#OurTimeToLead

GHC 2015 IMPACT REPORT

The Grace Hopper Celebration of Women in Computing (GHC) is the world's leading gathering of women technologists. Women come from all around the globe to learn, exchange ideas and be inspired. Produced by the Anita Borg Institute (ABI) in partnership with the Association for Computing Machinery (ACM), GHC brings together the best minds in the field.

11,702 ATTENDEES
a **50% increase** from 2014

1,352 ORGANIZATIONS
a **69% increase** from 2014

63 COUNTRIES
including Cyprus, Malawi and Palestine

15 YEARS
inspiring women technologists since 1994

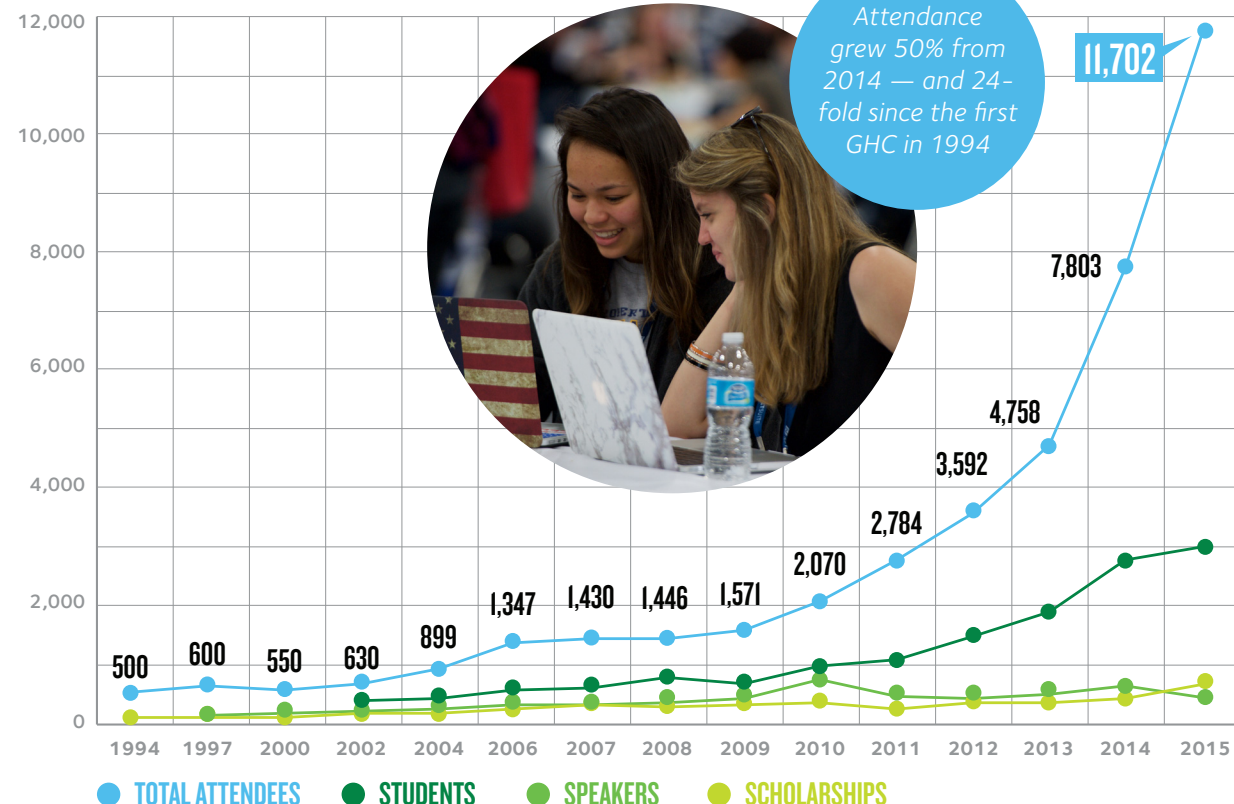# GHC is the leading place to connect with women technologists

