International Women's Day 2021 @

SYNOPSYS®

Raising the Voices of Women in Engineering

Rupa Dachere
Founder & CEO, Thrive-WiSE (CodeChix)

International Women's Day 2021

- My Journey: Why I do What I do
- The Problem
- Member Journey
- Perspectives
- Mission & Programs
- Engage and Benefit

Career

- 26 years Technical Ladder
- Refused Mgmt. Ladder
- Issues with growth
- Build best products
- No support (late 2000's)
- Quit to go full time in 2019

"Two roads diverged in a wood and I – I took
the one less traveled by, and that has made all
the difference."

Robert Frost,
"The Road Not Taken"

Personal

- Pain, Frustration, Anger, Sadness
- Grassroots hacking@home
- Nights/Weekends
- Grow into CodeChix
- Non-Profit in 2012
- Straddling 2 boats 7 years

Yes, if...

High-risk Decision

2018

Google walkout, Time's Up, Focus on women's issues and discrimination

October 2018

Epiphany and Decision

November 2018

Quit my job

January 2019

Full time, no pay, no benefits

CodeChix --> Thrive-WiSE Journey
2009 - 2021

2009
Monthly Hacking on Linux/OS
Grew from 1 – 20+
(Rupa's Living Rm)

2010
Grew from 20 to 60+

2011-2012
50+ events/ year
Grew from 60+ - 100+

Applied for 501c3 under CodeChix.

2012-2014
Grew from 100+ to 500+
Quarterly hacking sessions
Open Source only

2015
First DevPulseCon
Women Engineers Only
First Safe Space Panel
80+ Women Coders
Computer History Museum

2016-2018
Annual two-day DevPulseCon
20-50% growth/year
Hyper Technical
200+ Women Coders

2019
Rupa quits her job
IEEE article on Rupa
Live on Savings (no benefits)
9 Months

Largest DevPulseCon
Attendees: 75%+
Sponsorships: 300%+
NEW PM Track

2020
Rebranding to Thrive-WiSE
Inclusive of Women in Science Workplace Environments

5-day DevPulseCon
Pilot of Safe Space + Ally Training
Eng. & PM Ladders in R&D
Fortune 100 Silicon Valley Leader.

2021
Micro-DevPulseCon Quarterly
Beta Safe Space + Ally Training
3x Advisory Council + Board

Self Funded Phase (2009-2018)

(Rupa's wallet + Pizza/Sandwiches from companies)

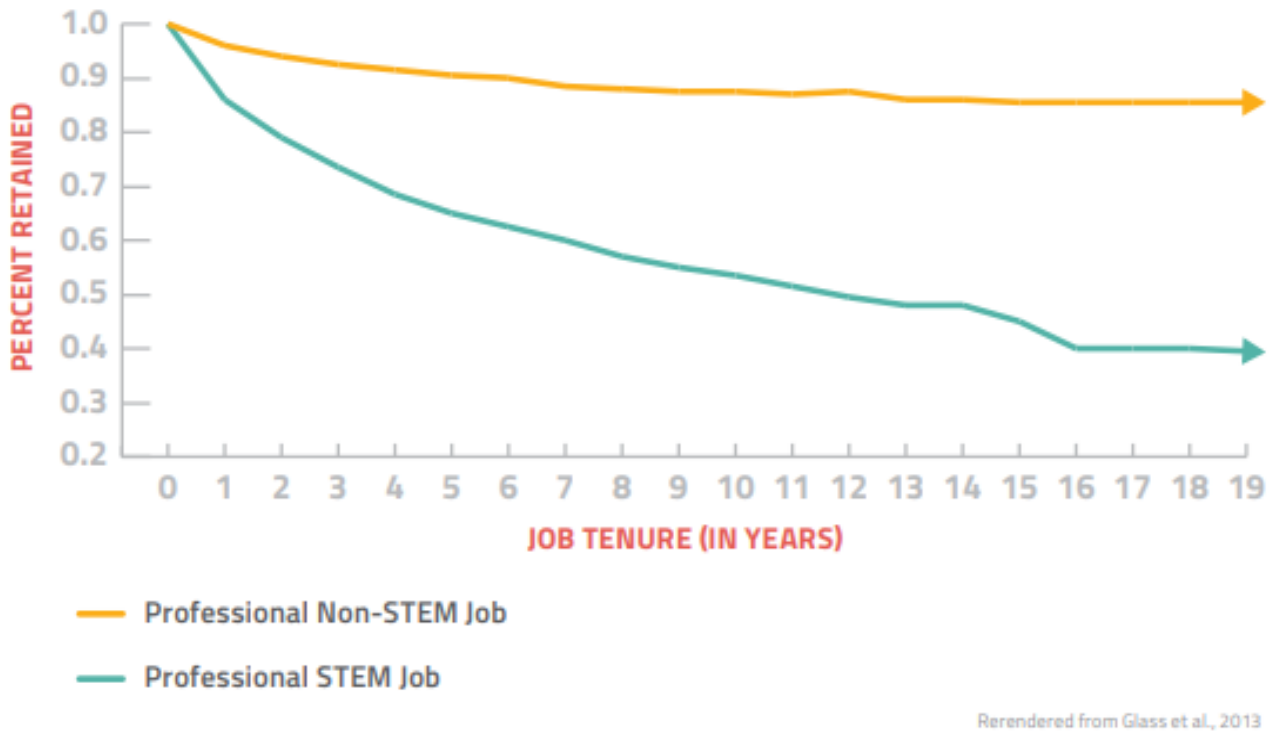
Bootstrap phase (2019 – Present)

