

SCWIT – Tips and Ideas for Creating a Women in Tech Chapter

- **Assemble a Founding Team** - Identify and recruit individuals who share your passion for the mission. Build a diverse and skilled founding team that can contribute to various aspects of the group, such as tech expertise, marketing, finance, and community engagement.
or
- **Research and Market Analysis** - Conduct thorough research on existing women in tech groups, both locally and nationally, to identify gaps and opportunities in your target area. This research will help you tailor your approach effectively.
- **Networking and Partnerships** - Attend industry events, conferences, and meetups to network with tech professionals and potential partners. Build relationships within the tech community to gain support and collaboration.
- **Outreach and Awareness** - Launch awareness campaigns to educate the public and stakeholders about the importance of gender diversity in the tech industry. Share success stories and data to make a compelling case for your cause.
- **Event Planning** - Organize a variety of events tailored to your mission, including, webinars, panel discussions, and networking mixers. Collaborate with tech companies and other local groups to host events. *(See a list of ideas below)*
- **Calendar of Events** - Create a comprehensive yearly calendar of events. Ensure a mix of educational, networking, and community-building activities. Plan events well in advance to allow for effective promotion.
- **Programs and Initiatives** - Develop specific programs and initiatives that directly support women in tech, such as mentorship programs, coding bootcamps, scholarship opportunities, and networking events.
- **Volunteer Recruitment and Training** - Recruit dedicated volunteers who can assist with various aspects of your group, including event planning, fundraising, and program execution. Provide training and resources to empower them.

EVENT & PROGRAMMING IDEAS (Draft):

1. Kickoff Meetup (Jan-Feb)

- **Type:** Networking / Panel - Event Ideas:
 - Host a networking & panel event with small bites, wine and beer and have a panel of speakers to discuss your local tech and start up
- **Activity:** Introduce the chapter, share goals, and network and then have a panel of experts
- **Marketing:** Social media, local tech companies, universities.
- **Growth Tip:** Encourage attendees to bring a friend or colleague.

2. Educational / Volunteer (March)

- **Type:** Educational
 - **Tech Book Club:** A monthly or bi-monthly event where members read and discuss tech-related books. Charge a small membership fee for administrative costs.
 - **Group Volunteer** – find a local tech non-profit and all meet to volunteer
 - **Coding Bootcamp for Kids:** Encourage young girls to get into tech by organizing coding sessions for kids. Parents can pay a fee for their kids to attend. Remember, the key to a successful event is planning and promotion. Utilize social media, email marketing, and partnerships to get the word out. It's also important to create a welcoming environment where all participants feel valued and heard. This will encourage repeat participation and word-of-mouth promotion.
- **Marketing:** Online tech communities, social media.
- **Growth Tip:** Collaborate with tech educators.

3. Networking (April – May)

- **Simple Coffee or cocktail meet up**

4. Mentor Event (in person or virtual) Event (June-July)

- **Type:** Networking/Career Development
 - **Virtual Coffee Breaks:** In this digital age, virtual events can be as effective as physical ones. Organize regular virtual meetups where members can network over coffee from the comfort of their homes.
 - **Virtual Mentor “Pecha Kucha” Style Tips session**
 - **Resume reviews**
- **Activity:** Connect members with potential employers.
- **Marketing:** Collaborate with universities, tech hubs.
- **Growth Tip:** Offer resume review sessions.

5. Workshop Series 2 - (Month 8)

- **Type:** Educational
 - **Tech Book Club:** A monthly or bi-monthly event where members read and discuss tech-related books. Charge a small membership fee for administrative costs.

- **Group Volunteer:** find a local tech non-profit and all meet to volunteer
- **Local student TechEd session:** Working with local schools for any girls who code clubs?

Leadership Training Workshop (September)

- **Type:** Skill Development
 - Training on leadership and management in tech.
- **Marketing:** LinkedIn, direct emails to members.
- **Growth Tip:** Offer certificates or digital badges.

Networking (April – May)

- Simple Coffee or cocktail meet up

End-of-Year Holiday Event (November / December)

- **Type:** Networking/Fundraising
 - **Auction and Event** (Similar to CHSWIT Holiday Mingle event): Partner with tech companies to donate software, gadgets, courses, or even internships. Auction them off and use the proceeds for your non-profit.
- **Cost:** High
- **Activity:** Celebrate achievements, keynote speaker.
- **Fundraising:** Ticket sales, auctions.
- **Marketing:** Social media, press releases.
- **Growth Tip:** Recognize outstanding members and allies.

8. Optional: Monthly Webinars

- **Type:** Educational
- **Cost:** Low (online)
- **Activity:** Cover various tech topics, Q&A sessions.
- **Marketing:** Email newsletters, social media.
- **Growth Tip:** Collaborate with other tech groups for wider reach.

Other EVENT & PROGRAMMING IDEAS:

- **Coffee/Happy Hour Networking – (this can happen at anytime as a filler)** - Find a location and just have everyone come network and they pay for their own drink – coffee or bar.
- **Workshop Series:** Organize specialized workshops on topics like coding, project management, UX/UI design, etc. Experienced professionals can teach and mentor. Offer both beginner and advanced sessions.
- **Speed Networking:** Much like speed dating, participants have a set amount of time to introduce themselves and exchange contacts. This is an effective and fun way to quickly meet many people.
- **Mentor-Mentee Matching Events:** Use a structured format to help aspiring tech professionals meet potential mentors. A small participation fee can be charged.

- **Showcase Events:** Allow members to present their projects, apps, or research. This is a great way for members to get feedback and also for the community to learn from each other.

General Tips:

- **Partnerships:** Collaborate with tech companies, educational institutions, and other groups for sponsorship and support.
- **Social Media:** Regularly update social media with event information, highlights, and tech news.
- **Member Involvement:** Encourage members to volunteer, lead sessions, or mentor others.
- **Feedback and Adaptation:** Regularly gather feedback to improve future events and cater to members' interests.
- **Diverse Offerings:** Ensure a mix of technical, career development, and networking events to cater to a broad audience.

This schedule is flexible and can be adapted based on the chapter's resources, member interests, and local tech community dynamics.