One Hundred One Ideas for Small Regional Celebrations of Women in Computing

by

Gloria Childress Townsend

Professor of Computer Science
DePauw University

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Acknowledgments

My sincere thanks extend to Suzanne Menzel (Indiana University Bloomington), whom I admire and appreciate. Our friendship embodies many of the Small Regional Celebration Project's goals: Before she and I organized the first celebration, we each were unaware of the other's existence. Judging from the many, many times that we now randomly see each other in Bloomington (where we both frequent the same coffee house), I know that for many years two strangers sat at the same tables without realizing that they were the sole women in their respective Computer Science Departments. Within the few short years that we have known each other, we have cooperated in a film series project, co-authored a reviewed and accepted paper, helped each other establish a regional ACM-W chapter, submitted an NSF grant proposal and worked in a successful recruitment-of-female-CS1-students project. Not one part of the important synergistic work would have occurred had the two strangers not collaborated to give life to the first Indiana celebration, three short years ago. I dreamed about regional celebrations in 1993. It's difficult to bring a dream of this scope to life without help. I have many other people to thank, but no one has worked any harder than Suzanne to breathe life into our Indiana celebrations. Working with Suzanne is all the more enjoyable, because she is more than a perfect collaborator; she is also a perfect friend.

Many other people worked very hard to bring our Indiana celebrations to life:

Cary Laxer maintains special empathy for the underrepresented and spends time and energy working to correct the problem, while leading his department and working tirelessly for SIGCSE, ITiCSE and many other concerns.

Cary's colleague at Rose-Hulman Institute of Technology, Archana Chidanandan also has contributed much time and care to all three Indiana Celebrations, serving as a speaker and program organizer. She also coordinated the CRA-W Distinguished Lecture Series proposal which provided MidWic's speaker.

The efforts of Katie Siek, Kay Connelly and Beth Plale at Indiana University Bloomington and Barb Clark, Cristina Nita-Rotaru and Renata Mallus at Purdue University West Lafayette made our Indiana celebrations dreams-come-true.

Special thanks go to Kyle Ross, our professional photographer, who captured the celebrations in pictures, for readers of this book and our Web sites to better appreciate the strength and spirit of regional celebrations. As Cary, Kyle is a man who understands the problem of underrepresentation and who became a true participant in our celebrations.

Bettina Bair attended our first Indiana celebration, so she could organize similar Ohio celebrations. I thank her for sharing a dream and carrying that dream eastward.

I also thank Elaine Weyuker (Chair of ACM-W) for her generous ACM-W monetary support – but more for her support of me and the celebrations project. A good project can have local help and even several distributed instances, yet there must be a global supporter with access to the "ear" of ACM and of other major players who are also seeking to end underrepresentation. Elaine, thanks for listening and caring.

Microsoft and Google corporations have generously supported the Indiana celebrations by contributing event speakers, scholarships and miscellaneous funding, such as the funding to print this book. Revi Sterling (when she worked for Microsoft) helped enormously with our first Indiana celebration. Then, Microsoft's Kara Baskett and Diane Curtis championed our efforts, when Revi

left Microsoft to pursue a PhD. Google's April Yu also supplied a great deal of funding for the last two Indiana celebrations, including sponsoring the printing of our MidWic proceedings. I am very grateful to each of these women for her long-distance help to what I call, The Land of Corn: Each had compassion for situations in Indiana, as she sat in her office in far-away California. I truly appreciate our adopted California women.

Finally, I thank Tracy Camp for her enduring inspiration and support. When I belonged to one of a handful of women in academic computer science in Indiana, I read Tracy's famous "Pipeline"[1] article. In 2000, I finally had a chance to meet Tracy, and I told her about my regional celebrations dream. Subsequently, she invited me to join ACM-W. Tracy has made "all the difference" in my life. She linked me to a broader support network; she served as a role model to me – at first, through her writing alone – and later, through her ACM-W leadership. Small Regional Celebrations can more easily provide young women with the kinds of role-modeling opportunities, which Tracy provided for me. Make a similar difference in the lives of many young women, as Tracy made in mine: Organize a Small Regional Celebration now.

Gloria Childress Townsend   (gct@depauw.edu)
February 28, 2007

Cary

http://ghregionalconsortium.org

Archana

[1] Camp, T. (1997) "The Incredible Shrinking Pipeline". *Communications of the ACM*, 40(10), 103-110.

Goals of Small Regional Celebrations

1. Create connections among women and other underrepresented groups in computing
2. Provide role models and mentors
3. Destroy myths about computing
4. Encourage women to stay in computing
5. Give information/help with opportunities such as graduate school, scholarships, fellowships, workshops, conferences, etc.
6. Build community (inter and intra)

National Center of Women in Information Technology Assessment Supporting the Small Regional Celebrations Project

"CASE STUDY: REGIONAL CELEBRATIONS OF WOMEN IN COMPUTING (R-CWIC)[2]

The **Indiana Celebration of women in computing** (InWiC) and the **Ohio Celebration of Women in computing** (OCWIC) are small regional conferences modeled after the international Grace Hopper Celebration of women in computing. Attendees number about 100, including undergraduate and graduate students, faculty, and industry professionals in computing. Activities involve a keynote speech by a highly successful technical woman, panels about careers in industry and academia, technical paper presentations, and undergraduate research posters. These conferences are developed and supported by the ACM-W.

Like the Grace Hopper Celebration, the R-CWiCs intend to provide social support for women in computing, and they feature role modeling and networking.

EVIDENCE OF EFFECTIVENESS

Given that women leave the computer science major at higher rates than men leave, role modeling is an important practice that can increase women's intentions to enter and persist in the field. Unfortunately, the many programs that employ role models seldom measure outcomes. R-CWiCs and the Grace Hopper Celebration are, to some degree, exceptions.

Surveys indicate that almost all InWIC attendees considered their time to be time well spent (97%), would like to attend again in the future (98%), and would recommend it to a friend (93%). Similar results were obtained for OCWIC. Likewise, more than half (57%) of InWIC attendees felt that it reinforced their computing career plans. Evaluations of the Grace Hopper Celebration found that women who had attended in the past returned, in large part because they valued being with technical women like themselves and the inspiration the experience provided solidified their decision to major in computing. These findings document the positive assessment attendees have and their enhanced commitment to computing, but they relate these outcomes to the use of role models only by implication."

[2] Barker, L. and Cohoon, J. "Promising Practices: Intentional Role Modeling", National Center for Women & Information Technology, 2006.

List of Celebrations To-Date

Central Indiana 2004   http://www.cs.indiana.edu/cicwic/
Ohio 2005   http://www.cse.ohio-state.edu/ocwic/
Indiana 2006   http://www.cs.indiana.edu/inwic/
Midwest 2006   http://www.cs.indiana.edu/midwic/
Australia 2006   http://www.auswit.org/
Ohio 2007   http://www.cse.ohio-state.edu/ocwic/
Michigan 2007   http://www.egr.msu.edu/~msuwic/cgi-bin/micwic.php
Indiana 2008   http://www.csc.depauw.edu/inwic/
Colorado 2008   http://www.cs.colorado.edu/conference/ccwic/
Ohio 2009   http://www.ocwic.org/
Michigan 2009   http://www.egr.msu.edu/~msuwic/cgi-bin/micwic.php
Midwest 2009   http://csmaster.sxu.edu/midwic09/
Indiana 2010   http://www.cs.indiana.edu/inwic

Small Regional Celebrations Project Web Site
http://women.acm.org/profiles/celebrations_project.html

Acronyms and Terminology

ABI: Anita Borg Institute of Women in Technology
ACM: Association for Computing Machinery
ACM-W: Association for Computing Machinery's Committee on Women in Computing
BOF: Birds-of-a-feather (small discussion group based upon a common interest)
CCSC: Consortium for Computing Sciences in Colleges
CREU: Collaborative Research Experiences for Undergraduates
DLS: Distinguished Lecture Series
DMP: Distributed Mentoring Project
CicWic: Central Indiana Celebration of Women in Computing
CRA-W: Computing Research Association's Committee on the Status of Women in Computing Research
CS1:   Computer Science I (introductory computing course)
GHC: Grace Hopper Celebration of Women in Computing
      Grad Cohort for Women Program
InWic: Indiana Celebration of Women in Computing
JETT: Java Engagement Training for Teachers
MidWic: Midwest Celebration of Women in Computing
NCWIT: National Center for Women in Information & Technology
NSF: National Science Foundation
REU: Research Experiences for Undergraduates

1. Identify Conference Co-chair(s)
Organization

Description: The most important tip is listed first. One or two people must understand the importance of role modeling, mentoring, networking, providing accurate information regarding research and careers in computing and offering support and encouragement for young women in the computing pipeline. The person or persons must form a vision regarding how these goals may be realized through organizing a Small Regional Celebration, then expend the effort necessary to breathe life into the vision. Certainly, one person can organize the conference, though a pair of friends, who have a long-term record of successful cooperative work, creates a pleasant alternative.

Benefits: The satisfaction gained from organizing a conference, which seeks to recruit and retain women in computing, adds to one's own happiness. The cost of "making a difference" is priceless.

2. Build a Supportive Team
Organization

Description: Choose co-organizers and program committee members, who are energetic, cooperative and good-natured. Avoid soliciting organizers who will not perform their duties or whose personalities are difficult/stubborn. Know your co-organizers in advance: Choose wisely.

Benefits: Clearly, effective team members share the work as equally as possible, so that no individual carries too much of the load. The planning and execution phases of a Small Regional Conference should be enjoyable and stress-free.

Katie Siek (left) and Lisa Kaczmarczyk (InWic Keynote)

3. Choose Co-organizers from Key Area Schools
Organization

Description: Try to delegate an area of "general" responsibility to a representative from each school involved in the Small Regional Conference, but don't force the 1-to-1 relationship, because it is much more important to select individuals whose work record is known and appreciated than to select individuals for their geographic locations.

Benefits: Individuals with a larger stake in the Small Regional Celebration become better recruiters and supporters for the conference. Obviously, it is beneficial to share both work and success among as large a number of schools as possible, in order to sustain one's first Small Regional Conference and also to build a lasting legacy for future conferences.

# 4. Decide Who Will Serve on the Program Committee

Organization

> Description: Follow the preceding two tips for choosing organizers, when time to decide who will serve on the program committee. Seek aid from the co-organizers themselves in order to identify the new set of recruits. Select a program committee member for each major portion of the program. (See the Program section.)

> Benefits: The organizers need to streamline their workloads, which concern the conference, in general. The program committee members handle the specific details of the program, avoiding overloads for the organizers. The outlined division of labor provides smooth conference operation without excessive work for any of the conference team members.

5. Remember that the Team Will Be Useful in Other Venues

Organization

> Description: Once faculty members form a regional alliance, the possibilities for future collaborations abound. Inter-institutional project work requires team building after identification of appropriate personnel, before proposal writing or any other successive project stages may evolve.
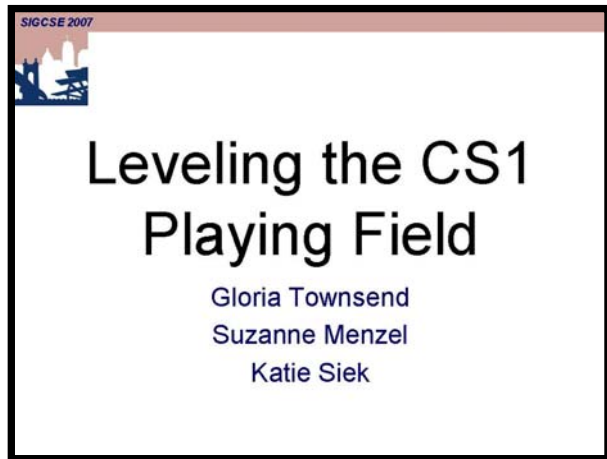
> Benefits: A Small Regional Conference ensures completion of the team-building and personnel identification stages of project development. Following our first Indiana Small Regional Conference, the organizers sponsored a round-robin film festival of the Ada Lovelace film, To Dream Tomorrow, by shuttling the film producers from one campus to another (and greatly condensing costs). Secondly, the organizers developed a joint (successful) proposal to CRA-W for funding a regional Distinguished Lecturer Series (DLS). We cooperated in writing successful proposals for a SIGCSE workshop, a SIGCSE paper (PowerPoint illustration above) and a Grace Hopper Celebration of Women in Computing BOF. Finally, we collaborate in a CS1 recruiting project.