Attendees represent a diverse range of skills, perspectives and career goals

GHC PARTICIPATION 1994-2015

Attendance grew 50% from 2014 — and 24-fold since the first GHC in 1994

Chart data points (TOTAL ATTENDEES):
- 1994: 500
- 1997: 600
- 2000: 550
- 2002: 630
- 2004: 899
- 2006: 1,347
- 2007: 1,430
- 2008: 1,446
- 2009: 1,571
- 2010: 2,070
- 2011: 2,784
- 2012: 3,592
- 2013: 4,758
- 2014: 7,803
- 2015: 11,702

Legend: ● TOTAL ATTENDEES ● STUDENTS ● SPEAKERS ● SCHOLARSHIPS

> " *I attend #GHC15 to honor all the women who paved the way for me; and pave the way for others #WhyIAttendGHC*
>
> **CHRISSY GEORGE**

ATTENDEE SENTIMENT
% OF RESPONDENTS WHO AGREED AFTER GHC

- **93%** Organizations should have programs specifically focused on hiring, retaining or advancing women
- **91%** I am committed to my chosen field
- **90%** I feel inspired about the career opportunities ahead of me
- **81%** I feel satisfied in my current job
- **76%** I have developed a strong professional network

ATTENDEES BY INDUSTRY

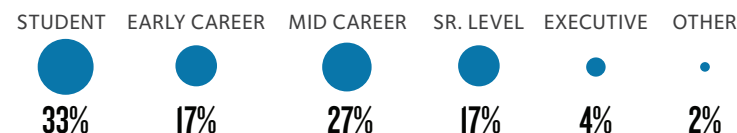| ACADEMIC INSTITUTIONS	INDUSTRY/NONPROFIT ORGANIZATIONS	GOVERNMENT AND NATIONAL LABS
4,045	6,878	122

622 attendees identified as other/unaffiliated

ATTENDEES BY CAREER STAGE

STUDENT	EARLY CAREER	MID CAREER	SR. LEVEL	EXECUTIVE	OTHER
33%	17%	27%	17%	4%	2%

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GHC is built around diversity and inclusion

ABI strives to create a safe and supportive experience for all

GHC 2015 saw renewed efforts to make the conference more diverse and inclusive, including:

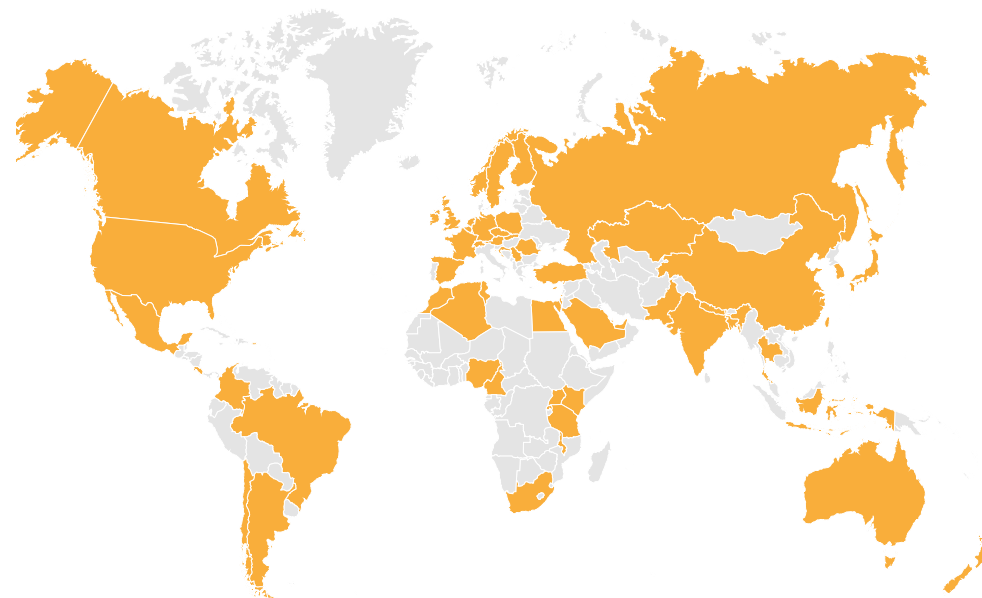A welcome speech from Houston Mayor Annise Parker, the first openly gay mayor of a major city

