

Business Plan

2025

Dr. Orletta Caldwell, Executive Director

EXECUTIVE SUMMARY

The [REDACTED] ([REDACTED]) Foundation is a nonprofit organization founded in 2000 to inspire and grow women and girls in technology, making Michigan the premier state for women in the tech sector. The organization is committed to creating a supportive community for women in technology through education, engagement, and empowerment.

Ultimately, it is the legal obligation of the Board of Directors to create and approve the strategic plan for the [REDACTED] Foundation. This business plan and related documents are presented as a comprehensive framework, meticulously designed to guide the board in making informed decisions that align with the organization's mission and goals. The insights and recommendations cover all aspects of the organization's operations. They are intended to support the board in developing a strategy that effectively addresses the challenges and opportunities facing [REDACTED] ensuring its continued growth and impact in advancing women and girls in technology.

Key Aspects of [REDACTED]

- 1. Programs and Initiatives:** [REDACTED] offers a range of programs designed to support women at different stages of their tech careers. This includes scholarships and grants for young women pursuing technology-related degrees, tech camps and competitions to spark early interest, mentorship opportunities to build professional connections, and professional development workshops and seminars.
- 2. Membership and Community:** [REDACTED] diverse membership base, including women in various stages of their tech careers and male allies who support its mission, is a testament to its inclusive approach. [REDACTED] fosters a collaborative community that provides personal and professional growth opportunities, networking, and collaboration, strengthening the tech ecosystem.
- 3. Advocacy and Awareness:** [REDACTED] advocates for gender diversity and inclusion in the technology sector. The organization raises awareness about the value of diverse perspectives in tech and encourages companies to adopt inclusive practices.
- 4. Vision and Impact:** [REDACTED] envisions a future where women are equally represented in technology fields, contributing to innovation and driving economic growth in Michigan and beyond. [REDACTED] aims to break down barriers, provide opportunities, and inspire the next generation of women in technology through its various programs and initiatives.

Strategic Goals Recommendations:

- Increase female representation in technology by fostering interest in tech fields from a young age and supporting women at all career stages.
- Support and retain women in tech careers by providing resources, networking opportunities, and mentorship.
- Promote technology education and awareness through scholarships, tech camps, competitions, and school partnerships.

- Create a community of support by building a robust network of women professionals in technology.
- Advocate for gender diversity in tech by highlighting the importance of diverse perspectives and encouraging inclusive practices.

Development and Fundraising Efforts:

To sustain and expand its programs, [REDACTED] has implemented a comprehensive development plan focusing on fund development and personal giving. The organization is committed to building a sustainable financial foundation by cultivating relationships with corporate partners, individual donors, and grant-making institutions. A key strategy includes a campaign centered around human-centered stories of impact, designed to resonate with stakeholders and inspire financial support. Additionally, [REDACTED] aims to expand its network of ambassadors who can share its message and encourage broader community engagement.

Financial and Marketing Plans:

[REDACTED] financial and marketing strategies are focused on expanding its influence and reach across Michigan to make it the leading state for women in technology. Key challenges include customizing communication for diverse audiences, creating content that cuts through the clutter, and building a network of regional ambassadors to promote the organization's message. The organization aims to mobilize action through ambassadorship, volunteerism, and personal giving.

Strategic Technology Plan:

The organization plans to enhance its IT infrastructure by conducting a thorough security assessment, implementing a ticketing system for technical support, and upgrading hardware and software to support its programs effectively. These initiatives are designed to improve operational efficiency, enhance security, and provide robust technical support.

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FOUNDATION (

MISSION AND VISION

Inspire and grow women and girls in technology, *with the aspiration of making Michigan the #1 State for Women and Girls in technology.*

ORGANIZATIONAL OVERVIEW

The (Foundation is a nonprofit organization dedicated to advancing the interests of women in the technology field. Founded in 2000, MCWT's mission is to inspire and grow women in technology, making Michigan the premier state for women in the tech sector. The organization aims to create a supportive community for women in technology through education, engagement, and empowerment.