Half of Women Leave Science and Technology (10 years)

- 47% Science
- 56% Technology

Source: Hewlett, et al 2008

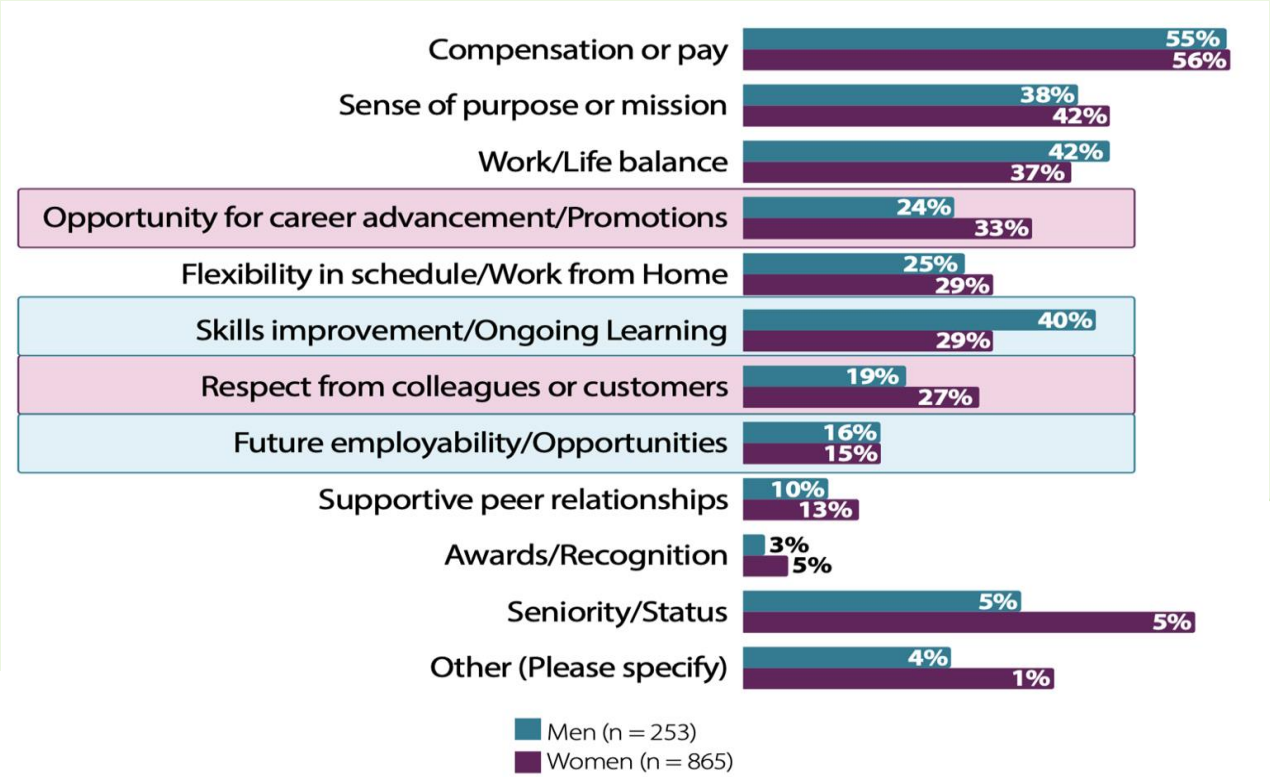
Women leave STEM much faster than Non-STEM



- 5 years – 40% drop
- 8 years – 50% drop
- 10 years – 60% drop
- 2x the rate of men

Source: [ncwit women in tech 2016]

