

# Crowd Funding the Notable Women in Computing Project on Kickstarter

Katy Dickinson

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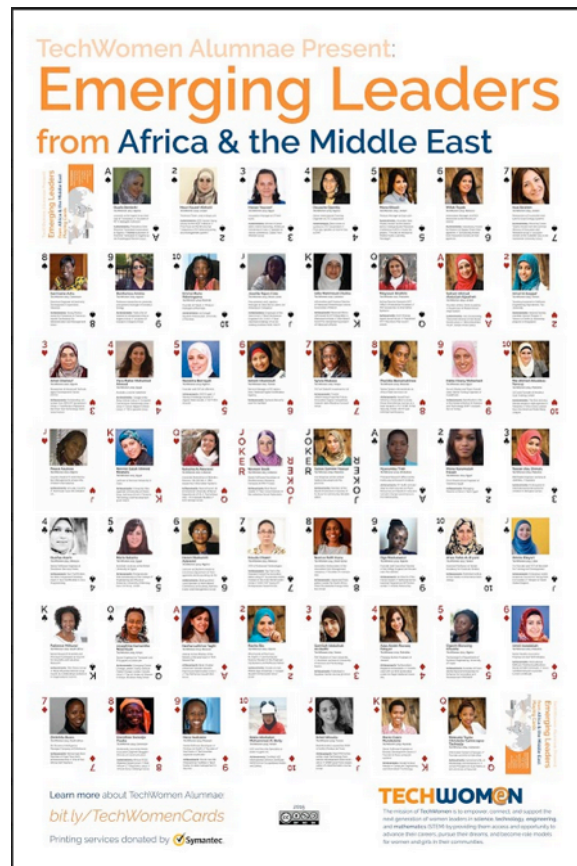


4 February 2016

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# Let's start with 108 Role Models...

A role model is a person whose behavior, example, or success can be emulated by others.



# Notable Technical Women Project

<http://www.notabletechnicalwomen.org>

<https://www.facebook.com/NotableTechnicalWomen>

<https://www.kickstarter.com/projects/jessidg/notable-women-in-computing-card-deck>

- Women have been leaders in computing from the start, but not enough of our contributions are remembered. **Keep our history.**
- Professor **Susan H. Rodger** (Professor of the Practice, Duke University), **Katy Dickinson** (Founder, Mentoring Standard), and Katy's daughter **Jessica Dickinson Goodman**, collaborated to create the first deck and poster in 2014.
- The project goal is to present remarkable, successful, and diverse technical women as role models. We want girls and women to see a future for themselves in these cards.



February 2016

Katy Dickinson & Jessica Dickinson  
Goodman

# KICKSTARTER

## Success & Failure Stats

- There have been 280,664 Kickstarter projects launched - with over \$2 Billion pledged.
- 99,838 projects were successfully funded.
- 175,484 projects were not successfully funded.
- What does failure mean?
  - Project is not funded:
    - 36% of projects are funded
    - 15% receive no pledges
    - 78% of projects that raise more than 20% of their goal were successfully funded
    - Projects that raise less than \$1,000 fail most often
    - 8% of dollars pledged went to failed projects
  - Project is funded but does not deliver the promised rewards to backers:
    - 9% failed to deliver at all
    - 7% of backers fail to receive their chosen reward
    - Failure rates are consistent across all categories
    - 65% of backers agree that the reward was delivered on time

*As of 3 Feb 2016, From: <https://www.kickstarter.com/help/stats> and <https://www.kickstarter.com/fulfillment>*

