World Computer Exchange

Veronika, Caelum, Adam, Maddie, Caroline, Katie, and Michaela

WCE Background

Non-Profit Organization founded by Timothy Anderson, a BC alum, in 2001

Work in 81 countries to provide recycled computers to schools in developing countries

Has provided computer access for 4.3 million children worldwide

De-centralized model, operates through 800 local volunteers and 900 partner organizations

Computers for Girls

Our Contact Timothy Anderson is the CEO of WCE's Computers for Girls

Focus is to bring computer literacy and content to girls in Africa

Goal is to impact 1 million girls in five years

Roles

Veronika: Research - STEM Inequality

Caroline: Research - Non-smart phone technology

Katie: Research - Non-smart phone technology

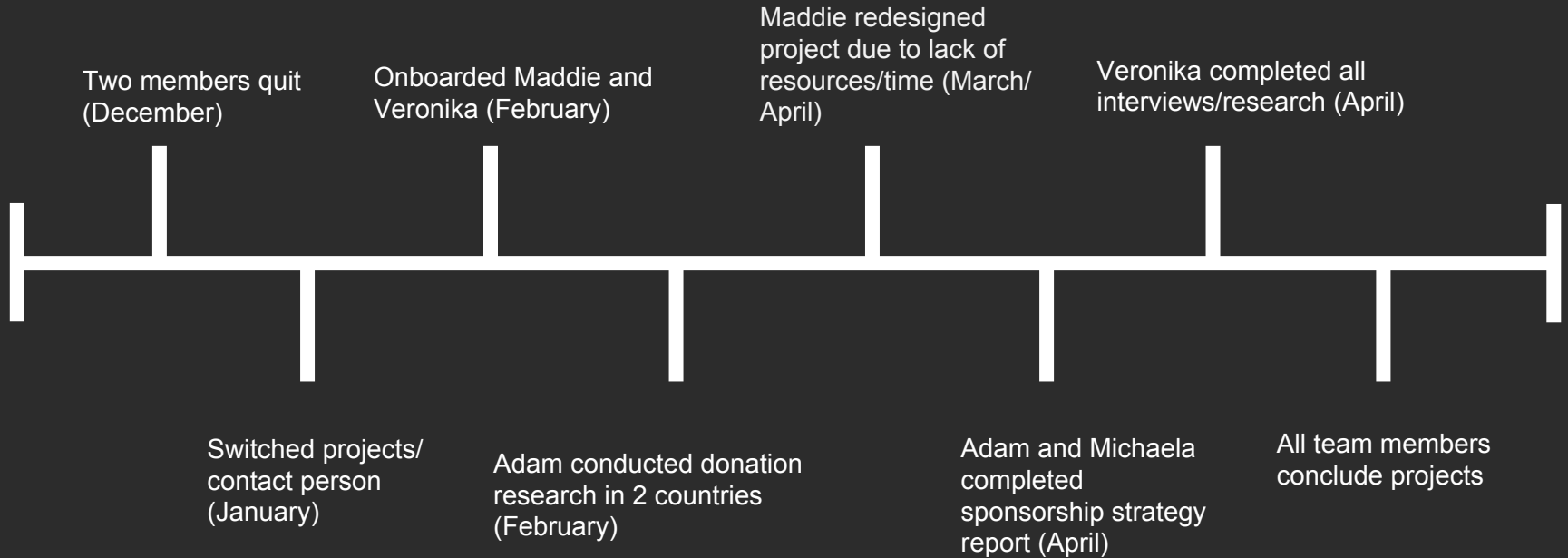**Maddie:** Module Preparation for Development Officer Training/Feedback

Caelum: Project Outreach/Structuration

Adam: Fundraising, Sponsorship Strategy

Michaela: Sponsorship Strategies

Timeline

Two members quit (December)

Onboarded Maddie and Veronika (February)

Maddie redesigned project due to lack of resources/time (March/April)

Veronika completed all interviews/research (April)

Switched projects/contact person (January)

Adam conducted donation research in 2 countries (February)

