



WOMEN IN TECHNOLOGY  
OF NORTHWEST ARKANSAS

# IMPACT REPORT 2023

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# OUR STORY SO FAR



## OUR MISSION

The mission of the Women in Technology of Northwest Arkansas (WIT NWA) is to **create a community**, for women with careers already in technology, to grow together **through networking, collaboration, connection, mentorship, and professional development**. We are also focused on **increasing the numbers of women in Technology**. This happens through our **Certification & Education programs**, as well as reaching our boys and girls with **awareness and education** on what Technology is and why they should choose careers in those areas. Our **Girls in Tech** program is focused on the awareness, education, and development of students, ages 12-18.

# INCREASE THE CURRENT

# 28%

# OF WOMEN IN TECHNOLOGY!!

# OUR 2023 GOALS



1

## NETWORKING & CONNECTION

- MONTHLY EVENTS
- QUARTERLY EVENTS
- MENTORSHIP PROGRAM
- MEMBERSHIP PROGRAM

2

## TRAINING & CERTIFICATION

- CERTIFICATION PROGRAM
- STUDY PARTNERSHIP PROGRAM

3

## EDUCATION & OUTREACH

- COMMUNITY PARTNERSHIPS
- PARTNERSHIP WITH SCHOOLS
- FINANCIAL SUPPORT FOR COMMUNITY PROGRAMS

4

## GIRLS IN TECH

- GIRLS IN TECH MEMBERSHIP

# OUR 2023

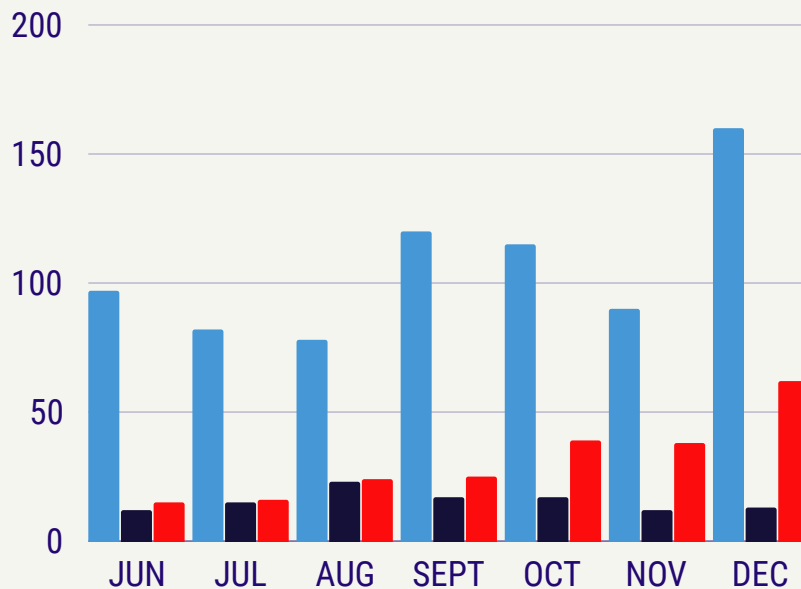
## STRATEGY & OUTCOMES



| PROJECTS   | DETAILS  | OUTCOME  |
|--|--|--|
| <b>EVENTS</b>  | Monthly and quarterly events to promote networking and connection, across the community.           | <ul style="list-style-type: none"> <li>• June- 15 companies represented, 97 attendees, 12% allies in attendance</li> <li>• July- 16 companies represented- 82 attendees, 15% allies in attendance</li> <li>• Aug- 24 companies represented- 78 attendees, 23% allies in attendance</li> <li>• Sept- 25 companies represented, 120 attendees, 17% allies in attendance, 8 Girls in Tech</li> <li>• Oct- 39 companies represented, 115 attendees, 17% allies</li> <li>• Nov- 38 companies represented, 90 attendees, 12% allies</li> <li>• Dec- 62 companies represented, 160 attendees, 13% allies, 10 Girls in Tech</li> </ul> |
| <b>MENTORSHIP PROGRAMS</b>                             | Mentorship programs of 1:1 and mentoring circles, to include women and male allies.                | <ul style="list-style-type: none"> <li>• 6 1:1 mentorships</li> <li>• 3 mentor circles- 5-6 members in each</li> </ul> <p><i>This program released in July</i></p>   |
| <b>CERTIFICATION PROGRAM</b>                           | The Grow with Google certification program released in December                                    | <ul style="list-style-type: none"> <li>• 19 applications in progress</li> </ul> <p><i>This program released in December 11th</i></p>   |
