Dream IT Slide Deck Presenter Notes

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Welcome

Thank you for volunteering to be a Dream IT presenter. Together we are changing the world.

Your presence, your example in front of the audience is the most influential message of this presentation. The engagement with participants and comfortable environment that you create is the image of IT that the audience members will carry forward.

> *I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.*

—Maya Angelou

THE DREAM IT PRESENTATION

This presentation is designed to bring about reflection and change in the people in the audience. It is more interactive, more of a conversation than a typical business presentation. You are trying to encourage engagement with the message. It is that engagement that can bring about change. So keep the lights on, make it a conversation, and make it about them... about their changing perceptions of IT.

Note: If you'd rather do a video presentation than a slideshow, find a streaming link and related discussion questions at http://www.comptia.org/communities/advancing-women-in-it/resources/speaker-resources

SAMPLE PRESENTATION

Before you get started, hear AWIT Community Director Cathy Alper give a Dream IT presentation to a sample audience. This webinar recording will provide an example of the timing, key points and interaction involved in the Dream IT presentation.

Original recording URL: https://comptia-mc.webex.com/comptia-mc/ldr.php?RCID=9da3a0b1d62fee022c3d58f074d083bd

Hyperlink: Sample Dream IT Presentation

PRESENTATION MATERIALS

We've packaged together all the materials you need to give a dynamic talk on technology. Use these resources to make it easy for you to make a presentation encouraging girls and women to consider careers in IT.

Decide to give a presentation using a ready-made video or a personalized slide deck, and then download and stream the related videos, handouts, presenter notes and documents to make your talk a success.

http://www.comptia.org/communities/advancing-women-in-it/resources/speaker-resources

- *Dream IT Slide Deck* (PPT)

- Dre*am IT Sample Presentation* (Stream)

- *Dream IT Slide Deck Presenter Notes*

- *Dream IT Discussion Questions* (Word doc)

- *Dream IT Handout* (pdf/handout)

- *Presentation Opportunities* (Word doc)

- *A Place for You in IT* (Video)

- *Consider Information Technology* (Video)

CONTINUE THE CONVERSATION – DREAM IT DISCUSSION QUESTIONS

The best way to get people engaged is to get them talking. Use the *Dream IT Video: There's a Place for You in Information Technology* as a jumping off point and follow it with the discussion questions. These conversation-starting questions were designed to let girls and women talk through their ideas and vocalize their new feelings about technology.

HOW TO FIND PRESENTATION OPPORTUNITIES

Some people may have built in places to make Dream IT presentations (their class, their Girl Scout or Girl Guide group, bring your child to work day) other people may need to reach out to find presentation opportunities. *The Dream IT Presentation Opportunities* document will help you identify places to make your Dream IT presentations. It includes a list of groups to consider, plus email and phone scripts. Use these resources to introduce yourself to group leaders and explain why the Dream IT message is so important.

PRESENTATION REPORTING

The AWIT Dream IT goal is to reach 10,000 people with the message that IT is a great career area for girls and women. We will never know if we reach that goal if you don't tell us when and where you made a presentation.

The last page of this document contains the Presentation Report form. It also can be found at:
www.comptia.org/dreamit Please fill it out and submit it after every Dream IT presentation that you deliver. Please also consider taking pictures to send along with the presentation report. Pictures will be used on the AWIT social media sites and in reports about Dream IT.

Presenter Notes

ADJUSTMENTS BASED ON AUDIENCES

This presentation is designed to accommodate a variety of audiences, however you will need to be aware of and adjust to the age and perspective of your audience. If possible, ask for background information about your audience before you make the presentation. Common interaction techniques and their application to different audiences are described below.

Interaction Techniques

- Paired discussion: If they are reluctant to talk when you ask a question, have them turn to a neighbor and discuss the question with their neighbor. After a couple of minutes, bring their attention back to the presentation and ask them what they discussed. The paired interaction will raise the energy of the group. With the assurance provided by their peer, people will be more willing to share their ideas.

- Warm-up questions: Start with warm-up questions (a question where they only need to raise their hand or give a very brief answer) before you ask for any longer answers.

- Wait time: The wait time before someone answers may be longer than you'd like, but do wait it out. If you answer one of your questions yourself, they will sit back and let you do all the work. If the wait time is uncomfortable, ask a different or easier question to get things started.

Different Audience Types

- Primary School: For younger students, increased interaction is crucial. Perhaps skip the job data slides and resource slides. Engage in longer conversation time with the students. They may be more likely to tell stories than to directly answer questions. However, usually you can pull the answer out of the story. If possible, incorporate a hands-on activity into the presentation. It does not need to be complex, though. An art activity or game would also work.

- Middle School to Early College: This audience will respond well to the interaction designed into this program. Encourage their ideas and their interaction. If necessary, use paired discussion and warm-up questions.

- Adults: Adults may be more reluctant to talk. Pay attention to wait time. Use warm-up questions to get things started. After the first people have answered, try to draw others into the conversation.

- Smaller Group: Use the questions designed into the program and look for opportunities to turn this into a more general conversation.

- Larger Groups: The high interaction designed into the presentation may be more difficult with larger groups. Increase the use of warm-up questions and pause longer to acknowledge their response (raised hands, heads nodding) after the warm-up question. Paired discussion may also work in this situation.

IMPORTANT SLIDES TO NOTE

We're trying to change students' perceptions of IT, and these slides have an important message to go with them:

- Slides 2, 3 and 4 (Close your eyes and picture a technology worker) are designed to challenge traditional stereotypes about IT gender roles and job types. They are also designed to encourage interaction right from the beginning of the presentation.

- Slide 5 (Do you picture someone like me?) is designed to position you, the presenter, as an example of a real, non-stereotyped, approachable example of a woman (or someone who works with women) in IT.