6. Seek Help/Advice

Description: Of course, read this book first! Consult with the ACM-W Project Director for Small Regional Celebrations, regarding any details that are not covered by the book. (gct@depauw.edu or 765.658.4726) Better still: Attend a Small Regional Celebration before organizing your own celebration.

Benefits: Several successful celebrations have been held or are being planned. Find a list of celebrations on page five of this book; locate a more up-to-date list in the future on the ACM-W Web site:
http://women.acm.org/profiles/celebrations_project.html
There is no reason to "reinvent the wheel", when so much celebration infrastructure exists.

7. Hold the Small Regional Conference at a Time that Does Not Conflict with Grace Hopper Celebration of Women in Computing Conferences
Organization

Description: The Small Regional Celebrations owe their names and much of their spirit and programs to the international Grace Hopper Celebration (GHC) of Women in Computing conferences. These well-known and enthusiastically-attended conferences (nearly thirteen hundred attendees in 2006) occur in October. Alternately, place your Small Regional Celebration in winter or early spring and also take advantage of off-season conference site rates. We recommend an every-other-year format for the Small Regional Celebrations.

Benefits: We promote attendance of our students at GHCs. At the same time, we find an every-other-year schedule for Small Regional Conferences to be "just right" for organizers in terms of tapping energy and finding available time.

8. Consider a Conference Name Based upon Our Name
Organization

Description: The ACM-W Small Regional Conferences adopt the suffix WiC for "Women in Computing". Our prefix varies according to region and according to the phonetics of the acronym. We prefer to insert the letter 'C' for Celebration. We named our first Indiana conference, CICWIC, or "Central Indiana Celebration of Women in Computing". When we expanded our recruiting area last year, we considered ICWIC but settled on INWIC, as the better-sounding representation of "Indiana Celebration of Women in Computing".   (e.g. OCWIC for Ohio's conference)

Benefits: Our vision lies in covering a map of the United States (and beyond) with Small Regional Celebrations, area by area. Using a shared naming scheme enhances recognition, building hope that the vision will be realized.

9. Choose a Site Which Is Relaxing and Restful
Organization and Site

      Description: A successful conference depends upon site logistics. We highly recommend State Park Inns or similar retreat-oriented facilities, which offer solitude and a chance to concentrate on celebration and reflection rather than entertainment. These tranquil kinds of sites are both prevalent and beneficial, negating the temptation to simply "reserve a local hotel".

      Benefits: The fast-paced lives and technology-rich environments that accompany computing degrees build stress, especially when classrooms are male-dominated. The goals of the celebration can be better realized, when the customary atmosphere is transformed.

10. Reserve the Hotel Early
Organization and Site

      Description: The conference timeline will require one premature commitment. As soon as the conference organizers are identified and the site is chosen, make hotel reservations. In the event that the site is "extremely popular", reserve the conference hotel well in advance.

      Benefits: The conference requires a site. Planning for the important site selection and subsequent reservation avoids disappointments, ensuring one of the most important components of Small Regional Celebration success.

11. Nine Months Gestation Period
Organization

      Description: We recommend a nine-month timeline for all other (after reserving the site hotel) Small Regional Conference preparations, during the first instance of the conference. We trimmed our timeline by three months, when planning and preparing for our second conference. (e.g. The event planner at our conference site understood and anticipated our needs, having worked with us two years ago.)

      Benefits: The suggested time frames allowed smooth transitions from one checklist item to another. We felt little pressure in any of the stages of preparation for either conference.

12. Construct a Timeline and Checklist

Organization

> Description: A timeline and/or a checklist can easily be constructed by reading and selecting bullet points from this book that pertain to the sort of Small Regional Celebration that you wish to create. The bullet points are arranged in a suggested chronological order, as well, allowing added convenience to construction of a timeline.

> Benefits: All good projects require careful planning, a timeline and checklists, in order to ensure success. Having each organizer and program committee member know exactly what s/he needs to do and when s/he needs to accomplish it is mandatory. Concise, written guides avoid misunderstandings among busy people, while providing easy oversight for the conference chair(s).

13. Hold an On-site Meeting

Organization and Site

> Description: Approximately nine months before the conference, hold an on-site meeting and "walk through" the program components vis-à-vis rooms and furnishings. Also discuss: menus, how room keys will be distributed, where registration will occur, what technology will be available for the conference, what non-technical components (poster apparatus, for example) will also be available, podiums and microphones, seating for program events, how late final numbers for rooms and meals can be conveyed, payment arrangements, counts of each room type (including non-smoking rooms) for roommate matching and room assignments, agreeing when the room assignment list will be finalized and transferred to the site facility, possible reduced rates for reserving the entire facility.

> Benefits: Most conference sites have special staff members who handle all conference facets. Identifying and meeting with the conference facilitator takes pressure off early preparations for the Small Regional Celebration. Our Indiana Celebration runs smoothly, because we have found a perfect site, and that site provides a wonderfully helpful "conference planner".

14. Select a Theme for the Celebration

Program

> Description: The Web site and other associated advertising benefit from a theme that can be captured in pictures, graphics and text. Geography, local attractions, conference goals or computing-related meanings may suggest themes. For example, our most recent celebration's theme was "INterconnection", using the abbreviation for Indiana and our goal of connecting small numbers of women from many different school sites to form one large group of women in computing and to promote retention of the connections over time.

> Benefits: Themes enliven advertising, provide material for T-shirts and other souvenirs and help students identify and remember the celebration, when considering attendance.

Author the Web Site
Organization and Advertising

15. Find a Talented Webmaster

Description: Observe the work of Suzanne Menzel.
http://www.cs.indiana.edu/cicwic/
http://www.cs.indiana.edu/inwic/
http://www.cs.indiana.edu/midwic/

Benefits: Suzanne's site served to coordinate and lessen the committee's work; to provide information and guidance for registered attendees and to recruit new attendees. We cover the basic components of a successful Web site in the remainder of this section.

16. Develop a Color Scheme and Add Graphics

Description: Our most recent Indiana celebration Web site used a simply black and white color scheme with splashes of hot pink. The main graphic effect consisted of a border of black with hot pink and white ones and zeroes.

Benefits: The darker black with hot pink overlay provided a nice contrast to the white background for our Web site, along with an easily recognizable (as "belonging" to the celebration) border for nametags and other printed materials that accompanied all parts of the celebration. Our black T-shirts with hot pink logos were particularly unusual and striking.

17. Add Pictures that Portray the Celebration Themes and Goals

Description: Given our most recent theme of INterconnection, Suzanne's daughter, Maggie Orr, formed several collages, so that our site could suggest what women would encounter when attending; namely, connecting with lots more women than they would at their home institution. We also wished to emphasize the "cozy country inn in February" sensation, so we included several shots of the Inn, its large fireplace, the dining room and outside scenery, including birds. Suzanne and daughter drove to the Park for a photo shoot.

Benefits: Pictures provide an important advance organizer for women. They set the tone and mood of the celebration. Suzanne and Maggie's work allowed us to avoid copyright issues, as well.

18. Start with an Index Page

Description: Our index page listed the goals and theme of our celebration, described what would happen at the celebration, suggested who should attend the celebration, provided a downloadable poster, listed the organizers and program committee and their emails and pictured our sponsors' logos.

Benefits: A simple index page listing all of the information above is necessary, so that students considering attendance see "everything they need to know" easily with one click. Details for registration, participation and program can be uncovered from the index page.

19. Move on to a Registration Page

Description: Suzanne constructed a sophisticated Web site with a database for name, school address, school phone number, email address, scholarship code (she generated random codes for schools wishing to ensure that scholarship winners were identified during registration, school (from a menu), school year, T-shirt size, list of one or more computing interests, another list of friends for roommate matching. We do not recommend allowing students to specify the type of room desired. The page contained information regarding registration fees and deadlines and a button to "See who's coming" – a list generated from the database, ordered by school.

Benefits: The Web registration process ran quite smoothly. When individuals from unanticipated schools registered, they used a "none" menu item. Suzanne then added the new school and adjusted the registration of the new person.

20. Decisions with Registration and Its Web Page

Description: Our Indiana celebrations primarily serve undergraduate and graduate
students. (Faculty members who organized the students, provided
transportation, arranged their scholarships and served as their local mentors also
attended the celebrations.) Organizers must decide whether to allow high school
students, area professionals and attendees from long distances. Finally, the
committee must make important decisions regarding registration costs, including
points in time when late fees occur and when registration closes. We use the
following fee schedule, where the second dollar amount is the cost for registering
late: $15/$25 (scholarship students); $75/$85 (remaining students); $110/$125
(non-students). The Web page informs registrants that the fees cover all meals,
lodging, supplies and favors and that "Registration will close on <date> or when
the Inn fills up, whichever comes first.". (We essentially used every room in the
Inn, during our last Indiana celebration. I found some rooms at a local hotel
within driving distance and would have created new arrangements for late
registrants had we needed more rooms, after a few of us drove home Friday
night so that students could be placed in our rooms.)

Benefits: We allowed a small set of high school girls to attend our second celebration,
given adequate chaperoning and with no resulting difficulties. We also decided
not to limit attendance among adults in any way. Accordingly, a few women did
stumble upon our site, register and attend. We feel (and the evaluations attest to
the fact) that the current style of our celebrations does not serve
professional/industry women. See bullet 99) below. Limiting the scope of the
celebration also limits organizers' workload.

21. Insert a Participation Page

Description: Our Participation Page contained links to register posters, lightning talks
and BOFs. We described each of the participation opportunities and placed links
to available help: "ACM Crossroads Advice on Creating a Poster", "How to Give
a Good Lightning Talk" and "Tips for Leading a Discussion", as three examples.
Three chairs of the three participation events reviewed proposals and conveyed
acceptance to students and to the Webmaster.

Benefits: The added information helped students realize that they could contribute to the
celebration in more ways than simply attending. Likewise, Suzanne's Web page
with accepted project abstracts and thumbnails (PowerPoint or .pdf) of accepted
posters, sparked students' imaginations to help them write their own proposals.

22. Append a Program Page

Description: Add a skeleton of the program to the Web pages as soon as possible and
amend it, as new speakers and/or events materialize. Include links to abstracts,
biographies, a statement about the celebration theme, at least one picture, etc.

Benefits: Special information and pictures can motivate celebration registration and
attendance. We included as many special links to extra Web pages with
pictures, as possible.

23. Miscellaneous Web Pages and Components

Description: Suzanne added pages related to all
special events. For example, a page about
our "Fire and Ice" event – see 55) below –
contained a picture of the Inn's fireplace,
furthering our advertising of the cozy
country inn setting.

Benefits: The more information provided to busy
women, in order to help them decide if the
weekend will be beneficial, the better. We
recommend adding several extra Web pages, containing pictures of the
celebration site.

24. After the Celebration, Enhance the Site

Description: After each Indiana celebration, Suzanne added a splash screen
entitled, "Thanks for the memories", which indicated that the celebration had concluded
and gave access to abundant pictures from our professional photographer and from
several other celebration photographers, along with links to a long list of press articles.

Benefits: Once the celebration has concluded, there is a wealth of pictures that
can help prolong the celebration, provide memories of new friends, serve as a public
archive of a significant event and advertise celebrations of the future.

