

Partnership Opportunities

with Women in
Computer Science

CASE FOR SUPPORT



UNIVERSITY OF
WATERLOO

“WiCS is dedicated to promoting gender equity in computing. We focus on advocating for and supporting women, trans, gender-fluid, gender-queer, and non-binary students who are interested in computing, but many of our events are open to all students who are interested in equity. WiCS outreach initiatives aim to encourage girls and other underrepresented genders to consider studies and careers in computing, and our university events aim to raise awareness and provide advice and strategies for navigating male-dominated tech workplaces.”

JO ATLEE
Director, Women in Computer Science



25%

of students
studying Computer
Science at Waterloo
are women

**LESS THAN
20%**

of the tech
industry is made
up of women

“Ensuring there is a much greater percentage of women in the computing workforce is essential for the future of our field. Initiatives and active measures to ensure participation and leadership must start at university and even earlier, and must enable women to develop and thrive throughout careers in the software industry, in academia, and in their entrepreneurial endeavours.”

MARK GIESBRECHT
Dean, Faculty of Mathematics
Professor, David R. Cheriton
School of Computer Science

Partnership Opportunities with Women in Computer Science (WiCS)

The Faculty of Mathematics at the University of Waterloo is known as a pillar of excellence in Mathematics and Computer Science, and for its size, strength, and dedication to developing the next generation of talent. The high standards of the faculty make it an ideal environment for young women to learn about the opportunities available to them in the field of computer science.

We invite companies to consider a deeper relationship with Waterloo and Women in Computer Science, where we can create a synergistic, mutually beneficial partnership with three main objectives:

- > To create opportunity and provide strategies in reducing the obstacles and biases that women in Computer Science face in their studies and in the workplace, ensuring a **strong and diverse pool of tech talent**
- > To increase your **brand visibility** and mindshare on campus
- > To enhance your **talent acquisition**



2 SPONSORSHIP INCENTIVES

- > Student engagement
- > Increased brand visibility among students and faculty

ONGOING WiCS EVENTS

The following events are offered by WiCS each semester:

- > Technical interview sessions
- > Résumé critique sessions
- > Sexism response workshops
- > Career panels
- > Technical talks/workshops
- > Community building activities
- > WiCS Con Conference each January

WiCS-LED YOUTH OUTREACH EVENTS

The following outreach events are offered:

- > Technovation Girls (runs January to June)
- > FLIGHT (runs each August)
- > Girls Mean Business
- > GIRLsmarts4tech (runs October and/ or May)
- > Other outreach events organized with industry partners

STUDENT-LED EVENTS

The following events are designed and delivered by WiCS students, to support and build their community and to encourage women to pursue careers in computing:

- > Mentoring events (several each term)
- > Social events (several each term)
- > Hackathons & Conferences (varies each year)

WiCS

Corporate Partnership Levels



SILVER \$5,000

- › Opportunity to co-organize and co-host **one multi-sponsor WiCS event** for students, with administrative support from the WiCS staff team. If the event is in-person hospitality will be provided. The company's logo is displayed on all posters, invitations, and social media related to the event. *If a sponsor chooses WiCS Con participation, this is their sole event for the year.*
- › Opportunity to engage company staff members with students on campus by having a speaker or panelist at select annual WiCS events (as available).
- › Recognized as a WiCS sponsor at **all** WiCS events (on intro slides) and on the WiCS Web site with clickable logo.
- › Distribution of small swag to students through WiCS office hours or activities, providing an opportunity to promote diversity initiatives at your company.
- › At the discretion of the Director of WiCS a portion of all WiCS sponsorship will be directed to support program initiatives, including but not limited to: WiCS led youth outreach events, WiCS lead events/initiatives for UW students and travel funds for students to attend the annual Grace Hopper Celebration and CAN-CWiC conferences.

“Women are game-changers in tech. Reducing the obstacles and raising awareness of the biases women face in computing studies and the workplace is essential. By doing so, we will create an ecosystem where we’ll see an equal number of female entrepreneurs, board members, managers, programmers, and engineers. The world will be better for it and it’s a landscape I want to be a part of and help achieve.”

LYLAN MASTERMAN
BMath '01, Principal, White Star Capital

ACCESS TO
100s of the brightest
women in
Computer Science



GOLD \$10,000 – \$15,000

- › Opportunity to organize and host **one or two (up to one per term) custom WiCS events** for students, with administrative support from the WiCS staff team. In-person events will include hospitality. The company’s logo is displayed on all posters, invitations, and social media related to the events.
- › Opportunity to participate in WiCS Con.
- › Recognized as a WiCS sponsor at **all** WiCS events (on intro slides) and on the WiCS Web site with clickable logo.
- › Opportunity to engage company staff members with students on campus by having a speaker or panelist at select annual WiCS events (as available).
- › Distribution of small swag to students through WiCS office hours or activities, providing an opportunity to promote diversity initiatives at your company.
- › At the discretion of the Director of WiCS a portion of all WiCS sponsorship will be directed to support program initiatives, including but not limited to: WiCS led youth outreach events, WiCS led events/ initiatives for UW students and travel funds for students to attend the annual Grace Hopper Celebration and CAN-CWiC conferences.

“WiCS is such a warm and welcoming family. As a new student, I often didn’t know where to turn to for help with mock interviews, questions about co-op, school, and university life in general, but WiCS helped me out so much. The events are so encouraging for women in tech, and I love attending them. I couldn’t be more grateful for WiCS!”

AUDREY

First-year Computer Science student



WiCS

Annual WiCS
events can
attract up to

75

STUDENTS
PER EVENT

PLATINUM \$20,000 – \$25,000+

- > Opportunity to organize up to **3 custom WiCS events (up to one per term)** for students, with administrative support from the WiCS staff team. In-person events will include hospitality. The company’s logo is displayed on all posters, invitations, and social media related to the events.
- > Opportunity to participate in WiCS Con.
- > Recognized as a WiCS sponsor at **all** WiCS events (on intro slides) and on the WiCS Web site with clickable logo.
- > Opportunity to engage company staff members with students on campus by having a speaker or panelist at select annual WiCS events (as available).
- > Recognized as a travel sponsor for students attending the annual Grace Hopper Celebration and CAN-CWIC conferences. In addition, the company will directly sponsor two talented female students to attend the Grace Hopper Celebration. These students are selected by WiCS leadership based on a competitive application process. The company will have an opportunity to meet these students either on campus, or while they are at Grace Hopper.
- > Distribution of small swag to students through WiCS office hours or activities, providing an opportunity to promote diversity initiatives at your company.
- > At the discretion of the Director of WiCS a portion of all WiCS sponsorship will be directed to support program initiatives, including but not limited to WiCS led youth outreach events and WiCS led events/ initiatives for UW students