- Slides 15 – 26 (There's a place for you in IT) are designed to have the participants start to see themselves, their interests, their strengths belonging in IT.

SLIDE DECK CUSTOMIZATION AND VIDEO PLACEMENT

There are a number of places in the presentation where you can adjust the presentation to meet your style and the audience you will be addressing.

There also are two videos available as part of the Dream IT resources. It is your choice if you use them before the presentation, as part of the presentation or not at all. Suggested placement of the videos is included below.

- Slide 5: Add your picture and quote.
  As part of the introduction, the presentation challenges the perception that IT is for nerds. The purpose of this slide is to introduce you, the presenter right in front of them, as an example of a non-nerdy IT person.

- Before Slide 6: Show the video: *Consider Information Technology*. If you decide to use this video, this would be a good place to position it in the program. This video highlights many reasons to consider a career in IT and includes stories from several women in information technology.

- Before Slide 15: Show the video: *There's a Place for You in IT*. If you decide to use this video, this would be a good place to position it in the program. This video highlights the learning experiences and future plans of high school women from Chicago Tech Academy, an Illinois STEM school also known as ChiTech.

- Slide 28: Add your picture and quote.
  This is the beginning of the testimonials. If you like, you can add your information and tell your story here.

- Slides 29 – 46: Choose testimonials.

Eighteen testimonials are included in this deck. The testimonials represent diverse ethnic backgrounds, job titles, company types, and quotes. That many testimonials may be overwhelming. Read through the testimonials and choose the ones that fit your style, audience, and message.
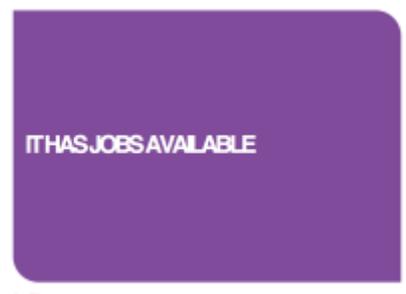
- Slide 48: This placeholder slide provides an opportunity to highlight the group you represent and/or to call attention to local resources, such as non-profit organizations for girls or women, educational institutions and other local programs that might be helpful to participants.

- Slides 49 – 51: These slides might be more appropriate for an adult audience. Read through them to consider which ones add value to your presentation.

SLIDE NOTES

1. Envisioning Endless Possibilities for Your Future CompTIA	Good [morning!]. My name is _____ and I work at _____ as a _____. **Purpose:** I am here today to show you about the world I work in, information technology. I want to show you that it is a fun and creative career area, and that that there are many different types of jobs and roles in information technology. **Benefit for the audience members:** As we talk here today, I invite you to open up your mind and dream. Just maybe there is a place for you in information technology. Just maybe you can have a great future in information technology with an exciting job doing things you love. **Audience member's role:** This isn't going to be a straight lecture. I want you to think of it more as a conversation between us with slides and pictures. I will ask you questions, and I want to hear what you think. I especially want to know what surprises you and how you might see yourself fitting into information technology. And ask me questions too and I will do my best to answer them.

2.	**ASK:** I want you to close your eyes and notice the first thing that comes to mind. I want you to picture a technology worker. **ASK:** What did you see? **DO:** Take time to get several answers. If possible get both traditional and more progressive answers. Keep these in mind as you may refer back to them at later parts of the presentation. **NOTE**: The goal here is to turn this into a conversation and get the participants to open their minds and get comfortable. The comfort they feel at this presentation will be part of their image of technology from here forward.
3.	**ASK:** Did anyone see anything like this? **DO:** Show the traditional pictures slowly. Watch for their reactions and pull out comments.
4.	**ASK:** Did anyone see anything like this? **DO:** Show the progressive pictures slowly. Watch for their reactions and pull out comments. **DO:** Watch their reactions. If they seem surprised by any of the pictures, stop and ask them about it. **ASK:** Did any of these pictures surprise you? What surprised you about them? **KEY:** IT is more than nerdy programmers. It is much broader than you may have thought and more fun. IT may be a place where you could have a great future doing what you love.

5.	**OPTIONAL:** Insert your picture, job, title, and quote here. **ASK:** Did anyone picture someone like me? **DO:** Position yourself as one of the "positive, surprising" images of a person in technology. **DO:** Tell a little of your story here. Focus on things like not starting in technology, blending technology with another interest/skill area, or working with people to start to wear down those stereotypes. **NOTE:** If you like, you can also add your picture to the testimonial section and tell a longer version of your story there.
	NOTE: This would be a good point to show the video *Consider Information Technology*. It is a good overview/preview of the remainder of the presentation. You will need access to the internet or will need to have the video file saved to your computer.
6.	Before we talk about having a great future in IT, we have to make sure we understand what information technology is. **DO:** Raise your hand as you ask the question, which will model for the audience that this is what you want them to do. **ASK:** How many people here think they have a really good understanding of information technology? Fairly good? A little? No clue?
7.	**DO:** Review the slide and relate this to **data systems** with which they may be familiar. **DO:** Raise your hand as you ask the question. **ASK:** How many of you use YouTube, buy things online, play online games, or watch computer generated movies? **NOTE:** This list may need to be adjusted based on the age of your audience.

