

Codecinella Technical Talk

How to Make Your Website Not Ugly:

Simple UX for non-designers

February 2, 2017



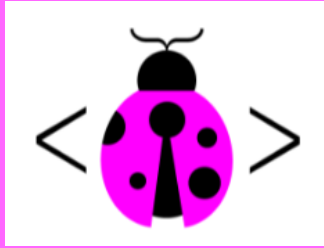
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Lady Bug Fixers

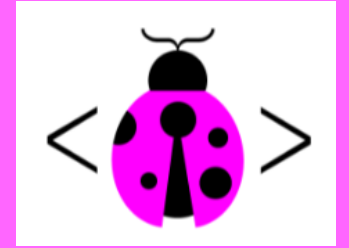
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Inspired by the lady bug, our name is derived from the genus coccinella.

- Who are we?
 - Local women software developers and students
 - All levels of experience:
 - beginner (students, recent 'bootcamp' graduates, curious potential IT folks)
 - intermediate (5-10 years as IT professional)
 - advanced (more than 10 years professional experience in IT)
 - Codecinella operates as a 501(c)3 non-profit organization through fiscal sponsorship by the Center for Community Stewardship (C4CS), our fiscal agent. <http://www.community-stewardship.org/projects/codecinella/>



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- What problems are we addressing?
 - Lack of diversity in IT
 - Women comprise 20% of software developers¹
 - Shortage of IT talent
 - 1.1 million IT jobs by 2024, of which 41% can be filled by US bachelor degree recipients²
 - Poor retention of mid-career women software engineers
 - More than half (56%) of women in technology leave their employers at the mid-level point in their careers (10-20 years)³

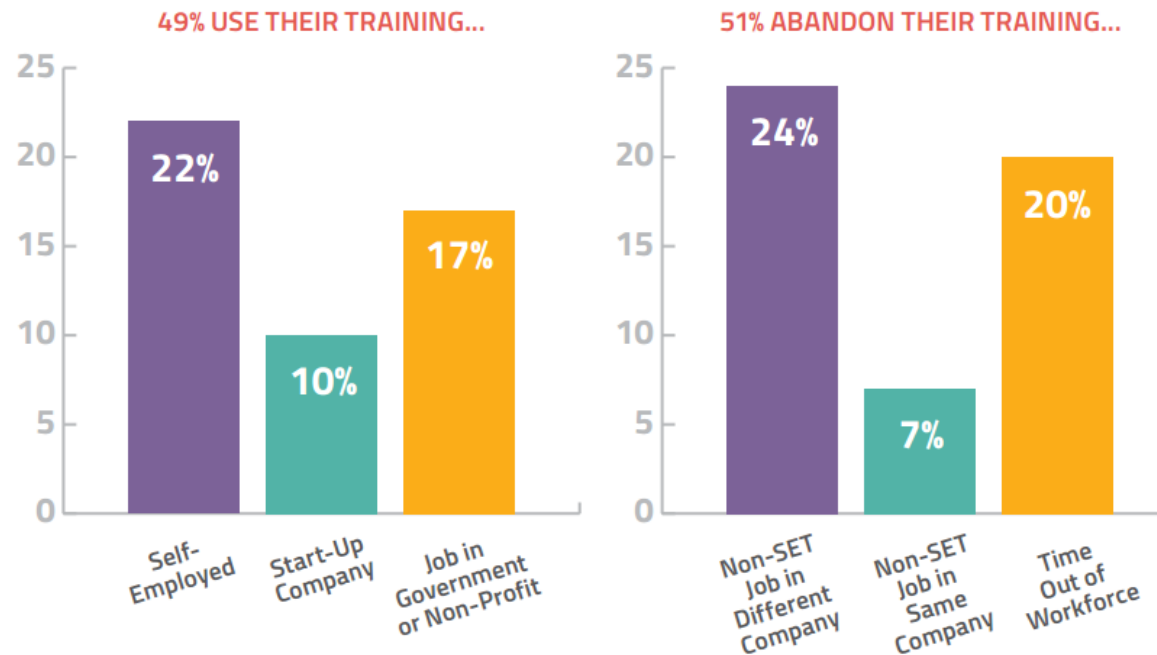


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- Where do we go?⁴

FIG. 1.7 // Women Who Leave the Private SET Workforce—Where Do They Go?

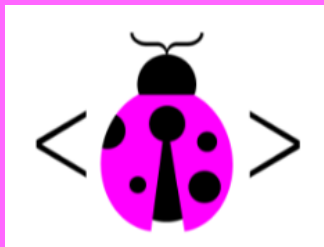




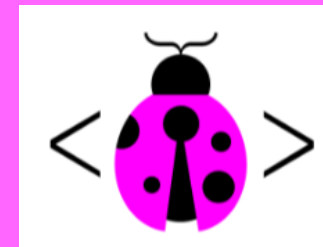
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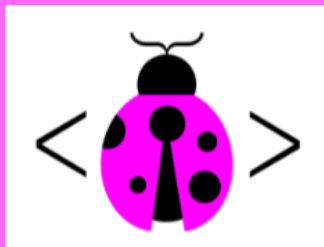
- How do we address these problems?
 - Encourage and support technical women, especially software engineers
 - Focus on retention more than recruitment
 - Hold technical talks, workshops, hack sessions, career panels, technical interview panels, mentoring, et cetera
 - Collaborate with University of Wisconsin-Madison and Madison College
 - Collaborate with local companies and businesses



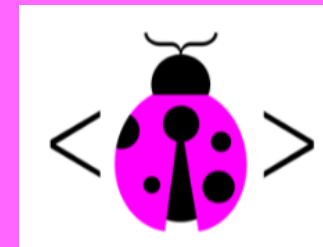
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- Upcoming events:
 - CodePen Day: HTML, CSS, JavaScript, March 30 2017
 - DevOps, April 2017
- Past events:
 - How to Make Your Website Not Ugly, February 2017
 - Hands-on Power Query Workshop, November 2016
 - Intro to Power Query, October 2016



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- What do we need?
 - Attendees of our events
 - Technical speakers
 - Sponsors
- Spread the word
 - Codecinella.org
 - twitter.com/codecinella
 - www.facebook.com/groups/535584243297005
 - meetup.com/codecinella-madison
 - eventbrite.com/o/codecinella-11510486311

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- Sponsorship opportunities (tax-deductible):

- Corporate sponsorships available
- Paypal donations
 - codecinella.org
 - <http://www.community-stewardship.org/>

- Mail check to:

***** be sure to put 'Codecinella' in the check memo or we will not receive the funds *****

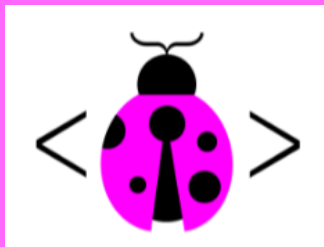
The Center for Community Stewardship (C4CS)

Attn: Lisa Dugdale, Program Assistant

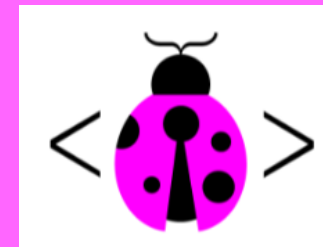
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Footnotes and resources:



1. <https://www.ncwit.org/blog/did-you-know-demographics-technical-women>
2. https://www.ncwit.org/sites/default/files/resources/btn_03092016_web.pdf
3. <https://www.ncwit.org/blog/did-you-know-demographics-technical-women>
4. https://www.ncwit.org/sites/default/files/resources/womenintech_facts_fullreport_05132016.pdf