25. Possibly Hold a Second Face-to-Face Meeting of Program Committee

Organization

Description: During our first Indiana celebration, the organizer and the program committee met two times to discuss the program. Our prior experience allowed us to skip a second meeting, when planning subsequent celebrations.

Benefits: I emphasize point 2) above ("choose cooperative committee members") but include an important, new point at the same time. If the work (speakers, sponsors, site arrangements, accounting, Web authoring, etc.) of a celebration can be divided among competent committee members and the individuals either have experience and/or a good boilerplate (such as this book), the construction and execution of a small regional celebration is not difficult or terribly time consuming.

Sponsors

Organization

26. Sponsorship chair

Description: If at all possible, relegate the responsibilities of one member of the Organizing Committee to recruiting sponsors, including correspondence and financial arrangements. (Most corporations require a formal letter on school stationary, for example.)

Benefits: Certainly, all members of all committees may help with the task of acquiring sponsors, but sponsors are key components within the celebration's total picture, so having one person overseeing the task makes perfect sense. Furthermore, commonsense dictates choosing a person who resides in the largest city within the region (where there is more industry) and who may be older and have more contacts. I also want to stress that the sort of celebration that may created by using this book's template is not expensive and not difficult to fund. The National Science Foundation's term fits: self-sustaining. Ask schools to sponsor their students.

Corporate Sponsors from InWic2006:

27. Benefits for sponsors

Description: Some benefits for sponsors appear in the Program section that follows. See bullets 39) and 41), in particular.

Benefits: An additional benefit parallels bullet 5), which is designed for faculty members: Once the relationship between faculty members and sponsors' representatives has been established through common celebration work, the relationship does not end. Just as faculty members discover new projects that can conveniently include their celebration collaborators long after the celebration has concluded, industry sponsors similarly can call upon faculty members, when a project of common interest surfaces. For example, our Microsoft representative recently sent email to our departmental chair and carbon-copied me, regarding a Webcast that Microsoft wished our students to view. It was easy for me to set up an ACM-W chapter meeting to coincide, to order food and to invite our women. I was more than willing to reciprocate (after Microsoft's generous celebration funding of our celebrations) by donating a little bit of my time and by allowing our women to view a valuable program concerning interviewing skills. Others in my department were not willing to organize group meetings, although our students received forwards of the email that included instructions for viewing the program on their laptops. Small regional celebrations build fruitful relationships between academia and industry.

Develop the Program
Program

28. Schedule a Poster Session from 4-6:00 Friday

Description: Invite (see advertising section) standard research posters, along with posters concerning gender issues, capstone course projects, subject matter from other courses, etc. A varied selection of poster topics

examples (in Web advertising) encourages participation from a wide range of ages and experience.

Benefits: Informal poster presentations provide an excellent "first experience" with conference speaking for young students. The experience builds confidence and enhances students' enjoyment of the entire celebration attendance. Older students also develop presentation skills, while they broaden exposure of their dissertation research.

29. Include Additional Opportunities

Description: Include tables for information from graduate schools, industry
representatives, summer research (for example, the National Science
Foundation's Research Experiences for Undergraduates (REU) program) and
other miscellaneous opportunities (for example, CRA-W's Distributed Mentor
Program (DMP)). See the Partnerships section below.

Benefits: Students ordinarily receive copious emails concerning opportunities… so many
that it is easy to delete emails without consideration. The more relaxed
celebration atmosphere allows students to consider offers more seriously and to
receive one-on-one advice concerning the opportunities.

30. Dinner with Keynote

Description: We recommend having
the keynote speaker talk after dinner.
Make arrangements ahead of time
with catering services, regarding
clearing dishes. (See Food section.)
Industry representatives may sponsor
the keynote. (See Sponsorship
section.) Our two Indiana keynotes
provided extremely well-received
talks: One, service learning; the
other, "*Success in Computing is
RAPPID*". The latter talk (by Lisa
Kaczmarczyk, pictured on the left)
supplied a perfect mixture of
inspiration, advice and
encouragement, along with a review
of the speaker's dissertation research
and findings.

Benefits: The keynote speaker
serves as a role model for all
attendees. Accordingly, conference
organizers should carefully choose
the speaker and ask her to remember
that she serves as the celebration's
most notable and memorable role
model, so the content of the talk
should conclude more than technical
details. Lisa is holding a jar of jelly
beans in her picture above. I
remember the jelly bean illustration quite well to this day. Her talk made such an
impact on me that it was one of the reasons I resigned as department chair three
years early. Many, many of the celebration surveys named Lisa's talk as the
"best part" of InWic. See NCWIT findings concerning "intentional role-modeling"
on page four above.

31. After Dinner BOFs (Birds-of-a-Feather)

Description: Allow attendees a short break after the keynote speaker finishes her talk. Then provide a room or rooms with comfortable small group seating. Give each attendee a "score card" describing each of the BOFs and location information for finding the site of each BOF. (See Appendix A for InWic's "score card".) If several BOFs share the same space, construct signage.

Benefits: BOFs provide more chances for women to serve as leaders of sessions (acquiring confidence), more variety within celebration topics and also more chances for women attending the BOFs to participate in sessions, because BOFs are discussion-oriented.

32. Late-night Entertainment

Description: We have conducted a moonlight hike to a cave within the State Park property, provided materials and instructions for making "computing jewelry" (pictured on this page) and screened SIGGRAPH and other DVDs. The picture of Katie and Lisa on page six shows them wearing caving lights and preparing to lead the hike to Wolf Cave. The claustrophobic author did not accompany the party.

Benefits: We hope that young women will interact with each other naturally, when the day's activities conclude. However, experience tells us that some women need more structure for "making new friends" and that some women are more introverted than others.

33. Use at Least Two Tracks for the Saturday's Events

Description: We use a track that appeals to undergraduate women planning to attend graduate school and to women who actually are enrolled in graduate school. A second track attracts undergraduate and graduate school women who intend to find industry jobs upon graduation. If there are significant numbers of women attending the celebration from community colleges, from high school, from informatics programs or from other kinds of specialized programs, consider a third track. The next few hints illustrate successful events drawn from our Indiana celebrations and serve as examples to spark brainstorming of events for new celebrations. The examples are certainly not exhaustive.

Benefits: One size does not fit all. Attendees need a variety of choices of program events, just as attendees themselves are varied.

18

34. Session One: Graduate-School/Technical Track

Description: A papers track or lightning talks (see next section for lightning talk description and see our Web site for examples).

Benefits: A papers track (or a lightning talk) allows women in graduate school an important opportunity to share their research, to obtain feedback from attending faculty members and other graduate students (especially those in the same research area), to hone their presentation skills, to gain confidence and experience and to role model for their peers and for younger students.

35. Session One: Undergraduate/Industry Track

Description: A lightning talk (pictured to the left) or papers track (see last section for benefits). We maximize the number of participants and bolster audience attentiveness and breadth of information disseminated by limiting talks to just a few minutes. We use a kitchen timer and ruthlessly prune talks.

Benefits: A lightning talk (or a papers track) allows undergraduate women a chance to showcase their research (typically from an REU or DMP summer program) or a chance to develop a non-research topic for sharing. Typically, the content of non-research papers or talks is gender-related or concerns another social or academic issue. The presentations prepare young women for graduate school and provide undergraduates all of the other benefits listed in the previous section for graduate students.

36. Session Two: Graduate-School/Technical Track

Description: "Teach the Teachers" names a special session that the Indiana celebration included in each of its programs. Indiana University sponsors a successful Roadshow (team of university students traveling to a high school to promote computing and to debunk myths about computing). See: http://www.cs.indiana.edu/cgi-pub/wic/outreach/index.php The celebration session focuses on recruiting women from other regional schools to produce similar Roadshows by teaching techniques for developing and deploying a successful program and by sharing resources that can easily and quickly be tailored from existing downloadable Indiana University templates.

Benefits: The synergistic session emphasizes the crucial (to ending underrepresentation) recruitment issue (where most components of the celebration focus on retention.) Of course, we all know that efforts to recruit and mentor others reinforce and strengthen our own ties to computing. Graduate students and some undergraduate students are motivated to "make a difference" in the future of computing by organizing their own Roadshows.

19

37. Session Two: Undergraduate/Industry Track

Description: We planned a panel populated by a few good role models in computing who disseminated information regarding a wide range of careers in computing and also gave advice for women in a male-dominated discipline. Be sure to limit the number of panelists and the time that each woman speaks, so that adequate audience discussion time remains at the panel's conclusion. Choose women who are polished, dynamic speakers. Our Indiana women were dazzled by our panelists, who destroyed the prevailing myths about careers in computing in a personal way that no Web site or textual article could possibly accomplish.

Benefits: One of the widely-accepted reasons for underrepresentation of women in computing rests in the proliferation of the notion among women that a computing career is very narrowly confined to programming only; furthermore, that that programming must be performed in a cubicle. The myth of the solitary programmer, chained to a cubicle, is particularly persistent and depressingly recited (using the exact same two words: cubicle and programming) by student after student after student.

38. Session Three: Graduate-School/Technical Track

Description: Invite one of the sponsors' representatives to select a person from the organization to provide a technical talk; alternately, invite an academic.

Benefits: Linking a technical talk to a sponsor's company provides a win-win situation: Sponsors achieve more "presence" within the celebration, and the conference receives a motivating talk that is both relevant and _free_.

39. Session Three: Undergraduate/Industry Track

Description: Organize a workshop with pragmatic components. For example, our Indiana workshops have included these topics: resume writing, interviewing skills, internship tips and networking advice. Once again, we invite our sponsors to fully control this event by selecting speakers. Google speaker at right addresses "interviewing".

Benefits: Who better can capture the attention of young women and provide appropriate advice concerning such a vital topic as interviewing than the women who conduct interviews for and represent their corporations? We have offered the workshop event during our Indiana celebrations – with great success.

40. Papers

Description: At our most recent celebration, we prototyped two papers events: One for research papers; one, for gender/social/professional/educational/etc. papers. Two papers events can be substituted for any two of the sessions listed in the last three bullets, or a fourth session can be created.

Benefits: We reviewed our submitted papers "lightly" for content and suitability only, wishing to introduce young women to the papers' process and to boost their confidence. Writing a paper gives older women a chance to produce a research paper that may later be re-edited and extended for publication in another setting, while exposing their research to a new audience away from their customary sources of feedback.

41. Career Fair

Description: In order to maintain a separation between "recruitment" and "celebration", we placed the optional Career Fair after the conclusion of the celebration. We locate the recruiters (Microsoft's Diane Curtis is pictured on the left) in an area with adequate space, because many celebration attendees wish to talk with the industry representatives.

Benefits: Again, the win-win aspect of partnering with industry prevails. Industry representatives have provided sponsorship funding and have served as speakers for celebration events. Now, there is an opportunity for the industry representatives to collect resumes for available internships and for jobs.

42. Collect Resumes before the Celebration

Description: Industry representatives may collect resumes electronically before the celebration and interview only the women they wish to interview.

Benefits: Women who may not be qualified for internships and jobs do not "have their hopes raised" unnecessarily. Only the women deemed to be qualified are interviewed.

43. Collect Resumes During the Celebration

Description: Women arrive at the celebration with resumes in hand, if they wish to interview with industry representatives. The Web site informs the registrants that the opportunity will exist. We chose this alternative for our celebrations.

Benefits: There are no haves and have-nots among the attendees. If a goal of the celebration is "making connections", then making connections is easier, when women feel that they are "equal".

Advertising Section

Organization

44. Celebration Web Site

Description: The Web site section of this book begins at bullet 15), as the bullets lead the reader through the timeline for ensuring a successful celebration and as the Web site must be constructed as soon as possible, although it can be fine-tuned up to the last minute.

Benefits: The Web site is the most important advertising mechanism, so I list it first in this subsection. Once the site exists, the URL may be included in any of the following advertising methods.

