

Fairleigh Dickinson University



Empowering Girls and Women to Excel in Technology
to Close the Gender Gap

FemTech & Partners Nonprofit Organization

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Building Strategic Partnership

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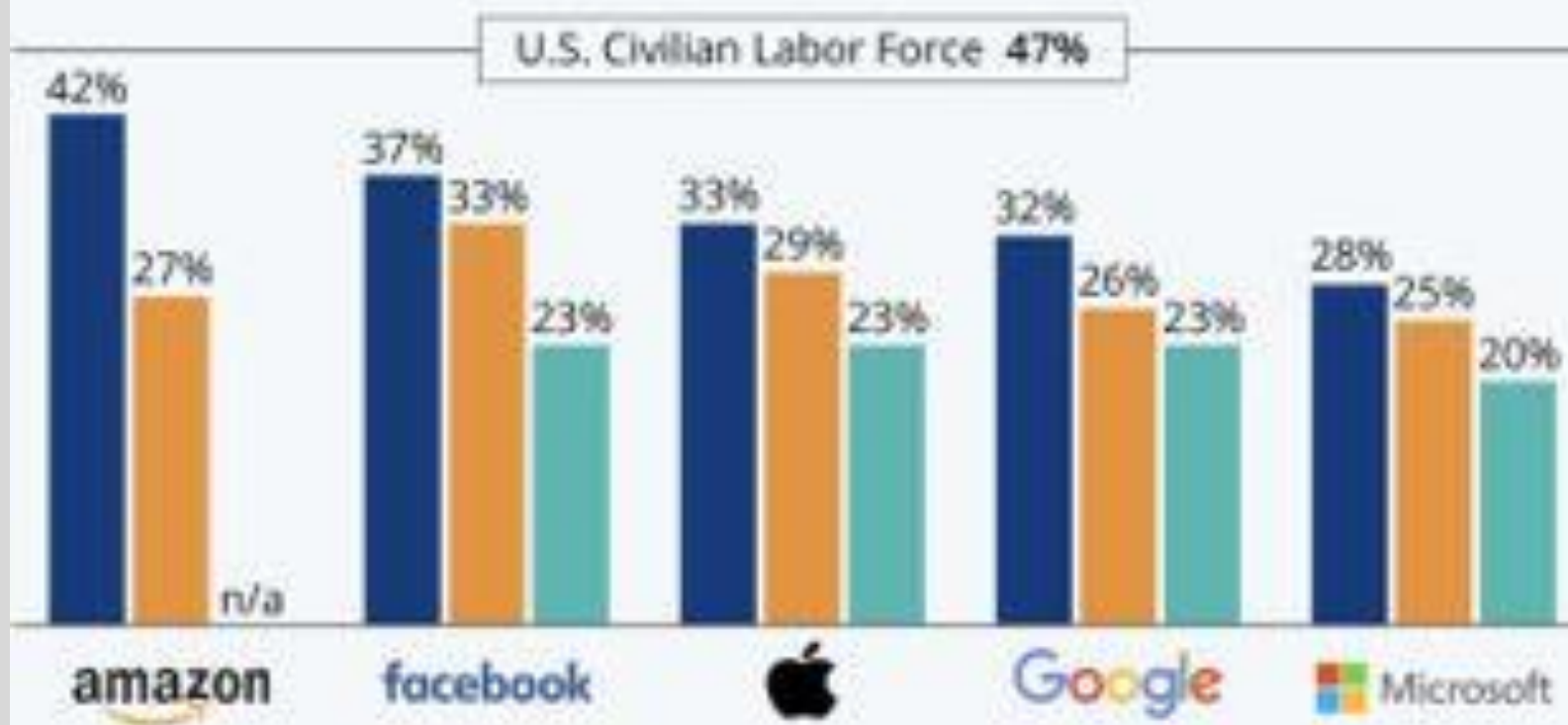
FemTech & Partners Nonprofit Organization

- FemTech Partners Organization will be a Nonprofit
- Provide sources to female students from high school, college and universities advancing in technology and engineering careers.
- Reach women around the State and are on track to close the gender gap in the new entry-level tech jobs
- Pipeline of future female Engineers
- Diversity, Equity, and inclusion
- Involve corporations, organizations and employment recruitment to collaborate to help us give more opportunities to our female to a better lifestyle.

