



ANITA BORG
INSTITUTE
WOMEN TRANSFORMING
TECHNOLOGY

2015 | **Impact Report**

The Anita Borg Institute (ABI) is a non-profit social enterprise committed to increasing the representation of women technologists in the global workforce. ABI engages with tens of thousands of women and leading organizations around the world to build diverse and inclusive cultures.

The Anita Borg Institute (ABI) had a transformative year in 2015, defined by global growth and deeper engagement with our worldwide community of women technologists and the organizations committed to building inclusive cultures where everyone can thrive.

As part of ABI's global growth strategy, we recently launched ABI.Local, a network of locally organized communities for women technologists. I'm thrilled that in 2015, ABI.Local reached more than 3,700 individuals in 10 cities around the world, thanks to the tremendous support and enthusiasm from local women technologists and companies alike.

ABI is committed to moving the needle within organizations and creating opportunities for women in technical roles, and this year we saw exciting progress in those efforts. With the expansion and evolution of our Top Companies program, as well as our ongoing work with partner and sponsor companies, ABI is shaping industry culture while holding companies accountable to their commitments to diversity and inclusion.

Our flagship event, the Grace Hopper Celebration (GHC), broke records in the United States and India, with nearly 14,000 attendees from around the world gathering in Houston and Bangalore. For 15 years, this one-of-a-kind conference has inspired and brought together the best minds in technology, and I'm so proud of how GHC has grown and evolved into the most influential event for women technologists around the world.

As I look back on our achievements in 2015, I'm more committed than ever to our work around driving change and building diverse, inclusive cultures where everyone can thrive. These are just some of the highlights from a truly phenomenal year, and I invite you to dig deeper into our progress in this Impact Report.

I'm looking forward to another great year in 2016.

A handwritten signature in blue ink that reads "Telle Whitney".

Telle Whitney

President and CEO, Anita Borg Institute



ANITA BORG INSTITUTE
WOMEN TRANSFORMING TECHNOLOGY

OUR VISION

We envision a future where the people who imagine and build technology mirror the people and societies they build it for.

OUR MISSION

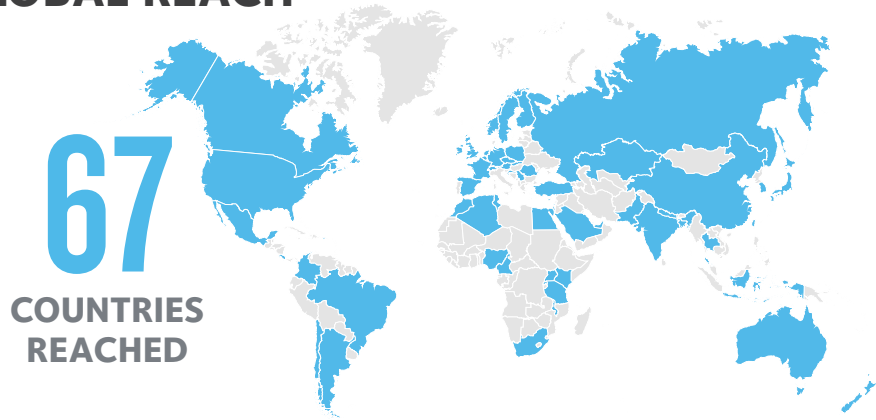
We connect, inspire and guide women in computing and organizations that view technology innovation as an imperative.

CONNECT. INSPIRE. GUIDE.

ABI by the numbers

▶ We empower and inspire women technologists around the world through rich in-person programs and events, industry engagement and thriving digital communities.

GLOBAL REACH



GRACE HOPPER CELEBRATION ATTENDEES



11,702
US



2,258
INDIA

ANITA BORG INSTITUTE
ABI dot LOCAL

3,470
PARTICIPANTS

3,431
ABI VOLUNTEERS



6,306 SYSTEMS

ENGAGEMENT

54 PARTNER ORGANIZATIONS
with a workforce of 3+ million

367 Event Sponsors
across technology, media, retail, insurance & finance


500+
UNIVERSITIES CONNECTED WITH ABI

517
GHC SCHOLARS
out of 1,880 applicants

25 UNIVERSITIES
participating in Building Recruitment And Inclusion For Diversity



INFLUENCE

SOCIAL MEDIA

 **144,838** likes, comments, shares and other engagement

PRESS MENTIONS

 **209**

WEB ENGAGEMENT

 **594,507**

EMAIL SUBSCRIBERS

 **33,643**

As a globally recognized organization with deep roots in the worldwide community of women technologists, ABI is uniquely qualified to be an effective agent of change.



