

WHAT IS SIT WITH ME?

Sit With Me is a national advocacy campaign designed to encourage women in computing careers. Sit With Me seeks to highlight the critical nature of women's technical contributions by providing an event kit for people (men and women, technical and non-technical) to acknowledge the valuable contributions of women in computing.

Sit With Me uses an iconic Red Chair to symbolize that women in technology need more seats at the table, that men and women can sit in support and solidarity for technical women, and that one highly visible action can instigate others.

WHY SWM?

By raising the visibility of women's participation in technology, Sit With Me seeks to attract and retain more women in the field. Although women today comprise half the world's population and more than half of the U.S. professional workforce, they play only a small role in inventing the technology of tomorrow. Fewer women are choosing technology and computing as a career path, and 56% of technical women leave in the middle of their careers to pursue other jobs.

As we look to compete globally and meet the world's most pressing challenges, we must increase the role of women in technology. Capitalizing on the power of gender diversity can yield a larger and more competitive workforce and enable the design of technology that is as influential and extensive as the populations it serves.



*Sit With Me was created by members of NCWIT with creative direction from marketing and branding firm BBMG.
Campaign Sponsors: Google and Emeco*

ncwit.org NATIONAL CENTER FOR WOMEN & INFORMATION TECHNOLOGY (NCWIT)
www.ncwit.org • info@ncwit.org • 303.735.6671 • Twitter: @ncwit

Lifetime Partner: Apple

Strategic Partners: NSF, Microsoft, Bank of America, Google, and Intel • Investment Partners: Avaya, Pfizer, Merck, AT&T, Bloomberg, and Hewlett-Packard

RESULTS

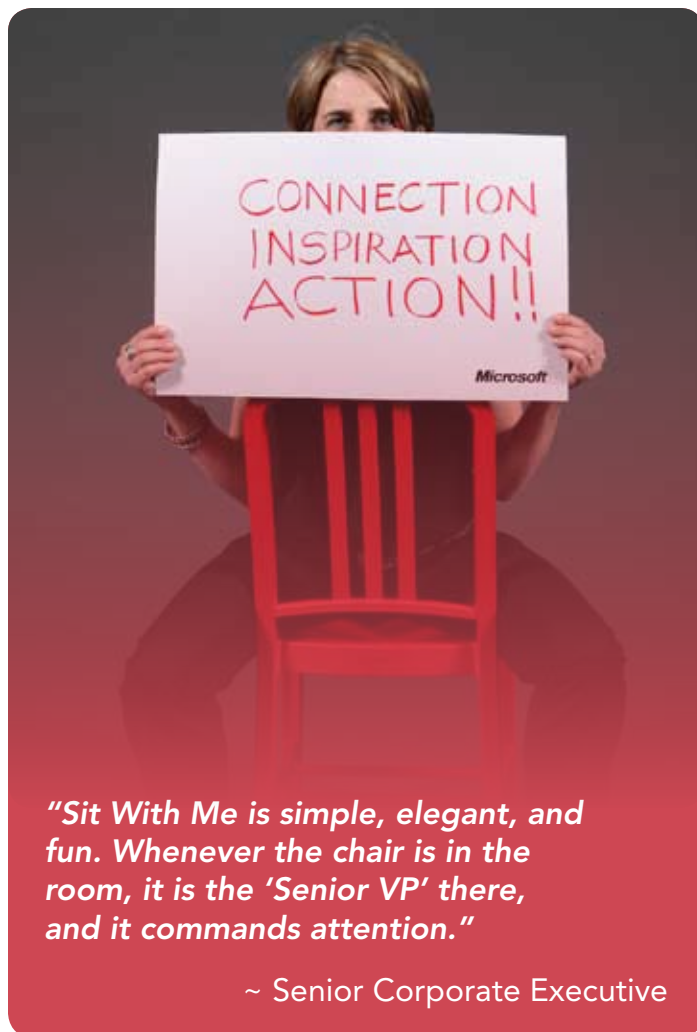
- More than 150 Sit With Me stories have been posted to the website from events around the world, with more than 2,250 event photos posted to Flickr.
- Notable public figures have sat in the Sit With Me Red Chair, including Chelsea Clinton, Clinton Foundation vice chair; Donna Brazile, author, syndicated columnist, and television political commentator; Mayim Bialik, actress, activist, and neuroscientist; Meryl Streep, actress; Shaquille O'Neal, celebrity and retired NBA player; and Sheryl Sandberg, Facebook COO.
- Companies such as AT&T, Bloomberg, Eastman Chemical, Facebook, Google, Microsoft, Time Inc., and Thomson Reuters have held Sit With Me events. Many created Sit With Me microsites and videos.
- Higher education institutions such as Indiana University, Louisiana Tech University, Murray State University, Oregon State University, and Stanford University have displayed the Red Chair on their campuses.

WAYS TO GET INVOLVED

- **Tell us your story.** Upload your words, photos, and videos to sitwithme.org. Then, share your uploaded story with others.
- **Download the event kit.** Start the conversation with provided key messaging and sample activities. Create promotional materials for your own Red Chair event with designed templates.
- **Borrow, purchase, or find your own Red Chair.**
- **Celebrate without the chair.** Check out our Sit With Me Stuff for tshirts, stickers, and more.

ABOUT NCWIT

The National Center for Women & Information Technology (NCWIT) is a non-profit change leader network of more than 650 universities, companies, non-profits, and government organizations nationwide working to increase women's meaningful participation in computing. NCWIT equips change leaders with resources and platforms for taking action in recruiting, retaining, and advancing women from K-12 and higher education through industry and entrepreneurial careers. Find out more at www.ncwit.org.



"Sit With Me is simple, elegant, and fun. Whenever the chair is in the room, it is the 'Senior VP' there, and it commands attention."

~ Senior Corporate Executive

"In 20 years of marketing, I've rarely seen a campaign garner so much goodwill and word-of-mouth before it's official release. With the right partners, I have no doubt the 'Sit With Me' campaign will change the national conversation about women in technology."

~ Senior Marketing Executive

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