8. **IT Is Technical Tools** IT is tech hardware, software, the Internet, and the networks that tie it all together	**DO:** Review the slide and relate this to **things** they may own. **DO:** Raise your hand as you ask the question. **ASK:** Do you have a cell phone, computer at home or school, microwave that has buttons and options, television that can connect to the internet? **NOTE:** This list may need to be adjusted based on the age of your audience. **ASK**: What other technology do you use? **DO:** Listen for and reinforce excitement about technology devices.
9. **IT Is People** IT is also about the **people** who use information technology	**DO:** Pause on the opening picture. **ASK:** How many of you like working with people? **KEY**: We usually don't think of IT as being people-focused, but in truth, a lot of IT is working with people. **DO:** Show the people in IT pictures slowly. **ASK:** Did any of these pictures surprise you? What surprised you about them? **KEY:** IT is more than nerdy programmers. It is much broader than you may have thought and more fun. IT may be a place where you could have a great future doing what you love.
10. **IT is the Future** IT is about the future. Things are changing quickly, and IT is driving the change.	This one will not surprise you. IT is the future. Things are changing all the time and most of these changes are brought about by technology. **ASK:** What new technology inventions have you heard about? **ASK:** What new technology inventions do you think will be coming soon? **DO:** Listen for and reinforce excitement about technology.
11. **IT HAS JOBS AVAILABLE**	**DO:** Raise your hand as you ask the question? **ASK:** Does information technology seem more interesting now that when we first started talking? **KEY:** When you think of your future, just keep in mind that IT might be a place where you fit better than you think. IT could be a place where you could have a great future doing what you love. **NOTE:** This may need to be adjusted based on the age of your audience. Adults and older students may relate to the idea of career more than younger students.

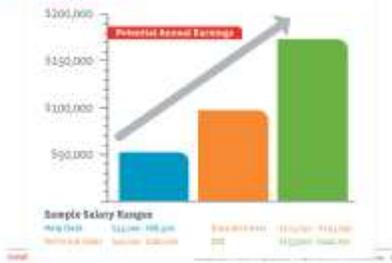|	
12.	**DO:** Raise your hand as you ask this question. **ASK:** Has anyone heard of the skills gap? Skills gap refers to the idea that there are many job openings that are going unfilled because there aren't enough people with the right skills. **KEY:** IT is one of those areas that has a skills gap. There are many jobs available in IT, and the opportunities are growing. **NOTE:** For a younger audience, this may need adjusting. They may be less interested in the skills gap and relate more to the idea that there are job openings in IT. **NOTE:** The background information on the next set of slides provides more information should you want it. It is not intended as a script. **BACKGROUND:** The total number of core IT job openings in the U.S. reached over 500,000 for Q4 2013, according to Burning Glass Technologies Labor Insights.
13.	**KEY:** Not only are there jobs in IT, there are jobs where you can earn good money. It is estimated that IT jobs pay twice the average salary. For many IT careers, you can progress to more advanced positions as you gain more skills and experience. **BACKGROUND:** The average salary for IT occupations (over $76,000) is more than double the average for all occupations combined (nearly $35,000), according to the U.S. Bureau of Labor Statistics.

14.	**KEY:** IT is growing and needs more people! Everything we talked about-the number of openings, the ability to earn good money-- is not going away. In fact, it's expanding. Those 500,000 jobs we talked about, it's not like once they are filled the opportunities will go away. As these jobs are filled, more and different IT opportunities will open up. **BACKGROUND:** There are numerous tracks and areas of study within the quite generic "IT field." A career in IT offers something for everyone from programming/coding to business intelligence/analysis, troubleshooting to security, tech support to management, and so on. **BACKGROUND:** The career offers lower unemployment (3.7% for IT pros vs. the overall rate of 6.7% reported by the U.S. Bureau of Labor Statistics for December 2013).
	NOTE: This may be a good place to show *There's a Place for you in IT* video. This video shows young girls who do see themselves in IT futures and the benefits of this career direction for them. You will need access to the internet or will need to have the video file saved to your computer.
15.	After everything we've just looked at about IT and about jobs in IT, I hope you are starting to see that there is a place for you in IT.
16.	**ASK:** When you think of your [future] career, which of these are important to you? **DO:** Listen for which of these they relate to. Reinforce their choices and energy. **NOTE:** This list is based on research from NCWIT (National Center for Women & Information Technology) about factors that are important to women and girls as they consider career areas.

17. Do you like to... • Make discoveries • Learn how things work • Fix things • Solve puzzles and problems • Find faster, easier ways to do things • Be creative • Work with people Consider Information Technology	**ASK:** If you were to describe things you like to do, which of these might be included in things you like to do? **DO:** Listen for which of these they relate to. Reinforce their choices and energy.
18. There's a Place for You in IT Start with your interests and strengths + Information Technology = Discover exciting career possibilities!	**KEY:** IT might be more "your place" than you thought. **DO**: Click to show the formula. Read the + sign as "add." For example: "Start with your interests and strengths, add information technology, and you could discover exciting career possibilities." **ASK:** What are some of your interest areas? **DO:** Keep their answers in mind as you may refer back to them in the next few slides.

19. There's a Place for You in IT If you like helping people + IT = Informatics Medical Specialist User Experience Designer IT Recruiter	**ASK:** How many of you like helping people? This is not generally an area that people think of when they think of technology. **DO:** Watch for reactions. If they show interest or if someone mentioned this interest area in the discussion for slide 18, stop and ask them for their reactions to the ideas on the screen and for their ideas for careers in their interest plus technology. **NOTE:** The background information on the next set of slides is there to provide more information should you want it. It is not intended as a script. **BACKGROUND:** **Informatics Medical Specialist** develops and maintains medical systems, including applications and databases for physicians, nurses and other health care users. The informatics medical specialist provides user support and recommends improvements when necessary. Extensive knowledge of medical coding and medical billing is required. **User Experience Designer** studies how a user feels about systems and creates interactive products for web, mobile and game services with designs that are based on the needs and wants of the users. In designing a website, the user experience designer looks at traffic statistics to determine what types of experiences would be most effective for the audience. **IT Recruiter** reviews job descriptions for technical roles and identifies and screens candidates for the positions. The IT recruiter needs to stay current with technology trends and understand the technical skills the company is looking for.

