

Gendered Workforce Development: Challenges and Opportunities

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Overview: Microsoft

- Internal and External initiatives
 - Corporate Diversity: task force, executive sponsor
 - Microsoft Research: high ed attraction and retention
 - Decentralized: 50-80 team level projects
- Partners: ABI, NCWIT, CRA, ACM-W, schools
SWE, WEPAN, local and chapter programs
- Vision: fragmented, a few bright spots
- Need: end-to-end strategy, consistent funding and attention, creative thinking/partners

Snapshot: MS Research

- 2002 Grace Hopper's Conference
 - Goal: positive change agents, no idea how
 - School-based RFP's; scale issues
 - Larger programs, personal attention
- Challenges
 - Everything sounds good
 - How to track and asses
 - Differences between organizations
 - Integration with internal programs
- Board memberships
- Looking at larger pipeline issues

Bigger Challenges

- Getting Traction
 - Tie to business trends – ROI, Competitiveness
 - “Evergreen” story
- Short Attention Span
 - Conversation = problem alleviation
 - Pipeline takes time
 - Inconsistent personnel
- Competing Challenges
 - Everyone’s an expert
 - Earnings, releases, philanthropic initiatives (ICTD)

Recommendations

- Making the long-term business case
 - Find the champions
 - Develop infrastructure
 - Build a homegrown workforce
- Build a Better Coalition
 - Education, Orgs, Stockholders

Requires new, creative thinking

- Looking to academia (ADVANCE examples)
- social scientists, econ, business, creative allies
- Requires bold partners