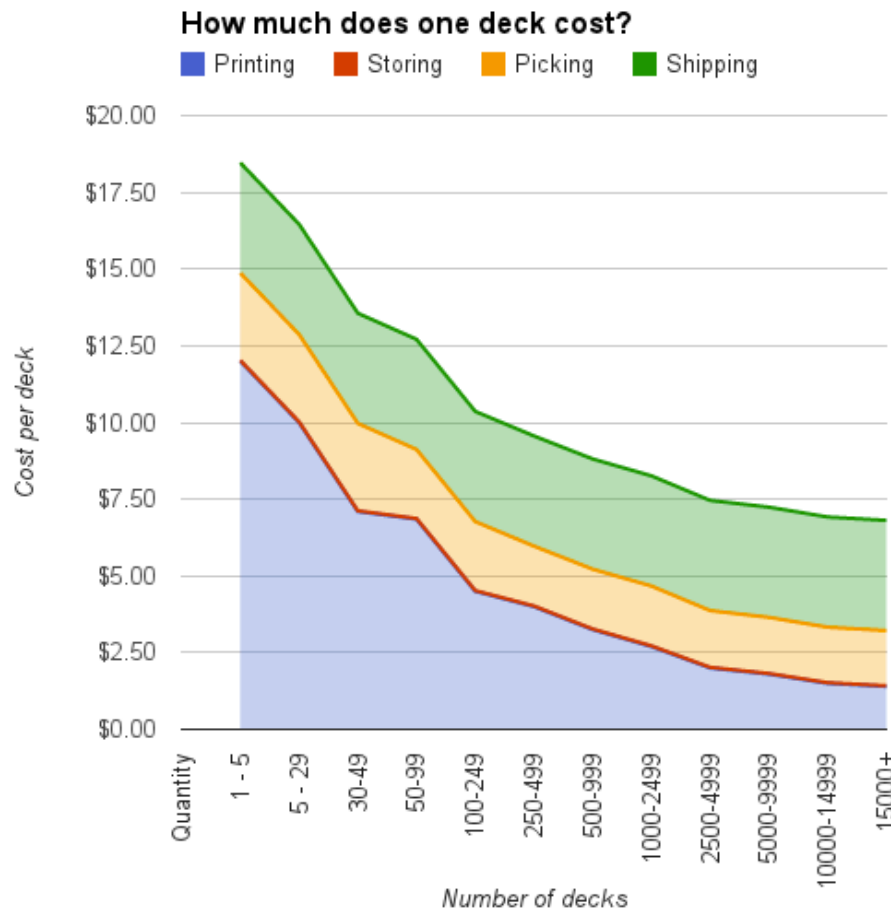


# Successful Crowd Funding of Notable Women in Computing

- “Notable Women in Computing Card Deck” Kickstarter ran October-November 2014, with fulfillment in December 2014.
- \$3,000 was originally requested, \$15,010 was pledged by 392 backers.
- During the Kickstarter funding period, Dr. Susan Rodger presented the “Notable Women in Computing” poster at the Grace Hopper Celebration of Women in Computing (GHC14). The original self-funded printing of 300 decks was available at the Duke University exhibit table – where they shortly sold out.
- The Kickstarter was announced from the podium at a GHC14 plenary session.
- The first card decks shipped to backers in December 2014. Since then over 5,000 have been distributed. The project is now publishing its third edition.
- The first sister project was the “TechWomen Emerging Leaders from Africa and the Middle East” created by Katy and Jessica and sponsored by the TechWomen Alumnae Council. Other sister projects are in development.



# Finances and Crowd Funding



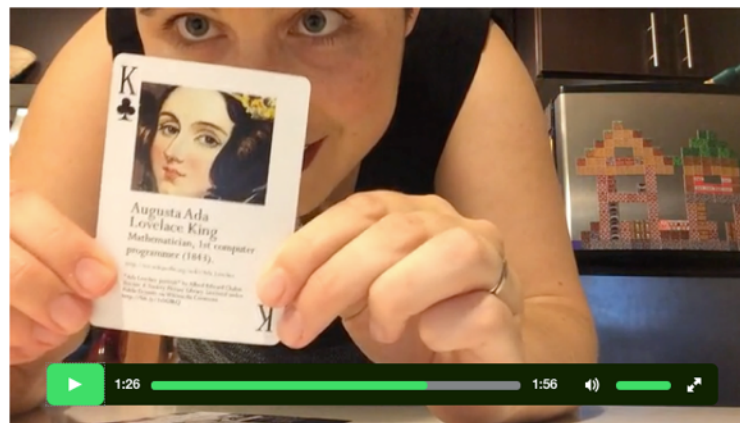
Part of creating a Kickstarter is developing a clear financial picture of what the project will cost – including packaging, postage, storing, and handling / fulfillment.

Since October 2014, we have provided custom versions of the card decks for many conferences and company events, in addition to the general distribution.

Managing costs and inventory are an ongoing chore. Susan, Jessica, and Katy still meet by phone monthly.

# Backer Communications

- Jessica provided 64 updates on the Kickstarter project page – more were posted to Katysblog – to keep backers informed and entertained.
- Multiple web videos were posted to the Kickstarter campaign site – including a Halloween Costume Contest, and stories showing shipping rewards to backers.
- Communications continue through the Facebook page and Duke University site.
- The content of the cards is improved over time – giving new opportunities to communicate.
- In 2014, fourteen of the honorees had no Wikipedia biography page. That has been reduced to just four. New photos are added when found.



# Why Kickstarter Projects Fail

Analysis of why projects fail, from Paul Roman Martinez who has run three successful Kickstarter campaigns (comics and tabletop games categories):

1. Poor Thumbnail Image
2. Poor Project Title and Subtitle
3. Unclear Description of the Product and the Goal
4. No Prior Fan Outreach
5. Not Explaining Why You are Qualified to Produce this Project
6. Not Enough Art on the Page
7. Not Enough Interaction with Backers
8. Not Treating Kickstarter like an Event
9. Confusing Pledge Levels
10. Missing or Poor Video
11. Confusing or Incomplete Shipping

*From: <http://www.bleedingcool.com/2014/03/23/11-things-all-failed-kickstarter-projects-do-wrong/>*



# Another Kickstarter Success Example

Travel writer Christine Gilbert ran two successful crowd funding rounds for a film: one private round for \$10,000, and the other using Kickstarter, through which she raised \$37,406 in 2012:

