

TECHWOM@N

2014 Press Kit

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TechWomen is an Initiative of the U.S. Department of State's Bureau of Educational and Cultural Affairs

LETTER FROM THE TEAM

Dear Members of the Press,

Thank you very much for your interest in featuring the TechWomen program in your publication. Now in our fourth year, we look forward to welcoming 78 remarkable women from 16 countries in Africa and the Middle East to the San Francisco Bay Area in October. We are tremendously proud of our program's growth, its distinctive emphasis on mentorship, and, most importantly, its long-term impact on the lives of women and girls in our program countries. Invigorated by the community's fervent response, and inspired by the personal stories of past Emerging Leaders and TechWomen Mentors, we strive to expand our program to empower women from Africa and the Middle East to be leaders and change-agents not only in science, technology, engineering, and mathematics (STEM), but in business, education, their local communities, and global society.

Please join us in our efforts to make this vision a reality. We offer many opportunities for journalists, bloggers and social media enthusiasts to cover TechWomen events and engage with program participants. We have prepared this press kit to give you a quick glimpse of our program. We hope that it will leave you wanting more. With your help, we will take this program to new heights. Thank you again for your support.

Best regards,
The TechWomen Team

PRESS CONTACTS

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ADDITIONAL RESOURCES

Website: Would you like to learn more about the TechWomen program? Explore our website at www.techwomen.org for recent media coverage, press releases, [feature stories](#), and [blog posts](#).

Social Media: We also invite you to connect with us through social media to stay up-to-date with the latest program happenings.



www.facebook.com/TechWomen



[@TechWomen](#); #TW2014



www.linkedin.com/company/TechWomen

PROGRAM OVERVIEW

TechWomen is an initiative of the [U.S. Department of State's Bureau of Educational and Cultural Affairs \(ECA\)](#). TechWomen, launched by former Secretary of State Hillary Clinton in 2011, supports the United States' [global](#)

[commitment](#) toward advancing the rights and participation of women and girls around the world by enabling them to reach their full potential in the tech industry.

TechWomen is managed by the [Center for Women's Leadership Initiatives](#) (CWLI) at the [Institute of International Education](#)® (IIE).

TechWomen is a project-based professional mentorship and exchange program that connects emerging women leaders in science, technology, engineering, and mathematics (STEM) fields from Africa and the Middle East with their counterparts at leading companies in the San Francisco Bay Area and Silicon Valley to provide them the access and opportunity needed to advance their careers and pursue their dreams.

During the five-week program, each participant, or Emerging Leader, is paired with a volunteer Professional Mentor who works closely with the participant to design and implement a mutually beneficial project at the host company. Emerging Leaders also participate in [professional development](#) activities that include leadership and entrepreneurship workshops, technology seminars, and networking events. In addition, each participant is paired with a volunteer Cultural Mentor who facilitates [enrichment](#) activities to deepen mutual understanding and help the participant acclimate to the San Francisco Bay Area and Silicon Valley. Past activities have included sightseeing, art exhibits, sporting events, and local university visits. The program concludes with targeted meetings and special events in Washington, DC.

MENTORSHIP PROJECTS

Each Emerging Leader works closely with her Professional Mentor at her company for four weeks on a collaboratively designed project. Projects vary depending on each Emerging Leader's interests and areas of expertise, as well as on the needs of the host company. Examples of past projects include:

- Creating a business plan to start a cloud-based company in Tunisia
- Designing an educational math mobile application for children
- Conducting a marketing case study for a client in smart grid technology
- Learning how to set up a scalable residential solar distribution model
- Launching a virtual business incubator for Arab women entrepreneurs
- Improving presentation skills and business pitches

IMPACT

TechWomen builds lasting relationships, lays the foundation for ongoing collaboration, expands networks, and increases skills and knowledge for both Emerging Leaders and Mentors.

TechWomen is a life-changing experience. Mentors report feeling more supported in their own professional development, valued as individuals within their companies, and inspired with the knowledge that they are nurturing the pipeline of future women leaders in STEM.

In addition to sharing skills and knowledge gained during the mentorship, TechWomen Emerging Leaders are recognized as role models for other women and girls in their communities. Recently, *Fast Company* featured TechWomen participants in "[What Women in the Middle East are Learning From the Women of Silicon Valley.](#)" TechWomen Emerging Leaders and Mentors have been featured in [San Francisco Chronicle](#), [Huffington Post](#), and other influential media sources.