GAFAM: Women Still Underrepresented in Tech

Percentage of female employees in the workforce of major tech companies*

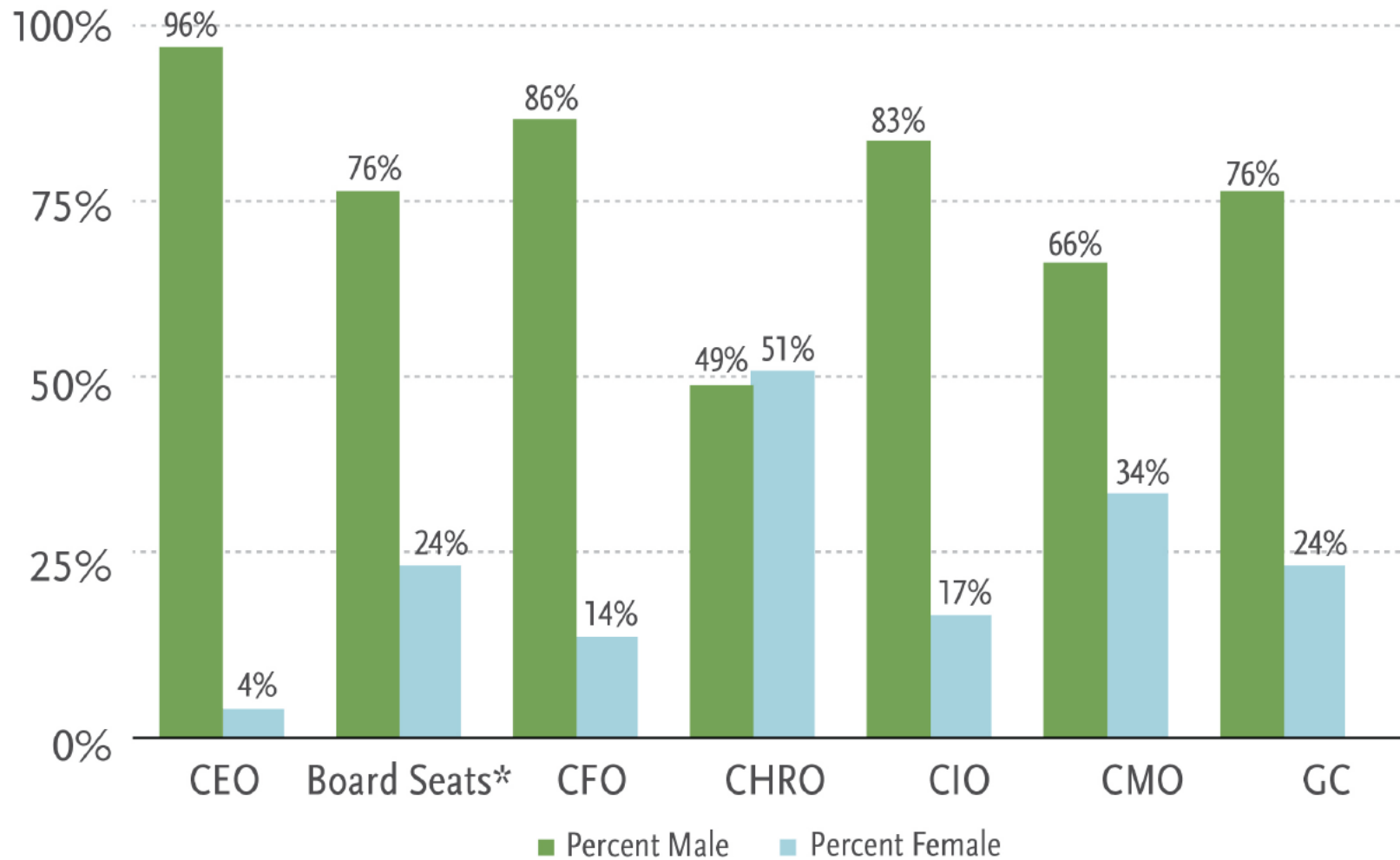
■ Total Workforce ■ Leadership Jobs ■ Tech Jobs



* latest available data as of Feb. 19, 2020

Source: Company reports

Female representation: Fortune 500 functional roles



THE COMPUTING WORKFORCE IN 2015



25% were women

- » 3% were African-American women
- » 5% were Asian women
- » 1% were Hispanic women

Mission

- Provide Females with resources to develop their careers in technology
- Guide them to transition from school to the workforce
- Value diversity, equity , inclusion and support closing the gender gap.
- Providing young professional women guidance to transition from student to professional
- Providing programs, services and resources to achieve success