45. Identify All Schools within the Region

Description: Define the region for the celebration. Think about both state boundaries, if the celebration is fairly centrally located (as our Indiana celebrations are), about specific schools within the region and about a feasible driving distance. As we reviewed the assessment of our first celebration and as we planned our second, we decided to extend our advertising to more schools, using the guidelines of the last sentence. For our Indiana region, a two and one-half hour driving time and a geographic area that includes the southern two-thirds of our state seems perfect. (Happily, the next Michigan celebration will include the northern one-third of our state, so Indiana, The Land of Corn, is now covered!) Build a spreadsheet organized by the name of at least one representative from every feasible school within the region. Use Internet search and the guidance from committee members and others who have contacts within the schools. Include school name, phone number, email address, school address. Call (important!) each of the school representatives to discuss her willingness to organize a group of attendees, to forward electronic advertising to students, to post non-electronic advertising and to find scholarship money for attendees. Ask the representative to identify a new person, if she seems at all unwilling to participate.

Benefits: Four large public universities fall within our celebration region, guaranteeing a critical mass of students. More importantly (in my opinion), many very small schools within the celebration region send two or three students. (Hanover College sent its two lone female computer science majors, pictured above.) Serving these isolated students (who spend most of their class time as the lone female and who do not have funding to attend GHC) is the foundation of the Small Regional Celebrations Project.

46. Posters

Collage by Maggie Orr.
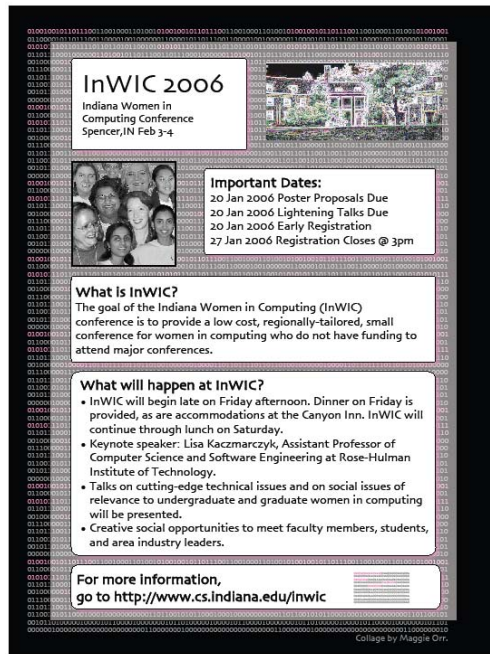
Description: Suzanne and her daughter Maggie created a beautiful poster that she
mailed in tubes to each person on our spreadsheet (see preceding bullet point).
The color scheme and graphics echoed our Web site. We asked each school
representative to affix the poster to a prominent location. One representative
said he placed his poster on his office door. Certainly, the dramatic poster
helped our recruitment efforts.

Benefits: Our poster and mailing costs: $175. Suzanne spent valuable time designing,
printing and mailing our poster. The poster is an expendable timeline item,
unless the committee is large and/or a person is willing to devote time to its
creation. On the other hand, "posters live on". Our DePauw University poster
appears to this day on a hallway bulletin board. Departmental bulletin boards
must include artifacts that recognize the fact that "women are welcome in" and
"women belong to" the Department. The posters were also mailed to celebration
region high schools, which either had been visited by Indiana University's
Roadshow, Just Be, or which had sent teachers to Indiana University's JETT
workshop.

47. Letters

Description: I mailed a letter to follow up my phone call with each school's
representative. Appendix B contains a copy of the letter.

Benefits: Much of the success of the celebration lies in establishing a relationship with a
faculty member at each school in the celebration region. Naturally, the more
contacts (and the more varied these contacts are) increase accountability for the
school representative. Likewise, the faculty member has a concrete reminder
that he may place in his "in basket", where it is more visible than in an electronic
mailbox.

48. Links to the Celebration's Web Site

Description: Brainstorm as many Web locations and other advertising mechanisms as possible, which will include a short description of and URL for the celebration. For example, ACM's MemberNet advertised our Indiana celebrations, as did the school Web sites of the organizers, school newspapers, local newspapers and electronic listservs created by celebrations in our surrounding states: Ohio, Illinois and Michigan.

Benefits: Obviously, the more written advertisements for the celebration, the better. Other possible locations to pursue: Email to ACM-W, NCWIT, ABI (or other Women in Computing organizations') chairs and sponsors who may be identified by Internet search and email to allied agencies (especially in large universities), such as "Women in Science" or "Minority Affairs".

49. During ACM's CCSC Conferences

Description: ACM sponsors regional conferences every year. The conferences are well organized and well established: Consortium for Computing Sciences in Colleges. Our Indiana celebration falls within the structure of CCSC: Midwest. During the recent luncheon of the Midwest CCSC conference, one of the Michigan and one of the Ohio celebration organizers each asked faculty members to support the next Michigan and Ohio celebrations, respectively.

Benefits: The CCSC conferences effectively organize (mostly) small schools within regional areas. The conferences serve as excellent means to communicate face-to-face (the best way!) with faculty members who represent small schools with small departments of Computer Science. Small schools generally lack the advertising networks of large universities, where there are generally personnel whose jobs concern women and minorities and where there are typically existing, highly-organized Women in Computing networks.

50. Brochures

Description: The first time we offered an Indiana regional celebration, I produced a tri-fold brochure and mailed adequate copies to each participating school for local distribution. Appendix C contains a replica of the front and back sides of the brochure.

Benefits: My local Printing Services department at DePauw University printed the brochures at a cost in 2004 of $143. As in the case of posters: The brochure is an expendable timeline item, unless the committee is large and/or a person is willing to devote time to its creation. In addition, a simple brochure/handout can be constructed by printing some of the celebration's Web site.
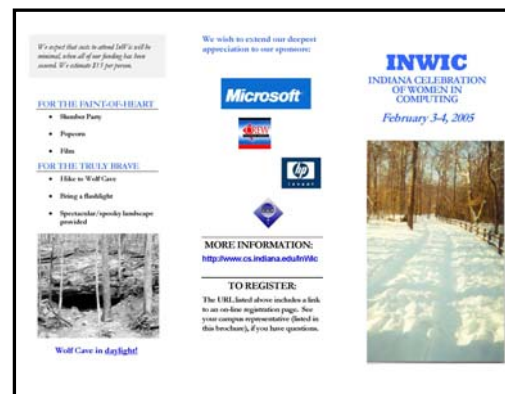
51. Send a "Call for Participation" and "Top 10" List

Description: Construct a file of email addresses of faculty members listed on the celebration spreadsheet (see bullet 45) above), of attendees at prior celebrations, of students belonging to the faculty members listed on the same celebration spreadsheet, etc. Send a Call for Participation. See Appendix D for my CTP. Then slowly send short emails at ten selected intervals, as a "Top 10 List". See Appendix E for my own "Top 10 list".

Benefits: One must not inundate inboxes with email, so care must be exercised in sending email advertising for the celebration. My 2006 email campaign was very effective, so I include its text in the appendices. I divided most of the ten notes between a section for the faculty reader and a section to forward to his/her students.

52. Use the Interests' Section of Registration and Also Faculty Members to Suggest Participation

Description: Advertising includes more than recruitment for the celebration; it also includes recruitment for participation within the celebration, once a student is registered. We used information about students' interests that was obtained from on-line registration (see 19) above) to send students email suggestions regarding potential BOF, lightning talk and poster proposals. Committee members and organizers similarly helped students develop proposals. For example, I suggested that Fisayo (pictured at the left) prepare a poster based upon her Senior Project. I don't think she would have submitted a poster abstract had I not insisted. Interestingly, she won one of the two poster awards. (We also maintain poster supplies so that women may construct posters on-site, if they print 8.5x11 sheets of information before they arrive.)

Benefits: We sought a wide range of participant proposals from research-based subjects to decidedly non-research topics and ensured that all students understood that they could participant in some way. We broadened the variety of role models (because not all students are interested in research or graduate school, no matter how hard we try to convince them) and broadened participation (thereby increasing women's experience and confidence). I feel that it is very important to encourage research and graduate school but that workers within the Women in Computing ranks often adopt a research-only attitude that ignores an important part of the underrepresented student population. Regional celebrations serve all members of the student population.

53. Snacks for the Poster Session

Description: We ordered a wide variety of snacks (nachos, chips&dip, brownies, cookies, veggies and dip, soft drinks, bottled water, etc.) and scattered the snacks around the Poster (and other Opportunities) Session tables/stations, deliberately separating items (drinks from glasses, kinds of drinks, kinds of cookies, chips from dips, vegetables from dips, etc.) so that each rotation station in the Poster Session had its own food item.

Benefits: I learned the "travel for food but visit for information at the same time" trick a long time ago. It is my best "tried&true" hint for Poster Session success or for success at any recruiting/informational event, where one wants students to visit different stations to collect information. Students are hungry, when they arrive at the celebration. Enough food to assuage hunger yet save room for dinner is vital. Students will mix better and meet each other more easily with appetizers as a connection.

54. Dinner

Description: We recommend a buffet with two serving sides. We have multiple evaluation surveys "telling" us that our students love the Inn's food. Not only is Indiana the "Land of Corn", it's also the "Land of Starch". With four large research institutions within our celebration region, many of our students are international students. In fact, most of the student population does not claim home towns in Indiana. We were genuinely surprised to find the enthusiastic survey responses to mashed potatoes, macaroni&cheese and dressing. ☺ We speculate that students ordinarily do not eat "comfort food"/"nursery fare", so the starchy food served as an unaccustomed treat. When we selected buffet items (at our site meeting), we controlled food costs as much as possible by choosing a simple meal that included some vegetarian fare, no pork and lots of desserts! Certainly, we depend upon students to tell us, if they need special food. For example, we provided gluten-free meals for a woman with celiac spru disease.

Benefits: We tried both served dinners and buffet dinners, during our first two celebrations. As indicated in the preceding Keynote bullet point, hotel staff must not clear dishes during the Keynote Address. Buffet serving prevented the noise disturbance and also allowed students to choose their own food. See bullet 84) for a tip concerning minimizing the lengths of buffet lines.

55. Late-night Snacks

Description: After the BOF session, we served more snacks, with a popcorn and movies theme one year; "fire and ice" theme, the second. The latter event paired a roaring fire in February with a table (at an adequate distance, so the ice cream did not melt!) containing ice cream and lots of assorted toppings plus root beer for root beer floats.

Benefits: Students preferred "fire and ice". We will repeat the event at our next celebration.

56. Breakfast

Description: Our Inn serves a breakfast buffet – once again a hearty Midwest meal.

Benefits: Experience tells us that about half of our students skip early breakfast, so we cut costs by ordering breakfast for a fraction of our total attendance number.

57. Break

Description: We inserted a coffee/tea/water and granola bars/pastries break mid-morning, knowing that many attendees needed caffeine and that several had skipped breakfast in order to sleep a little extra.

Benefits: Again, with reduced breakfast costs, we still saved money and refocused women's attention on the second half of the morning's events.

58. Lunch

Description: We served a buffet lunch with salad bar, soup, sandwich bar, "hot items" such as lasagna and dessert.

Benefits: We presented awards (see bullet 74) below) during this time and provided group photograph information (time and place). See bullet 79) below. One of our award winners is pictured at the left. She's happy, because Microsoft donated a very nice prize for "Best Lightning Talk" and she won the prize.

59. T-shirts: To Be or Not To Be

Description: I begin this section of the book with its most difficult (and costly) decision. We paid $720 for our first celebration T-shirts; $1600, buying fitted shirts for our second celebration and did not buy any shirts for our most recent celebration. The expensive, fitted shirts were very fashionable: Black with hot pink logo, matching our Web site. See model at right.

Benefits: T-shirts do provide nice promotional value. Our students wore their T-shirts all spring and continue to wear them a year later. Sponsors often wish to single out a particular event (such as dinner) or item (such as T-shirts) for donating money. An Indianapolis company paid for our first celebration's T-shirts, for example. T-shirts provide a way for the sponsor to have advertising and for the celebration attendees to have a nice souvenir and reminder of the conference.

