

HOW WE IMPACT



MCWT achieves its mission and vision through the dedication, energy, and passion of its members and company and community partners. Since 2002, supporters have generously volunteered time and funding critical to the delivery of our unique programs, which educate girls, engage young professionals, and empower women in technology throughout their careers.

**Our mission is to inspire and grow girls and women in technology.
Our vision is to make Michigan the #1 state for women in technology.**

PARTNERS AND SPONSORS

- 116 corporate partners and 1,011 members from 168 companies.
- Our stakeholders enabled us to positively impact girls and women in 2019 by raising more than \$745,000 through sponsorship.
- Mutually beneficial partnerships include:
 - Finding, hiring, and retaining top female talent
 - Building brand awareness among potential employees
 - Networking with leading companies in Michigan's IT community
 - Increasing your involvement and impact in the community



INSPIRING THROUGH ACTION

- 28 scholarships awarded and continued support of 13 students for a class of 41 young women pursuing tech careers in 2019.
- \$1,257,455 awarded to 192 future women in technology since 2006.
- *90% retention rate of female college tech majors among scholarship recipients.

*National retention rate of female college tech majors is below 10% overall.

MENTORSHIP AND MEMBERSHIP

- 36 mentors and mentees benefited from MCWT programs, which enhances leadership skills and sharpens interpersonal abilities.
- MCWT mentoring has enriched the lives of 330 women since 2007.
- Membership benefits include:
 - Networking & personal/professional development opportunities
 - Ability to participate in mentoring program
 - Access to job postings database from our partner companies
 - Discounted rates to our networking summits, gala, fundraisers, and other events



OPPORTUNITIES FOR ENRICHMENT

- **Website Design Competition:** This popular competition tests the web design skills of middle/high school girls. Participants are exposed to the concept of digital design and HTML programming among other applications. In 2019, 176 teams, totaling 240 girls, participated. 44 girls attended "Finals Day," competing for monetary awards. Since 2006, 1,613 girls have participated in the competition.
- **Robotics Grants:** In 2019, MCWT sponsored six robotics teams with 25 girls. Since 2005, MCWT has empowered 77 teams and 334 girls through \$38,500 in grants.
- **Girls Rock IT:** In partnership with the Girl Scouts, girls complete hands-on activities to earn a technology badge and patch. This program impacted 129 girls in 2018. Since its launch, 859 Girl Scouts have participated.

OUTREACH AND ENGAGEMENT

- LinkedIn group includes 1,320 members and more than 3,500 annual visits.
- Twitter has nearly 47,000 impressions and 2,023 followers.
- Facebook has 2,857 followers, 22,100 engaged monthly viewers, and 271,000 monthly impressions.
- Some 5,000 engaged people received regular e-blasts.



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