- Why she succeeded with Kickstarter:
  - Serious research and audience testing – full time for 30 days before launch
  - Told a good story – asked backers to “fund the idea”
  - Contacted more than 600 backers individually during campaign period
  - Funded from:
    - 20% Kickstarter community
    - 40% her blog audience (people who know her work)
    - 40% personal network (friends, family, colleagues who know her)
  - Average contribution was over \$50/each
- What she did wrong:
  - Structure of rewards was not in her control (tied to a film festival tour)
  - Delay in rewards distribution of a year

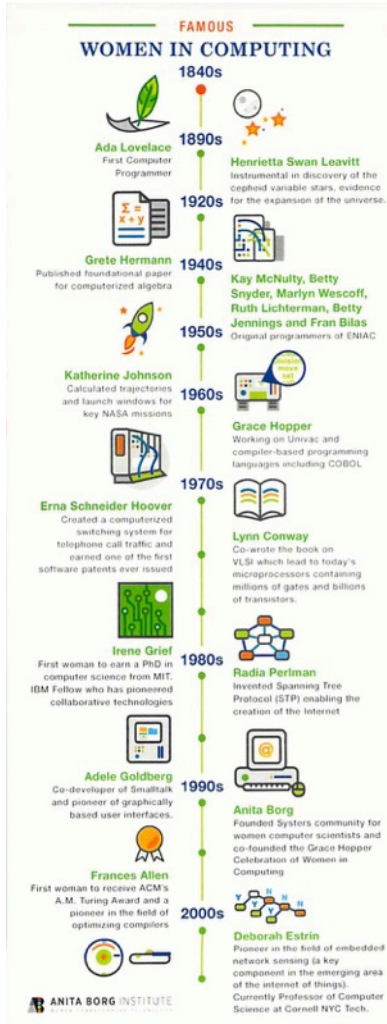
*From: <http://www.tnooz.com/article/kickstarter-top-travel-blogger-wishes-known/>*

# About the Content and Honorees

- The 2014 Kickstarter campaign was based on a mature project that had been in development since 2009, run by three well-known professionals who actively engaged their networks to support the crowd funding.
- Every one of the living honorees was contacted and approved her inclusion. Many honorees actively backed and promoted the project.
- Pictures and information are from Wikipedia or from the honorees.
- The project is licensed under *Creative Commons Attribution-NonCommercial-ShareAlike 3.0 U.S. License*.
- Every deck or poster paid for contributes to sending a deck to an educator who cannot afford one. The founders make no profit.



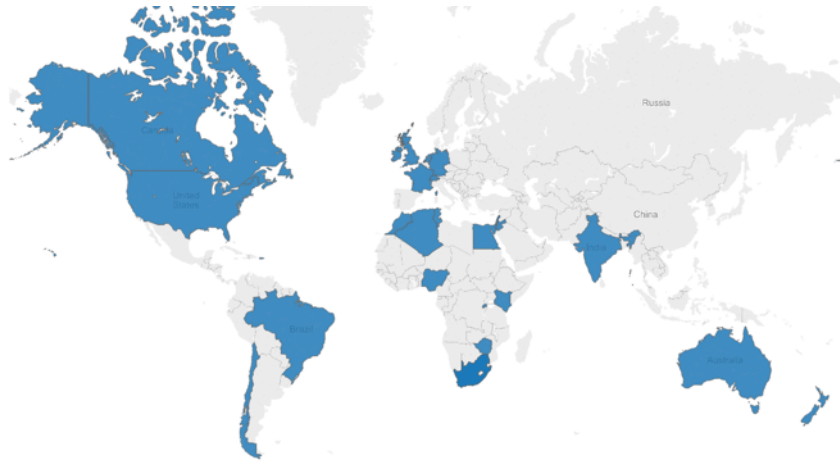
# History of a List



- “Award-Winning Career Timelines in Computer Science and Engineering” web resource profiling **6** remarkable contributors, created by the Anita Borg Institute Advisory Board 2008-2010 and presented at the Grace Hopper Conference in 2009 & 2010
- “Famous Women in Computer Science” web resource created by the Anita Borg Institute Advisory Board 2009-2012 (the first list presented **18** names – based on list from Univ. of Bristol in the UK)
- August 2013 – Dr. Susan Rodger (CRA-W) and Katy Dickinson (ABI) combined their projects for a new total of **234** names of remarkable technical women
- “Famous Women in Computing” timeline card with **19** names was distributed at the 2014 and 2015 Women of Vision galas by the Anita Borg Institute
- The current list with **347** names is hosted on the Duke Univ. Site: <http://www.cs.duke.edu/csed/wikipedia/>

# Selection & Distribution

- Selection:  
Women in the Notable Technical Women deck received multiple, high-level awards from more than one institution. This deck seeks to portray the true diversity of women in computing both current and historical, showcasing technical leaders from a variety of nations, backgrounds, gender identities, orientations and abilities.
- Distribution:
  - 1<sup>st</sup> at Grace Hopper Conference (GHC14) as a research poster
  - 2<sup>nd</sup> through Kickstarter (raised 5x initial requested funding)
  - Now through *notabletechnicalwomen.org*



All profits go to sending cards and posters to educators around the world. Over 5,000 decks have been distributed.