Adam and Michaela completed sponsorship strategy report (April)

All team members conclude projects

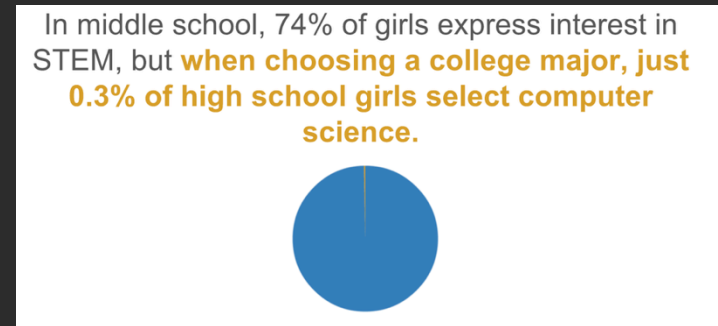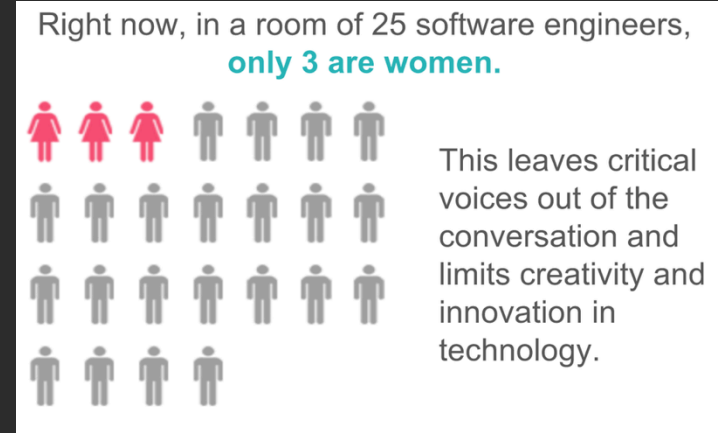# Research - STEM Inequality

Objective: Conduct research by interviewing women in companies in USA and Africa on why technology inequality exists for girls and how to begin to develop tools to address this

Problem: The lack of gender parity in computing and technology sectors

Process:

1. Research Problem
2. Create Interview Template
3. Review and Collaborate with Timothy
4. Reach out to connections - use personal network
5. Interview Professionals and Students
6. Complete Project Summary and send to Timothy

"Surround yourself by a supportive community and know when to stand up for yourself"

Right now, in a room of 25 software engineers, **only 3 are women.**

This leaves critical voices out of the conversation and limits creativity and innovation in technology.

In middle school, 74% of girls express interest in STEM, but **when choosing a college major, just 0.3% of high school girls select computer science.**

Source: GirlsWhoCode

Research - Non-smart phone technology

→ valid sources

   figure out if they have the necessary technology
   if not, then research how they can get that cheaply

Purpose: We need to figure out how the Social Media will be used on non-smart cell phones by girls to provide STEM education opportunities

→ need to figure out a way to motivate them to raise their expectations

Module Documentation - Progress

Initial project began with working on Capacity Building through Development officers and promoting iEarn for the Student Experiential Learning Project

Involved reaching out to country coordinators and finding people already familiar with iEarn to learn about Computers for Girls

Reaching out to all existing Development Officers and gauging interest in whether or not they were willing to continue to work with Computers for Girls

Project Update - Working to create new module documentation to use in gauging interest for Development Officers

Timeline and resources limited initial project

Module documentation will help future workers have a streamlined way to assess the interests of

Joint Scholars Program

Paired webcam classes between Africa-South Carolina

Envision in South Carolina

A lot of confusion between Envision and WCE

Formed relationship

Established a procedure for developing the program

Got both groups on the same page

Program expected to be launched in September

Possibly in up to 6 countries

Sponsorship Strategies

Conducted competitive analysis of other non-profit sponsorship marketing strategies

- Fund tracking

- Brand partnership

- Traditional project sponsorship

- Social Media

Created a framework for sourcing and creating sponsorships

- Client can now follow an easy step-by-step guide for finding and working with partners