

# Discussing Actionable Steps Towards Improving Representation In Tech Spaces

October 18, 2016



# Women Techmakers Tucson Hackathon 2015

11 sponsors:



# Setting Expectations

Collaborate

Seek to first to understand

Ask questions

The more dialogue, the  
more likelihood of  
cultural change

# Presentation Goals

**According to US News and World Report, the STEM Workforce is no more diverse than it was in 2001.**

Understand the current demographic realities in the STEM Workforce and some of the contributing factors.

Understand the difference between diversity in name-only and the work that it takes to make inclusion and representation an intrinsic part of the workplace.

Engage in discussion around actionable steps to improve diverse participation-  
WTM team will share our experiences.

Leave knowing one action to take in your workplace.

COMPANY	WHITE	ASIAN	HISPANIC	BLACK	MIXED	OTHER OR UNDECLARED
<a href="#">USA</a> (PDF, pg. 25)	70.9%	18.5%	6.3%	8.3%	N/A	N/A
<a href="#">Amazon</a> (see note)	60%	13%	9%	15%	N/A	3%
<a href="#">Apple</a>	53%	25%	8%	7%	2%	6%
<a href="#">Facebook</a>	51%	43%	3%	1%	2%	0%
<a href="#">Google</a>	59%	35%	2%	1%	3%	<1%
<a href="#">LinkedIn</a>	34%	61%	3%	1%	1%	<1%
<a href="#">Microsoft</a> (see note)	55.8%	35.4%	3.9%	2.2%	1.2%	0.7%
<a href="#">Twitter</a>	56%	37%	3%	1%	1%	2%
<a href="#">Yahoo</a>	31%	61%	3%	1%	1%	3%

**Ethnic Diversity in Technical Positions At Major Tech Companies, 2015**

COMPANY	MALE	FEMALE
<a href="#">Amazon</a> (see note)	63%	37%
<a href="#">Apple</a>	79%	22%
<a href="#">Facebook</a>	84%	16%
<a href="#">Google</a>	82%	18%
<a href="#">LinkedIn</a>	82%	18%
<a href="#">Microsoft</a> (see note)	82.8%	16.7%
<a href="#">Twitter</a>	87%	13%
<a href="#">Yahoo</a>	84%	16%

**Gender Diversity in Technical Positions At Major Tech Companies, 2015**

What are some reasons for lack of equitable representation in the STEM workforce?

# Stereotypes and Unconscious Biases

Stereotypes: a widely held but fixed and oversimplified image or idea of a particular type of person or thing.

Unconscious bias: a natural cognitive application of stereotypes that is often unknown to the person who has the bias



# Micro-Inequities and Personality Penalties

“Are you on design? Recruiting?”

“Are you here with your boyfriend?”

“Pushy, bossy, aggressive”

In mentorship situations and performance reviews, women are more likely to be told to improve their personalities, whereas men are more likely to be given concrete feedback on how to improve outcomes

Constantly having to prove value and being held to a

**These  
biases are  
often  
particularly  
pronounced  
in tech and  
business  
spaces**

“When an organization’s core values state that raises and promotions are “based entirely on the performance of the employee”—in other words, when a company sees itself as a meritocracy—women are actually more likely to get smaller bonuses than men with equivalent performance reviews. - Harvard Business Review

In your experience/workplace, why is it important to build spaces that welcome and support women, people of color, and other marginalized groups?

# It's the right thing to do

Technology is revolutionizing the way we think about travel, banking, education, and basically everything else - why should it be constrained by outdated and inaccurate stereotypes?

As IT professionals at the University of Arizona, you work with technology that impacts the lives of hundreds of thousands of students - deserve to be equally represented by those who work in their institutions.

# It's good for business

A diverse workforce is not only more representative of the customer base, it improves innovation and business outcomes.

Better innovation, problem- solving, team productivity

## Women Correlate With Success

Analysis of more than 20,000 venture back companies showed that successful start-ups have twice as many women in senior positions as unsuccessful companies.

Moving past “add diversity and stir” -- how can institutions develop supportive and inclusive infrastructures?

# 6 Action Steps

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Adapted from “*10 Actionable Ways to Actually Increase Diversity in Tech*” by Catherine Ashcraft, a senior research scientist at the National Center for Women & Information Technology.



# NCWIT Industry Systemic Change Model



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# 1. Involve “majority-group” members in change efforts

Don't depend on  
underrepresented  
employees to advance  
diversity goals

“All hands on deck”

How can we use our  
privilege to be advocates?