Women Need Opportunities for Advancement & Respect



Source: IDC's Women in Technology Survey, June 2018

Advancement

- 33% (W) vs 24% (M)

Respect

- 27% (W) vs 19% (M)

ALIYA

Thrive-WiSE Member

- **Top student**
- **Passionate**
- **High Hopes**
- **Make it BIG**
- **Do Good**

Aliya's Journey – Phase 1

Thrive-WiSE Member

- **Smart**
- **Talented**
- **MSCS**
- **Top University**
- **Ambitious**
- **Perceptive**
- **Driven**
- **Confident**

Aliya's Journey – Phase 2

Thrive-WiSE Member

- **Promoted to Senior Engineer or equivalent**
- **Tremendous effort to stay technical**
- **Collaboration with peers has friction**
- **Balancing Work/Life issues arise**

Aliya's Journey – Phase 3

Thrive-WiSE Member

- **Super-human effort (16-17 hour days)**
- **Sacrifice family/personal**
- **Unsupportive peers & workplace process (changing teams)**
- **Physical/Mental toll**

Aliya's Journey – Phase 4

Thrive-WiSE Member

- **Unable to "keep up" - personal & career**
- **Isolated - workplace programs focus on younger workers**
- **Depression & feelings of failure**
- **No hope of promotions/growth**

Why is this happening?