20. There's a Place for You in IT If you like art and music + IT = Wearable Technology Designer Web Developer Computer Generated Imagery	**ASK:** How many of you like art and music? This is another of those areas where people don't think of technology. **DO:** Watch for reactions. If they show interest or if someone mentioned this interest area in the discussion for slide 18, stop and ask them for their reactions to the ideas on the screen and for their ideas for careers in their interest plus technology. **BACKGROUND:** **Wearable Technology Designer** weaves technology into everyday life with wearable products with widespread appeal. The earliest product designed in this field was the calculator watch from the 1980s. Today's wearable technology designers are working to make technologies such as smartwatches and mainstream products like Google Glass. **Web Developer** designs the layout and codes a website after establishing the site's target audience and identifying the content it will host. The Web Developer tests the site to identify and resolve any technical problems. **Computer Generated Imagery Artist** uses computer hardware and software to create still and moving images and visual effects. Computer generated imagery artists create the graphics used in art, printed media, video games, film and television.

21.	**ASK:** How many of you like building and fixing things? **DO:** Watch for reactions. If they show interest or if someone mentioned this interest area in the discussion for slide 18, stop and ask them for their reactions to the ideas on the screen and for their ideas for careers in their interest plus technology. **BACKGROUND:** **Environmental Engineer** solves environmental problems to improve recycling, waste disposal, public water, and water and air pollution control and to study our impact on natural ecosystems. **Computer Hardware Engineer** designs new computer systems and components, including noncomputer devices that use parts embedded with computer systems. Increasing, computer hardware engineers are involved in designing medical supplies and car parts. The computer hardware engineer makes sure the hardware components work together with the latest software. **IT Computer Support Specialist** helps users with computer hardware and software questions and troubleshoots network problems.
22.	**ASK:** Do any of you like selling and teaching? **DO:** Watch for reactions. If they show interest or if someone mentioned this interest area in the discussion for slide 18, stop and ask them for their reactions to the ideas on the screen and for their ideas for careers in their interest plus technology. **BACKGROUND:** **IT Marketing** blends the marketing team with technology to make the most of web and mobile apps, social media and interactive ads. **Social Media Manager** is the voice of a business and interacts with its customers on social media sites. The social media manager engages the fans and builds relationships, which grows leads and sales. **IT Teacher or Trainer** works in colleges, training companies and large corporations to teach a range of courses, from commonly used programs to programming and PC maintenance.

23.	**ASK:** How many of you like puzzles? Like to solve problems? **DO:** Watch for reactions. If they show interest or if someone mentioned this interest area in the discussion for slide 18, stop and ask them for their reactions to the ideas on the screen and for their ideas for careers in their interest plus technology. **BACKGROUND:** **Process Engineer** evaluates a company's manufacturing processes and makes improvements to reduce cost and improve sustainability. **Search Engine Optimizer** follows a website's performance and makes changes to improve page rank within search engines and maximize the traffic to the site. **Computer Systems Engineer** builds and maintains a company's computer system, keeping the user's needs and expectations in mind.
24.	**ASK:** How many of you like science and nature? **DO:** Watch for reactions. If they show interest or if someone mentioned this interest area in the discussion for slide 18, stop and ask them for their reactions to the ideas on the screen and for their ideas for careers in their interest plus technology. **BACKGROUND:** **Web and Applications Developer** designs and creates websites and applications, writing new code and improving existing code. Web and applications developers find and fix bugs in programming code. **Video Game Designer** imagines a game and then writes detailed descriptions of their ideas, including plot, characters and gameplay. During production, the video game designer works with programmers and artists to bring the idea to life. **Computer Network Specialist** keeps a company's networked computer system functioning and troubleshoots any connectivity problems.

25.	**ASK:** How many of you like working with technology? **DO:** Watch for reactions. If they show interest or if someone mentioned this interest area in the discussion for slide 18, stop and ask them for their reactions to the ideas on the screen and for their ideas for careers in their interest plus technology. **BACKGROUND:** **Research Scientist** plans and conducts laboratory experiments and gathers the results to make cause-and-effect connections. Research scientists can study and analyze anything from new product developments to medical breakthroughs in the health sector. **Geospatial Information Scientist** uses software and tools such as geographic information systems and GPS to study and analyze how we use the space around us and how it changes over time. The results of a geospatial information scientist are used to make decisions as to the best place to build a school, hospital or bridge. A job in **Sports Medicine** means you are working with patients to prevent and treat sports-related injuries, administering treatment to improve overall movement and performance.

26.	**ASK:** Who likes business and leadership? **DO:** Watch for reactions. If they show interest or if someone mentioned this interest area in the discussion for slide 18, stop and ask them for their reactions to the ideas on the screen and for their ideas for careers in their interest plus technology. **ASK**: Are you surprised by anything we just saw? **ASK:** Are there other areas you are interested in? How might they be combined with technology? **BACKGROUND:** **Business Analyst** manages the way a company implements technology and determines the requirements of a project or program so that goals are met efficiently and cost-effectively. The business analyst is the link between a company's IT capabilities and its business objectives. **Project Manager** plans, budgets, oversees and documents all steps of a project for a company. The project manager works closely with upper management to make sure the direction of the project is on track with their expectations. **Chief Information Officer** sits at the helm of the IT department and is responsible for the technological direction of the company. The chief information officer plans for a company's technology needs and oversees the IT department, its projects and all programming.
27.	I'm going to introduce you to some women who work in IT. Maybe one of them is doing work that someday you might be interested in doing. **NOTE:** You may pick and choose from the testimonial slides based on what you think will interest your audience. **NOTE:** The background information on the next set of slides is there to provide more information should you want it. It is not intended as a script. **DO:** Watch for reactions as you go through the testimonials. Stop where they show interest.