<- 25+ countries where the decks have gone (that we know of!)

# Many Ways to Measure

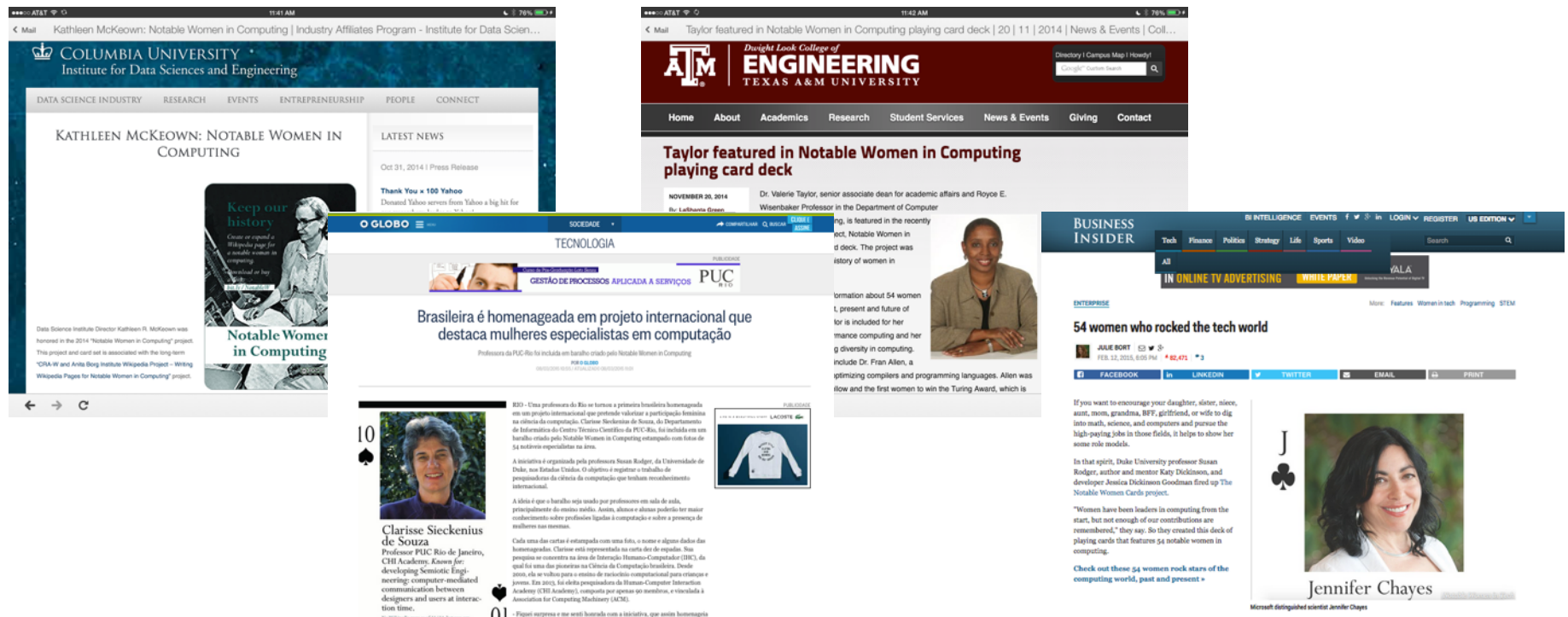
- The project team gets many requests for special sorting of honorees.
- For example, the US Patent and Trademark Office staff at the May 2015 Maker Faire asked for this (incomplete) list of notable patent holders among the 54 honorees. USPTO was distributing their own deck.
  - Chieko Asakawa (King of Spades) - at least 18
  - Jennifer Chayes (Jack of Clubs) - at least 15
  - Yuqing Gao (Jack of Diamonds) - at least 32
  - Vicki Hanson (Ace of Clubs) - at least 9
  - Mary Lou Jepsen (5 of Clubs) - at least 14
  - Kristina Johnson (4 of Clubs) - at least 42
  - Duy-Loan Le (8 of Hearts) - at least 23
  - Barbara Liskov (King of Hearts) - at least 15
  - Radia Perlman (Ace of Spades) - at least 200
  - Sophie Vandebroek (7 of Diamonds) - at least 14
  - Sophie Wilson (3 of Clubs) - at least 35





# Professional Benefits to Honorees

- Since publication in October 2014, the project has been featured in global news about the decks and honorees.
- Honorees often list the deck on their resumes and websites.



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Goodman

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# Technical Pioneers Since 1843



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**Augusta Ada Lovelace King**  
Mathematician. *Known for:* being the 1st computer programmer in 1843.