Thrive-WiSE Member

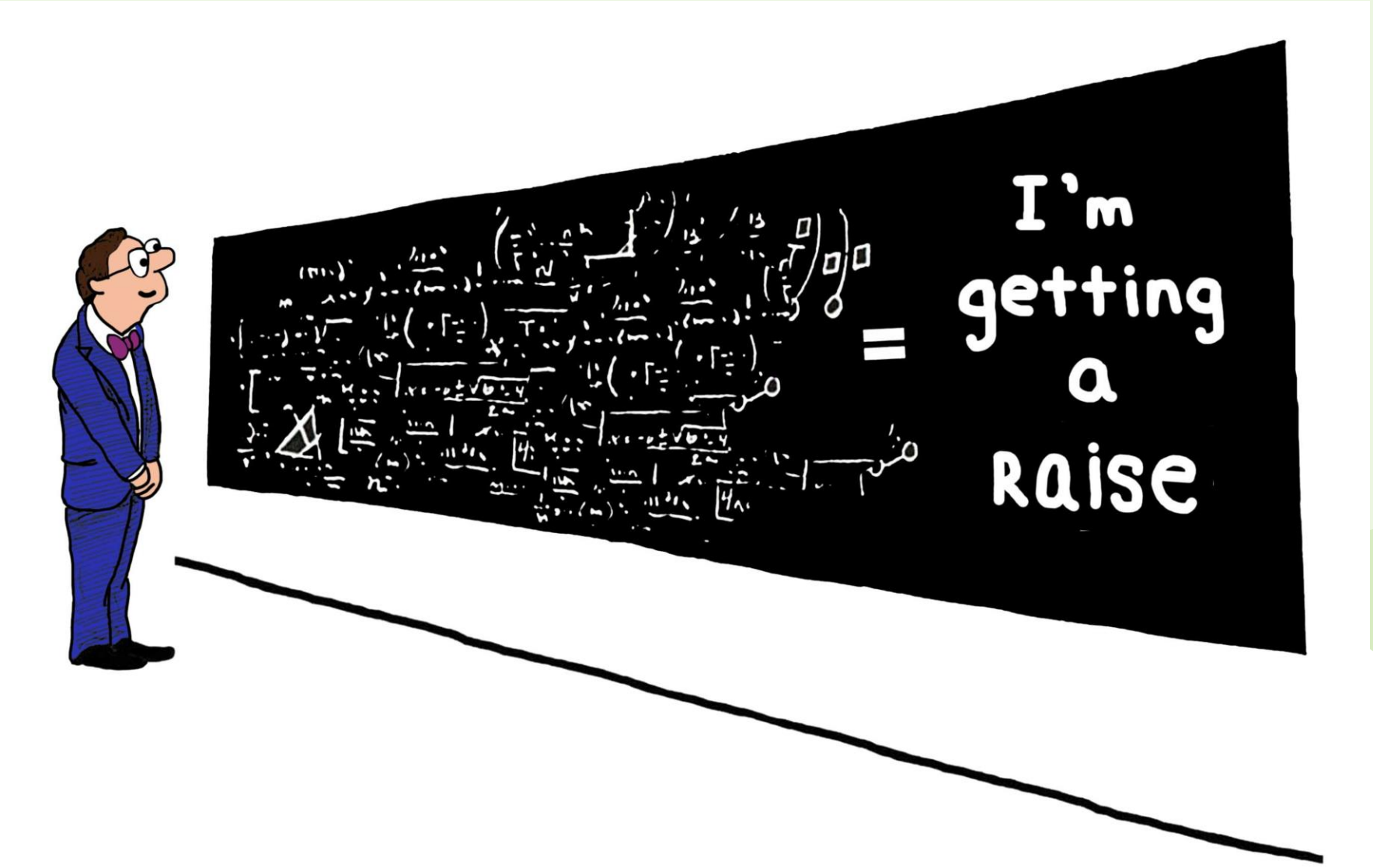
Management Practices/Culture

Thrive-WiSE Perspective

"Maybe I'm paranoid, but sometimes I feel like the boss is looming over me, glaring down, as if he could work faster than me."

Career Process

Thrive-WiSE Perspective



Pay Inequity and Transparency

Thrive-WiSE Perspective

- **Working Mom: 70c for $1 men**
- **~$70K less in retirement**

Societal Expectations

Thrive-WiSE Perspective

Thrive-WiSE is Uniquely Focused on Retention

Mission

To support women technologists through training, community, and open source methods so that they thrive in their careers.

Vision

Women technologists can forge their path and have an equal voice in this tech-driven world.

Who We Are

Technical and PM Ladder in R&D

- Women Engineers & Scientists
- Women Product, Program, Project Managers
- Women in Technical Leadership
- Women in PM Leadership
- Allies – Men and Women

Foundational Pillars & Programs

Education

- *Open Source Technologies*
- *Hands-on Workshops*
- *SRI International Technical Program*
- *Micro-DevPulseCon Quarterly Series*

Mentorship & Sponsorship

- *Leadership-led Co-Mentoring*
- *Peer Mentoring*
- *1-1 Coaching*

Advocacy

- *Safe Space Corporate Program*
- *Ally Training Corporate Program*
- *Anti-Racism Corporate Program*

Diversity, Equity + Inclusion Spectrum

Thrive-WiSE
Leadership Perspective

No Transparency
No DEI Programs
No Tracking/Accountability

Range of Effectiveness

Transparency on Metrics
Established DEI Programs
Leadership Accountability

Allyship is Critical !

Thrive-WiSE Perspective

- Both Men & Women Allies - Good for Business and DEI
- Be a Sponsor and/or a Mentor
- Listen & Learn Mindset vs Speak & Dictate Mindset
- Accountability Metrics - Genuine and Committed

How can you get help?

Continue education
MOOC study groups

Identify mentors and sponsors
Internal & external

Invest time & energy for your career growth
Prioritize what is important

Remember: Everything takes effort and some sacrifice

Create realistic goals you can achieve
Professional & Personal

And, of course, Volunteer
Thrive-WiSE, IEEE

Thrive-WiSE Programs

April 2, 5p-6p Pacific

Tentative Topics

- Interviewing during Covid
- Keeping up with new tech without going crazy
- Peer conflict & how to handle