60. Pens

Description: Surprisingly, not all women carry writing instruments to the celebration. Therefore, we consider pens a necessity. Usually, one of the organizers' universities will donate pens. Google provided pens one year. Finally, one year we purchased souvenir pens with plastic and cardboard laptop-like tops, which opened to display our celebration web site. $200

Benefits: Women need pens. The $200 pens were cute, but free pens are understandably a better option.

61. Containers for Registration Favors and Handouts

Description: Google donated nice conference bags one year and notebooks (which we stuffed with handouts) another year. During the final year, I bought very cheap two-pocket folders from a discount store and printed the conference logo to adhere to the folder front with two-sided adhesive tape, at a cost of $44.

Benefits: Folders may be stuffed ahead of time, which lessens the stress of the registration process. Women need containers for the celebration handouts, as well.

62. Nametags

Description: Nametags can, of course, be handwritten on sticky labels. Suzanne printed nice nametags, using our black and hot pink logo, and encased them in plastic cases. $45. Schedule a committee member to assume the task. (A young woman picks up her nametag in picture on the left.)

Benefits: Nametags are a necessity. $45 for nice name tags is well worth the small price. Additionally, we arranged the tags on the registration table. We could easily determine who had not arrived yet and, at the conclusion of the celebration, who did not attend by examining the remaining nametags.

63. Printed Program

Description: I cut and pasted Suzanne's Web page program into a word-processed document, made minor formatting changes and printed the result.

Benefits: Don't forget the program. It's a necessity. Place it in the folder/bag.

64. Schools' and Partners' Information

Description: Graduate schools involved in the celebration may wish to include advertising information. We included Grace Hopper Celebration information, DMP flyers, etc. See the Partnerships section for other kinds of partners' information that could be included in the folder/bag.

Benefits: There are many partners in the war against underrepresentation. It is important for all of the partners to help each other.

65. Favors from Industry

Description: Industry sponsors may provide additional favors. We received at one celebration or another: Google lip balms, Google sticky notes, Microsoft problem solving blocks, Microsoft software.

Benefits: Women love extra souvenirs from our celebrations, and the tangible souvenirs help the women remember the intangible gifts from the conference.

Partnerships

Organization

66. ACM-W Chapters

Description: ACM-W chapters and small regional
celebrations support each other in a natural
way. If your school has no ACM-W chapter,
start one now! See:
http://women.acm.org/reqs.html

Each of the women in the picture at the right
belongs (or belonged before graduation) to
our DePauw University section of a regional
ACM-W chapter. See:
http://minerva.csc.depauw.edu/

The two women at the right ends of each
row are ACM-W chapter officers. I can't
remember who said what; but from our
expressions, it must have been outrageous!

Benefits: If a chapter exists, then its officers and sponsor should promote celebration
attendance. Celebration attendees should be motivated to launch a chapter, if
one does not exist. See bullet 92) below.

67. Grace Hopper Celebrations

Description: We placed Save-the-Date flyers for Grace Hopper 2006 in each celebration
folder and promoted the conference in dinner remarks.

Benefits: Many women can be motivated by a small regional celebration to attend the
international celebration. Our experience also tells us that others cannot afford
to travel to the costlier international celebration, so the smaller conferences fill a
void in the war against underrepresentation.

68. CRA-W

Description: I made a poster that depicted CRA-W projects: Distributed Mentor Project
(DMP), Collaborative Research Experiences for Undergraduates (CREU), Grad
Cohort for Women Project. CRA-W sent a package of flyers, which I distributed.
Likewise, CRA-W provided our keynote speaker for our last celebration through
its Distinguished Lecture Series. A DMP participant wrote a paper about her
experience for our last celebration's proceedings, as well.

Benefits: Once again, a reciprocal relationship exists, whereby each project lends a hand
to the other project. Everyone wins, when organizations work together.

69. NSF REU

Description: I also constructed a poster for DePauw University's REU and printed a list of all REUs for the poster. I represented each of the "partners" in this section at our celebration's Poster Session.

Benefits: Once again, we want to encourage undergraduate women to pursue research. We are fortunate to have a strong REU program in our region. Whether an REU is close-by or not, celebrations should advertise these wonderful programs that many promising undergraduate women overlook, often mistakenly thinking they are not good candidates.

70. ACM

Description: Placing ACM student membership flyers in the Poster Session yields another collaborative measure.

Benefits: ACM membership has fallen in the last few years. The young women attending celebrations are the future of ACM.

71. High School Roadshows

Description: Our Indiana celebration region also contains Indiana University (IU), where a wonderful Roadshow called Just Be originates (college women visit high schools to demonstrate what computer science means and how a wide range of careers can follow degrees in computer science). In our final partnership example, IU women offered a workshop at each of our Indiana celebrations, instructing women from other institutions how they could sponsor a Roadshow (and use IU's resources) in their own area of Indiana. See picture of the audience on the left.

Benefits: We increased the exposure of high school girls to Roadshows, by "teaching the teachers". We also invited all high schools in our area that had welcomed a Roadshow to send their young girls to the Saturday portion of InWic. We also allowed three high school girls (who had attended Just Be) to stay overnight in a chaperoned section of the Inn.

Money
Organization

72. Payment by Check and Credit Card

Description: We used paper registration and personal or university checks to bankroll CicWic, causing a $7000 MasterCard bill for me. Readers should also note that most hotels and resorts require a down payment.

Benefits: I can't think of a single benefit! See next bullet point.

73. PayPal

Description: Cary Laxer handled all PayPal details for InWic, and women plus universities paid registration by credit card.

Benefits: PayPal worked wonderfully well. Having Cary handle the financial end of the celebration really divided and conquered the celebration work. We highly recommend PayPal.

74. Awards

Description: We used paper ballots for attendees or judging teams to select "Best Poster", "Best Lightning Talk", etc. In some cases, I wrote a personal check for $100 to the winners. In other cases, Microsoft generously donated very nice prizes, such as a "smart" cellular phone. Awarding of software prizes pictured at right.

Benefits: We are still evaluating the use of awards. We intended prizes to serve as a recruiting mechanism for participation. A couple evaluation surveys indicated that awards countered the spirit of the celebration. Your opinions regarding the issue are welcome.

Evaluation/Assessment

Assessment

75. Paper Surveys and Prizes

Description: During each of our celebrations, I have given women printed surveys to complete during the Saturday luncheon. When women hand in the completed surveys, they also "place their names in a hat" for a drawing of two nice prizes (donated by Microsoft). See Appendix F and Appendix G for the CicWic and InWic surveys.

Benefits: The number of finished responses was high.

76. SurveyMonkey

Description: After working with Lecia Barker (NCWIT Senior Researcher) in GHC2006 evaluation by scholarship winners, I will employ this on-line assessment tool for the next InWic.

Benefits: The number of finished responses <u>may</u> not be as high, but I believe the thoughtfulness of the responses will outweigh this fact. In addition, separating the celebration from its evaluation seems totally appropriate. Taking time from the luncheon to distribute, oversee and college surveys creates too much interference at a crucial point in the celebration's life story.

77. Assessment by NCWIT

Description: NCWIT (Lecia Barker and Joann Cohoon, another Senior Researcher) helped with the analysis of our last two celebrations. See page four and Appendix H for the NCWIT analyses. To the right is a thumbnail of a document produced by Barker and Cohoon. The quote on page four is extracted from the document. The footnote on page four gives the citation for the document, which can be obtained from NCWIT.

Benefits: This entire book is predicated on "helpful hints for organizing a small regional celebration". Organizing a celebration would be meaningless without indications that the celebrations do indeed "make a difference".   Recall the sentence from the NCWIT analysis on page four: "Likewise, more than half (57%) of InWIC attendees felt that it reinforced their computing career plans." I feel that the NCWIT analyses are very good indicators of the importance of the Small Regional Celebrations Project.

Post-celebration
Miscellaneous

78. Proceedings

Description: We printed a proceedings for our last celebration. Google kindly paid printing costs. Carrying home a written record of the presented papers serves as our first example of celebrations' aftermath.

Benefits: Once again, we give young women a huge boost in confidence by "publishing" their papers. I think that many readers will agree with me, when I recall: "The most difficult paper I wrote was my first one." Introducing young women to the publication cycle supports and encourages them, accelerating the rate with which they submit a paper for journal review.

79. Hire a "Professional" Photographer

Description: The sample pictures contained in this book speak for themselves. Check out more of Kyle's work on the InWic and MidWic Web sites.

Benefits: Kyle snapped each individual school's group separately. These photographs

surfaced again on the Web sites of home schools. I used our DePauw University photograph in letters that I sent summer 2006 to each fall 2006 entering first-year woman who had expressed interest in computer science. For several semesters, I also placed our 2004 CicWic individual photograph in a letter that I sent to every single first-year woman, informing her about CS1 and inviting her to join my class. (See Townsend, Menzel, Siek SIGCSE 2007 paper, "Leveling the CS1 Playing Field.) Pictures of happy women can be tacked to bulletin board advertisements for ACM-W chapters or other Women in Computing organizations. They can be used in these kinds of organizations' Web sites.

80. Thank Sponsors

Description: Be sure to send a thank-you note and other documents to sponsors. See Appendix I for a sample of my document.

Benefits: It's the right thing to do! ☺

81. Presentations/Publications

Description: After hosting a celebration, share your work with the larger community of workers in the "reversing underrepresentation" movement. Indiana and Ohio organizers have presented a dedicated SIGCSE Workshop (2006), GHC BOF (2004) and numerous smaller presentations included in events dedicated to an array of ideas for reversing underrepresentation. Tell your story too.

Benefits: Small regional celebrations are now spreading from the Midwest toward the coasts. We need more exposure of the concept (by presentations, by word-of-mouth, by publications) to hasten the progress toward my goal: Cover the entire country with overlapping regional boundaries, so that every woman has an opportunity to attend a low-cost, low-driving-time conference.

Details and Lessons We Learned
Miscellaneous

82. Large Attendance by Minority Women

Description: We are extremely pleased that each of our celebrations attracted a large number of minority women.

Benefits: Several of these women also participated in our celebrations' events. Nothing could make us happier!

83. Internet

Description: During CicWic and InWic, our State Park Inn provided no Internet service. Women spent twenty-four hours with no Internet and no email capabilities. Even cell phone reception was very limited: to a few companies and while standing outside in February. Whatever the communication set-up for the celebration site, we suggest begging women to limit their electronic communication, while attending the celebration, as we believe that limited eCommunication helped create our celebration successes.

Benefits: The Inn recently acquired wireless capabilities. We will urge women who attend our next celebration to limit their on-line time. We believe that wireless communication should mean people actually talking with each other! See a picture of wireless communication at the left.

84. Katie's Female Computer Science Pioneers Idea

Description:

Wonderful Katie Siek (now at University of Colorado at Boulder) constructed table-top 8.5 x 11 mini-posters of female computer science pioneers. See example at right. Katie's work is available at http://www.cs.indiana.edu/inwic/oldindex.html for duplication at your celebration.

Benefits: Katie also created a fishbowl full of eight copies of the pioneers' names. As each celebration woman entered the ballroom for dinner, she drew a name from the fishbowl and circulated among the pioneer posters, reading her way to the correct table, where she met seven other women whom she probably did not know. After dinner, she had seven new friends. Katie also drew pioneer names from a hat to determine table order for hitting the buffet lines.

85. Signage

Description: During our first celebration, we discovered that we did not have adequate signs or personnel to direct traffic.

Benefits: Signs are a detail one might easily forget. Using students from one or more of the organizers' schools to direct other students to registration, to the Poster Session and to the dinner is an even better idea. The more informal ways for students to meet each other, the better – particularly in the 4-6:00 arrival hours, when women from different schools are initially meeting each other.

