

Learnings from our work to support women of color in tech

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For the National Academies of Sciences, Engineering and
Medicine Committee on Addressing the
Underrepresentation of Women of Color in Tech

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pivotal
VENTURES



OUR MISSION

Pivotal Ventures is an investment and incubation company. We partner with organizations and individuals who share our urgency for **social progress in the United States.**

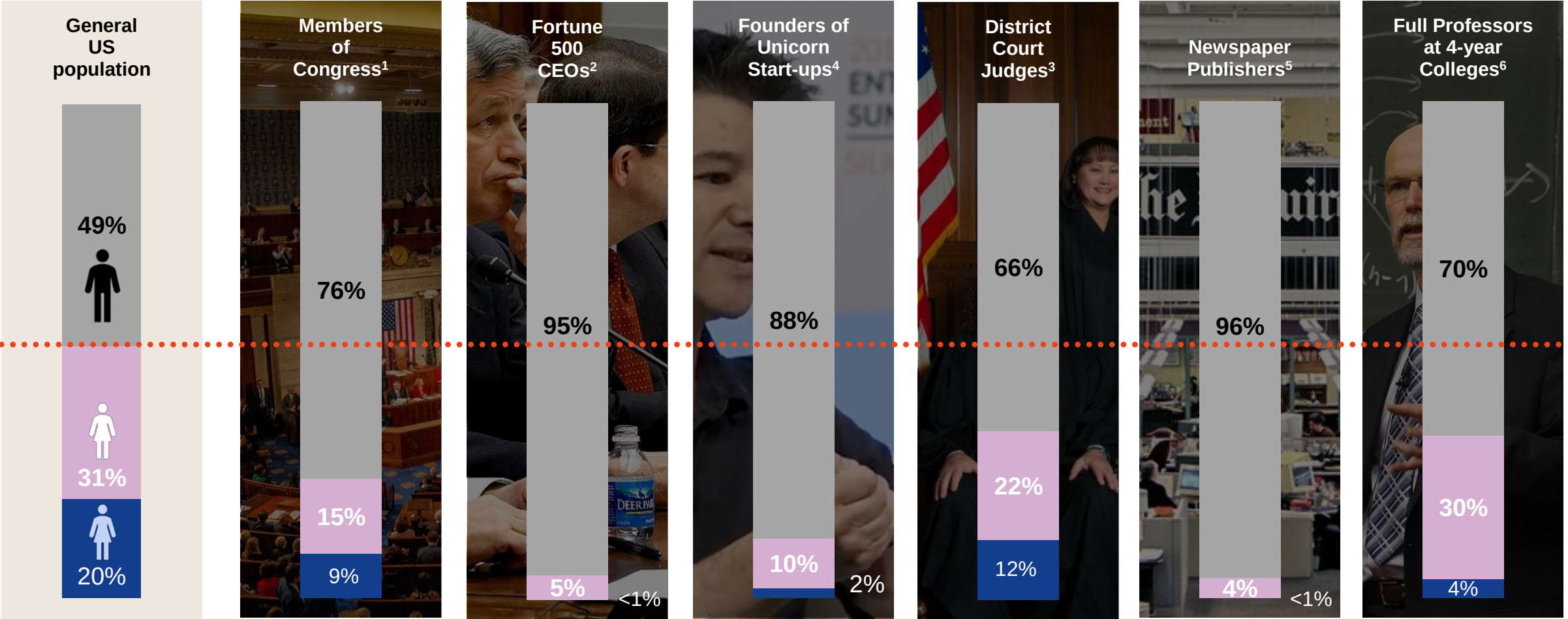
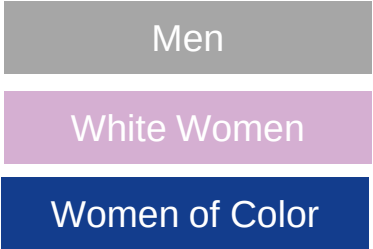
A shift is happening – in our politics, markets, our workplaces, and in our culture



Demand for gender equality is growing louder and coming from many corners



Despite being half of the population, women are still vastly underrepresented where agendas are set and decisions are made



¹ Center for American Women and Politics; ² Fortune, Axios; ³ Congressional Research Service; ⁴ Pitchbook; ⁵ Colorado Women's College; ⁶ National Center for Education Statistics

POWER & INFLUENCE

Being in a position to make decisions, control resources and shape perspectives.

