

## **Creative Brief: Attracting women to IT careers**

### **Background**

This brief can be used as input into the action plans being created by the community colleges in the National Convergence Technology Center (CTC) college network who participated in the Diversity Summit at Collin College in February 2017. The goal of the action plan is to define specialized programs to recruit and retain underserved student populations and ultimately implement the plans and provide evidence to make them a permanent part of the school's strategy.

### **Objective**

This brief provides sample messages that can be used by the colleges in their diversity campaigns. The messaging is designed to encourage women to pursue a career in IT and enroll in a professional training program at one of the CTC colleges.

### **Assumptions**

The CTC colleges agreed that women react more favorably to positive language that emphasizes:

- Helping
- Collaboration
- Teamwork
- Problem solving

Messaging and imagery used in the campaigns and events should incorporate these themes.

### **Sample messaging**

- Interested in making a difference? As an IT professional you'll help top companies solve complex technical issues so they can operate better. Learn more about high growth and high paying IT jobs and the training programs that will help you launch your career.
- Do you enjoy solving problems? Are you a team player? Then a career in information technology is for you! Come to our information session to learn more about technology careers and certification programs that will get you hired fast.
- A four-year college isn't the only path to a fulfilling career. Learn about information technology certification programs that will get you hired and working on exciting projects with other like-minded professionals.
- Transitioning back to work or looking for an exciting career change? Start working with other talented professionals on innovative technology solutions that help our businesses work better. Learn how to get started at our IT certification and careers information session.