28.	**OPTIONAL:** Insert your picture, job, title, and quote here. **DO:** Tell the story of your career in IT.
29.	**BACKGROUND:** Shannon Moran, IT Development Director, Brother International As the IT development director at Brother International, I oversee the operations for IT development and project management functions for our company. I formulate and deploy short- and long-term strategic plans for enabling efficient and cost-effective IT solutions across our U.S. and subsidiary offices. I also represent those offices when working with our global team. I am continually amazed at the rate of change in our business due to advances in technology, specifically cloud computing, mobile and social areas. It is an exciting time for technologists, as companies now position their IT departments as strategic differentiators. All of that change means the sales and marketing teams are moving at the speed of light to meet the challenges in the market, and they demand an agile and forward-thinking IT organization. This presents many challenges that have an impact on resource planning and training, sourcing strategies and development technologies.

30.	**BACKGROUND:** Rebecca Rosen, President, Sales Enabled As president of Sales Enabled in Los Angeles, I help technology companies improve the productivity, performance and results of their sales teams. I started in IT two decades ago, first overseeing marketing communications and sales training for a midsized telecommunications company, where I had overarching responsibility for the company's brand, customer acquisition and development strategies and sales training. During my tenure, I played a key role in helping drive the company's growth from $20 million to over $550 million in annual revenues. I started my IT career at a boutique IT consultancy where I managed operations and training. Having earned a master's degree in the integration of choreography and technology, I have always enjoyed making technology come alive — creating an emotional connection with its users. Today, I love taking very complex products to market in ways that are extremely relevant and impactful to businesses.
31.	**BACKGROUND:** Angie Sheldon, Community Engagement Specialist, Betty Crocker and Bisques When I got my master's degree in counseling in 2009, my job barely existed. I moved forward with my degree, working in a psychiatric unit and then in a handful of nonprofit programs. When I realized that social media was a fun and challenging field where I could use my psychology skills to create communities and effect change, I simply started doing it — blogging, tweeting, you name it! I showed I was a good content creator and community builder and was hired by General Mills. Today, I manage the social presence of Betty Crocker and Bisques in a cross-functional team. I am responsible for all strategy and execution, including campaigns, integrated marketing efforts and day-to-day interaction. The hardest part is that, as a very new field, my job is often misunderstood or not always valued, but I love being able to build and advocate for a community in a large company.

32.	**BACKGROUND:** Grace Bredeson, Technical Consultant, Protiviti I am a technical consultant for the midsize consulting company Protiviti, a subsidiary of Robert Half Technology. I work on projects for companies that have a business problem or want to implement a new system. It can be more efficient to those companies to bring in outside, experienced people instead of training employees or hiring new staff. When I joined Protiviti, I didn't have all the skills or know all the systems, but my company helped me learn along the way. The way I think and the way I work with people have been the most important things I bring to my job. Variety is one of the best parts of consulting. I get to learn and work on different things, and no two days are ever the same. It's a great way to experience different organizations, projects, industries, company cultures and even roles within a team. The variety is especially good for those in technology because the movement between companies and industries means they can work with and learn about all kinds of new technological innovations. Technical consulting has been a great career so far. I look forward to a fun and interesting future in it.
33.	**BACKGROUND:** Cristina Martin Greysman, Director of Channel Program Management at Sungard Availability Services I'm the director of partner program management for Sungard Availability Services in Wayne, Pa., a technology services company. There, I help channel partners effectively sell our solutions to their customers. I've worked business development and alliance management in the technology industry for 20 years. I was fascinated by computers in middle school and begged my dad for a home computer. Luckily, he obliged —though he wondered what I would use it for. My interest led me in the mid-90s to co-found Red Sector A, an Internet service provider and e-commerce website design firm. Early on, I saw that websites and the ability to transact business online was a game changer, especially for small business. I love the dynamism of the industry and how I am learning something new every day.

34.	**BACKGROUND:** Robin Wright, Project Director, WSP USA, Environmental I manage teams and provide direct engineering and compliance support to global commercial and industrial clients. I work with multimedia environmental compliance and auditing, ISO 14001 auditing, environmental site assessments, site investigation and site remediation. I like that no two projects or clients are the same. The technical challenges and diversity of the people I encounter are continuous opportunities for intellectual growth. I find it hugely satisfying to solve diverse technical problems and provide clients with beneficial alternatives. Efficiently engineering solutions for global clients and locations requires heavy reliance on IT platforms, such as data management, communications and productivity tools. When there is a lack of access from remote locations, for example, or questionable stability of these platforms, my ability to do my job is limited. It's beneficial for me to have direct contact with the IT department to resolve issues as they arise — and provide feedback to prevent new issues from cropping up.
35.	**BACKGROUND:** Cassandra Anderson, Director of Channel Sales, Chrexendo I stumbled into the technology industry when I was working at an adolescent drug rehab center. We needed new phone and computer systems, and in working with the local phone installer I realized the technology fascinated me. The provider noticed and asked me to come on board as a customer trainer. I made the switch and after 18 years — and so many wonderful positions in the technology industry — I have never looked back. I find the ever-changing world of technology fascinating. There are always new products and concepts to learn and share. I have the opportunity to help businesses improve and to make a difference. Women bring new perspectives to technology and business, and I encourage women to look at technology as not just technical, but as a creative way to bring solutions to individuals and companies and to change the world. We can make change — one solution at a time.