Thrive-WiSE Programs

Site: devpulsecon.org

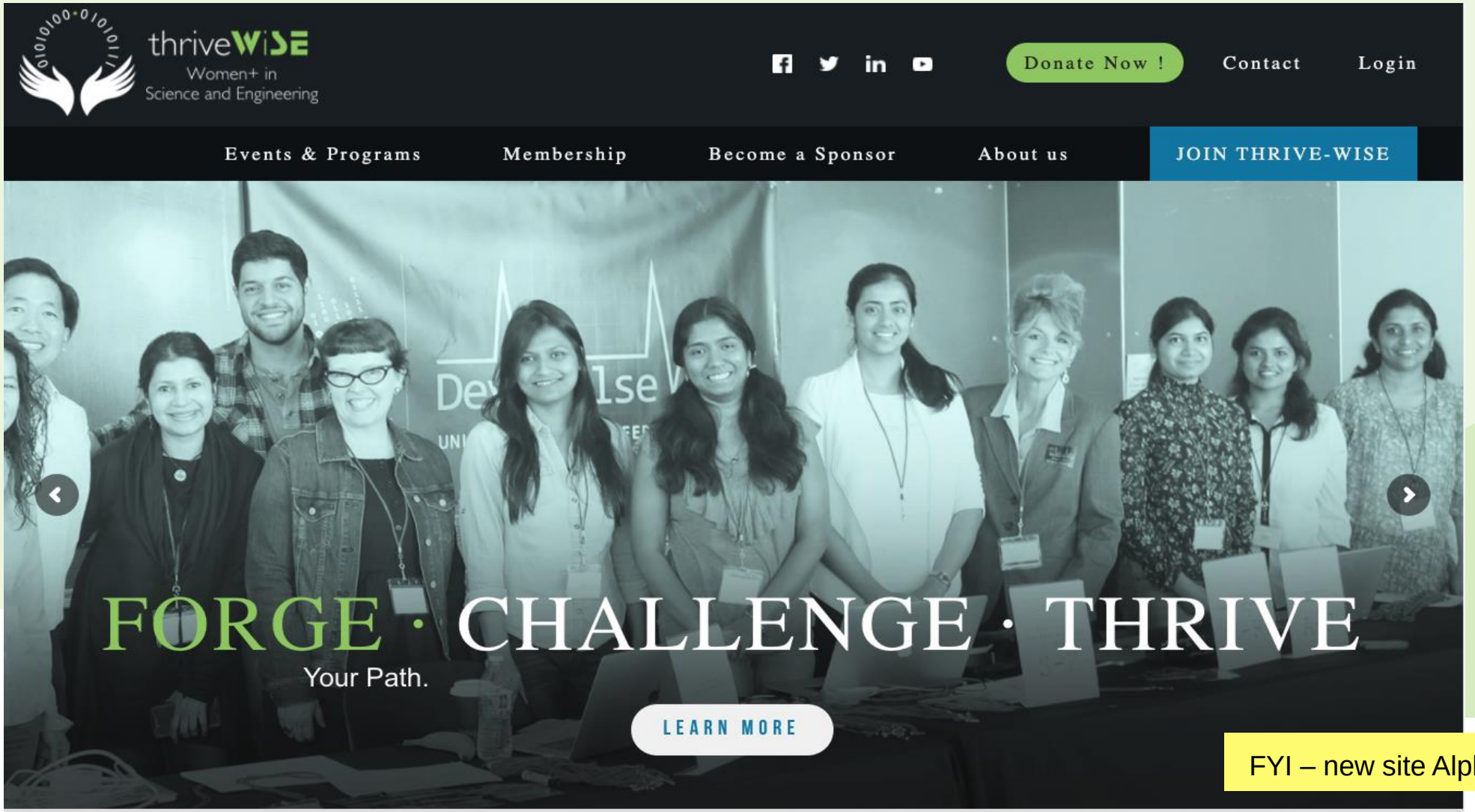
March 31, 8a-10a; 1p – 4p Pacific

- **Keynotes in morning session**
- **Rust Hands-on Workshp**
- **Frameworks for PM's Workshp**
- **Tech and PM Panels**

- **Register: tinyurl.com/mDPC2021**

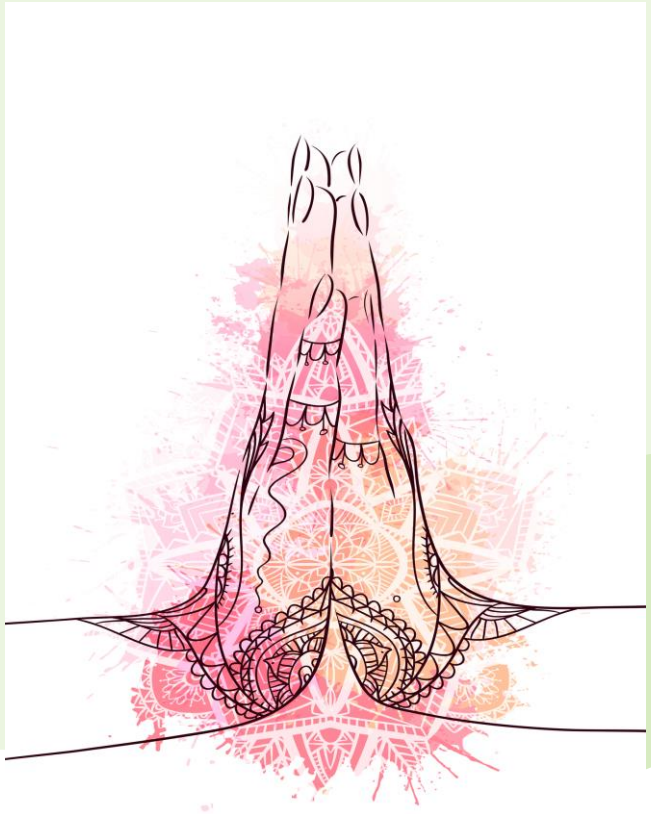
tinyurl.com/TWjoinus

Thrive-WiSE Programs



FYI – new site Alpha release!

May the code be with you…



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