PNC



about women in technology

Attract - Promote - Retain





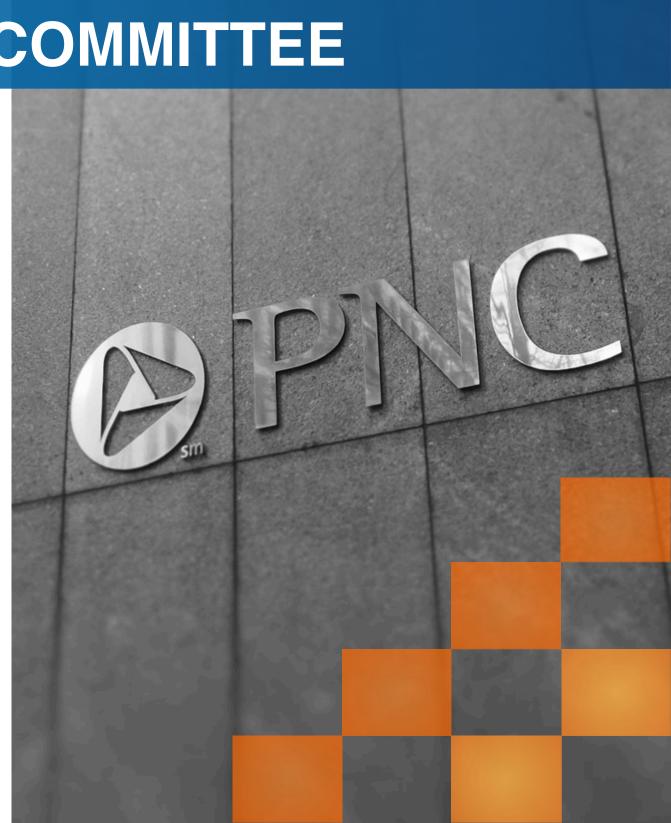
TECHCONNECT – ATTRACT COMMITTEE

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

1. Martin Martin

	Idea	What	When		How	Where
	Stem Club Hosting	 Repeat successful STEM club visit with South Fayette High School 	October, December, February, May	•	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 & Tower meeting room coordinate security a to the buildings
	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	•	Develop a morning and afternoon program that will expose students to a genuine view of technology careers	TBD
	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	•	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
	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	•	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
	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)	•	Instructions will be e-mailed, and one must complete the submission form prior to participating	Through your desk laptop, or mobile de
	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	•	Apply for up to \$3,000 in funding to help create and lead tech-related camps, clubs, and workshops for K-12	TBD

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	No. of Concession, Name
e	Cost
a Tech ns and access Is	\$500
	\$200-\$500
;	None
	Costs may vary
ktop, levice.	None
	\$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
Women in Computers WICSTART	Partnership with the University of Pittsburgh	8/21-8/25	Request TechConnect Volunteers	The University Pittsburgh
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	 Generate interest through TechConnect Send volunteers to university sites to promote 	Varies



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



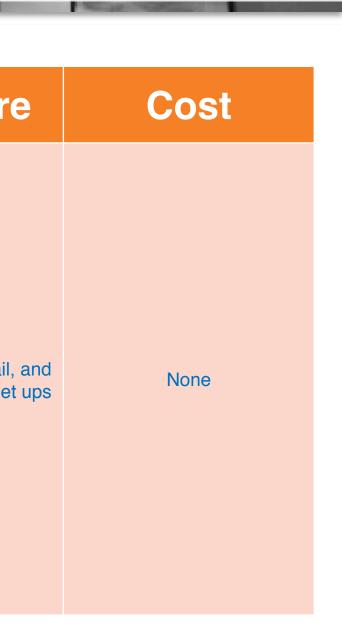
PROFESSIONAL FOCUS BREAKDOWN

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Idea	What	When	How	Where
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 .	 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, in person meet



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
echnology 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	 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
chWish - Innovation Inspiration Day	Host a group of incoming college students in PNC's iLab, accompanied by sticky notes, sharpies, and snacks.	2018	 Allow guest speakers the opportunity to embark on their technology journey, and have students take notes on stickies. Use design thinking methodoligies to compile findings into a deck to share with organization. 	PNC's Innovation Lab	\$200-\$500
echnology 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	 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	 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:

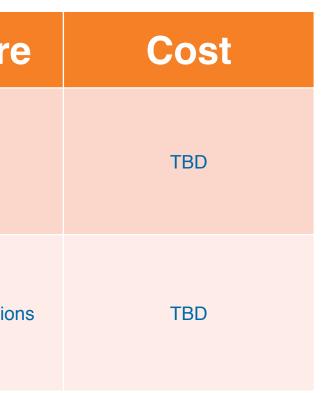
- Impact of fostering early relationships to bring awareness to technology at PNC
- Schools & Current Partners
- Cost Resource needs
- Reasonable timeline to execute



CAMPUS FUTURE BREAKDOWN

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Idea	What	When	How	Where
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
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 Locatio



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 Deonna Gandy at <u>deonna.gandy@pnc.com</u>!