PROGRAM DETAILS

2014 Program Theme – Entrepreneurship: In addition to specialized programming for the varied interests and industries of the participants, TechWomen will promote the overall theme of entrepreneurship. Group programming, such as workshops, will focus on entrepreneurship as it applies to a variety of fields and individuals. Harnessing the power of Silicon Valley and the San Francisco Bay Area, TechWomen participants will be immersed in an innovative, entrepreneurial environment designed to kick start their dreams, fuel their passions, and cultivate new initiatives, businesses, and programs in their home countries.

Who: 78 women from Algeria, Cameroon, Egypt, Jordan, Kenya, Lebanon, Libya, Morocco, Nigeria, the Palestinian Territories, Rwanda, Sierra Leone, South Africa, Tunisia, Yemen and Zimbabwe will participate in the 2014 TechWomen program. These TechWomen Emerging Leaders are women who are engaged or rising in professional careers that require significant expertise and knowledge of STEM fields and/or innovative application of these skills, and who already are — or show promise of being — role models for women and girls.

What: At the heart of the program is the four-week mentorship at the host company, where participants will work full-time on collaborative projects with their Professional Mentors. The program includes workshops and interactive, hands-on trainings focusing on entrepreneurialism, professional development, and specific technical tracks. Emerging Leaders will also have the opportunity to engage with leading experts and innovators in STEM fields at a variety of networking events and tech conferences. The program concludes with a weeklong visit to the nation’s capital for targeted meetings and special events at the U.S. Department of State and local companies and organizations.

Where: San Francisco Bay Area/Silicon Valley and Washington, D.C. Past mentorship host companies have included Apple Inc., Facebook, Google, Intel, Lawrence Berkeley National Laboratory, Oracle, Twitter, Inc., Symantec, Walmart Global eCommerce, and [many more](#).

When: September 30 – November 5, 2014

2014 Program Schedule

(Days of project-based mentorship at host company are shaded in purple.)

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
SEPTEMBER/OCTOBER 2014		30 Emerging Leaders arrive in San Francisco	1 Settling –in, logistics and neighborhood overviews	2 Emerging Leader Orientation	3 Design Thinking Workshop	4 San Francisco boat tour lunch
5	6 Welcome Orientation	7 First day of mentorship at host company	8	9	10	11
12	13	14 Mentoring Girls Community Event at Twitter	15	16	17 Visit to Lawrence Berkeley National Laboratory & Entrepreneurship Workshop	18
19	20	21	22	23	24 DevelopHER Hackday & Leadership Day	25
26 Farewell Picnic	27	28	29 Emerging Leader Group Dinner	30 Final day of mentorship at host company	31 Travel to Washington, D.C.	November 1 Explore DC

2 Explore DC	3 Meetings at Department of State	4 Luncheon and Meetings with Department of State	5 Emerging Leaders depart for home country	NOVEMBER 2014
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FREQUENTLY ASKED QUESTIONS

What are the objectives of TechWomen?

TechWomen aims to strengthen participants' professional capacity, expand and diversify networks of STEM professionals in Africa and the Middle East region, fortify partnerships, and increase mutual understanding between key professional groups in the U.S. and Africa and the Middle East and expand girls' interest in STEM careers by exposing them to women role models.

What happens after the Emerging Leaders return to their home countries?

After the five-week mentorship program in the United States, Emerging Leaders and Mentors will also have the opportunity to reconnect and participate in [delegation trips](#) to program countries in Africa and the Middle East, where programming will focus on expanding networks of women in the STEM fields, creating and strengthening partnerships, encouraging girls to pursue STEM careers, and ensuring the sustainability of Mentor-Emerging Leader relationships.

Are TechWomen Mentors paid?

No. TechWomen Professional and Cultural Mentors generously volunteer their time to the program. We are extremely grateful for the dedication and support of all of our mentors—past and present.

What is the ratio of Mentors to Emerging Leaders?

Each Emerging Leader is matched with one Professional Mentor and one Cultural Mentor.

Who administers the TechWomen program?

TechWomen is an initiative of the U.S. Department of State's [Bureau of Educational and Cultural Affairs \(ECA\)](#). It is managed by the [Center for Women's Leadership Initiatives](#) at the [Institute of International Education \(IIE\)](#).

What is the proper way to refer to program participants and their mentors?

TechWomen uses the term "Emerging Leader" to refer to the women from Africa and the Middle East to participate in the program. Likewise, "Cultural Mentor" and "Professional Mentor" are also written as proper nouns. To refer to the Emerging Leaders, Cultural Mentors and Professional Mentors collectively, we often use the term "TechWomen." *Example: This year's TechWomen includes 78 Emerging Leaders, 78 Professional Mentors, and 78 Cultural Mentors.*

For answers to more frequently asked questions, please explore the [FAQ](#) section of our website or email the TechWomen Team at techwomen@iie.org.