

# Setting Up An Effective Organization to Support Girls

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# Agenda

- √ What is MAGIC
- √ Progress since last year
  - Grace Hopper 2007- Where were we
  - Grace Hopper 2008- 2008 and onwards
- √ Challenges
- √ Summary
- √ Discussion

# What is MAGIC?

- ✓ A grass-root **mentorship program** available to **everyone** dedicated to helping girls aspiring to a career in STEM (Science, Technology, Engineering & Math)
- ✓ We believe that we need to **start early** to foster the interest in STEM, i.e. at the middle school level
- ✓ MAGIC will be run by **women with careers in technology**, for middle and high school girls
- ✓ Our Vision:

***Be a world class resource in guiding & assisting young women aspiring to a career in information technology.***

# GHC 2007- Where Were We?

- ✓ Magic was in concept stage
- ✓ Team was exploring various ideas for our vision & charter. We were sure that this would be an organization of women mentoring young girls
- ✓ Preliminary plan of action was refined at GHC 2007
- ✓ Most of the core team was in place
- ✓ Website was in a very basic state
- ✓ Processes for the organization had not been defined
- ✓ Investigating various alternatives for incorporation

# 2008- Where Are We

- ✓ **Vision and charter in place**
- ✓ **Full management team is in place.**
- ✓ **Infrastructure & processes in place:**
  - ✓ Girls Middle SCHOOL Pilot
  - ✓ Website up and running
  - ✓ Mentor review & selection process
  - ✓ Mentee selection criteria
  - ✓ Mentor training program & Toolkit available
  - ✓ Critical web of stakeholder relationships, i.e. supports have been enlisted
- ✓ **MAGIC has a clearly articulated plan:**
  - ✓ Girls Middle SCHOOL Pilot
  - ✓ Ten plus mentors participating in the pilot
  - ✓ Two mentoring relationships have commenced
  - ✓ MAGIC has received good publicity, i.e. June 16 Newsweek-  
<http://www.newsweek.com/id/140457>

# Plans 2008-2009

- ✓ Move ahead with incorporation to address funding issues
- ✓ Develop a post NPO (Non-Profit Organization) fund raising plan. Estimate that we need \$10,000 a year
- ✓ Find interim funding till the NPO is done
- ✓ Focus on execution of mentoring relationships and establishing a feedback loop
- ✓ The West Coast pilot will be executed before GHC 2009
- ✓ Identify regional sub-groups

# Current Work

## Successful mentoring relationships

- ✓ **Mentors**
  - Selection & background check
  - Training- mentoring middle school girls is different from a typical adult-adult relationship
- ✓ **Mentee**
  - Motivational strategies required to boost participation
  - Publicity to make program known
- ✓ **Motivating the following stakeholders:**
  - Teachers & School- continuous reinforcement required for the relationship to be valued
  - Parents- offline participation will increase effectiveness

# Current work

## Financial challenges

- ✓ Cost of Sustaining pre-NPO
- ✓ NPO
  - Going through the process successfully
  - Funding campaign post-NPO

## Other Resources

- ✓ Core team is juggling work, home & Magic
  - Realistic goal setting
  - Enlisting external help



# Current work

## Pilot

- ✓ Identifying mentors & mentees across the US
- ✓ Alliances which will help us identify pilot opportunities and establish credibility with schools

# Summary

- ✓ Progress has been made on the infrastructure and critical mass for mentors has been achieved
- ✓ Need to focus on execution of mentoring relationships
- ✓ Need to move ahead with incorporation to address the funding issue
- ✓ Need to address issues of core team member bandwidth
- ✓ Relationships with schools need to be developed