A plenary session on the importance of diversity in the tech industry

NON-BINARY BATHROOM

Non-binary bathrooms located throughout the conference venues

> " *Our diversity is our biggest asset #GHC15*
>
> **ERIN SODERBERG**

RACE

	ASIAN 40%	**CAUCASIAN** 42%		

AFRICAN AMERICAN 5%　　**HISPANIC/LATINO** 5%　　**NATIVE AMERICAN** 1%　　**OTHER** 7%
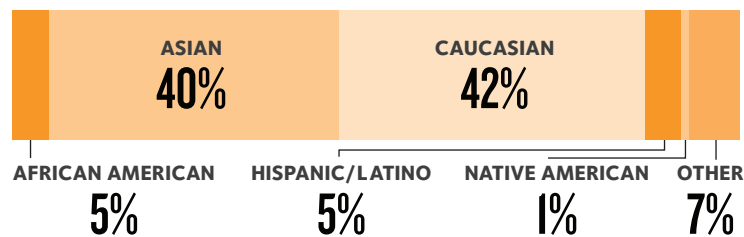
Pacific Islanders consisted of <1% of attendees

GENDER

97% 3%

FEMALE　　MALE

Nonbinary, other and transgender consisted of <1% of attendees

ATTENDEES CAME FROM ALL OVER THE WORLD

They flew in from 63 countries across the globe including Cyprus, Malawi and Palestine

UNITED STATES	JAPAN	SINGAPORE	COSTA RICA	HONG KONG	SOUTH KOREA
CANADA	SWEDEN	UGANDA	CZECH REPUBLIC	QATAR	MALAWI
UNITED KINGDOM	NORWAY	FINLAND	PALESTINE	SPAIN	MOROCCO
INDIA	NETHERLANDS	FRANCE	ROMANIA	TUNISIA	NEPAL
AUSTRALIA	CHILE	LUXEMBOURG	RWANDA	AUSTRIA	PAKISTAN
CHINA	SOUTH AFRICA	MEXICO	SERBIA	COLOMBIA	PUERTO RICO
SWITZERLAND	ARGENTINA	NEW ZEALAND	TAIWAN	CROATIA	SAUDI ARABIA
GERMANY	RUSSIAN FEDERATION	UNITED ARAB EMIRATES	TURKEY	CYPRUS	SLOVAKIA
IRELAND	POLAND	ALGERIA	BELGIUM	INDONESIA	TANZANIA
ISRAEL	NIGERIA	BANGLADESH	CAMEROON	KAZAKHSTAN	THAILAND
BRAZIL			EGYPT	KENYA	

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GHC draws esteemed speakers and offers engaging sessions

Attendees choose from over 200 sessions and nearly 700 speakers

KEYNOTES & OTHER PROMINENT SPEAKERS

Hilary Mason Susan Wojcicki Manuela Veloso Blake Irving Clara Shih Megan Smith Sheryl Sandberg Janet George

TRACKS	SESSIONS	SPEAKERS	POSTERS	VOLUNTEERS
13	**218**	**697** 🎤	**164**	**1,573**
GHC offered tracks on technical and professional development topics, and 3 new tracks: Open Source, Productization and Organizational Transformation		A wide range of speakers offered diverse perspectives	GHC is an important source of posters for ACM's Student Research Competition	Volunteers reviewed CFP submissions, scholarship apps and provided event support

THE TECHNICAL EXECUTIVE FORUM

This exclusive event for senior technical executives from ABI's Partner companies connects and empowers leaders committed to diversifying their workplace

56 organizations

104 executives

64% first-time attendees

43% men

How are GHC sessions chosen?