86. $15 of Accountability

Description: We feel that each student should pay something, regardless of her scholarship or school sponsorship. $15 has been a perfect amount.

Benefits: Even a small amount of money increases accountability and the likelihood that registered women will attend the celebration.

87. Several Registration Workers

Description: As mentioned in the case of signage and traffic direction, the hours before dinner are extremely hectic (and exciting!), when women are arriving, checking in, receiving room keys, roommate assignments, name tags, conference packs and any other favors that are not placed in the folder/bag.

Benefits: Having at least three registration workers – and preferably at least one person available for every item handed to each woman – is our advice. It's nice to have a full complement of women representing as many schools as possible, so that arriving women can be greeted by a familiar face.

88. Poster Session Room

Description: We placed the Poster Session in the ballroom for CicWic and moved it to a gathering room by the lobby for InWic, because we feared that women did not find the Poster Session (due to our lack of signs) or did not seek out the room (due to shyness). The women found the gathering room and the food (see bullet 53) above), but the space was too small, despite our feelings to the contrary. Choose the largest room which the site provides for the Poster Session.

Benefits: With food as "bait", all women will attend a Poster Session in a large room – no matter how far it is from registration – and have adequate room to move around and to visit all stations. The event serves as an uncontrived "ice breaker", as well. I don't think that new celebrations need to plan special "meet each other" events: Our Poster Session and dinner seating idea (see bullet 84) above) "break the ice".

89. T-shirt Sizes

Description: Unfortunately, we realized too late that students-of-size would encounter embarrassment and that even extra-large fitted T-shirt sizes were way too small for many students. We definitely recommend standard T-shirts that are predictably-sized, less than one-half of the cost of our fitted versions and available in a large array of sizes and colors.

Benefits: Learn from our mistake! We want women to connect – not to feel "different". Two women who were able to wear our T-shirts are pictured on the right. The nametags are also visible in this shot. Notice how the nametags follow the black with white and hot pink colors.

90. Roommate Matching Is a Sizable Job

Description: Many/most of the tasks depicted in this list/timeline proved to be much simpler than predicted. Surprisingly, roommate matching took a lot of time. I recommend having students or an organizer at schools with large registered populations help by matching roommates for their individual schools.

Benefits: The organizer tasked with roommate matching has crucial aid. The helpers know their students better and can perform roommate matching faster and better.

91. Dedicated Monitor

Description: The main organizer or another committee member needs to be free to direct traffic and take care of emergencies. We tend to "divide and conquer" regarding pre-celebration work. Be sure to continue sharing work, when the celebration arrives.

Benefits: I tried to judge posters during the last InWic. Mistake! The picture on this page shows me rushing out to my car to retrieve more supplies. Someone needs to be free to oversee the entire celebration process and to tend to unexpected events without any extra duties.

92. BoF for "Where Do We Go from Here?

Description: It is important to have an event (we used the BoF structure) to gather women who are interested in maintaining contact over the two-year period between celebrations, in launching organizations and/or meetings at their schools for Women in Computing and in general brainstorming of mechanisms for continuity of the celebration benefits. Appendix J has my BOF proposal.

Benefits: Obviously, one event every other year does not maximize the effects of a celebration. We need to fill the time between celebrations with recruiting and retention events.

93. Transportation

Description: Don't forget to plan for transporting women from schools to the celebration site. Some schools rent a van and charge the expense to the conference; some, absorb the cost. Smaller schools may employ more ad hoc methods. For example, my school paid the $15 registration cost for each woman who drove a carload of students to InWic.

Benefits: Many women do not have cars or do not wish to spend gas money to attend the celebration. Taking care of this detail for attendees further encourages attendance.

Some Different Models

94. Concurrent Conferences
Organization

Description: In September 2006, Suzanne and I staged a regional celebration concurrently with a CCSC: Midwest conference. Our Indiana regional area expanded to cover Michigan, Wisconsin, Illinois, Ohio and Kentucky. We speculated that we might be able to retain the intimacy of the small regional celebration concept by widening our conference area to network a larger group of women in computing. Our MidWic group picture appears below.

Benefits: Suzanne and I also changed our celebration model extensively, because we speculated that we could share registration, meals, site planning and other components of the celebration at great savings of both time and effort. We also envisioned young women riding in cars with faculty members as they commuted to the joint conference, getting to know their professors better and lessening the "clubhouse effect". CCSC has a modest registration cost that covers all meals. Our celebration more than doubled the typical attendance for the conference, lending a new energy to the common events such as dinner, where the celebration repaid some of the hospitality of CCSC by proving the speaker.

95. Invite High School Girls
Organization

Description: As mentioned in prior bullet points, we tested the concept of inviting high school girls to our last Indiana celebration. We are eager to increase the high school population and evaluate that change, because the experience of having the three high school girls (pictured on the left) attend the last Indiana conference was extremely positive for the girls and for us.

Benefits: The "pipeline" begins much earlier than undergraduate years. We are eager to develop collaborations with high schools to attract younger students and to move the celebration from mainly a retention effort to an enhanced recruitment tool.

96. All-in-One-Day Celebrations
Organization

Description: One model, which may be employed, coordinates with staging the celebration in one day, skipping many of the events of day one (outlined in the program section above) but retaining the vital Poster Session by expanding day two's events.

Benefits: If the number of organizers is small or if the organizers wish to trim the costs (in time, in energy and in registration) of a celebration, then this model applies. The model also relates to the concept of "starting small", evaluating and possibly extending the celebration during the next iteration.

97. Campus Celebration
Organization

Description: Another model includes holding the celebration on a campus, where women may drive to the college for one day's events or room with local women, if the local population of Women in Computing is large, and expand to a two day program.

Benefits: The benefits in the last bullet point translate to this bullet point. Additionally, we typically match roommates from the same schools at our Indiana celebrations. The Campus Celebration model would increase networking and friendships that span schools.

98. Women-in-Industry Track
Organization

Description: The goal might be best accomplished by collaborating with existing Women in IT groups, asking officers to organize the track.

Benefits: We speculate that adding another track for women who work in industry, both locally and regionally, could increase synergy and role-modeling within the "pipeline".

99. Allow Professional Meetings Track
Organization

Description: I am currently discussing the creation of distributed meetings of the Academic Alliance to align with small regional celebrations.

Benefits: In the days of post-9/11, travel is difficult, time consuming and expensive. Additionally, Women in Computing seem busier than ever. Allowing women to drive to meetings that are within a reasonable distance seems to be an effective solution that creates a platform where information can be disseminated and new concepts/projects can be brainstormed. Additionally, all the benefits discussed in bullet 5) for faculty members attending celebrations apply to the proposed new group of women – most notably the side effect of increased collaborations outside of the boundaries of the conference.

100. We Want to List Your Celebration's URL on Our ACM-W Web Site!
Miscellaneous

Description: We would like for the Small Regional Celebrations Project page on the ACM-W Web site (http://women.acm.org/profiles/celebrations_project.html) to serve as a repository for all small regional celebrations information. Please help us disseminate examples, information and encouragement to other regions. Email Gloria Townsend (gct@depauw.edu).

Benefits: Seeing a large group of geographically diverse celebrations will inspire others to imitate.

101. Leave a Lasting Legacy
Miscellaneous

None of my work (not research, teaching or any other sort of service) fills me with the satisfaction that I feel from service toward correcting the underrepresentation that currently exists in computing. The expressions of gratitude from our young women are "icing on the cake". I urge you to compose the most time-effective celebration that you can (by eliminating any of the bullet points in this book that are marked as "optional") and by adopting only the bullet points that will create a timeline, which you can manage (with help). NCWIT's statistical analyses tell us "with numbers" that our celebrations are making a difference; the faces of the women in the pictures of this book tell us the same story with "expressions".

Appendix A: BOF Score Card

Schedule: **The leaders of BOFs 2 through 9 will be seated at tables around the Oak Room; they will hold up cards with the titles of their BOFs, so you can find them. About 8:40, you will shift tables so you can attend two BOFs -- and have twice the fun! BOF 1 will span the hour and will be held in the Sycamore Room. After the BOFs, head back to the Downstairs Lounge for ice cream!!**

★ **SIGGRAPH Videos (Sycamore Room)**	
Cary Laxer Rose-Hulman	Come watch the latest in computer graphics capabilities as the DVDs from the SIGGRAPH 2005 Electronic and Animation Theaters are shown. These video shorts will both entertain you and show you the serious side of computer graphics with several applications to science and healthcare. Information on how to become a SIGGRAPH student volunteer will also be available.

★ **Why is the men:women ratio high in the computer industry? (Oak Room)**	
Cheryl Dugas Indiana State University	In the computer industry, the number of men far surpasses the number of women. The root cause is that not as many women as men enroll for a CS academic degree. Why is this? Is it pure lack of interest? Is it intimidation?

★ **Research at the undergraduate level (Oak Room)**	
Andrea Leichtman Rose-Hulman	The undergraduate curriculum is typically not tailored to accomodate extensive research activities. What research opportunities are available to students? This discussion should be of interest to students working on research projects and those who are interested in doing so in the future.

★ **The many faces of computers: what makes them effective? (Oak Room)**	
Melissa Avery Rose-Hulman	Microsoft Windows vs. MacOS vs. X11. Office programs, web browsers, games, mathematical and scientific applications. What makes an application's user interface effective? How do aesthetic appeal and efficiency relate? Which is more important?

★ **Keeping the spirit of InWIC alive (Oak Room)**	
Gloria Childress Townsend DePauw University	We will explore two ways to allow the heart of InWic to keep beating.

★ **Website design and development (Oak Room)**	
Carol Stewart IUPUI	Discussion of projects, courses, software, current trends and more.

★ **Artificial Intelligence--What can I do with you? (Oak Room)**	
Fisayo Oluwadiya DePauw University	Artificial Intelligence is a concept that cannot necessarily be defined because we cannot strictly define intelligence to start with. We will be trying to come up with an exact definition of AI as well as discussing various AI projects from around the world as well as projects from our own colleges in Indiana.

★ **Were you ever phished? (Oak Room)**	
Mona Gandhi Indiana University	The central theme of this discussion will be about the current and future state of Phishing followed by possible solutions.

★ **XML and databases (Oak Room)**	
Nithya Vijayakumar Indiana University	This BoF is for both undergraduates and graduates who are interested in working with XML. Beginners and experts are welcome. We will discuss how XML can be managed using databases. The discussion will cover storing/retrieving XML documents, querying XML and updating its contents. Students with experience in using XML are invited to share their experience with others. Students who would like to know more about how to use XML in development are welcome.

Appendix B: Letter to School Representatives

January 11, 2006

The organizers of the Indiana Celebration of Women in Computing (InWic) sent a poster to you recently. We hope that you will use the poster to recruit female computer science (and computing-related) majors at your school to attend the conference. Each of the organizers of the conference (representing Indiana, Purdue, Butler and DePauw Universities; plus Rose-Hulman Institute of Technology) has pledged $60/student scholarships for several women to attend. (For example, my school will provide fifteen scholarships.) We hope that your school can support your students in the same way.

The URL for our conference:

http://www.cs.indiana.edu/inwic

provides a great deal of InWic information regarding, for example, the program, the registration process and the state park inn where the conference will be held the weekend of February 3 and 4.   We have an exciting program with a technical track and an industry track for both undergraduates and graduate students. Google and MicroSoft will send speakers and have donated money to sustain our conference.

I called you or left voicemail or both before the holidays and will call you again soon. I close the letter with a picture of some of the 2004 InWic attendees. We hope that your students will be part of the 2006 picture!

Gloria Childress Townsend
Professor and Chair, Department of Computer Science
DePauw University

Appendix C: Celebration Brochure

Page 1:

We expect that costs to attend InWic will be minimal, when all of our funding has been secured. We estimate $15 per person.

FOR THE FAINT-OF-HEART

- Slumber Party
- Popcorn
- Film

FOR THE TRULY BRAVE

- Hike to Wolf Cave
- Bring a flashlight
- Spectacular/spooky landscape provided

Wolf Cave in daylight!