[http://en.wikipedia.org/wiki/Ada\\_Lovelace](http://en.wikipedia.org/wiki/Ada_Lovelace)

"Ada Lovelace portrait" by Alfred Edward Chalon - Science & Society Picture Library. Licensed under Public Domain via Wikimedia Commons - <http://bit.ly/3tG2BQ2>

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**Grete Hermann**  
Univ. of Göttingen mathematician. *Known for:* 1926 foundational paper for computerized algebra.

[http://en.wikipedia.org/wiki/Grete\\_Hermann](http://en.wikipedia.org/wiki/Grete_Hermann)

"Grete Hermann" by [B]. Licensed under Fair Use in the context of Grete Hermann via Wikipedia - <http://bit.ly/3tG2BQ2>

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**Katherine Johnson**  
NASA Mathematician. *Known for:* calculating the trajectory of early space launches.

[http://en.wikipedia.org/wiki/Katherine\\_Johnson](http://en.wikipedia.org/wiki/Katherine_Johnson)

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**Grace Hopper**  
US Navy Admiral, Distinguished Fellow of the British Computer Society, Computer History Museum Fellow. *Known for:* inventing the 1st compiler, popularizing term "debugging" for fixing code.

[http://en.wikipedia.org/wiki/Grace\\_Hopper](http://en.wikipedia.org/wiki/Grace_Hopper)

"Grace Hopper and UNIVAC" by Smithsonian - Flickr. Licensed under CC Attribution 2.0 via Wikimedia Commons - <http://bit.ly/3tG2BQ2>

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**Betty Snyder**  
ENIAC computer programmer team 1946, WITI Hall of Fame. *Known for:* being a pioneer in programming the first electronic general-purpose computer.

No Wikipedia page as of 11/14, but you can change that. Learn more here: <http://bit.ly/NotableW>

"Beta" - U.S. Army Photo. Licensed under Public Domain via Wikimedia Commons - <http://bit.ly/3tG2BQ2>

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**Jean Bartik**  
ENIAC computer programmer team 1946, WITI Hall of Fame. *Known for:* being a pioneer in programming the first electronic general-purpose computer.

[http://en.wikipedia.org/wiki/Jean\\_Bartik](http://en.wikipedia.org/wiki/Jean_Bartik)

"Two women operating ENIAC" by U.S. Army - Image from [B]. Licensed under Public Domain via Wikimedia Commons - <http://bit.ly/3tG2BQ2>

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**Ruth Lichterman Teitelbaum**  
ENIAC computer programmer team 1946, WITI Hall of Fame. *Known for:* being a pioneer in programming the first electronic general-purpose computer.

[http://en.wikipedia.org/wiki/Ruth\\_Teitelbaum](http://en.wikipedia.org/wiki/Ruth_Teitelbaum)

"Cropped photo of deceased computer scientist, Ruth Teitelbaum" from The New York Times. Licensed under Creative Commons via Wikimedia Commons - <http://bit.ly/3tG2BQ2>

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**Kay McNulty**  
ENIAC computer programmer team 1946, WITI Hall of Fame. *Known for:* being a pioneer in programming the first electronic general-purpose computer.

[http://en.wikipedia.org/wiki/Kathleen\\_Antonielli](http://en.wikipedia.org/wiki/Kathleen_Antonielli)

"Kay McNulty (née Antonelli) - High school graduation portrait. Licensed under Public Domain via Wikimedia Commons - <http://bit.ly/3tG2BQ2>

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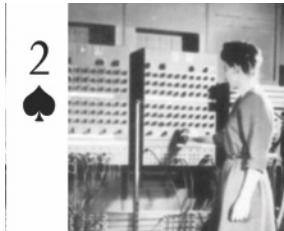


**Marilyn Wescoff**  
ENIAC computer programmer team 1946, WITI Hall of Fame. *Known for:* being a pioneer in programming the first electronic general-purpose computer.

[http://en.wikipedia.org/wiki/Marilyn\\_Mohr](http://en.wikipedia.org/wiki/Marilyn_Mohr)

"Set of Deceased computer scientist, Marilyn Mohr" Image from Army. Licensed under Creative Commons via Wikimedia Commons - <http://bit.ly/3tG2BQ2>

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**Fran Bilas**  
ENIAC computer programmer team 1946, WITI Hall of Fame. *Known for:* being a pioneer in programming the first electronic general-purpose computer.

[http://en.wikipedia.org/wiki/Frances\\_Spence](http://en.wikipedia.org/wiki/Frances_Spence)

"Two women operating ENIAC" by U.S. Army - Image from [B]. Licensed under Public Domain via Wikimedia Commons - <http://bit.ly/3tG2BQ2>

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# Government Technology Leaders



**Arati Prabhakar**  
US DARPA Director, IEEE  
Fellow, Head National Institute  
of Standards and Technology. *Known for:* promoting  
economic growth by develop-  
ing manufacturing tech for  
semiconductor devices.