36.	**BACKGROUND:** Doriana Allyn, Environmental Health and Safety Senior Manager, Brother International Corp. I am accountable on a daily basis for Brother International's corporate-wide environmental, health and safety programs — including the company's Environmental Management System ISO14001 certification for Brother Americas, which includes all Brother U.S. and Latin America locations. I participate in global environmental working groups in the creation of unified action plans. I like meeting people from around the world. Traveling provides the opportunity to learn and contribute to a vast array of subjects related to both work and home. Environmental laws change rapidly, and it's a challenge to apply them to the company's operations and already complex products. On top of that, I develop communication and trust between the company and the environmental function of our other locations and operations, which are in and outside of the United States. I participate in various relationship-building opportunities and add value to those served.
37.	**BACKGROUND:** Dr. Jayati Saha, Microbiologist I was educated in India, where, between grades 10 and 11, I chose science as my main area of interest. I chose science because I was naturally curious about things, and I preferred to actually see results rather than be told about them. I work in a laboratory in a very clean environment and use computers to model and track my findings. What I love about my work is that I get to think about a problem and experiment with ways to test a solution. It's fun to see things work out. When experiments don't work, I just start again with a different approach. Girls and women make great scientists and technicians. Those who are curious, who want to do things by or for themselves, like to write, and are stubborn or tenacious can learn science and be very successful researchers. Science is a wonderful and satisfying career.

38. Picture Yourself Here "Part of my job is keeping the technical staff happy and not burnt out." Lisa M. Yigdal Manager, Helpdesk and Telecommunications Brother International	**BACKGROUND:** Lisa Yigdal, Helpdesk and Telecommunications Manager, Brother International Corp. I am responsible for the management and administration of Brother International's Helpdesk system, technicians and operations. In addition, I am also responsible for the company's voice communications networks, systems and call centers. I enjoy the daily challenges presented by our user community with regards to IT. I also enjoy being part of the rapidly changing IT landscape and learning new technologies. Keeping up with our user community's needs is an interesting balance. It can be a challenge to keep up with the continuous demand for helpdesk support while protecting my technical staff from burnout, but I enjoy it.
39. Picture Yourself Here "Working with the tools and the equipment was much easier than I'd thought, and the fixes were more like solving puzzles than getting into something dirty or scary." Jean Mork Bredeson Field Tech GE	**BACKGROUND:** Jean Mork Bredeson, President, Service 800, formerly Field Tech, GE When GE offered me a field tech job, I was surprised. I hadn't fixed computers before, but a quiz they gave me said I could do it. I took the job. When I went through their training, I was surprised again. Working with the tools and the equipment was much easier and cleaner than I'd thought, and the fixes were more like solving puzzles than getting into something dirty, heavy or dangerous. One of my managers told me that he wished all of his techs were women because they're much more patient and accurate — and much better with customers. I was a field tech for some time and soon I was a supervisor. The hands-on experience I had with the products and the interactions with the customers really helped me understand the business. I got more promotions and eventually started my own company, still working with break/fix and other services. I often think how easy it would have been to not consider that first break/fix job. Once I learned that break/fix is more about understanding products and how people use them, taking a logical look at how to solve a problem and communicating well with customers, I was off on a career that I've loved.

40. 	**BACKGROUND:** Jody Shincke, IT Infrastructure Manager, REI I got started in IT when I realized I *loved* technology in high school. I started off the way a lot of women did 20 years ago: at a helpdesk. From there, my career took off. At the helpdesk, I got a good understanding of engineering, which eventually evolved into IT management. Today, I manage five separate teams, varying from database and middleware technologies to client and retail technologies. It's hard not always having enough time to dedicate to individuals, but the best part of the job is working with my teams on a daily basis and interacting with my peers. I enjoy helping them clear obstacles and assisting them in their career development, goals and objectives, especially when I can see them receive accolades and rewards for a job well done. Those moments are a huge source of pride. So many people believe they'll learn everything they need when they graduate college, only to find out that's just the beginning. Have realistic expectations and take advantage of entry-level jobs that provide you with experience and knowledge — like a helpdesk. There's a perception that IT is a difficult field. While it's not rocket science, it does have its challenges. IT provides a constant challenge that keeps you on your toes both mentally and professionally.
41. 	**BACKGROUND:** Ngina BaGGett, IT-Ready Graduate I was having trouble getting entry-level work in the field. (IT-Ready) has really opened up a lot of doors for me. I had multiple job offers. Now I'm working on a help-desk for one of the top companies in the country. I finally moved out on my own, and in a couple years I'll be able to look for a house to buy.

42.	**BACKGROUND:** TC Culberson, Business Applications Manager, Northern California Presbyterian Homes and Services I am a double oddity in the geek world: a woman software developer with a degree in Asian history. My ability to translate between my geek team members and the end-users sets me apart and is a fundamental part of my career. In administrative positions after college, I taught myself advanced word processing and database management, automating several offices before moving to coding when the opportunity arose. After six years of implementing PeopleSoft as a road warrior for Fortune 500 companies, I took a job at Comcast, designing and implementing internal business use software, combining process automation, web portals and making complicated reporting requirements easy to read. As a business applications manager, I'm in charge of all of the enterprise software for Northern California Presbyterian Homes and Services, a nonprofit that manages over $90 million annually to provide housing and services for the people we serve.
43.	**BACKGROUND:** Tracy Pound, Managing Director, MaximITy, Birmingham I have over 30 years in the IT industry and have been voted one of the top 50 women in technology in a survey by PCR, the UK trade magazine for the computer and IT industry. My career has taken me through many industries successfully deploying large scale IT infrastructures ranging from £10k to in excess of £1.4m. As a published author, I have also appeared on TV, most notably being featured with eminent UK inventor Sir Clive Sinclair. In April 2000 I was able to launch my own business, MaximITy, with the philosophy that IT should help facilitate business not hinder, and to translate business needs into technology solutions for businesses of all sizes.

