



Volunteer Opportunities

Roles & Responsibilities

Twitter: @DFW_ATW

LinkedIn: <https://www.linkedin.com/company/dfw-alliance-of-technology-and-women/>

Facebook: www.facebook.com/groups/dfwatw

Website: www.dfwatw.org

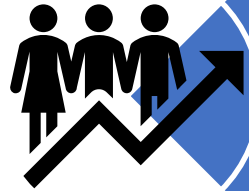
Email: info@dfwatw.org

January 2020

Vision Mission & Values



Changing the Face of
Technology with Women



Vital Non-Profit Organization
Committed to Increasing the
Number of Women in
Leadership and Strengthening
the Pipeline of Girls Entering
Technology Fields



Inclusive, Inspirational,
Innovative, Influential,
Inter - Connected

Get Involved! Volunteer Opportunities:

COMMITTEES

Programs

Membership

GREATMINDS

Marketing & Social Media

Sponsorship

Recognition

Leadership Development

GREATMINDS PROGRAMS

Speakers, Mentors, Tabling
events

DISD STEM EXPO

Digital Divas

Hackathons

Mentoring days

Operations Committee

Current Board Chair - Kristy Bonner
Contact: INFO@DFWATW.ORG

Responsibilities:

- Work with Chair/ committees to monitor and measure success against Metrics / KPI's
- Work with committees to define new Processes & Policies, Process Improvements
- Creating playbooks / run lists, approvals and documentation
- Defining & maintaining "standing rules" for ATW operations
 - Monthly Meetings, events, approvals, technology tools, etc.
- Supports execution of ATW events via committees & volunteers
 - ELF, Innotech, Monthly meetings
- Management of volunteer information
 - Capturing & maintaining volunteer information, along with Membership team
- Works with organizational administrator to ensure operational continuity
 - Defines job description & responsibilities

GREATMINDS Committee

Current Board Chair – Suzanne Mallette
Contact: GREATMINDS@DFWATW.ORG

Responsibilities:

- Connect with leaders in the community to find opportunities for DFW ATW to support and help encourage young girls to enter STEM related fields.
- Review initiatives with ATW Board to ensure event is in alignment with our mission
- Recruit ATW Members to volunteer & participate in GREATMINDS events
- Plan and execute a minimum of 5 events throughout the year where DFW ATW can help make a difference in the STEM community.
- Current Strategic alliances include:
 - Girl Scouts, DISD, & Design, Connect, Create
 - S.T.E.A.M. Achievers, iCODE

Programs Committee

Current Board Chair – Aries Web-Williams
Contact: PROGRAMS@DFWATW.ORG

Responsibilities include:

- Identifies and maintains pipeline of C-Level Speakers and relevant industry topics
- Securing speakers for the Monthly Programs, Executive Leadership Forum, & strategic programs such as Innotech
- Effectively manages spending required for Education Committee events
- Creates and sends required content (ie. bio's, pictures, event descriptions) in a timely manner to Marketing Committee for promotion
- Identifies, recognizes and maintains list of volunteers for Programs
- Maintains master calendar of events of programs
- Works with Administrator to set up registration and logistics in a timely manner

Membership Committee

Current Board Chair – Kala Patel
Contact: MEMBERSHIP@DFWATW.ORG

Responsibilities include:

- Maintain centralized membership database and lists for renewals, retained and potential members
- Engage & drive value for members
- Set up Membership Drives (ie. Corporate and individual members)
- Establishes and maintains Corporate Membership Members
- Create, maintain best practices for online enrollment, timely communication (ie. welcome letters, member of the month, highlights in newsletter, guest follow-up, LinkedIn follow up, value of membership, etc)
- Collect, analyze results from survey monkey and develop actionable recommendations
- Works with Administrator to maintain, access data at all times, maintain profile on website, track engagement and other areas of needed support

Marketing Committee

Current Board Chair – OPEN
Contact: INFO@DFWATW.ORG

Responsibilities:

- Content Strategy - Produces the written / visual content start to finish
- Maintains consistent look, style and feel for communications as well as currency on site
- Manages marketing calendar or what goes out when and to whom
- Channel managers implement best practices to ensure good mix of original and repurposed content, and taking a multi-channel integrated approach
- Monthly Meetings
 - Set up on website
 - Scheduling email marketing
- Creates, add content to website, social media, email for program promotion, print collateral as needed
- Maintains / updates all templates / Email marketing:
 - Includes improving open rates and click-through rates. Would have expertise with both “content creation” aspects as well as technical aspects of Client Relationship Management / Email Service Provider (CRM/ESP) software.

Partnerships Committee

Current Board Chair – Linda Mullins
Contact: LINDA.MULLINS@DFWATW.ORG

The purpose:

- Sponsorship is critical to the success of programs including monthly programs, GREATMINDS and scholarships.
- A significant component of sponsorship for DFW*ATW is awareness to the DFW technology community. Sponsorship funds the DFW*ATW platform.

Responsibilities Include:

- Connect with leaders in the community to find opportunities for DFW*ATW for financial support for sponsorship.
- Actively engage with existing sponsors. May involve attending Partner events throughout the year such as Girl Scouts, Tech Titans, etc.
- Manage relationships with our partners
- Works with administrative & Membership team to manage sponsorship and renewal process

Professional Leadership Committee

Current Board Chair – Ewa Musial
Contact: MENTORING@DFWATW.ORG

Responsibilities include:

- Mentoring programs strategy and plans
- Providing mentoring programs on an annual basis
- Maintaining list of all mentors and mentee
- Providing the Grant Committee with data/descriptions of the mentoring program
- Working with Marketing for content and promotions
- Working with Administrator when support is needed
- Supporting the creation/maintenance of the job portal
- Continue building/expending the relationships with local universities

Current Board Chair – Shanthi Rajaram
Contact: INFO@DFWATW.ORG

Recognition Committee

Responsibilities include:

- Maintaining list and status of nominees for all recognition and awards programs ATW supports (ie. Innotech, DBJ, Tech Titans, Grace Hopper)
- Identifying annual target number of submissions for ATW for nominees and candidates for events such as Dallas Business Journal Women in Tech and the Tech Titans North Texas Technology Awards
- Working with Marketing for content and promotions