1. Most GHC content is gathered through the Call for Participation (CFP) process
2. All proposals undergo a rigorous review process by a team of volunteer subject matter experts
3. Volunteers come from diverse backgrounds, including corporations, government, academia, startups and nonprofits

➡ **1,377** CALL FOR PARTICIPATION SUBMISSIONS

32% increase in submissions from 2014

❝ *I learned more in a day than I did in the past decade.*

INDUSTRY ATTENDEE

❝ *It was awesome and thought provoking to meet and work with tech industry leaders on the very critical issues around gender diversity that hamstring innovation.*
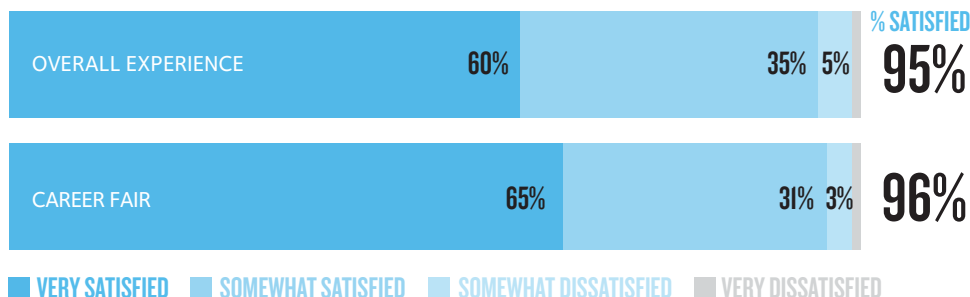
INDUSTRY EXECUTIVE

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GRACE HOPPER CELEBRATION OF WOMEN IN COMPUTING

By all measures, GHC 2015 is a success

The conference is a rich, inspiring experience for professionals, students, speakers and sponsors

GENERAL CONFERENCE RATINGS (OVERALL QUALITY)*

% SATISFIED

| OVERALL EXPERIENCE | 60% | 35% | 5% | **95%** |

| CAREER FAIR | 65% | 31% | 3% | **96%** |

■ VERY SATISFIED   ■ SOMEWHAT SATISFIED   ■ SOMEWHAT DISSATISFIED   ■ VERY DISSATISFIED

*NOTE: The post-event survey had a high response rate of 47%. Survey respondents were representative of conference attendees overall. These numbers exclude nulls and not applicables.

THE GHC EFFECT

Many attendees are motivated to join and/or start groups in their communities after experiencing GHC

31% plan to join/start diversity initiative

28% plan to join Systers or join/start ABI.Local

MORE THAN HALF OF ATTENDEES ARE LIKELY TO RETURN FOR GHC 2016

52% of survey respondents are likely to attend GHC 2016, while 42% aren't sure yet

About 25% of respondents attended a previous GHC
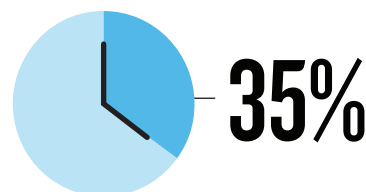
CAREER OPPORTUNITIES

90% 🚪

Almost all survey respondents were inspired about career opportunities ahead

76% More than three quarters of survey respondents felt like they developed a strong professional network

CAREER FAIR HIGHLIGHTS

TIME SPENT AT FAIR

35%

On average, respondents spent over a third of their time at the career fair

217 Career Fair Booths

25 Community Booths

RESUMES SUBMITTED

4,361 TOTAL

up 96% from 2,224 in 2014

> *No greater feeling than to be surrounded by 12,000 smart beautiful tech women for 3 whole days!! Thank you @anitaborg_org #GHC15 #girlpower* **COURTNEY BOHRER**

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Students gain confidence—and jobs—at GHC

*Nearly all students leave inspired and committed to pursuing tech careers—some with offers in hand*

> " *GHC was a life changing event and I barely touched the surface. One thing I really loved was the Student Opportunity Lab. The speakers were very knowledgeable and informative.*
>
> **STUDENT ATTENDEE**

ATTENDEE PROFILE

DEGREE			MAJOR				
Bachelor's Degree	73%		Computer Science & Engineering	67%		Business	6%
Master's Degree	14%		Other	11%		Liberal Arts	6%
Ph. D.	13%		Other Engineering	7%		Mathematics	3%

