

# Madison County Business League & Foundation Business Briefing

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# PROBLEM STATEMENT

57% of the U.S. workforce is made up of **women**, but only **26%** of technology-related positions are held by women

For **women of color - black, Latina, and Native American women - 4%** of the technology related positions are held by women of color — almost none of which are senior leadership roles



National Center for Women & Information Technology  
(NCWIT)

# IMPACT

- Without highly skilled diverse employees who can contribute to product development and innovation, we run the risk of building and selling products that can perpetuate a bias and not meet the needs of all consumers.



In the community, diversity is important to ensuring that we focus on equality for all.

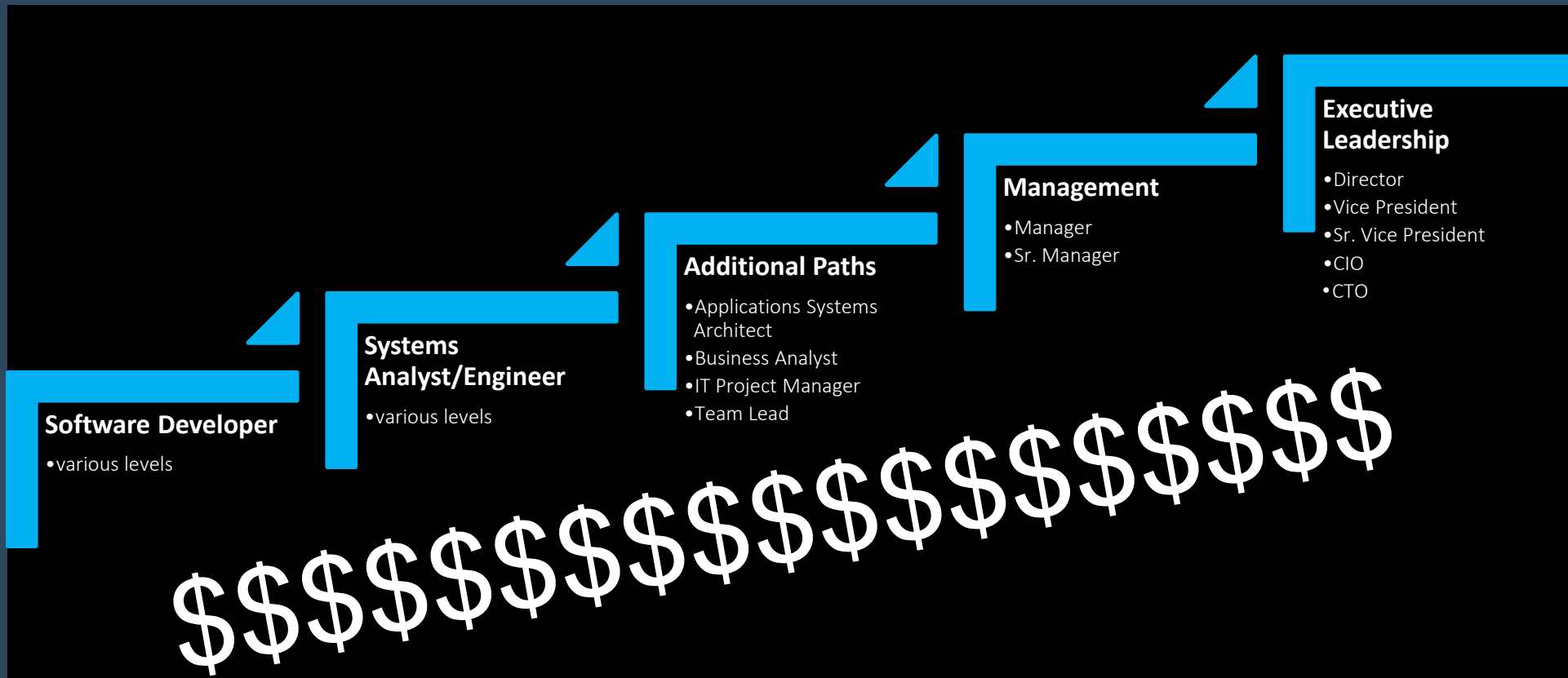
## REASON

- The lack of role models. There are very, *very* few women and minorities in the higher ranks of tech companies.
- Gender stereotype of 'boys being better at science and maths'.
- Lack of a talent pool. Figures show that fewer women are studying technology-based subjects meaning employers have fewer women to choose from when recruiting.
- Lack of awareness.