KEY ASPECTS OF

1. Programs and Initiatives:

- **Scholarships and Grants:** provides scholarships and grants to young women pursuing technology-related degrees. This financial support helps them gain the necessary education and skills to enter the tech workforce.
- **Technology Camps and Competitions:** The organization hosts tech camps and competitions for middle and high school girls to spark interest in technology careers at a young age. These programs focus on hands-on learning and exposure to various tech disciplines.
- **Mentorship and Networking:** offers mentorship programs and networking opportunities to help women in tech build professional connections, receive guidance, and advance their careers.
- **Professional Development:** The organization provides workshops, seminars, and other resources to enhance the skills and knowledge of women in technology, promoting continuous learning and growth.
- **Community Engagement:** engages with the community through events, outreach programs, and partnerships with schools, universities, and corporations to promote technology education and career pathways for women.

2. Membership and Community:

- has a diverse membership base that includes women in various stages of their tech careers, from students to seasoned professionals. The organization also welcomes male allies who support its mission.
- Members benefit from a supportive community that offers personal and professional growth opportunities, networking, and collaboration.

3. Advocacy and Awareness:

- actively advocates for gender diversity and inclusion in the technology sector. The organization raises awareness about the value of diverse perspectives in tech and encourages companies to adopt inclusive practices.

4. **Vision and Impact:**

- [REDACTED] envisions a future where women are equally represented in technology fields, contributing to innovation and driving economic growth in Michigan and beyond.
- Through its various programs and initiatives, [REDACTED] aims to break down barriers, provide opportunities, and inspire the next generation of women in technology.

Overall, [REDACTED] is committed to empowering women and girls to pursue and succeed in technology careers, helping to create a more inclusive and diverse tech industry.

ORGANIZATION'S KEY GOALS

The [REDACTED] ([REDACTED]) is focused on advancing the representation of women in technology through education, engagement, and empowerment. Here are the key goals of [REDACTED]

1. **Increase Female Representation in Technology:** [REDACTED] aims to inspire and grow the number of women pursuing careers in technology. This includes fostering interest in tech from a young age and supporting women at all career stages.
2. **Support and Retain Women in Tech Careers:** The organization provides resources, networking opportunities, and mentorship to help women thrive and advance in their technology careers.
3. **Promote Technology Education and Awareness:** [REDACTED] promotes technology education among young girls and women through scholarships, tech camps, competitions, and school partnerships.
4. **Create a Community of Support:** Building a robust network of women professionals in technology is essential to [REDACTED] mission. They aim to create a community that provides support, encouragement, and opportunities for collaboration among women in tech.
5. **Advocate for Gender Diversity in Tech:** [REDACTED] actively highlights the importance of gender diversity in technology and encourages organizations to implement inclusive practices and policies.

These goals are part of [REDACTED] broader mission to make Michigan the number one state for women in technology, fostering a diverse and inclusive tech environment.

FINANCE

The Finance Committee provides the annual plan.

FUND DEVELOPMENT PLAN

See [REDACTED] [Development Plan](#)

MARKETING AND COMMUNICATION

2025 ██████ Foundation Marketing and Communications Plan

Organizational mission

Inspire and grow girls and women in technology.

Overarching marketing and communications goal

Expand our influence and reach to make Michigan the No. 1 state for women in technology.

Challenges

The following plan addresses these ██████ communications challenges.

- **Customization:** We communicate with diverse audiences, and our messaging must resonate with individuals' unique needs, interests, and ██████ lifecycle experiences.
- **Content that cuts through the clutter:** People want fresh, relevant information, news, and videos in addition to ██████ programming and events.
- **Creating more champions:** As we expand our programs across the state, we need more regional ambassadors to share our message.

Objective

After years of growing awareness about and engagement in ██████ mission, this is our year to **mobilize action** – through ambassadorship, volunteerism, and personal giving.

Strategy and Tactics

Foundational

Strategy: Learn more about what's important to members and what will drive them to action.

Tactic: Issue a **membership survey** that gathers relevant information on communications **preferences and motivations**.

