

AAUW

PLAYBOOK

ON BEST PRACTICES:

Gender Equity in Tech

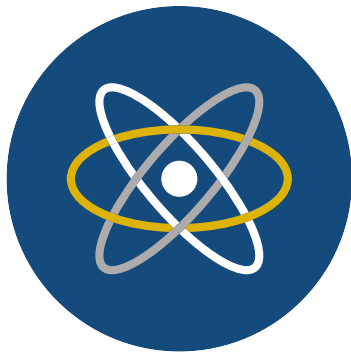
AAUW shares strategies to diversify the tech workforce.

Employers play a critical role in improving the representation of women in engineering and computing professions. The *Playbook* equips leaders with actionable steps and a data-driven approach that can measurably increase the representation of women in tech. Use the specific actions and suggested strategies in the *Playbook* to take your career and your workplace to the next level of gender equity progress.

HOW TO BUILD GENDER EQUITY AT WORK:

1. Support an inclusive talent pipeline.

The greatest challenge to gender equity in technology lies in increasing the number of girls interested in engineering and computing. How can you build talent and recruit a diverse talent pool?



Encourage employees to volunteer in local schools or camps to promote science, technology, engineering, and mathematics (STEM) careers.



Provide internships and summer work at your company for women students.



Sponsor events with student organizations that have a women-majority membership.

2. Build equity into your recruiting DNA.

Attracting and recruiting top talent is a priority in many organizations. Research indicates several successful methods to attract and recruit more women to your organization. Here are three strategies for doing so:

- Use neutral language and objective criteria in job postings and advertisements.
- Continuously update recruiting, interviewing, and hiring processes.
- Audit your pay practices and current compensation structure.

3. Create and sustain a winning culture for all.

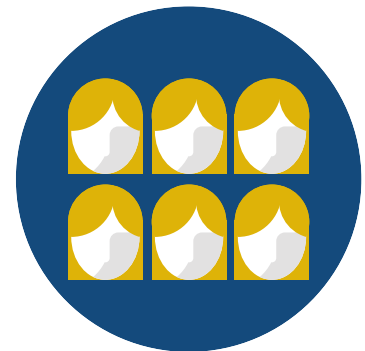
Researchers have pinpointed the hostile culture of many tech organizations as a central reason why women leave the engineering and computing professions. These strategies can improve your workplace environment:



Educate and train staff about correcting implicit gender bias.



Assign mentors and sponsors to help represent women's best interests.



Ensure that teams and other groups include a critical mass of women.

Learn more strategies and download the *Playbook on Best Practices: Gender Equity in Tech* at bit.ly/aauwplaybook.

Ready to do more? So are we.

Join institutions like Dell in collaborating with AAUW to help women and girls unleash their STEM potential. For more information contact partnerships@aauw.org.