Women in Technology

# CAREER



It is not just a job, it is a career

 cspire  
techmvmnt



Building the Diverse Tech Workforce of Tomorrow

Build Awareness/Interest

Educate/Train

Workforce  
Ready

# C Spire Tech Workforce Pyramid

Early Introduction Is Key





# Computer Science

- Fundamental part of everyday life
- Teaches technology but builds logic and problem-solving skills
- Computing occupations - #1 source of new wages
- Average salary in Mississippi for computing job is \$72,039 compared to average salary of all jobs at \$39,420
- >1,000 computing job openings in Mississippi = \$72 million opportunity
- 500,000 current openings nationwide

**\$1M commitment**





## Meet Pepper, the C Spire Humanoid Robot!

Raising Youth Awareness and Interest in Technology

### Pepper Tour

- Thousands of Student Interactions
- Hundreds School and Museum Stops

11... 10... 01... CODE!!

## C Spire Coding Challenges

- Annual coding competitions for youth to learn coding skills in addition to competing for awesome prizes and scholarships!
- Teams paired with C Spire mentor throughout the day.





base camp

</CODING ACADEMY>

- C Spire is Founding Sponsor
- 12 month Intensive Software Development Program at no cost to student
- Graduates working at Leading Companies (C Spire and FedEx)
- Business Opportunity: Sponsorship to scale program.



**MORGAN WHITE**  
— GROUP —

*Insurance and Administrative Solutions*

**FedEx**



**CoreLogic**

**Ole Miss**

# Software Development Pathway



## Computer Science Education Pilot

- Launch 2019/2020 School Year
- 2 years of High School
- 1 Year of Community College

Estimated 93% growth in students prepared for an entry level software development position





## Over \$3 million in Scholarships

We're providing the fuel for students to launch long careers in technology, including the prestigious C Spire-Nokia Bell Labs Fellowship.





our dedication  
to diversity

[www.cspire.com/diversity](http://www.cspire.com/diversity)

“Here at C Spire, we stand against racism and injustice in all forms. We recognize this is important to our employees, as well as our customers and the communities we serve. We believe diversity is critical and makes us all stronger. At C Spire, we will always choose fairness and equality.”

Hu Meena  
C Spire Chairman & CEO



when it comes to celebrating diversity  
and creating opportunities for people  
of all backgrounds, we put our money  
where our mouth is.





# In recent years C Spire has contributed:

**\$1M+**

to nonprofits focused on improving and advancing opportunities for minority communities in our footprint.

- William Winter Center for Racial Reconciliation
- Sunflower County (MS) Freedom Project
- The Piney Woods School (*the nation's second oldest boarding school for black students*)
- Memphis Excel Center (adult education center)
- Base Camp Coding Academy (Water Valley, MS)



# In recent years C Spire has contributed:

# \$250,000

in academic scholarships at Mississippi HBCUs:

- Tougaloo College
- Jackson State University
- Alcorn State University
- Mississippi Valley State University

C Spire is also a primary underwriter of Mississippi HBCU athletics, including as the main corporate sponsor for Alcorn State athletics and a leading supporter for Jackson State athletics.



In recent years C Spire has contributed:

**\$500,000**

as a Founding Sponsor of the  
Mississippi Civil Rights Museum  
in Jackson, MS.



# We look beyond the numbers.

C Spire invests in the communities we serve and fuels the social infrastructure to offer greater access to educational and career opportunities in STEM fields for minority students.





Thank You

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