- Use member survey results to inform our communications approach.
- Work with the membership team to support member surveys, collaborate on survey questions, promote participation, and analyze results. [Volunteer led]

Ambassadorship

Strategy: Cultivate a network of ambassadors to share our message.

Tactic: Create a bite-sized **monthly digest** outlining items to **know, do, and share** that champions can customize and send to their networks.

- Equip champions with shareable content, emphasizing what's ahead and any calls to action. [Volunteer led]
- Identify the mailing list of everyone who commits to be a champion (AB, board, mission leads, leads at each partner organization, former WOTY award winners) and set up an email distribution alias. Send content via a monthly email. [Staff led]
- Collaborate with the team to understand the role of the Women in Tech Podium, providing counsel and guidance. [Volunteer and staff led]

Personal Giving

Strategy: Create a campaign of human-centered stories of impact that resonate with people across the [REDACTED] lifecycle and inspire them to give back.

Tactic: Develop and amplify **success stories** with a **call to action** to continue fueling the mission.

- Pilot mailers to targeted areas that empower people to contribute to our impact.
- Promote snippets of content as Facebook content to humanize our message further; include quotes in the annual report and provide links to reporters as additional information after interviews. [Volunteer led]

Volunteerism

Strategy: Support the volunteer team by communicating the value proposition of volunteering with [REDACTED]

Tactic: Counsel the **volunteer team**, review all collateral materials, **develop new materials** (e.g., volunteer spotlights), and participate in relevant team connects.

- Brand a “Volunteer Views” **Q&A content series** designed to spotlight our purpose-driven ambassadors and motivate others to feel the benefits of volunteerism; post via Facebook and LinkedIn. [Volunteer led]

Ongoing best practices and activities

1. Notify partners when [REDACTED] mentions or **tags the company on social media**. This can ensure they are aware of the exposure and encourage them to alert their social teams so they can engage to broaden their reach. [Staff led]
2. Continue balancing **thought leadership** and external content with MCWT-specific news on our social channels. [Volunteer led]
3. Begin the **annual report** early in the year after program data becomes available. [Staff led]
4. Ensure the **marketing and communications toolkit** is updated and people understand how to access and use it. [Staff and volunteer led]
5. Support **community partner strategy** and cross-promote messaging to advance a larger statewide dialogue and be viewed as a leader in the conversation. E.g., Girls Who Code, Grand Circus, Inforum, etc. [Staff led]
6. Continue **the 9th Annual Woman of the Year in Technology award for engaging** the women living our mission. [Volunteer and staff led]

Measurement

We will continue to track various KPIs, including:

- Media coverage
 - Tracking noteworthy coverage that reflects the geographic diversity of our programs, such as:
 - 2024
 - July, DBusiness: [REDACTED] Works to Transition Women into Tech Careers in Michigan
 - July, MiTechNews: [REDACTED] Opens Applications For Reignite Program
 - June, Upper Michigan Source: NMU to host Camp Infinity in July

- May, The Mining Journal: 5th-8th grade girls tech camp coming late July
- April, WSJM/Moody on the Market: Whirlpool is encouraging girls to enter tech careers with an event tomorrow
- 2023
 - November, Rapid Growth Media: Local organizations and role models hope to put Michigan on the map for women in tech careers
 - June, Midland Daily News: Dow sponsoring Camp Infinity for girls at Delta College
 - June, The Morning Sun: CMU to host technology camp for girls
- Email marketing subscriptions, open rates, click-through rates, and conversions
- Website traffic increases and time on page, proving engagement (Note: Baseline to come given new analytics.)
- Social media likes, followers
 - Facebook: 3,391 followers today
 - Followers: +191 new followers since September 2023 (**13% increase**)
 - Insights:
 - 4,551 reach in the past 90 days
 - 419 engagements in the past 90 days
 - 29 new followers from the last 90 days
 - LinkedIn page: 5,829 followers today
 - Followers: +1,500 new followers from July 2023 (**34% increase**)
 - Visitors: Received 4,489 unique visitors from July 2023-July 2024
 - Insights:
 - Posts happen 2-3 a week, 14-20 average reposts on bigger announcements and 3-5 reposts on smaller items
 - Most re-posts come from volunteers and people on our board
 - LinkedIn group (our curated community): 1,845 members today
 - Members: +80 people since September 2023 (**4.5% increase**)
 - Instagram: 537 followers today
 - Followers: +137 new followers from September 2023 (**34% increase**)
- Volunteer inquiries, proving we're moving more people to action (baseline to come from our members/volunteers group.)

