



Attract - Promote - Retain



**August
2017**

TECHCONNECT – ATTRACT COMMITTEE

OBJECTIVES:

- Leverage the NCWIT Academic and Workforce Alliances to attract top technical talent to PNC.
- Increase technical awareness of the PNC company, to allow PNC the opportunity to be viewed as the workplace of choice for women in technology.
- Partner with internal organizations to engage employees in the technical volunteer opportunities that exist within the company. Begin early, fostering relationships with young women, regarding their interests in technology, and their futures at PNC.



FOCUS VS. FUTURE

Through meetings and engagements with members of the TechConnect Attract Committee, we've established multiple amazing ideas. While it is extremely desirable to want to get up, and take action to complete all of them, we understand the reality in a successful execution for many of these ideas. We have broken the ideas up into 2 subgroups, to help us categorize the timeline most appropriate for many of them.

- **FOCUS IDEAS:** These are ideas we are looking to focus on right now, and begin executing as early as today! Many of these ideas have already been very successful, and are easy ways to get our current volunteers involved.
- **FUTURE IDEAS:** These are ideas we are extremely excited about, but would like to offer more time to plan, and acquire the proper resources necessary to execute. These ideas are also capable of being worked into our focus ideas on a smaller scale, to help us build up to them in the near future.



TECHCONNECT FOCUS IDEAS

K – 12
CAMPUS
PROFESSIONAL

K-12 FOCUS

- STEM Club hosted events
- Take Your Child to Work
- Technology Job Shadowing
- Support the NCWIT Award Program for Aspirations in Computing (AiC)
- Support the NCWIT review process for AiC and Aspire IT applications

CONSIDERATIONS:

- These activities benefit multiple grade levels
- Our ability to execute will be very high, because we are familiar with many of these ideas already
- Cost and resource needs
- Impact

K-12 FOCUS BREAKDOWN

Idea	What	When	How	Where	Cost
Stem Club Hosting	<ul style="list-style-type: none"> Repeat successful STEM club visit with South Fayette High School 	October, December, February, May	<ul style="list-style-type: none"> Leverage TechConnect communications committee, and PNC News page, to get employees to solicit to their local high schools Prepare an application that includes number of students and up to 2 sponsors Request Tech Connect & other EBRG Volunteers Offer the event to 1 or more clubs up to 4 times throughout the school year 	Secure the i-Lab & Tech Tower meeting rooms and coordinate security access to the buildings	\$500
Take Your Child to Work Day	Leverage the “Take your Child to Work” day sponsored in April each year to provide a program for three different grade levels: Elementary, Junior High, High school	April	<ul style="list-style-type: none"> Develop a morning and afternoon program that will expose students to a genuine view of technology careers 	TBD	\$200-\$500
Technology Shadow	Offer high school students with an opportunity for a ½ day or full day to “shadow” employees to expose students to a genuine view of technology careers	Around take your child to work day, or Sept./Oct. during college prep months	<ul style="list-style-type: none"> Leverage the TechConnect Communications committee and PNC News page, to get employees to solicit to their local high schools Develop a volunteer guideline to assist in structuring the activities 	Site agnostic	None
NCWIT Awards Program for Aspirations in Computing (AiC)	Support the NCWIT Award for Aspirations in Computing – which honors high school women who have demonstrated interest in computing, proven leadership ability, academic performance, and plans for post secondary education	TBD	<ul style="list-style-type: none"> By supporting the local Affiliate Award in our communities Participating in the speaker panels Offering PNC branded gifts to awardees Providing Scholarship for national winners 	TBD	Costs may vary
NCWIT Application process for AiC Award and Aspire IT Program	Volunteer to complete reviews for the aspirations in Computing Award and applications for the AspireIT program	Annually – July (AspireIT) and September (AiC)	<ul style="list-style-type: none"> Instructions will be e-mailed, and one must complete the submission form prior to participating 	Through your desktop, laptop, or mobile device.	None
Become a Program Partner for Aspire IT	Develop a program to teach younger girls the fundamentals of programming and computational thinking in fun and creative environments.	TBD	<ul style="list-style-type: none"> Apply for up to \$3,000 in funding to help create and lead tech-related camps, clubs, and workshops for K-12 	TBD	\$3,000

CAMPUS FOCUS

- Women in Computers (WICSTART)
- Partner with Campus Recruiting on NCWIT membership

CONSIDERATIONS:

- Benefit multiple universities
- Locations
- Cost Resource needs
- Impact

CAMPUS FOCUS BREAKDOWN

Idea	What	When	How	Where	Cost
Women in Computers WICSTART	Partnership with the University of Pittsburgh	8/21-8/25	<ul style="list-style-type: none">Request TechConnect Volunteers	The University of Pittsburgh	None
Partner with Campus Recruiting with NCWIT membership	Attend campus events to promote women in technology to Women's organizations, computer and IT clubs	Fall of 2017	<ul style="list-style-type: none">Generate interest through TechConnectSend volunteers to university sites to promote	Varies	TBD

PROFESSIONAL FOCUS

- NCWIT Partnership

CONSIDERATIONS:

- Multiple resources available to support women in technology at PNC
- Impact these resources could have on recruitment efforts for PNC

PROFESSIONAL FOCUS BREAKDOWN

Idea	What	When	How	Where	Cost
NCWIT Partnership	In an effort to strengthen our partnership with NCWIT and take advantage of the services that they offer, we initiated conversation with Dori Farah, PNC's NCWIT liaison.	The next step is to schedule additional time with Dori to reflect upon NCWIT's findings, and develop ways to implement them .	<ul style="list-style-type: none">• Dori met with members of the Attract committee and PNC's Technology Recruiters via a conference call meeting to discuss unconscious biases in the workplace, and the services that NCWIT can offer to aid in female inclusion in technology roles at PNC.• A strong takeaway from that meeting was deciding to take advantage of the job description review service that they offer. The recruiting team in response sent over five different profiles presently utilized at PNC for NCWIT to review.• One of their specialists reviewed the descriptions and sent back feedback for the team to review.	Phone, E-mail, and in person meet ups	None

TECHCONNECT FUTURE IDEAS

K – 12
CAMPUS
PROFESSIONAL

K-12 FUTURE

- Technology Contest
- TechWish - Innovation Inspiration Day
- Technology Book Drive
- "S" is for Savings Account - Give your child the gift of Financial Education

CONSIDERATIONS:

- Timeline to execute
- Cost and resource needs
- Impact

K-12 FUTURE BREAKDOWN

Idea	What	When	How	Where	Cost
Technology Contest	Create a contest by taking 4 different grade-levels, and have them develop an e-story on an ipad, chrome-book, or laptops.	2018	<ul style="list-style-type: none"> • Create an e-story using powerpoint, and engage volunteers as mentors/judges. • Register event through Grow Up Great to earn volunteer hours and grant money 	Onsite at schools, PNC iLab, other PNC Facilities	TBD
TechWish - Innovation Inspiration Day	Host a group of incoming college students in PNC's iLab, accompanied by sticky notes, sharpies, and snacks.	2018	<ul style="list-style-type: none"> • Allow guest speakers the opportunity to embark on their technology journey, and have students take notes on stickies. • Use design thinking methodologies to compile findings into a deck to share with organization. 	PNC's Innovation Lab	\$200-\$500
Technology Book Drive	Host a book drive to gather technology focused books that can help to teach children how to use a computer and potentially even build one	2018	<ul style="list-style-type: none"> • Similar to Grow Up Great, leave boxes/bins in all of the PNC Facilities to allow employees to donate • Once donation have been received host assembly or workshop at local schools to give books to children and teach them about a career in technology 	Local Schools & PNC Facilities	None
"S" is for Savings Account - Give your child the gift of Financial Education	Teaching parents and children the importance of saving, and their finances through many of the technologies PNC's products and services are on	2018	<ul style="list-style-type: none"> • Host an interactive and informational session for parents and children to be able to sit down and learn about PNC online banking • Parents can remain proactive in helping to set up a savings account for their children. 	Local school facilities, PNC iLab, other PNC Facilities	\$200-\$500

CAMPUS FUTURE

- Women in Computers
WICSTART
- Partner with Campus
Recruiting on NCWIT
membership

CONSIDERATIONS:

- Impact of fostering early relationships to bring awareness to technology at PNC
- Schools & Current Partners
- Cost Resource needs
- Reasonable timeline to execute

CAMPUS FUTURE BREAKDOWN

Idea	What	When	How	Where	Cost
PNC Foundation - Cyber Security Grant	Grant was originally secured by Maryville High school, and would like to figure out how we can make it available to more schools.	8/21-8/25	TBD	Varies	TBD
Teach Children to Save CDB - Community Development Banking	This financial education program targets grades K-12 and college, and special needs children.	2017	TBD	PNC Locations	TBD

PROFESSIONAL FUTURE

We are still actively seeking ideas for this area within our committee. If you or anyone else you know have ideas for how we can leverage this area in the near future, please feel free to e-mail

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