44.	**BACKGROUND:** May Ellen Grom, Vice President of U.S. Marketing, Synnex Corp. My career choice since high school was marketing. My first career was at a very small boutique advertising agency in Ohio. After relocating to South Carolina in 1994 with no contacts and no job, I applied for an advertising manager position at Gates/Arrow Distributing. I have never looked back. Today I am at Synnex — in the same building where it all started! High-tech B2B marketing is a thrill. It's ever-changing, requires constant education and a passion for the industry. If you learn to connect the people in IT, the dots will follow. Opportunity is endless and always focused on what's next. There is always something new on the IT horizon.
45.	**BACKGROUND:** Melody Culton, Corporate Counsel, Brother International Corp. As corporate counsel for Brother International, I provide all legal support for assigned business and operation divisions, including IT. I prepare, review and negotiate various contracts for such divisions, including contracts with IT distributors and resellers, plus service and product vendors, including SaaS. I research, advise and recommend actions to be taken to comply with applicable IT laws for such divisions, including environmental regulations and IT security standards. I work closely with the company's IT business and operations personnel to achieve efficient and effective resolutions to any legal or business IT issues that arise. All the projects that I work on are different, so nothing is routine. Sometimes the line between a legal issue and business issue is unclear, and it's difficult to balance the risks. At these times, it's helpful for me to have that relationship with IT because it helps me be a part of the IT business discussion so that all risk factors can be considered.

46.	**BACKGROUND:** Jessi Norris, Project Manager, TekTegrity As someone with a health care and service background, I did not have many technical skills to bring to the table at my first job interview. I did have great organizational skills, a strong work ethic and a desire to learn. As it turns out, that's exactly what has made me successful. I love my job because I can create processes and use them to find solutions to real problems — and get to see the benefits as they relate to my company and our clients. My advice to women interested in the IT industry: If you have tech skills, use them. It's a no-brainer! If you don't have the tech skills, don't let that stop you. It's a great field with something to offer everyone.
47.	**BACKGROUND:** Barbra Smith, Americas Business Operations Manager for Care Packs, Hewlett-Packard I moved into IT about 11 years ago, after starting my career at HP. I started in the quality assurance and testing of the system and architecture built for the HP Care Pack Services Business. My love of IT came early. I've spent years learning and advancing, and today I'm in a position to influence how system architecture and software applications are built. I am proud of what I've been able to accomplish without a college degree, and I enjoy being able to mentor other individuals in the IT environment. I know, though, that potential further advancement would be easier with more education. There are a lot of inexperienced people placed in IT roles today, and I have to train a lot of people who come in without any real-world experience. A degree goes hand-in-hand with real-world experience. Keep in mind that you might need to start in an entry-level position in order to gain the necessary basics skills.

48. **RESOURCES TO HELP YOU GET STARTED**	**ASK:** Do you know more about IT now than you did at the beginning? **ASK**: Did your ideas of IT change? **ASK**: Did anything surprise you? **ASK**: Could you see yourself in IT more now than before? **ASK**: What kind of IT jobs or areas might be a good place for you given your interests and strengths? Here are some ways to learn more about IT and IT careers.
49. In Our Neighborhood − Add local resources related to IT careers to this slide. − It might be local girl or women groups, schools, companies that offer programs, and so on. − If you have no local resources, delete this slide.	**NOTE:** This is a placeholder for the presenter to list any local resources. **NOTE:** This might be a place to offer them access to a local group, non-profit organization for girls or women, educational institution, or let them know they can call on you.
50. You can get started in IT at any age, anywhere, any time. A college degree in IT is nice, but not necessary. Get started in 1-2-3: 1. Take some training classes online or in person 2. Get certified 3. Apply to work	**NOTE:** This slide may be more appropriate for an older audience. Not all IT jobs require a college degree. Certification is one way to get started in IT and can lead to other career opportunities.

51.	**NOTE**: This slide may be more appropriate for an older audience. **NOTE**: IT Ready is part of the CompTIA Creating IT Futures Foundation The Creating IT Futures Foundation and its non-profit collaborator Per Scholas have launched a free education, training and career placement program called IT-Ready. Our program gives people the knowledge and skills they need for a successful IT career, then connects them to an on-the-job experience opportunity. **BACKGROUND:** • 95 percent of those who start IT-Ready graduate • 91 percent of graduates certify A+ • 88 percent of graduates are offered interviews • 81 percent of graduates are offered apprenticeships • 74 percent of graduates complete an apprenticeship • 67 percent of graduates are still employed in IT after their apprenticeship ends • IT-Ready will graduate over 700 students this year in five locations nationally (Cincinnati, Columbus, Mpls. / St. Paul, National Capital Region, and New York City) with two additional locations to be announced in 2014-2015. • Certified graduates are eligible for entry-level IT jobs and paid apprenticeships with such companies such as JP Morgan Chase, Medtronic, Pomeroy, and Time Warner Cable. • IT-Ready students are out-of-work / under-employed adults who lack opportunity to develop an upwardly mobile career such as IT. IT-Ready strives to increase the number of women, African Americans, and Hispanics who choose to work in the IT field.

52.	**KEY:** The AWIT Career Resource Center (CRC) is the primary post-presentation resource for this program. It is open to anyone (female or male; students or adults) who wishes to learn more about IT careers. **NOTE:** Based on the audience, you may wish to focus on different parts of the CRC. **BACKGROUND:** **IT Career Areas** One of the benefits of information technology is that — whether you were born to write code or you work better managing a creative team — an IT career gives you loads of career options. Read about both core careers in IT — like database developers and chief security officers — and the nontraditional IT options in industries such as marketing and health care. **Career Testimonials** A career in IT doesn't have to be stuffy or static. Many AWIT members hold interesting, flexible positions that keep them intellectually stimulated and involved in hands-on work. Through short testimonials, our members share their IT journeys and the pros and cons of their chosen fields. Read their stories here. **IT Career Tips** IT is a fast-paced field, and if you want to be a part of it, your career skills need to be on point. Learn to translate your skills into IT positions and sharpen your soft skills by following these tips. **IT Career Links** IT is growing, and groups around the nation and world are forming to give people the connections they need. Make your connections count with IT Career Links, covering everything from mentoring to STEM education. **AWIT Community Resources** CompTIA's AWIT Community offers a wealth of resources from our members and beyond. Learn the ins and outs of IT through related videos and webinars, and connect with us through our AWIT social media channels. **DO:** Point out the link at the bottom left of the screen.