We wish to extend our deepest appreciation to our sponsors:

Microsoft

CREW

hp invent

ACM-W

MORE INFORMATION:

http://www.cs.indiana.edu/InWic

TO REGISTER:

The URL listed above includes a link to an on-line registration page. See your campus representative (listed in this brochure), if you have questions.

INWIC

INDIANA CELEBRATION OF WOMEN IN COMPUTING

February 3-4, 2005

Page 2:

INWIC: FEBRUARY 3-4, 2005 AT CANYON INN

The picture on the cover of this brochure shows a typical winter day for Indiana Februaries. Canyon Inn is a warm and cozy place to keep warm and have fun, while it's cold outside. Canyon Inn's giant fireplace appears in the middle column to the right →

Canyon Inn is located in McCormick's Creek State Park, Spencer, Indiana. Transportation to **InWic** (Indiana Celebration of Women in Computing) will be arranged for you.

1. **Who's coming to the Inn?** The conference will bring together Indiana computer science students and faculty members from schools such as: Butler University, DePauw University, Rose-Hulman Institute of Technology, Indiana University, and Purdue University along with industry leaders for a regional gathering to focus on issues of women in computing.

2. **What's the goal of InWic?** The goal of the conference is to provide a low-cost, regionally-tailored small conference for women in computing, who do not have funding to attend major conferences.

3. **What will happen at InWic?**

- InWic will begin late on Friday afternoon. Dinner on Friday is provided, as are accommodations at Canyon Inn. Lisa Kaczmarczyk (Rose-Hulman Institute of Technology) is the keynote speaker. InWic will continue through lunch on Saturday.

- Interactive presentations on cutting-edge technical issues and on social issues of relevance to undergraduate and graduate women in computing. Speakers consist of researchers and area and national industry leaders.

- Creative social opportunities to meet faculty members, students, and area industry leaders.

A cozy Inn area: Fireplace included!

4. **Who's organizing InWic?**

- Peter Henderson, Butler University, penders@butler.edu

- Cary Laxer, Rose-Hulman Institute of Technology, cary.laxer@rose-hulman.edu

- Renate Mallus, Purdue University, mallus@cs.purdue.edu

- Suzanne Menzel, Indiana University, menzel@cs.indiana.edu

- Cristina Nita-Rotaru, Purdue University, crisn@cerias.purdue.edu

- Beth Plale, Indiana University, plale@indiana.edu

- Gloria Childress Townsend, DePauw University, gct@depauw.edu

5. **Who's sponsoring InWic**

- Butler, DePauw, Indiana, and Purdue Universities; Rose-Hulman Institute of Technology

- Microsoft Corporation

- Hewlett-Packard Corporation

- CREW Technical Services

Call for Participation
MidWic
Great Lakes, Great Links to New Friends and New Ideas
http://www.cs.indiana.edu/midwic/

Midwest Celebration of Women in Computing
DePauw University
Greencastle, Indiana
September 29-30, 2006

Save-the-date: Midwest conference for high school, undergraduate, and graduate women in computing in Indiana and in surrounding states. We describe several ways that you may participate:

1) Papers from undergraduate and graduate school women will be published in the conference proceedings, which will be distributed to all conference attendees. We invite submissions for two tracks: Technical papers in any area of computing and papers regarding social, ethical, educational, pedagogical, outreach, non-traditional, curricular, etc. issues of computing (especially gender issues). Use ACM guidelines (http://www.cs.potsdam.edu/sigcse07/format.shtml) to format the paper. Submit the paper through:

http://www.cs.indiana.edu/cgi-pub/midwic/papers/paper_upload.php

by September 15. Papers will be lightly reviewed for content and suitability only. Our goal is to mentor young researchers and to encourage young women to gain confidence in the publication process. The top three papers in each of the two tracks will be chosen for presentation, during the conference.

2) The conference will host three additional (and overlapping) opportunities for participation: a Posters session, a "Lightning Talks" (five-minute talks) session and a Birds-of-a-Feather (BoF) session. Submit abstracts for all three through individual links on:

http://www.cs.indiana.edu/midwic/participation.html

3) Costs for the conference will be minimal. The conference will be held in tandem with another conference, Consortium for Computing Sciences in Colleges: Midwest (CCSC: MW). A $40 conference registration (which includes three meals, programming contest, dinner speaker and other conference events) will be collected through the Web pages for the tandem conference. (Register as a student!) Please register by September 14 ($10 additional charge for registration after September 14):

http://www.cs.indiana.edu/cgi-pub/midwic/register/

The URL above provides directions for a second on-line registration for MidWiC itself (where Papers, Posters, Lightning Talks, BoFs, a Proceedings, and fun food are provided at no additional cost).

4) Please also consult the following page for reasonably-priced hotel reservations:

http://www.ccsc.org/midwest/Conference/LodgingAndDirections.html

You may further reduce costs by sharing a room.   You may contact us, if you wish roommate matching service.

5) Google, Microsoft and ACM-W scholarships are available to help defray costs. Upon submission of receipts, scholarship awardees may claim up to $200, through the generosity of the Google and Microsoft Corporations and the ACM-W. The scholarship application site is:

http://www.cs.indiana.edu/cgi-pub/midwic/register/scholarship.php

6) Consult the MidWIC conference Web pages, as the program and other conference details evolve:

http://www.cs.indiana.edu/midwic/program.html

We hope to see you in September!

Suzanne Menzel (menzel@cs.indiana.edu)
Gloria Townsend (gct@depauw.edu)

Appendix E: Top 10 List Used for Celebration Recruiting (Split between Item for Faculty Member and Item to Forward to Students)

#10 (for you)
Peer Pressure: Click on the "See Who's Coming" link near the top of the Web page whose URL is given above. Old Oaken Bucket Computing Game: Indiana University vs Purdue University??? Is your list bigger than my list??? See the sponsor logos at the bottom of the home page? Hanover just joined us: Yeah, Brian! You can be a sponsor by offering at least one $60 "scholarship" for a woman at your school to attend. (DePauw is offering 15, for example.) Contact Suzanne Menzel (menzel@cs.indiana.edu) regarding scholarship codes to give to your "scholarship-approved" women. Contact me (gct@depauw.edu) regarding transferring scholarship money to Rose-Hulman IT (handling financial matters for InWIc).

#10 (for your students)
Posters: (deadline approaching!) Submit a poster proposal for InWic:
Information:
http://www.cs.indiana.edu/inwic/participation.html
To submit:
http://www.cs.indiana.edu/cgi-pub/inwic/poster.php
Share your research with the Indiana (and some of Illinois and Ohio) computing community. Or submit a non-research poster proposal pertaining to Women in Computing issues. Use this opportunity to: Practice your presentation skills; build your resume; compete for a $100 prize for top poster; encourage other women to follow in your footsteps.

#9 (for you)
I called several of you today, especially harassing Paul at Ball State. Sorry, Paul! As I consulted my spreadsheet of CS dept chairs, I also realized that I mistyped Dan Cliburn's name yesterday. Sorry, again! I may make some typos and/or apply heavy-handedness in my requests for scholarship money and recruitment for our conference, because the goal of recruiting and retaining more women in computing -- to ensure our diverse workforce, pool of researchers and professors of the future -- is such an important legacy for all of us to leave for society. Our attendance grew to 63 over night. IUPUI (thanks, Carl Cowen!) just signed on (this afternoon) as a sponsor and provider of scholarships, but we have not yet begun to recruit IUPUI women. Stay tuned as our attendance grows even more, as we welcome women from Indianapolis.

#9 (for your students)
The Indiana Celebration of Women in Computing offers you the chance to present a short talk. It's so short that we call it a Lightning Talk. As in the case of poster presentations, the talk proposals are reviewed and accepted on a rolling basis. Use the following for information regarding Lightning Talks, sample descriptions of accepted Lightning Talks and a link for submission of your own proposal:

http://www.cs.indiana.edu/inwic/participation.html

Once again, presenting your research (or information related to gender issues in computing) helps you (resume-building, practice in presenting) and helps other women (information, inspiration and role-modeling). Please register soon and join us at the cozy country inn in February. We have over 60 women registered at this time…

#8 (for you)
Yesterday, #9 addressed society in general. #8 says: InWic will aid recruitment and retention of women in computing at your specific school in your special computing or computing-related major. We know that InWic has components advocated in the literature of gender issues in computing. We know that InWic echoes the international Grace Hopper Celebration of Women in Computing conference -- in a smaller scope and regional arena. In fact, we will gather data again in InWic2006 to use statistics to make our case to the National Center of Women in Technology and to our future sponsors.

#8 (for students)
The Indiana Celebration of Women in Computing offers you the chance to present or attend a small group discussion (where anyone who wishes to discuss a topic of common interest may do so). Most conferences include sessions such as these and use the terminology, Birds-of-a-Feather or BOFs. As in the case of poster presentations and Lightening Talks, the BOF proposals are reviewed and accepted on a rolling basis. Use the following for information regarding BOFs, for sample descriptions of accepted BOFs and a link for submission of your own proposal:

http://www.cs.indiana.edu/inwic/participation.html

Once again, leading a BOF about a content area of computing or a topic related to gender issues in computing helps you (resume-building, practice in presenting) and helps other women (information, inspiration and role-modeling). Please register soon and join us at the cozy country inn in February. We have 63 women registered at this time…

#7 (for you)
Our registration numbers continue to grow: today! I made contact with two more areas of IUPUI this morning: School of Informatics and Department of Computer Technology. The latter department is supplying scholarships. Thanks, Tom! We need to settle scholarship money, as quickly as we can; that's the first priority. We have a little over two weeks to then recruit women, but offering scholarships enhances the recruitment process tremendously, so the sooner women know about scholarships -- the better. Let me know, if you need help with the scholarship process that is outlined on our site:

http://www.cs.indiana.edu/inwic

Basically, you provide a check or plastic payment to Rose-Hulman; Suzanne gives you codes that your scholarship winners plug into Web registration. Very easy!

Thank you, IUPUI, for your cooperativeness!!   Gloria

#7 (for students)
Today, we conclude the Top Ten part called, "What YOU can do for InWic" or "How you can participate". We began with three participation points the last three days, because you need to submit a proposal for Posters, Lightning Talks or BOFs soon! We'll look at "What InWic can do for YOU" now, beginning with some fun parts of InWic and progressing to serious resume opportunities next week. #7 is Geek Jewelry! I attach a picture of the DePauw University version of the activity. We had lots of fun last spring making earrings, etc. from old, small motherboards and hard drives. Everyone is an artist, so you will need no instruction, though two of my students, Macie and Stephanie will help you find jewelry and computer parts and glue.

See the following site for Geek Jewelry and other InWic activities:

http://www.cs.indiana.edu/inwic

#6 (for you)
The last time I wrote to you, we had 80 registered; today we have ***101***. Having been to the Grace Hopper Celebration of Women in Computing, I can tell you personally how inspiring it is to "just be" in the company of a huge number of women in computing, after being one of a very few at home. We have five more days of registration. Please work extra-hard this week to recruit women at your schools to attend.

For you, reason #6 is "join our alliance". Purdue, IU Bloomington, Butler, Rose-Hulman and DePauw organized the first InWic (for 86 women). Once we had the cooperative infrastructure (and the pragmatic database of contact info), we found other projects. There is strength in numbers and in cooperation.

#6 (for students)
Today, we continue our second theme of "what InWic can do for you". Please sharpen your resume and bring a few copies. A rep from Google will be attending/speaking, for example. She will talk with you informally in several InWic sessions and will be collecting resumes.