For all identities



Of all types



In all spheres



Our strategy to accelerate the pace of progress and expand women's power and influence in society over the next ten years.



1. FAST TRACK WOMEN IN CRITICAL SECTORS

Build resilient and inclusive pathways into critical sectors by giving women access to the opportunities and resources they need to advance



2. DISMANTLE BARRIERS FOR ALL WOMEN

Level the playing field for women by breaking down the most pervasive & acute barriers that hold women back from exerting power & influence



3. CALL SOCIETY TO ACTION

Arm stakeholders with the information and resources needed to force organizations to reform

Fast tracking women in tech innovation



Our strategy to fast track women in tech innovation has four pillars

We know what works in higher ed.

Strengthen and expand pathways into tech



Game-changing innovation necessitates that female founders and funders are at the table.

Expand pathways into entrepreneurship & diversify VC



AI is rapidly growing and continue to shape our society.

Diversify and debias AI



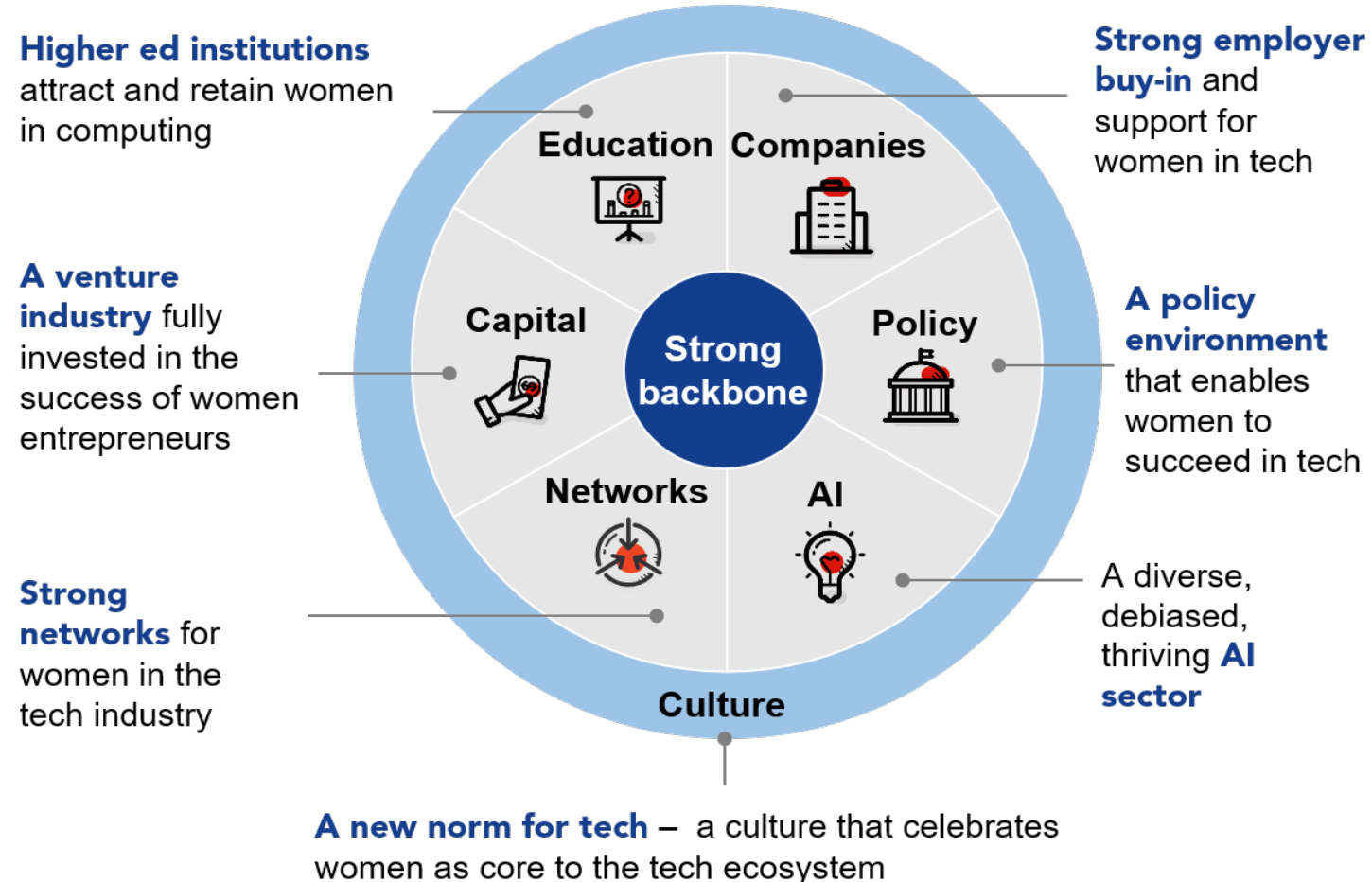
Emerging tech hubs are creating an opportunity to shape norms early.

