan focused on scaling the reach and impact of the Institute. The business plan outlines the growth plans to catalyze individuals and organizations to change the culture of technology for technical women, through developing research and information, extending the programmatic reach, both in person and online and expanding the eco-systems of organizations. With this growth, the Anita Borg Institute continues its plans to change the world of technology for women.

Sincerely,



Telle Whitney
CEO and President
Anita Borg Institute for Women and Technology

FINANCIALS

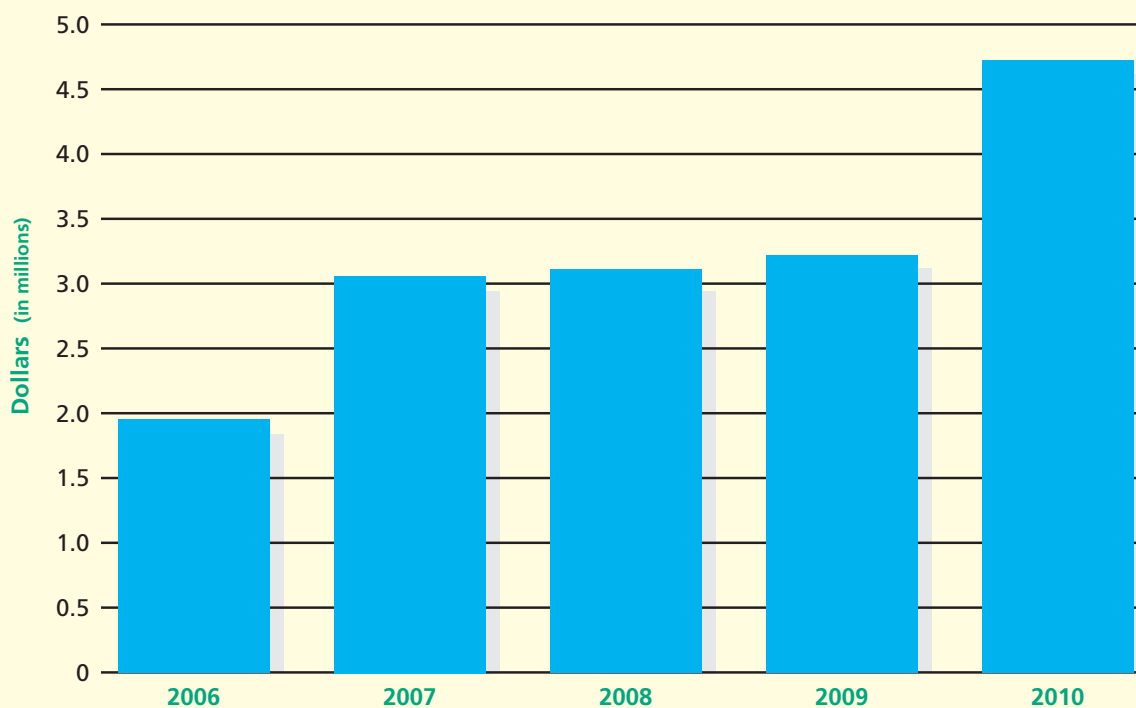
REVENUE AND SUPPORT

In 2010, the Anita Borg Institute generated overall revenue and support of \$4,721,000, a 48% increase over 2009 revenue and support of \$3,180,000. The Anita Borg Institute Partners contributed a total \$3,332,000 in 2010, a 75% increase over 2009. The Anita Borg Institute Programs contributed \$2,572,000 in 2010, a 25% increase. The Anita Borg Institute's flagship program, Grace Hopper Celebration of Women in Computing, yielded \$1,764,000 in 2010, a 15% increase over 2009. The inaugural Grace Hopper Celebration of Women in Computing India yielded \$320,000. Individual donations totaled \$247,220, a 21% decrease over 2009. The decrease was primarily due to a one-time 2009 honorarium donated to the Anita Borg Institute in 2009. In-kind facility, services and equipment donations represented \$217,000. Interest income yielded \$14,000.

EXPENSES

Expenses for 2010 totaled \$3,780,000, a 29% increase from 2009 expenses of \$2,932,000. For 2010, 78% of ABI's expenses were directly related to programs, 13% to administration and 9% to fundraising. Detailed audited financial statements for 2010 are available upon request.

5 YEAR REVENUE HISTORY



PARTNERS, SPONSORS AND DONORS

2010 CONTRIBUTORS

Underpinning the work of the Anita Borg Institute are our corporate partners, sponsors, foundations, government, and individual supporters. Donor contributions—time, talent, money, technology and spirit—infuse the organization with the energy and resources that are fundamental to the pursuit of the Anita Borg Institute’s mission and goals. Clearly these are organizations and individuals that do more than talk about their support for women and technology. They act. We applaud them all.

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