[http://en.wikipedia.org/wiki/Arati\\_Prabbakar](http://en.wikipedia.org/wiki/Arati_Prabbakar)  
 "Arati Prabbakar DMRPS Aug 2012" by DMRPS <http://bit.ly/1uZA7Ml>  
 Licensed under Public Domain via Wikimedia Commons -  
<http://bit.ly/1IRGo0OQ>



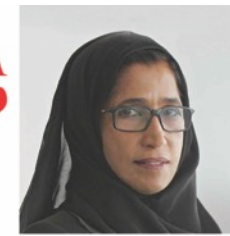
**Ellen Ochoa**  
NASA Astronaut and Johnson  
Space Center Director, NASA  
Distinguished Service Medal,  
San Diego State University  
Alumna of the Year. *Known for:*  
being a computer scientist and  
1st Hispanic woman in space.

[http://en.wikipedia.org/wiki/Ellen\\_Ochoa](http://en.wikipedia.org/wiki/Ellen_Ochoa)  
 "Ellen Ochoa" by NASA - [spaceflight.nasa.gov](http://spaceflight.nasa.gov). Licensed under Public Domain via Wikimedia Commons - <http://bit.ly/1r6T4ty>



**Kristina Johnson**  
Undersecretary US Dept. of  
Energy, IEEE Fellow, ABI  
Women of Vision, SWE  
Achievement Award. *Known  
for:* contributions to optoelec-  
tronic processing systems and  
liquid crystal devices.

[http://en.wikipedia.org/wiki/Kristina\\_M.\\_Johnson](http://en.wikipedia.org/wiki/Kristina_M._Johnson)



**Hessa Sultan  
Al Jaber**  
Qatar ICT Minister, Chair CS  
Department - Qatar Univ.  
*Known for:* leadership in Qatar  
engineering, academics, and  
politics

[https://en.wikipedia.org/wiki/Hessa\\_Al\\_Jaber](https://en.wikipedia.org/wiki/Hessa_Al_Jaber)  
 "Dr Hessa approved photo" by Hessa Sultan Al Jaber - Photocubmissions  
 2013052010007592. Licensed under CC Attribution-Share Alike 3.0 via  
 Wikimedia Commons - <http://bit.ly/1f8hL5AO>

# Entrepreneurs and Innovators





# Remarkable Leaders

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**Maria Klawe**  
Harvey Mudd College President, Canadian Information Processing Society founding Fellow, ACM Fellow. *Known for:* technical, educational and disciplinary leadership; rapidly increasing the participation of women in computing.

[http://en.wikipedia.org/wiki/Maria\\_Klawe](http://en.wikipedia.org/wiki/Maria_Klawe)

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**Padmasree Warrior**  
Cisco CTO, Distinguished Alumni Award from IIT Delhi. *Known for:* being CTO at 2 major tech companies in succession and aligning development and corporate strategy.

[http://en.wikipedia.org/wiki/Padmasree\\_Warrior](http://en.wikipedia.org/wiki/Padmasree_Warrior)  
"Padmasree Warrior" by Jay - Own work. Licensed under CC-BY-SA 3.0 via Wikimedia Commons - <http://bit.ly/1up8Nec>

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**Denice Denton**  
UC Santa Cruz Chancellor, AAAS Fellow, IEEE Fellow. *Known for:* leadership in engineering education, advocacy for women in science and technology, being the first openly gay UC Chancellor.

[http://en.wikipedia.org/wiki/Denice\\_Denton](http://en.wikipedia.org/wiki/Denice_Denton)

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**Genevieve Bell**  
Intel Director of Interaction and Experience Research, ABI Women of Vision, WITI Hall of Fame. *Known for:* combining anthropology and technology to explore social and cultural aspects of ubiquitous computing.

[http://en.wikipedia.org/wiki/Genevieve\\_Bell](http://en.wikipedia.org/wiki/Genevieve_Bell)

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**Cristina Amon**  
Univ. of Toronto Dean-Faculty of Applied Science & Engineering, IEEE Fellow, Spanish Royal Academy. *Known for:* contributions to thermal management techniques for wearable computers and portable electronics.

[http://en.wikipedia.org/wiki/Cristina\\_Amon](http://en.wikipedia.org/wiki/Cristina_Amon)

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**Sophie Vandebroek**  
CTO Xerox, IEEE Fellow, WITI Hall of Fame, Royal Flemish Academy for Arts & Sciences Member. *Known for:* leadership in developing document systems.

No Wikipedia page as of 11/14, but you can change that. Learn more here: [bit.ly/NotableW](http://bit.ly/NotableW)

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**Jennifer Chayes**  
Microsoft Research Distinguished Scientist, ACM Fellow, ABI Women of Vision. *Known for:* contributions to the foundations of dynamic random networks.

[http://en.wikipedia.org/wiki/Jennifer\\_Toor\\_Chayes](http://en.wikipedia.org/wiki/Jennifer_Toor_Chayes)

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# Highly Honored Experts



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**Radia Perlman**  
ACM SIGCOMM and Usenix Association Awards, Internet Hall of Fame, 1st ABI Women of Vision Innovation Award. *Known for:* contributions to network routing and security protocols.

