February Webinar
Notification & Event Planning
Agenda

● AspireIT
● Notification
● Trophies
● 2019 Prizes
● Planning your Award Event
● Event Survey Report
● Sponsorship
● Program Updates
● 2019 NCWIT Summit
AspireIT Funding is Here!!

- Applications open
  February 1 – March 15
- Announcements by April 15

- RFP
- Application
- Resources
  https://www.ncwit.org/resources/ncwit-aspireit-infographic
- Website
  www.aspiations.org/aspireit
NCWIT Notifications

NCWIT is sending out notifications to...

ALL regional Winners and Honorable Mentions and Rising Stars with:

* Congratulations!
* AiC Community Info
* AspireIT
* Community Opportunities
Affiliate Notifications

- Notify recipients, parents, and school officials by Email initially
- Follow with a hardcopy letter
- Don’t wait for event details but send event date ASAP
- CONFIRM notification, attendance, and pronunciation of names
- Remember to allow at least 4 weeks for trophies to be delivered
Trophies

● Trophy Orders
  ○ Review Proofs
  ○ Edit School Names
  ○ Allow 4 weeks minimum for production/shipment

● 1 Trophy Per Award Recipient

● School trophy shipped to the event with names of all recipients
2019 Prize packets!

ALL Award Recipients will receive a custom branded bag with the following items:
- Set of five AiC notecards
- Blue plastic folders
  - AIT promo card (NEW!)
  - Four purple resource cards
  - TECHNOLOchicas promo card
    - NCWIT square sticker
    - AiC Program sticker
    - Aspirations.org sticker (NEW!)
    - Aspirations Award sticker
    - Visualize sticker

In addition, all Aspirations Award and Collegiate Award recipients receive membership in the Aspirations in Computing Community.
2019 Prize packets!
The Award Event

Helpful tips to get your planning started
**NCWIT Event Survey**

**Evaluation Results**

99% of attendees agreed or strongly agreed that the events were successful and appropriate.

98% enjoyed the experience.

“The experience was overall fantastic.”

The Most Popular Activities at the Events Were Keynote Speakers and Speaker Panels
NCWIT Event Survey
Evaluation Results

Things to Improve:

Include some icebreaker activities.

Consider cutting the length of the event.

Pay attention to details (such as: missing pages in programs; overlooking awardees; mispronouncing names). Many people complained about mispronouncing names.

“There should be more icebreaker activities for meeting others.”

“Please have presenter know how to pronounce names – can’t have diverse women and have names pronounced badly.”

“When the awardees were mentioned, a paragraph was read about them. With over 50 awardees, this part of the event took an extremely long time.”
Helpful Steps Before Your Event

• Form an event committee

• Set the date, choose the venue!

• Consider budget – seek sponsors (local businesses, WA & EA Members)

• Focus On Celebration and Girl Recognition
  • Invite list – create a community of support
  • Speakers – focus on GIRLS journey
  • Meaningful speakers matter more than prizes
Sponsors, Sponsorship, & Bargaining Chips

- Talk to big companies, but... don't forget about local companies and nonprofits
- Give Sponsors an ACTIVE Role
  - Invite them to event
  - Invite them to be guest speakers
  - Seat Sponsors at the tables with winners/honorable mentions
  - Ask them to present awards
  - Sit on a Panel
- Use your Coordinator Dashboard
Getting the Most Out of Your Event

- Identify local channels to help publicize event
- Use Social Media
- Ask a high level dignitary, executive, or local celebrity to attend your event & speak
- **Guest List = Outreach + Sustainability**
You don’t need a truck full of cash to make it meaningful

Ways to Save!

- Free or sponsored event space
- Student Photographer
- Skip catered meal and expensive prizes
- Swag from Community Partners
At the Event

Photography!

• Group shot is required
  ○ Individual and Candid Shots of the Event
  ○ Upload photos to Aspirations Flickr Site

• Sign-In Sheet & Name Tags

• Organize Trophies and Swag Bags ahead of time for smooth process

*Utilize online toolkit resources & event checklist

Extra Activities: Tour of Campus/Lab, Hour of Code, Slideshow
NCWIT Event Survey

• Ensure every attendee completes the survey, Not just awardees
  • TIP: Give out Swag Bags in exchange for completed surveys
• Survey Online
  • Save on printing costs
  • QR Code on the back of programs
• Important Feedback
  • What worked, what didn’t, ideas for improvement
After the Event...

• Complete online Affiliate Final Report (we will send link)
• Thank all your volunteers & sponsors
• Send copies of the program, prizes, trophies or certificates, and resources to those unable to attend
• Wrap-up / assessment meeting is a great way to celebrate and also collect feedback/ideas while still fresh
• Follow up with those interested in AspireIT
Program Updates

Edie Cheng
Save the Date! Tuesday, May 14, 2019 to Thursday, May 16, 2019

Nashville, TN

Where Conversations Lead to Change: The NCWIT Summit is the world’s largest annual convening of change leaders focused on significantly improving diversity and inclusion in computing. Educators, entrepreneurs, corporate executives, and social scientists from across industries and disciplines (both men and women) participate in this one-of-a-kind opportunity.

Aspirations Affiliate Meeting will be the afternoon of Thursday, May 16th (Post Summit)

We have availability to support 20 people to get to Summit with a limit of one person per affiliate.

Registration opens March 4th
Thank you for all that you do!