ABI's theory of change

› Driving meaningful, lasting change requires a multifaceted approach:



PERCEPTION

Persuade leaders and influencers to look beyond the stereotypes, and acknowledge the many faces and contributions of women in technology.



SUPPORT

Provide strategies, tools and best practices to women technologists and organizations in order to help them achieve their goals.



ACCOUNTABILITY

Hold organizational leadership accountable for measuring and improving the diversity of their technical workforce and recognize their successes.



OPPORTUNITY

Create opportunities for our network of women technologists and organizations to engage for mutual benefit.



CULTURE

Activate and guide organizational leaders and women technologists on the workplace changes necessary to build inclusive cultures.




Tech's diversity problem

When several prominent tech companies first released their diversity statistics in 2014, the dearth of women technologists at these organizations was thrown into stark relief. Across the country, women hold a small fraction of technical jobs, with numbers declining at higher levels of leadership.

Not only are women underrepresented in technical roles, their tremendous achievements and contributions to the field regularly go unnoticed and unrecognized.

 **23%** of technical jobs in the U.S. are held by women¹

 **17%** of women make it to the C-Suite²

 **8%** of CIOs in the U.S. are women³

SOURCES:

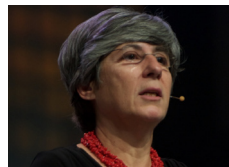
- 1. U.S. Bureau of Labor Statistics
- 2. McKinsey and LeanIn.Org Women in the Workplace Report
- 3. Harvey Nash CIO Survey 2015



ABI highlights women technologists and the issues they face

› We celebrate the myriad ways women transform technology, and help shape the public portrayal of women technologists. By increasing visibility, we aim to increase representation.

ABI ENGAGES TECHNOLOGY LEADERS TO ADDRESS THE MOST PRESSING CHALLENGES FACING WOMEN TECHNOLOGISTS.



MANUELA VELOSO

Herbert A. Simon University Professor, Carnegie Mellon University



CLARA SHIH

CEO & Founder, Hearsay Social



MAXINE WILLIAMS

Global Director of Diversity, Facebook



LYDIA KAVRAKI

Noah Harding Professor of CS & Professor of Bioengineering, Rice University



BLAKE IRVING

CEO, GoDaddy

PROMINENT MEDIA OUTLETS TURN TO ABI FOR INSIGHTS ON THE DIVERSITY GAP IN TECHNOLOGY.



ABIE AWARDS RECOGNIZE WOMEN WHO HAVE MADE SIGNIFICANT CONTRIBUTIONS TO TECHNOLOGY.



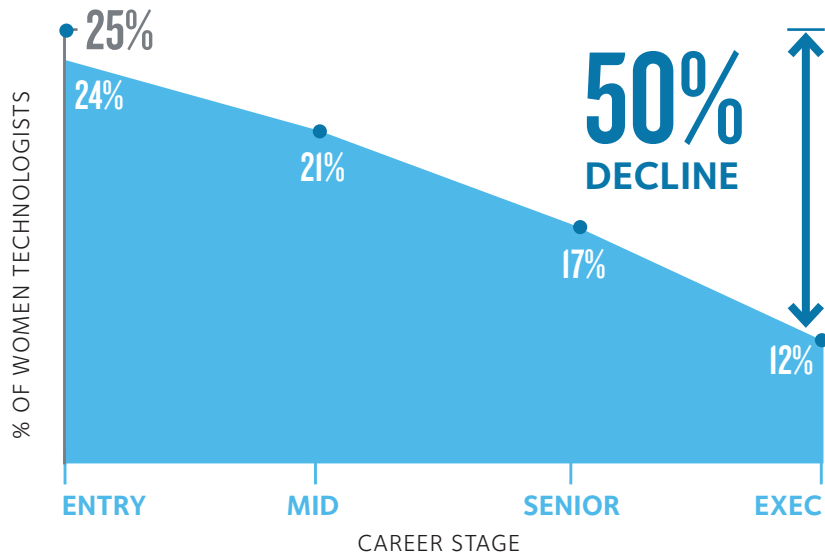
In 2015, ABI executives spoke at influential global institutions, including:



Women leave tech at twice the rate of men

The education pipeline is often considered the root of tech's lack of diversity, but the data tells another story. Industry studies and data from ABI's 2015 Top Companies for Women Technologists reveal a significant leak in the pipeline of women already employed in the technical workforce.