Addendum: [REDACTED] Core Narrative

Vision/POV

We believe Michigan is poised to be the No. 1 state for women in tech.

Our Credibility

For the last 20 years, the [REDACTED] has worked to inspire and grow women in tech. We expand our network of tech professionals, business leaders, educators, and more each year. We're all united by the power we individually and collectively hold to address and help fix the gender disparity gap in IT, with a strong belief that we can continue to use technology as a force for good.

Our 1,000 members, 500 volunteers, and 100 corporate partners are passionate about cultivating a diverse tech workforce that supports Michigan's ongoing transformation and retains female professionals here.

Why it matters

Why do we keep working at this?

Despite our progress, about 28% of the tech workforce are women, and less than 4% make it to CEO.

But imagine a thriving state where organizations' employees reflect the communities in which they operate. Where diversity of thinking fuels growth and creative solutions. A continuous lifecycle of inspiration, learning, and giving back fulfills people personally and professionally. We remain driven to support more girls and women in pursuing a tech path, which will positively impact lives, strengthen businesses, and make our economy more resilient.

Current impact

We impact nearly 5,000 people annually with programs and events designed to reach all life stages. We've awarded \$1.5 million in scholarships to over 275 deserving women and host over 80 programs and events annually, ranging from summer tech camps and clubs to virtual learning sessions and career mentoring.

The following framework guides our journey:

- **Education** – inspiring and introducing more girls to tech, making an impact early in girls' lives to influence long-term change
- **Engagement** – guiding, supporting, and retaining women in the tech field and cultivating a supportive and uplifting community for women tech professionals
- **Empowerment** – advancing women in tech roles and giving back by using our strengths and experiences to drive the movement forward

Ambitions for tomorrow

We promise to use our expertise and influence to continue to create change. Success for us means:

- **Listening** to the needs of our community and responding with thoughtful solutions.
- **Convening** people and like-minded organizations to drive coordinated, collective impact to address the systemic challenge of women underrepresented in tech.
- **Promoting** fulfilling careers and equipping women with resources to feel empowered in their roles.

Call to action

Together, we can achieve a more inclusive and equitable future for Michigan. Here are a few ways to join us as an ambassador in our movement to inspire and grow women in tech:

- Encourage the girls in your life to explore technology. Be the spark.
- Take time to be a mentor to someone getting started in tech.
- Engage with [REDACTED] by volunteering and advocating for our mission.
- Show up as a role model for young women struggling with underrepresentation.
- Learn more at [REDACTED].org and connect to our network on LinkedIn and Facebook.

PROGRAM REVIEW

See [Program Review](#)

STRATEGIC TECHNOLOGY PLAN

Introduction

After conducting a thorough review of our current IT infrastructure, it is clear that our organization requires significant restructuring and enhancement in terms of security. Our existing systems lack foundational policies and procedures, leaving us vulnerable to potential risks and inefficiencies. To address these gaps and ensure the stability and security of our IT environment, I propose the following comprehensive plan. The primary objectives of this plan are to fortify our security posture, improve operational efficiency, and provide robust technical support for our team.