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Expand data collection  
where necessary

Make a commitment to  
inclusion as an  
institutional goal

**2. Ensure an  
ongoing  
commitment to  
reporting and  
tracking the data**

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### **3. Learn to reduce unconscious biases**

Advocate for bias training for managers

Take the implicit bias test:

<https://implicit.harvard.edu/implicit/>

When looking at promotions  
- compare candidates with position requirements, not each other

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There is a difference  
between mentorship and  
sponsorship

**4. Constantly  
develop and  
sponsor highly  
qualified and  
underrepresented**

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## **5. Ensure productive team environments where all members can contribute to innovation and problem solving**

Find the right time and place  
to ask for the opinions of  
quieter members

Intervene when someone is  
interrupted or not getting  
credit for an idea

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Model work-life alternatives

Make it okay for both men and women to take time off

New ideas about productivity show that workers can be more productive and satisfied, while working fewer total hours

## **6. Encourage and model work-life alternatives**

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## Summary

- Involve “majority-group” members in change efforts
- Ensure an ongoing commitment to reporting and tracking the data
- Learn to reduce unconscious biases
- Constantly develop and sponsor highly qualified and underrepresented
- Ensure productive team environments where all members can contribute to innovation and problem solving
- Encourage and model work-life alternatives



Final thoughts: which of these steps can you reflect on and implement in your workplace?

A green rectangular highway sign with rounded corners and a white border. The sign is supported by two grey metal posts with three square holes each. The text on the sign is white and centered.

**You Are Not Stuck In Traffic**

**You Are The Traffic**

A green highway sign with a white border and rounded corners, supported by two grey posts. The sign contains two lines of white text. The background is a solid green color with a slight gradient.

**We Are Not Stuck  
In A Culture**

**We Are The Culture**

Take baby steps- changing culture is a marathon,  
not a sprint!

## **A huge thank you to the National Institute for Women in Information Science!**

The steps in this presentation were adapted from: [this presentation](#).

If you have any questions or comments about specific steps/actions/initiatives, please refer to the resources provided, or shoot us an email!

# More Resources

1. US News: <http://www.usnews.com/news/stem-solutions/articles/2015/02/24/stem-workforce-no-more-diverse-than-14-years-ago>
2. STEM Diversity Data: <http://pxInv.com/blog/diversity-of-tech-companies-by-the-numbers-2015-edition/>
3. Case Study: Leslie Miley on why he left Twitter: [://www.npr.org/sections/codeswitch/2015/11/06/454949422/a-q-a-with-lesley-miley-the-black-twitter-engineer-who-left-over-diversity-probl](http://www.npr.org/sections/codeswitch/2015/11/06/454949422/a-q-a-with-lesley-miley-the-black-twitter-engineer-who-left-over-diversity-probl)

4. Do Women Drive Start-up Success?

[http://www.goldenseeds.com/content/PDFs/WomenPE\\_report\\_final.pdf](http://www.goldenseeds.com/content/PDFs/WomenPE_report_final.pdf)

5. Business Case for Diversity: <http://www.ncwit.org/businesscase>

6. Data Collection Guide: <http://www.ncwit.org/datacollectionguide>

7. Women in Tech, the Facts: <http://www.ncwit.org/thefacts>

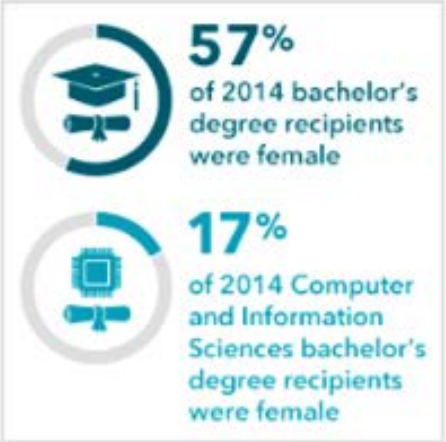
8. A great example of amplifying marginalized voices in a business context:

<https://implicit.harvard.edu/implicit/>

9. An argument for the 4 hour work-week: <http://www.forbes.com/sites/peggydrexler/2014/09/29/consider-the-benefits-of-the-4-day-work-week/#694dda736977>

<https://www.amazon.com/4-Hour-Workweek-Escape-Live-Anywhere/dp/0307465357>

# More Statistics







**MICROAGGRESSIONS**

**EXPLAINED WITH MOVIES**