	DO: Pass out the handout at this time. **ASK:** Are there any questions. **DO:** Point out the AWIT Facebook page that is listed on the handout.
	Note: This would be a good place to demonstrate the *AWIT Career Resource Center*. If you decide to show the website, you will need access to the internet.
53.	**NOTE**: This is your capstone slide. **DO:** Only show it after all questions have stopped Thank you. I've enjoyed being here with you today. I hope that you have a better idea of what IT is all about and all the amazing career opportunities in IT. And I hope that you can see that there is a place for you in IT. **DO:** click to reveal the words "Dream IT" as you say them. So along with [name of organization where you are presenting], I invite you to Dream IT.
54.	Thank you.

Speaker Resources

AWIT CAREER RESOURCE CENTER

The AWIT Career Resource Center (CRC) is the primary resource for this program. It is open to anyone (female and male; students and adults) who wishes to learn more about IT careers. The five areas of the resource center are described below.

https://www.comptia.org/awitcareers

IT Career Areas

One of the benefits of information technology is that — whether you were born to write code or you work better managing a creative team — an IT career gives you loads of career options. Read about both core careers in IT — like database developers and chief security officers — and the nontraditional IT options in industries such as marketing and health care.

Career Testimonials

A career in IT doesn't have to be stuffy or static. Many AWIT members hold interesting, flexible positions that keep them intellectually stimulated and involved in hands-on work. Through short testimonials, our members share their IT journeys and the pros and cons of their chosen fields. Read their stories here.

IT Career Tips

IT is a fast-paced field, and if you want to be a part of it, your career skills need to be on point. Learn to translate your skills into IT positions and sharpen your soft skills by following these tips.

IT Career Links

IT is growing, and groups around the nation and world are forming to give people the connections they need. Make your connections count with IT Career Links, covering everything from mentoring to STEM education.

AWIT Community Resources

CompTIA's AWIT Community offers a wealth of resources from our members and beyond. Learn the ins and outs of IT through related videos and webinars, and connect with us through our AWIT social media channels.

AV REQUIREMENTS

For the Dream IT Slides

- AV Projector and screen
- VGA cord/Adaptor (if you're using a MAC, be sure to have a MAC-compatible version) or HDMI cable (if needed) to connect your computer to the projector with audio output.
- PowerPoint presenter remote

For the Website and Videos
- Internet access so you can demonstrate the career center website
- Internet access so you can stream the videos from YouTube or other websites if needed.
  or

- Videos loaded on your computer (Use a WMV file if you're embedding them into your PowerPoint presentation)
- Speakers or connection to the audio system for sound from your computer, if you're playing videos

General
- Flashdrive backup of the slide and video files (in case you need to use an alternative laptop)
- Microphone (optional, based on size of the room and the speaker's ability to project his or her voice)
- Any notes that make you feel comfortable
- Copies of the Dream IT handout

Tests to Run Before the Presentation
- Make sure the slides look correct on the screen and run properly
- Test the streaming capabilities for videos and have the video folder open to run directly from the machine if necessary
- Test the distance of the PowerPoint presenter remote if you plan to move about the room
- If you're going without a microphone, check to make sure someone in the back of the room can hear you clearly

Dream IT Forms

AWIT DREAM IT
PRESENTATION REQUEST
Submit this form to awit@comptia.org

Country	____ US ____ UK
	____ Other (Please specify) _____
Organization	
Event Organizer Name	
Event Organizer Email	
Event Organizer: Work Phone, Cell Phone	
Event Name	
Event Location	
Event Date	
Event Time	
Audience	
Anticipated number in attendance:	
Areas of special interest:	
Is this a one-time event or part of a series? (If yes, please explain)	

This form must be submitted at least eight weeks before an event.

While we will do our best to accommodate your request for a speaker, AWIT speakers are volunteers and we may not be able to find someone who can be available at your desired date, time and location.

Advancing Women in IT
COMMUNITY

AWIT DREAM IT
SPEAKER REGISTRATION
Submit this form to awit@comptia.org

Country	____ US ____ UK ____ Other (Please specify) _____
Date	
Name	
Title	
Company	
Primary Email	
Optional: Secondary Email	
Work phone	
Mobile phone	
Preferred geographic area (city, state, area of state, other)	
Alternate geographic areas (areas you travel to)	
Preferred audience (age, type)	
Are you willing to be a Dream IT speaker for requests from your geographic area?	Circle one: Yes No
Are you willing to do virtual Dream IT presentations?	Circle one: Yes No
Optional: What additional IT topics would you be interested in presenting at IT industry events?	
Comments	

Advancing Women in IT
COMMUNITY

AWIT DREAM IT
PRESENTATION REPORT
Submit this form to awit@comptia.org

Country   _____ US   _____ UK   _____ Other (Please specify) _____

Your name   _____

Your email   _____

Event (for example:
college job fair)   _____

Audience (for example:
college students)   _____

Event date   _____

Number in attendance
(or approximate)   _____

Comments/anecdotes   _____

                                     _____

                                     _____

                                     _____

Photo attachment   _____