[http://en.wikipedia.org/wiki/Radia\\_Permalink](http://en.wikipedia.org/wiki/Radia_Permalink)

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**Shafrira Goldwasser**  
Turing Award, Professor at MIT and Weizmann Institute of Science, ACM-W Athena Lecturer. *Known for:* foundational work in cryptography.

[http://en.wikipedia.org/wiki/Shafrira\\_Goldwasser](http://en.wikipedia.org/wiki/Shafrira_Goldwasser)

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**Barbara Liskov**  
MIT Professor, Turing Award, ACM Fellow, SWE Achievement Award. *Known for:* contributions to programming language and system design.

[http://en.wikipedia.org/wiki/Barbara\\_Liskov](http://en.wikipedia.org/wiki/Barbara_Liskov)  
"Barbara Liskov MIT computer scientist 2010" by Kenneth C. Debel. Licensed under CC Attribution-Share Alike 3.0 via Wikimedia Commons <http://bit.ly/1q87Dng>

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**Betsy Ancker-Johnson**  
Fellow AAAS, IEEE Fellow, Member NAE, Fellow Am Physical Soc. *Known for:* 1st observation of microwave emission without the presence of an external field (1967).

[http://en.wikipedia.org/wiki/Betsy\\_Ancker-Johnson](http://en.wikipedia.org/wiki/Betsy_Ancker-Johnson)

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**Jean Sammet**  
IBM Researcher, 1st woman ACM President, ACM Fellow, Computer History Museum Fellow. *Known for:* advancing the art and science of computer programming languages.

[http://en.wikipedia.org/wiki/Jean\\_E\\_Sammet](http://en.wikipedia.org/wiki/Jean_E_Sammet)

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**Irene Greif**  
IBM User Experience Group, ACM Fellow, AAAS Fellow, formed Lotus Research 1992. *Known for:* pioneering the field of Computer Supported Cooperative Work.

[http://en.wikipedia.org/wiki/Irene\\_Greif](http://en.wikipedia.org/wiki/Irene_Greif)

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**Frances Allen**  
IBM Fellow Emerita, Turing Award, Computer History Museum Fellow, IEEE Fellow. *Known for:* contributions to programming language compilers.

[http://en.wikipedia.org/wiki/Frances\\_E\\_Allen](http://en.wikipedia.org/wiki/Frances_E_Allen)  
"Frances Allen 1918-1979" by Rana. Licensed under CC Attribution-Share Alike 3.0 via Wikimedia Commons <http://bit.ly/1q87Dng>

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**Duy-Loan Le**  
Senior Fellow-Texas Instruments, Golden Torch Award for Exemplary Citizenship in the Vietnamese American community. *Known for:* contributions to Digital Signal Processor microelectronics tech, and as 1st woman and 1st Asian TI Senior Fellow.

[http://en.wikipedia.org/wiki/Duy-Loan\\_Le](http://en.wikipedia.org/wiki/Duy-Loan_Le)

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# Researchers & Academic Stars



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**Valerie Taylor**  
Professor Texas A&M Univ.,  
IEEE Fellow. *Known for:* contri-  
butions to performance  
enhancement of parallel com-  
puting applications.

No Wikipedia page as of 11/14, but you can  
change that. Learn more here: [bit.ly/NotableW](http://bit.ly/NotableW)

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**Tova Milo**  
Professor Tel Aviv Univ., ACM  
Fellow. *Known for:* contribu-  
tions to database theory and  
business process management.

[http://en.wikipedia.org/wiki/Tova\\_Milo](http://en.wikipedia.org/wiki/Tova_Milo)

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**Kathleen  
McKeown**  
Professor Columbia Univ.,  
ACM and AAAI Fellow,  
Founding Fellow Association  
for Computational Linguistics.  
*Known for:* contributions to  
natural language processing.

No Wikipedia page as of 11/14, but you can  
change that. Learn more here: [bit.ly/NotableW](http://bit.ly/NotableW)

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**Clarisse Sieckenius  
de Souza**  
Professor PUC Rio de Janeiro,  
CHI Academy. *Known for:*  
developing Semiotic Engi-  
neering: computer-mediated  
communication between  
designers and users at interac-  
tion time.

No Wikipedia page as of 11/14, but you can  
change that. Learn more here: [bit.ly/NotableW](http://bit.ly/NotableW)

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**Vicki Hanson**  
RIT Distinguished Professor,  
Professor Univ. of Dundee,  
ACM Fellow, SIGCHI Social  
Impact Award, ABI Women of  
Vision, Fellow Royal Society  
of Edinburgh. *Known for:* con-  
tributions to computing tech  
for people with disabilities.

[http://en.wikipedia.org/wiki/Vicki\\_L.\\_Hanson](http://en.wikipedia.org/wiki/Vicki_L._Hanson)

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**Jennifer Widom**  
Professor Stanford Univ.,  
ACM Fellow, AAAS Member,  
NAE Member. *Known for:* con-  
tributions to database systems.

