

Subject: Youngstown State University ACM-W: Recruitment

Name: YSU ACM-W

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Members:

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|---------------------|-----------------|--|
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Youngstown State University's (YSU) ACM-W chapter is a student run group that focuses on the recruitment and retention of women in computing fields. We aim to encourage women who are pursuing technological careers and attract individuals who want to make a difference in the lives of those pursuing similar interests. YSU's ACM-W chapter welcomes all genders and individuals who are interested in computing and in encouraging minorities to pursue education in computing. Currently, we house 18 members and we are always looking to expand. Typically, our members are computer science majors, but we have those pursuing degrees in mathematics, engineering, psychology, database administration and computer information systems.

At Youngstown State, we have 91 students enrolled in our computer science program, 52 in computer information systems and 136 in information technology. Overall, there are 279 students enrolled in computing related majors on our campus.

Website: <http://ysuwomen.hosting.acm.org/>

For ACM student chapters that have done an excellent job of recruiting student ACM members. Tell us about your recruiting program. How do you let students at your school know about ACM and how do you get them interested in joining? What factors are most critical to your success? How many members does your chapter have and how many of them have joined the Association?

The Youngstown State University ACM-W chapter formed from a small group of dedicated women pursuing careers in technology and budded into a diverse group of students in computing and other disciplines. We have seen a significant enrollment increase this year from 4 women in computer science to 18 active female and male members in mathematics, engineering, psychology, computer science, database administration and computer information systems. At least 4 of our members have joined the national ACM chapter. This significant enrollment increase can be attributed to an increase in activities relevant to recruiting, outreach on social media and on our website and word of mouth through our members. We recruited a handful of new members when we brought a group of entrepreneurs to our university, who provided an empowering panel discussion about gender equality in technical start-ups. We also recruited students to our organization at our university's student center where we promoted ACM-W at a booth. The YSU ACM-W is gaining a social media presence through our Facebook page that has increased from 2 to 17 likes in the past year. Our website is another large part of our recruitment process by allowing students to join by signing up on a form hosted on the website. It is easy to provide one website link to interested persons for recruitment, instead of keeping track of hard copy sign-up sheets or multiple links. The most critical factor to our success has been word of mouth. At least half of our new recruits have come from face to face interactions with our members where our members share their experiences. We will be holding a Gaming Tournament & LAN Party fundraising event in the next week in the hopes of fundraising for our chapter, but more importantly to increase enrollment in and visibility of our student organization. This event is attracting a large and diverse audience that we hope to recruit from. We also hope to fund national chapter memberships through our increase in funds. Our recruitment efforts have been fruitful this past year and our goal is to at least double our current numbers by the end of next year.