| <b>EDUCATION, COMMUNITY PARTNERSHIP &amp; OUTREACH</b> | Focus on building relationships with schools and community programs to drive awareness and support | <ul style="list-style-type: none"> <li>• Ignite &amp; Bentonville Schools</li> <li>• CASA of NWA</li> <li>• Dress for Success of NWA</li> </ul>  |
| <b>MEMBERSHIP</b>                                      | Add a few details describing your project's goals  | <ul style="list-style-type: none"> <li>• 47 active members signed up</li> </ul> <p><i>This program released December 11th</i></p>  |

**\*\*WIT NWA LAUNCHED IN JUNE 2023. THE DATA IS ON THE LAST 6 MONTHS\*\***

# 2023 WIT NWA HIGHLIGHTS



106

AVERAGE ATTENDEES  
PER EVENT

16%

AVERAGE ALLYSHIP  
PARTICIPATION

31

AVERAGE # OF  
COMPANIES  
REPRESENTED AT EACH  
EVENT

This is an overview of the Women in Tech NWA events attendance (light blue), allyship participation (navy), and number of companies represented (red). Here are a few takeaways:

- Our participation continues to grow, with an overall average of 106 attendees at each event.
- We are continuing to connect with more community partners, other non-profit organizations, and schools to help drive awareness and participation, starting from ages 12+.
- We have a focused pillar and targeted efforts in 2024, around growth of allyship awareness and participation.



# OUR 2024 PLANS OVERVIEW

1

## NETWORKING & CONNECTION

- MONTHLY EVENTS
- QUARTERLY EVENTS
- MENTORSHIP PROGRAM
- MEMBERSHIP PROGRAM

2

## TRAINING & CERTIFICATION

- CERTIFICATION PROGRAM
- STUDY PARTNERSHIP PROGRAM
- APPRENTICESHIP PROGRAM
- TECH ROTATION PROGRAM
- RETURNSHIP PROGRAM

3

## EDUCATION & OUTREACH

- COMMUNITY PARTNERSHIPS
- PARTNERSHIP WITH SCHOOLS
- FINANCIAL SUPPORT FOR COMMUNITY PROGRAMS

4

## GIRLS IN TECH

- GIRLS IN TECH MEMBERSHIP
- GIRLS IN TECH MENTORSHIP PROGRAM
- GIRLS IN TECH EVENTS

5

## EXPANSION

- TAKING THE ORGANIZATION TO OTHER CITIES AND STATES ACROSS THE US



# ACKNOWLEDGEMENTS

WIT NWA'S LEADERSHIP TEAM & BOARD

WIT NWA'S ADVISORY BOARD

## COMMUNITY PARTNERS:

- Dress for Success NWA
- CASA of NWA
- Ignite
- Bentonville Schools
- Scott Family Amazeum

## OUR SPONSORS:

### PLATINUM:

TYSON FOODS

### GOLD:

THORBOLE SIMULATION TECHNOLOGIES

### SILVER:

GDH

INSIGHT GLOBAL

APEX

WALMART

KITESTRING

### BRONZE:

GIVE CAMP NWA

### IN-KIND:

MARKETING MAINSTREET

STRATICE, LLC

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**WE THANK YOU**  
**FOR YOUR CONTINUED SUPPORT IN**  
**OUR PROGRAMS**



**APEX  
SYSTEMS**

**InsightGlobal**