[http://en.wikipedia.org/wiki/Jennifer\\_Widom](http://en.wikipedia.org/wiki/Jennifer_Widom)

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**Ruzena Bajcsy**  
UC Berkeley Professor, NAE  
Member, ACM Fellow, IEEE  
Fellow, AAAI member, AAAS  
member. *Known for:* contribu-  
tions in robotic and intelligent  
systems.

[http://en.wikipedia.org/wiki/Ruzena\\_Bajcsy](http://en.wikipedia.org/wiki/Ruzena_Bajcsy)

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**Laurie Hendren**  
Professor McGill Univ., ACM  
Fellow, Fellow of the Royal  
Society of Canada. *Known for:*  
contributions to programming  
languages.

No Wikipedia page as of 11/14, but you can  
change that. Learn more here: [bit.ly/NotableW](http://bit.ly/NotableW)

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**Linda Petzold**  
Professor UC Santa Barbara,  
ACM Fellow, AAAS Fellow,  
NAE Member. *Known for:* con-  
tributions to computational  
science.

No Wikipedia page as of 11/14, but you can  
change that. Learn more here: [bit.ly/NotableW](http://bit.ly/NotableW)

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# More Researchers & Academic Stars



**Lixia Zhang**  
UCLA Professor, ACM Fellow, IEEE Fellow. *Known for:* contributions to protocol designs for packet switched networks.

No Wikipedia page as of 11/14, but you can change that. Learn more here: [bit.ly/NotableW](http://bit.ly/NotableW)



**Mary Jane Irwin**  
Pennsylvania State Univ. Professor, ACM Fellow, IEEE Fellow, ACM-W Athena Lecturer. *Known for:* contributions in computer arithmetic and digital signal processing architectures.

[http://en.wikipedia.org/wiki/Mary\\_Jane\\_Irwin](http://en.wikipedia.org/wiki/Mary_Jane_Irwin)



**Yuqing Gao**  
IBM Senior Manager, ABI Women of Vision, IEEE Fellow. *Known for:* contributions to speech recognition and speech-to-speech translation.

No Wikipedia page as of 11/14, but you can change that. Learn more here: [bit.ly/NotableW](http://bit.ly/NotableW)



**Anuradha Annaswamy**  
MIT Senior Research Scientist, IEEE Fellow, Hay Medal, Indian Institute of Science. *Known for:* contributions to adaptive control theory and neural networks.

No Wikipedia page as of 11/14, but you can change that. Learn more here: [bit.ly/NotableW](http://bit.ly/NotableW)



**Manuela Veloso**  
Carnegie Mellon Univ. Professor, IEEE Fellow, AAAS Fellow, AAAI Fellow. *Known for:* contributions to the development of cognition, perception and action in autonomous robot teams.

[http://en.wikipedia.org/wiki/Manuela\\_M\\_Veloso](http://en.wikipedia.org/wiki/Manuela_M_Veloso)



**Susan Graham**  
UC Berkeley Distinguished Professor, ACM Fellow, NAE Member, AAAS Fellow. *Known for:* foundational compilation algorithms and programming tools.

[http://en.wikipedia.org/wiki/Susan\\_L\\_Graham](http://en.wikipedia.org/wiki/Susan_L_Graham)



**Susan Landau**  
Professor at Worcester Polytechnic Institute, ACM Fellow, AAAS Fellow, ABI Women of Vision. *Known for:* public policy leadership in security and privacy.

[http://en.wikipedia.org/wiki/Susan\\_Landau](http://en.wikipedia.org/wiki/Susan_Landau)



**Deborah Estrin**  
Professor Cornell NYC Tech, ACM, AAAS and IEEE Fellow, ABI Women of Vision, ACM-W Athena Lecturer. *Known for:* contributions to Internet protocols.

[http://en.wikipedia.org/wiki/Deborah\\_Estrin](http://en.wikipedia.org/wiki/Deborah_Estrin)



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# About the Presenters

**Katy Dickinson** is the Founder of Mentoring Standard. She has designed and managed successful mentoring programs in the Americas, Africa, the Middle East, Europe, and Asia. She was the Process Architect for the first class of the U.S. State Department's TechWomen mentoring program, a Member of the Anita Borg Institute Advisory Board, and a Lecturer for the University of California at Berkeley Engineering class on entrepreneurship for many years. Follow Katy's blog on [\*\*\*Katysblog.wordpress.com\*\*\*](http://Katysblog.wordpress.com)  
More on Mentoring Standard: [\*\*\*mentoringstandard.com\*\*\*](http://mentoringstandard.com)



**Jessica Dickinson Goodman** was a 5th Year Scholar at Carnegie Mellon University with a major in Ethics, History and Public Policy, a minor in Opera, and three years of Arabic. After college, she interned at Harvard Law School's Berkman Center for Internet and Society, then went to Washington, DC to run online communications for an anti-human trafficking nonprofit where she helped raise \$500,000 a year online. She now works for the California Department of Justice. Follow Jessica's blog on [\*\*\*jessicadickinsongoodman.com\*\*\*](http://jessicadickinsongoodman.com)