NetAppLogo_08

**Women in Technology Events**

Goal of the Event: To have an event on campus where women students are encouraged to attend and hear women professionals speak enthusiastically, candidly, and personally about the wide range of careers in IT and related fields. The goal of the event is to encourage young college-aged (and potentially high school aged) women to pursue a well-rounded curriculum in their studies that includes math or other science in their curriculum.

The format of the event is flexible, but generally, the event consists of a main event, or panel, where 4 career women speak about their careers in an engaging manner. In addition, there are 10-20 additional career women available for discussion. After the main event, there is a break out session where smaller groups of students can speak to the career women in groups of 5 or 10 and ask candid questions.

We will have a networking event at the end – which will allow the women students to seek out and speak to additional career women. We will provide drinks and snacks.

**Action Items**

1. Select a facility that could hold the event. Best if it is located on campus. An Auditorium or area where 50-60 people can easily meet, and could scale up to more, if we have more attendees. Ideal if there is an area to have a networking event afterwards on the premise.
2. Consider dates that make sense for the school - based on facility availability and school calendar.
3. Consider best time of day. Some schools have the event in the evening, some have it on Saturday morning, some have it 9-12 during the week, or 2-5pm with networking. Consider culture of school, how events are normally done, what types achieve best attendance. If inviting high schools, what works best.
4. Identify one or more Women advocates at the University – Research, Engineering, Computer Science, Healthcare (if a teaching hospital is associated), that can be helpful in the planning and encouraging professors and others to invite the women students.
5. Schedule a meeting with NetApp and the Women advocates to further develop this plan. Preferably a luncheon.
6. Consider whether we want to include local high school(s). It is helpful to invite Guidance Counselors and teachers as well, as they influence their students. NetApp will reach out to local high school to discuss event, and will offer transportation to the event, if the school desires. If the University has a connection into the high school(s), please provide introduction.
7. For the Speakers, consider any interesting women alum, professor, or researcher(s) from the University we would like to include as Keynote, or additional career woman.
8. If you have a graduate school, considering asking the women graduate students to also be hostesses, or consider mentoring some of the younger women.
9. NetApp will assemble successful women from Companies like Microsoft, IBM, VMware, Cisco, NetApp, as well as local Value Added Resellers to be at the event. We will have at least 15-20 women. We will also seek out Women CIOs or similar of local companies, and ask that they attend as a keynote, or as an additional career woman.
10. Once date and facility are selected, work with university on publicizing event. Work with Faculty to encourage attendance.
11. My contact information. Regina Kunkle, NetApp, [kunkle@netapp.com](mailto:kunkle@netapp.com); 703-898-3625