Vision

- FemTech meets its mission through education, coaching, networking and mentoring opportunities to women at all levels of their careers in New Jersey and eventually around the country and globally.
- Close the gender gap in the new entry-level tech jobs by 2027

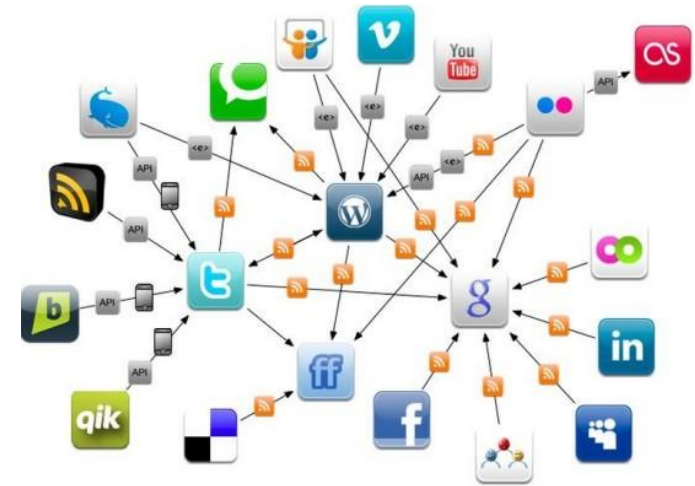


Objectives and Target Goals

- The objectives to our success are to get as much help as we can for our nonprofit organization building and maintaining strategic alliances with corporations and other industry related business partners.
- For example, DTCC and Citrix are corporations which will be donating laptop and other devices for girls and women enrolled in our programs, The goal is to grow to help more female in their professional pathway.
- Implementing and constantly recruiting females that want to become engineers. If possible FemTech would like to create a bigger Technology Center for our participant that wanted to benefit of staying on site.

Target Audience - (Social Media - Networking)

- FemTech as an organization in technology has the advantage to count with experts to manage multimedia and marketing using different platforms as: Webpages, different social media (Facebook, Twitter, Instagram)
- Post updates with achievements, events, activities, schedules and employment opportunity for our female audience.
- Also, we will be able to receive online donations.
- We will send Newsletter, Annual Reports and Fundraising information.
- We will target our advertisement and network to high schools, colleges and women centers and more.



Investment and Use of Funds – Programs & Services

- Supporting and inspiring girls in High school to break through barriers and advance their opportunities in STEAM
- Building strong partnerships among students, colleges, and companies, providing college women opportunities to experience careers in technology
- Providing young women professional guidance and mentorship as they transition from student to professional.
 - FemTech Pipeline - Building the largest Pipeline of future female Engineers in the United States through learning opportunities and career support.
- FemTech- Give Back to the Community Adult Single Mothers Certificate Program our organization and funding partners will provide Certificate in Technology to benefit 10 adult single mothers.
- FemTech Entrepreneurs - supports women managed startups in NJ and NY connecting them with the right resources.



Strategy Partnership Implementation – Financial Plan

- DTCC: Financial support, coaching matching volunteers and funding 10 Certificate program & expenses.
- Citrix: financial support, provide laptop and devices needed for the different programs
- Philips66 Refinery: financial support, new hired engineers match volunteers time coaching, training, and mentoring.
- Elizabeth City Grant for Education, funds go towards High School students transitioning to the professional field
- USAGRANT - Grant for women – funds go toward all program



Strategy Partnership Implementation – Financial Plan Continued

- UCC, Universities – Connection to recruit students interested in engineers’ careers and participating in work study program with us.
- High Schools – Working together to transition students to technology and engineers’ programs.
- Churches – Networking to involve more business interested in fund our organization.
- Restore Ministries – Working together to transition High school girls to our organization to continue education and break the poverty and at-risk female youth.
- Chamber of Commerce of Elizabeth – Provide us abroad networking with business of the area to involve and collaborate with our cause.



Conclusion

- As any other Nonprofit organization FemTech & Partners will be subject to continue organizational changes, but with the support, collaboration and involvement of valued volunteers, partners, small business, and community donations we will manage to keep forward to grow and help female achieve better opportunities of life for them and their families
- Managing our organization unique with transparency and trustfulness will provide the best sources to our girls and women to succeed in their profession and helping them achieve their dreams.
- Thought our programs and services we will continue working toward inclusion, diversity and closing the gender gap as part of our mission

“Working with and investing in women is one of the most powerful ways to spur sustainable economic growth and development.”

Muhtar Kent,
CEO of The Coca-Cola Company

THANK YOU!