ABI found a 50 percent decline in representation of women technologists between entry and executive levels – in part due to poor working conditions and work-life integration.



SOURCE: 2015 Top Companies for Women Technologists.



ABI empowers women to stay and thrive in technical roles

▶ Our programs provide the guidance and connection that support women technologists throughout their careers.

EVENTS FEATURING THE BEST MINDS IN COMPUTING

Our inspiring events spark new opportunities and personal connections.

Grace Hopper Celebration (GHC)

ABI's flagship event is the most influential gathering of women technologists.



95%

OF SURVEY RESPONDENTS SATISFIED WITH OVERALL GHC EXPERIENCE



I attend #GHC15 to honor all the women who paved the way for me; and pave the way for others #WhyIAAttendGHC

CHRISSY GEORGE



Grace Hopper Celebration India (GHCI)

The largest gathering of women technologists in India.

90%



Almost all GHCI survey respondents were inspired about future career opportunities.

Women of Vision (WOV)

Awards gala honoring women's contributions to technology



95%

felt inspired by the role models they met and heard from at the gala

ENGAGED GLOBAL COMMUNITIES

Our communities enable women technologists to meet and support each other locally and virtually.

ABI.Local

ABI.Local is a growing network of locally organized communities for women technologists active in 10 cities around the world.



Systems

Established in 1987 by Anita Borg, Systems is the world's largest online community of women in computing.



6,306

members in 62 countries



Meaningful change takes commitment

Many organizations are aware that lack of diversity is a serious problem. In fact, 72 percent of executives surveyed believe there is a direct connection between a company's gender diversity and its financial success.¹

But they often lack the data, resources and support to make inclusion a top priority for lasting impact.



DATA



RESOURCES



SUPPORT

SOURCE: Women Matter: Gender Diversity, A Corporate Performance Driver, McKinsey, 2010



ABI partners with organizations to create lasting transformation

› We give organizations the tools to build diverse workplaces, transform their cultures and measure their progress against industry benchmarks.

TOP COMPANIES FOR WOMEN TECHNOLOGISTS

Top Companies recognizes organizations with the highest representation of women technologists in their workforce. In 2015, Top Companies evolved and expanded, introducing more nuanced measurement for greater accountability, and broader company recognition.

35 Top Companies Participants

439,000+ TECHNICAL EMPLOYEES

91,000+ WOMEN TECHNOLOGISTS

2015 Winner  **BNY MELLON**

2015 Leadership Index:
Accenture, American Express, Apple, eBay, GoDaddy, Goldman Sachs, Google, IBM, Rackspace, Salesforce, T.Rowe Price, USAA

THREE LEVELS OF RECOGNITION



WINNER
top ranking



LEADERSHIP INDEX
above the mean



CHANGE ALLIANCE
participant

ORGANIZATIONAL TRANSFORMATION AT GHC

- **2015 FEATURED THE FIRST FULL TRACK AT GHC**
- **THE TECHNICAL EXECUTIVE FORUM**
connected and empowered 104 senior leaders from 56 ABI partner companies committed to diversifying their workplace

“It was awesome and thought provoking to meet and work with tech industry leaders on the very critical issues around gender diversity that hamstringing innovation.

INDUSTRY EXECUTIVE

2015 ANITA BORG INSTITUTE

ABI's Stakeholders

ABI's detailed financials and donor list will be made available following the 2015 audit.



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Marie Wieck, *General Manager, Middleware, IBM*

Telle Whitney, *President and CEO, Anita Borg Institute*

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Sharad Sharma, *Governing Council Member and Co-founder, iSPIRT; CEO, BrandSigma, Inc.*

ABI Investors and Partners

▶ *ABI investors scale new strategic initiatives, and ABI partner companies make measurable commitments to recruit, retain and advance women in technical roles.*

STRATEGIC INVESTORS



PIONEERING PARTNERS



SUPPORTING PARTNERS



TWO SIGMA



Join us in engaging, inspiring and supporting women technologists around the world.

To learn more about ABI, reach us at contact@anitaborg.org

MORE INFORMATION AT ANITABORG.ORG



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www.anitaborg.org