STUDENT RATINGS OF THE GHC EXPERIENCE*
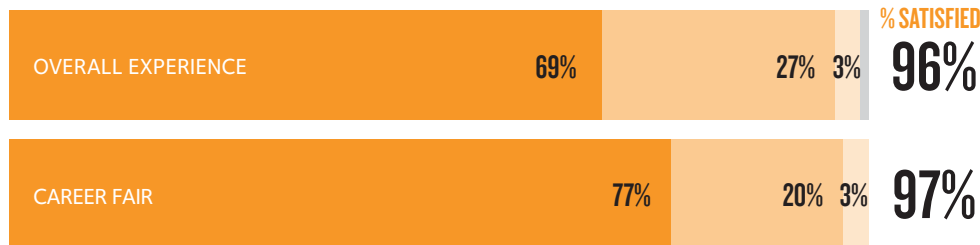
			% SATISFIED
OVERALL EXPERIENCE	69%	27% 3%	**96%**
CAREER FAIR	77%	20% 3%	**97%**

■ **VERY SATISFIED**   ■ **SOMEWHAT SATISFIED**   ■ **SOMEWHAT DISSATISFIED**   ■ **VERY DISSATISFIED**

*Excluding nulls and not applicable responses

Unparalleled Opportunities

GHC hosts the industry's largest career fair for women in computing

INTERVIEWS

48%

Nearly half of student respondents who submitted resumes received interviews at the career fair

PROVIDING INSPIRATION

95%

95% of student respondents felt inspired about career opportunities ahead of them

92% Most student respondents felt committed to their chosen field

72% Nearly three-quarters of student respondents developed a strong professional network

499 Students attended thanks to a GHC scholarship

Applications increased 25% from 2014

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Industry professionals are inspired and re-energized

Professional women gain new tools and renew their commitment to their careers

ATTENDEE SENTIMENT
% OF RESPONDANTS WHO AGREED

PROVIDING INSPIRATION

88%

88% of professional attendees felt inspired about their future career opportunities

COMMITMENT TO CHOSEN FIELD

91%

91% of professional attendees felt committed to their chosen field

93% 93% of professional attendees agreed that organizations should have programs specifically focused on hiring, retaining or advancing women

79% 79% of industry attendees developed a strong professional network

REPRESENTATION OF WOMEN ON THEIR TEAMS
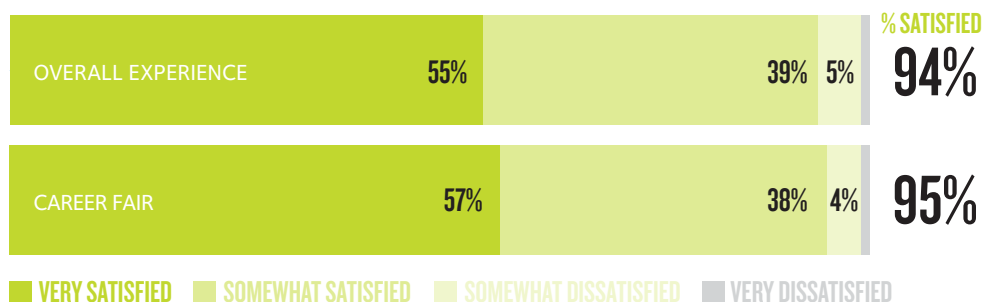### Women compared to men in department

82% **FEWER WOMEN THAN MEN**
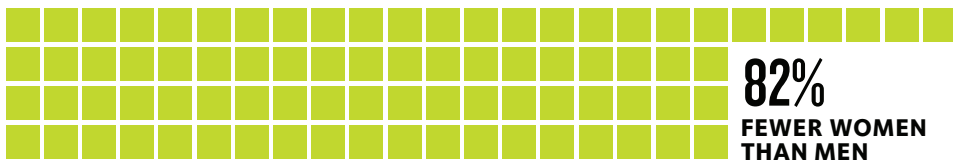
6% reported the same number of women as men, 9% reported more women than men, and 3% responded not applicable

BREAKDOWN OF FIELD*

Engineering/ Programming/R&D	46%	Other	9%
Technical Management and Leadership	23%	Human Resources/ Diversity/Recruiting	7%
IT	13%	Tech Sales/Services	3%