#5 (for you)
Today, we focus on your school. InWic provides a way for all of us to work toward our departmental goals of increasing the representation of women in computing and to have lots of help in that work. Each school expends some effort and the "sum of the parts" gives a huge dividend for all of us. I am especially pleased with Hanover (and with Dan Cliburn!). I think he has 100% InWic attendance of his women in computing -- TWO. InWic is important for all of our women, but it is most important for these two Hanover women. These two women can return home and launch a women's organization at Hanover. Two women can change a department. One university that will not be represented is U of Indianapolis, where there are NO women in computing. I thank Dan again for caring about the climate for his two students and for working to ensure that Hanover does not follow the path of U of I.

#5 (for your students)
We now return to our series of "fun activities at InWic". #7 was Geek Jewelry; #5 is Wolf Cave. At the end of Friday, after "Ice and Fire" (which means we meet by the cozy fireplace and enjoy ice cream cones, ice cream sundaes, root beer floats, etc.) , those who relish a moonlight hike through the hills and woods of Owen County to explore a cave will depart the Inn. Flashlights, brave spirits and old clothes are good ideas! (Meteorologist/naturalist/hike-leader/adventurer Kike reports that the moon will be almost half-way between new and full on February 3, so the shadows of the trees should be extra-spooky!

#4 (for you)
Today, we focus on the opening Poster Session. Mixed in with posters, we'll have some industry tables, a table for CRA-W, one for Grace Hopper 2006, one for ACM-W, one for the CCSC conference. Two of the schools of the organizers (IU, PU) will have graduate school information for displays too. The Poster Session is really a poster session plus OPPORTUNITIES session.

Would contacts from any other schools like to bring information regarding your graduate school or any other program (or send the literature with your student attendees)?* Just let me know, and I'll prepare a "place" for you. I'm also going to print a numbered list of the exhibits and a "map" of the poster room for attendees. We have a good scheme for ensuring that women visit each exhibit. See below.

Registration ends at 3:00 this Friday. Please recruit anyone else that you can! Registration is now 106…

#4 (for students)
Another good reason to attend InWic is to meet new people. One "never knows" when a contact will change one's life. Networking is really important. As a matter of fact, one of our Session One speakers will talk about networking! We have 106 women attending the conference. Hope you will be #107!

#3 (for both faculty members and students)
Food
Students who attended our conference two years ago loved our food…the comments were completely positive. (Our buffets have vegetarian options.)

I am writing the NSF proposal for Grace Hopper. There I have a table of student attendance at previous conferences. The very first Grace Hopper Celebration (an INTERNATIONAL event for women in computing) had 150 female students. Can you imagine: In Central Indiana we will gather 114.

We could not achieve this success without YOU...thanks so much, Gloria

#2 (for both faculty members and students)
Inn
Our site is very rustic and comfy…the perfect place to relax and enjoy a day in the country. There's a great fireplace.

I thank ALL of you for your help. Our registration is currently 120. WE HAVE 22.5 HOURS LEFT. IT'S NOT TOO LATE TO REGISTER A FEW MORE STUDENTS!!

#1 (for both faculty members and students)
Be part of history.
Outside of the famous Grace Hopper Celebration of Women in Computing (an international conference for women in computing with 899 attendees in 2004), our conference will be the largest regional conference ever for women in computing -- and certainly the largest in Indiana! We currently have 124. Don't delay. Registration closes at 3:00 today, Friday.

I also remind you to pay scholarship money, if you have agreed to do so!   Use our on-line PayPal system, if your school has commercial credit cards. If you must requisition a check, start the process as soon as you can, because we will have a large Inn bill on February 4. Make your checks payable to Rose-Hulman Institute of Technology with "InWic 2006" in the memo line. Mail to:

Cary Laxer
Head of Department of Computer Science and Software Engineering
Rose-Hulman Institute of Technology
Terre Haute, IN

Note: In the end, we registered 127 women who attended InWic.

Appendix F: Survey Form for CicWic

CICWIC EVALUATION FORM

Thank you for participating in our pilot project to create a small, regional conference for women in central Indiana! Since this is a pilot, we are particularly grateful for your feedback. We will also disseminate your information at conferences and/or in written documents, so your input will be very influential.

Strongly Disagree ➜ 1; Disagree Somewhat ➜ 2; Neutral ➜ 3;
Agree Somewhat ➜ 4;Agree ➜ 5

_____ I feel that my time at CICWIC was well spent.

_____ yes/no   I would return to CICWIC in 2005.

_____ yes/no   Would you recommend CICWIC to a friend?

What was your favorite part of the conference? Why?

What was your least favorite part of the conference? How can we improve this part, or would you suggest completely eliminating it from future conferences?

Please comment regarding the Park atmosphere/accommodations.

Do you like the OVERNIGHT format or would you prefer a one-day CICWIC?

Food comments!

Which panel did you like the best? Why?

Which panel did you like the least? Why?

Please use the back of this form to tell us anything else that would help us improve!

Appendix G: Survey Form for InWic

INWIC 2006: EVALUATION FORM

Thank you for coming to InWIC-2006. Your feedback will make future celebrations even more fun and valuable!

How satisfied/dissatisfied were you with the program? (Mark "Not Applicable, if you did not attend an event.)	Not Applicable	Very Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Very Satisfied
Posters and "Tables with Opportunity Information" (4:00-6:00 Friday)						
Career Track (Session One: Career Building Internships, interviewing and networking)						
Career Track (Session Two: "Just Be")						
Career Track (Session Three: Corporate Careers)						
Technical Track (Session One: Taming the Teragrid)						
Technical Track (Session Two: Lightning Talks)						
Technical Track (Session Three: Academic/research Careers)						
Birds-of-a-Feather Sessions						
Keynote Speech						

General Impression	Not Applicable	Disagree Strongly	Disagree Somewhat	Neutral	Agree Somewhat	Agree Strongly
I feel that my time at InWic was well spent.						
I would like to attend future InWics (if leaving Indiana area soon, mark "Not Applicable")						
I would recommend InWIic to a friend.						
Which BoFs did you attend?						
Which part of the program did you like the best? Why?						
Which part of the program did you like the least? Why?						

If any aspects of InWic that surprised you, please tell us what they were and why they surprised you:

How satisfied/dissatisfied were you with the InWic processes?	Very Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Very Satisfied
Online Registration & fee payment process					
Check-in					
Roommate matching					
Ridesharing					
Materials (program, folder, lip balm, t-shirt)					
Please comment on any other aspects of the organization and administration of the conference you found notable.					

How satisfied/dissatisfied were you with the McCormick's Creek State Park Inn?	Very Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Very Satisfied
Meeting rooms					
Bedrooms					
Service					
Food					
Please comment on any other aspects of the atmosphere/accommodations you found notable.					

What could be done to improve future conferences?
Did you attend the last InWic (called, CICWIC) in 2004?   [   ] YES [   ] NO
If you attended the last InWic (or CICWIC) in 2004, how did InWic 2006 compare? (Please circle one response)
Much Worse   Worse   No Better or Worse   Better   Much Better
Please explain what made this InWic better or worse than the last InWic (CICWIC2004).
Other comments about your experience at this year's InWic conference?

Please identify your sex	Female	Male

Race/Ethnicity	

Rank (check one)	Freshman	Sophomore	Junior	Senior	Grad Stu	Faculty

Survey for students only. If you are a student please indicate how much you agree or disagree with the following statements. Your answers will help guide future research into gender attrition from computing!

	Disagree Strongly	Disagree Somewhat	Neutral	Agree Somewhat	Agree Strongly
I like to work on assignments that apply computer science to real-world problems.					
I prefer to study computer science theory over practice and application.					
I like to work on assignments that apply computer science to games.					
I like to work on assignments that apply computer science to mathematics problems.					
I have had opportunities to work on a research project with a faculty member.					
I have a female computer scientist at my institution, after whom I model myself.					
I have a female computer science mentor at my institution.					
I plan to someday pursue a graduate degree in computer science.					
I plan to someday pursue a PhD degree in computer science.					
Attending InWic has caused me to change my career direction.					
Attending InWIc has caused me to solidify my career direction.					

If you agree to either of the last two survey items, please specify how InWic affected you and your career direction/path/goals:

What have you liked the **most** about your computer science **instructors** so far. Why?

What have you liked the **most** about your computer science **courses** far. Why?

Appendix H: NCWIT Preliminary Assessment of One Survey Item

Gloria Childress Townsend: Sponsor of ACM-W's Small Regional Conferences Project
Preliminary assessment of one survey item by Joanne Cohoon at NCWIT

InWic did solidify the career direction of 57% of the students attending regardless whether they intended to attend graduate school. Explanations given for the latter are almost all about the reinforcing effect of meeting similar others:
-It gives me inspiration
-INWIC has solidified my career direction because I have been encouraged by
females in the industry, something I've not had before.
-I'm pretty set in my academic path. I always knew Google was an awesome
company to work for, but I love Indianapolis and didn't see myself leaving.
Now, moving to CA or WA is a possibility.
-Has given me solid evidence that women in computing exist. Still be a woman
and be in computing. Give something to the world of computing.
- Found my decision was best for me, keynote speech helped
-I love being in CS and it was great to meet other women who do too.
- See how a lot of other women are in the same situation having to
struggle to shine and be taken seriously
-Having met these other brilliant, dynamic women I want nothing more than to
be able to work with them.
-It has taught me to be more focused and to persevere even in hard times.
-The keynote speech really inspired me to stick to my interdisciplinary
studies.
-First "instinct" is enforced in this conference. Second a lot of people
around shared the experience.

Appendix I: A Sample Thank-you

To: Revi Sterling, Microsoft
From: Gloria Childress Townsend
Re: February 20-21, 2004, Central Indiana Celebration of
Women in Computing
Date: June 17, 2004

Now that the spring term has ended, I find time to send you a tardy
but sincere thank-you for your generous sponsorship of our
conference. We could not have enjoyed such a successful
conference without your support. We appreciate your concern for
the severe problem of under-representation of women in
computing.

Drawing your attention to a paragraph from our enclosed summary
of the open-ended part of our evaluation form, we quote:

> Overall the women said that they enjoyed the conference, giving an average rating
> of 4.22 (1-5 scale, 5 being the best) in response to the comment, "I feel my time at
> CICWIC was well spent." 95.4% of the attendants said they would return to a
> conference like this as well as recommend it to a friend. This proves how
> worthwhile and enjoyable the conference was to those who attended and holds
> hope for an increased amount of attendance in years to come.

We hope that you agree that these evaluation scores are incredibly
good! Microsoft was the most generous of our sponsors, paying
for our dinner and our dinner speaker, in entirety.

Appendix J: BOF Sample

BOF: Gloria Childress Townsend

"Keeping the Spirit of InWic Alive"

We will explore two ways to allow the heart of InWic to keep beating:

1) ACM-W Chapters

Indiana, Butler and DePauw Universities plus Rose-Hulman Institute of Technology connect their single-campus Women in Computing organization to form a "Central Indiana" ACM-W student chapter. The professional organization of computer scientists is ACM or The Association for Computing Machinery. Your school may already host an ACM student chapter. ACM-**W** student chapters, on the other hand, focus on women's issues in computing, including role-modeling, mentoring, support networks and celebrating women's achievements in computing -- both in the past and in the present. In short, everything that describes InWic also describes ACM-W chapters.

If your school has a "Women in Computing" organization, that organization could easily become an ACM-W student chapter. If you school has no women's organization, you should attend this BOF to find out how to organize a chapter on your campus. One of the main benefits of an ACM-W student chapter is affiliation with the professional organization of professors and industry leaders. There is instant name recognition for your resume and interviewers, the satisfaction in knowing that you belong to an organization that has members all around the globe and benefits from ACM itself. See http://www.acm.org/women/   You will also receive a CD containing information that is useful in chartering your chapter.

2) Mentoring

Part II is also a brief session. We will quickly divide ourselves into two groups: Those who wish to be mentors and those who wish to be mentored. If the groups are not equal in size, some women may have multiple mentors or multiple mentees!   I have a scheme that will "match" members of each group with members of the other group. The remainder of the time will be spent "getting to know" your new friend.