Support inclusion in emerging tech hubs

Gender Equality in Tech Cities

Our strategy centers on aligning stakeholders to shape the culture and opportunities for women in emerging tech hubs

We can catalyze action across sectors and align with a cross section of stakeholders.



Our goal is to build a replicable model at the local level to accelerate pace of change and create a lighthouse effect for the entire industry

KEY SUCCESS METRIC



National baseline



Chicago baseline

Women as a percentage of the workforce in computing-related fields

26%

26%

Women as a percentage of computing graduates

19%

20%

(at University of Illinois at Chicago)

Percentage of VC funding going to companies with at least one female founder

<3%

<3%

NOTE: All data cited is based on the latest, publicly available data, ranging from publication in 2017-2019.

SOURCES: National Center for Women & IT/Bureau of Labor Statistics, Illinois Science & Technology Initiative, Integrated Postsecondary Education Data Systems, University of Illinois at Chicago, TechCrunch/Pitchbook, Crunchbase

Reboot Representation

The problem – Women & girls of color are underrepresented in tech, with few efforts underway to reverse the trend



Women & girls of color are significantly underrepresented in tech

Women of color are most severely underrepresented in tech at every stage of the pipeline: though Black, Latinx, and Native American women make up 16% of the population, they represent only 4% of computing degree recipients – and this number is dropping yearly. In the workplace, Black and Latinx women hold 1% and 3% of computing occupations, respectively¹

We know women of color experience a “double bind:” they face both gender stereotypes and race-based cultural biases across their tech journey, from kindergarten all the way into the workplace



Research & programs have not yet addressed this gap

We know relatively little about what works for women of color's involvement in tech: limited research has been conducted on success factors for girls & young women of color in particular, and few organizations focus on them uniquely

Those organizations that do focus on women of color are in need of support to scale: arguably the largest of these organizations, for example, has reached ~5K girls²



Tech's dollars aren't reaching women of color specifically

Tech's support for women and girls of color gets lost amidst the sector's broader focus on underrepresented minorities. As of 2018, tech companies spent 0.1% of their overall philanthropic grant-giving specifically on women of color's pathways into tech³

¹ National Science Foundation, National Center for Education Statistics IPEDS dataset, National Center for Women & Information Technology, 2018

² Black Girls Code, 2018

³ Rebooting Representation Report, 2018

Rebooting Representation report & resources



Using CSR and philanthropy to close the gender gap in tech

REBOOTREPRESENTATION.ORG

TOOLS & RESOURCES

THERE'S A BIG OPPORTUNITY FOR TECH COMPANIES TO INCREASE THE NUMBER OF WOMEN ENTERING TECH. THESE RESOURCES CAN HELP.

Tech companies want to drive solutions that close the gender gap. These tools and resources can be put into action immediately to increase their impact, reach, and return on investment.

GENDER INCLUSION CHECKLIST

Companies can use this tool in discussions with stakeholders and in designing their own gender diversity initiatives to ensure that programs are designed with the specific needs of women and girls in mind.

[Download PDF](#)

STRATEGY DIAGNOSTIC TOOLKIT

Making difficult strategic trade-offs involves honest conversations about what to prioritize. The questions in this toolkit will help tech companies plan for and have those conversations.

[Download PDF](#)

TECH ACTION OPPORTUNITIES

Research identified five actions that can make a significant difference in closing the gender gap. Companies can use this information to design or strengthen their strategies.

[Download PDF](#)

METRICS DASHBOARD

This tool describes key indicators companies and their grantees can use to help determine what's working across the CSR and philanthropic programs.

[Download PDF](#)

Reboot Representation Tech Coalition



Goal: Double the number of Black, Latinx, and Native American women earning computing Bachelor's degrees by 2025

Learnings

Thank you