*Excluding academic/student

PROFESSIONAL RATINGS OF THE GHC EXPERIENCE**

% SATISFIED

OVERALL EXPERIENCE	55%	39%	5%	**94%**
CAREER FAIR	57%	38%	4%	**95%**

■ **VERY SATISFIED**   ■ **SOMEWHAT SATISFIED**   ■ **SOMEWHAT DISSATISFIED**   ■ **VERY DISSATISFIED**

**Excluding nulls and not applicable responses

> *I loved it – and I'm still processing. I took two of our lead engineers to the conference. It was an amazing experience for them too. They now belong to an incredible community. I want to see many more women from our organization attend next year.*

INDUSTRY ATTENDEE

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GHC shapes the conversation about women technologists

Press coverage of the conference doubles and social media engagement surges

GHC 2015 IN THE PRESS

MEDIA
OUTLETS
AT GHC

38

26% increase
from 2014

> *Attention toward diversity in technology companies has never been more intense. And perhaps nowhere are technology companies' efforts to address part of this problem—their low numbers of women—more visible than at Grace Hopper…The conference is so much the center of the women in tech discussion that when companies outline their diversity efforts on promotional websites, it often gets a specific mention.*

SARAH KESSLER, FAST COMPANY, "TECH'S BIG GENDER DIVERSITY PUSH, ONE YEAR IN"

CCTV · CIO · CNBC · c|net · COMPUTERWORLD

FAST COMPANY · FORTUNE · theCUBE siliconANGLE · WIRED

TRENDING: #GHC15*

IMPRESSIONS	NEW AUDIENCE	ENGAGEMENT
4.76M	**12,017**	**33,429**
ABI and GHC original content was viewed nearly 5 million times	Instagram grew by **34.5%** from 2014 Medium gained **3,400 followers**	**26% increase** in likes, comments, shares and other forms of social engagement

POPULAR TOPICS:

Sheryl Sandberg
Blake Irving/GoDaddy
Pay Gaps/Parity
Diversity/Race
Susan Wojcicki

*Social media data gathered 2 weeks prior and 2 weeks following GHC.

SELECTED COVERAGE

Tech's Big Gender Diversity Push, One Year In *Fast Company,* Sarah Kessler   NOV. 18, 2015

YouTube CEO: How to get girls excited about tech careers *Fortune,* Heather Clancy   OCT. 16, 2015

US CTO Megan Smith tackles the digital divide *CNBC,* Julia Boorstin   OCT. 15, 2015

Want that raise? YouTube CEO has some advice for women *CNBC,* Katie Little   OCT. 15, 2015

More than 10,000 women in tech gather in Houston *USA Today,* Elizabeth Weise   OCT. 15, 2015

GoDaddy reveals gender pay gaps at Grace Hopper Celebration *WIRED,* Davey Alba   OCT. 14, 2015

Google backs groups that help women network in tech *WIRED,* Davey Alba   OCT. 14, 2015

Shedding its racy past, GoDaddy issues tech challenge *CNBC,* Katie Little   OCT. 14, 2015

Women celebrate 'Our time to lead' at Grace Hopper event *CIO.com,* Sharon Florentine   OCT. 12, 2015

78

78 articles on GHC published – year over year **coverage doubled** from 2014

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Join us October 19-21 in Houston, TX for the 2016 Grace Hopper Celebration!

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GRACE HOPPER CELEBRATION
OF WOMEN IN COMPUTING

The Grace Hopper Celebration of Women in Computing (GHC), founded in 1994, brings together the best minds in computing and increases visibility for the contributions of women to technology. It is produced by the Anita Borg Institute (ABI) and co-presented by the Association of Computing Machinery (ACM).

Email us at contact@anitaborg.org for inquiries

MORE AT GHC.ANITABORG.ORG

ANITA BORG INSTITUTE
WOMEN TRANSFORMING TECHNOLOGY

The Anita Borg Institute (ABI) is a nonprofit social enterprise that connects, inspires and guides women in computing and organizations that view technology innovation as a strategic imperative. Founded in 1997, ABI's reach extends to more than 65 countries. **www.anitaborg.org**