1. Security Assessment

A security assessment is critical for identifying vulnerabilities and weaknesses within our current IT infrastructure. This process will include:

- **Scope of Assessment:**
 - Conduct a full-scale review of all hardware, software, network configurations, and user access levels.
 - Assess compliance with industry standards and regulatory requirements, ensuring our security measures align with best practices.
- **Assessment Process:**
 - Utilize automated tools and manual techniques to perform penetration testing, vulnerability scanning, and configuration reviews.
 - Engage third-party experts to provide an unbiased evaluation and to benchmark our security against comparable organizations.
- **Expected Outcomes:**
 - Detailed report highlighting vulnerabilities, potential risks, and recommendations for improvement.
 - Actionable plan to address identified security gaps, prioritizing critical issues that could pose immediate risks to our operations.
- We are leveraging the expertise of [REDACTED] sponsor companies to provide us with these assessments, ensuring the credibility and quality of the evaluation.

2. Implementation of a Ticketing System

A robust ticketing system is necessary to manage technical support requests and resource allocation efficiently. The proposed system will include the following features:

- **Key Features:**
 - **Automated Ticket Routing:** Ensures that support requests are directed to the appropriate personnel based on the nature and urgency of the issue.
 - **Tracking and Reporting:** Provides detailed ticket tracking, from creation to resolution, allowing for analysis of response times and identification of recurring issues.

- **User-Friendly Interface:** Simplifies submitting and managing tickets for users and support staff, improving overall satisfaction and efficiency.
- **Implementation Plan:**
 - Conduct a needs assessment to determine specific requirements and select a ticketing system that best fits our organization.
 - Train IT staff and end-users on the new system to ensure a smooth transition and immediate adoption.
 - Monitor system performance and adjust based on user feedback and system analytics.
- **Expected Benefits:**
 - Improved efficiency in handling technical issues, reducing downtime and frustration for staff.
 - Enhanced ability to manage resources effectively, leading to cost savings and better service delivery.

3. Updated Equipment for Programs

To support the diverse needs of our programs, we must invest in updated hardware and software. This includes:

- **Hardware Upgrades:**
 - Replace outdated computers, servers, and networking equipment to ensure reliability and performance.
 - Invest in modern, high-performance devices that can handle the demands of current and future applications.
- **Software Upgrades:**
 - Update operating systems and application software to the latest versions to enhance security and functionality.
 - Evaluate and implement new software solutions to improve productivity and collaboration across the organization.
- **Implementation Plan:**
 - Conduct an inventory of existing equipment and software to identify items needing replacement or upgrade.
 - Develop a phased implementation schedule to minimize disruptions to daily operations.
 - Provide training for staff on new hardware and software to maximize their effectiveness and reduce the learning curve.
- **Expected Benefits:**
 - Increased productivity and efficiency due to faster, more reliable equipment and up-to-date software.
 - Reduced maintenance costs and improved system stability, allowing the IT team to focus on strategic initiatives rather than reactive maintenance.

Additional Recommendations

In addition to the above initiatives, I recommend the following steps to strengthen our IT infrastructure further:

- **Policy and Procedure Development:**
 - Develop comprehensive IT policies covering data security, user access management, and acceptable use of technology.
 - Establish clear procedures for routine maintenance, software updates, and incident response to ensure consistent and effective operations.
- **Training and Development:**
 - Provide ongoing training for all staff on new systems, tools, and security best practices to foster a culture of awareness and vigilance.
 - Offer specialized training for IT staff to keep them current on the latest technologies and security threats, ensuring they have the skills to protect our organization.

The proposed plan is designed to address the critical needs of our IT infrastructure, focusing on security, efficiency, and resource management. Implementing these recommendations will build a solid foundation supporting the organization's growth and ensuring our operations' safety and integrity. I am confident these initiatives will provide significant value to our organization, and I look forward to the board's feedback and approval.

REPORT CONCLUSION

The [REDACTED] ([REDACTED]) is dedicated to advancing the representation of women in technology through comprehensive programs and strategic initiatives. [REDACTED] is building a diverse and inclusive tech community in Michigan by focusing on education, engagement, empowerment, and development. The organization's goals to increase female representation, support and retain women in tech careers, promote technology education, advocate for gender diversity, and develop sustainable financial strategies align with its mission to make Michigan a leader in the tech sector. With a solid economic, development, and marketing plan and a strategic approach to technology infrastructure, [REDACTED] is well-positioned to achieve its vision of creating a more inclusive and diverse tech industry.