

# CISCO GIRLS POWER TECH



Dear Educators,

Cisco supports [International Girls in ICT Day](#) on Thursday, April 28, 2022, to inspire girls and women to consider science, technology, engineering, arts, and math (STEAM) subjects by showcasing opportunities that technology careers can bring to a young person's future. The World Economic Forum states that closing the global gender gap has increased by a generation - from 99.5 years to 135.6 years.

A recent McKinsey study tells us that the demand for tech workers around the globe will rise 55 percent by 2030. Women have lost jobs at a higher rate than men during the pandemic, and they're being rehired at a slower rate than men as the economy bounces back. COVID-19 is also speeding up the adoption of automation and digitization. However, women are underrepresented in sectors that are protected against this shift, like cloud computing, engineering, and artificial intelligence. With women making up 50 percent of the world's population and the world's need for more tech workers – across all industries – we need to find a solution to the challenging times we are in, which is why we are supporting International Girls in ICT Day on April 28.

To support International Girls in ICT Day, Cisco employees volunteer to organize **events** for students at schools, colleges, and universities worldwide. We would love your school to **join us** by registering for the event so you can participate.

During this event, the students will hear from Cisco employees and innovative women working in IT and engineering. They will learn about educational and career opportunities in the technology field. Our agenda includes:

- Cisco IT Careers Panel – a look at the diverse roles in technology
- [Cisco Networking Academy](#) and [Skills for All](#) Review
- Face to Face Speed Mentoring: education and career discussions with Cisco volunteers
- Cisco Crisis Response TAC Tour
- Launch of our Esports Competition: March 10- September 16

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**This year's theme? eSports! Learn more about the fastest-growing sport in the world**

- eSports is booming -- a \$175B industry, 2.9B gamers\* and 45% are women. \*\*
- Social good gaming is a real and worthwhile phenomenon!
- Skills building is fun -- enhancing self-confidence, cognitive, and social skills.

## **IT's Game On! Challenge**

Students can also join in a fun [IT's Game On! Challenge](#) from March 10 to September 16, 2022, where they can earn points for the activities they complete, get a 20 percent discount in the Cisco Store, with the top scores entered to win some great prizes. This is a fun way for students to get a glimpse into the world of tech and the many opportunities it brings. Students also receive access to free tech courses.

Cisco's ***Girls Power Tech Global Mentoring Initiative*** will be held at ESC Region 11, **1451 S Cherry Ln, White Settlement, TX 76108**, on **April 28, 2022**, from 8:30 a.m. – 3:30 p.m.

Please reply to confirm your group's participation as space is limited, and we are accepting students on a first-come, first-served basis.

Apply [Here](#) with your contact info so we can send you an invite for the event day.

Sincerely,

Gay Berryman, Cisco Networking Academy ASC/ITC Director &  
Cisco GPT Richardson Leads

- Veronica Martinez
- Dianna Moore
- Laura Baker
- Don Fisher
- Kristi Broussard
- Rajani Potluri
- Centrina Washington
- Alejandra Ochoa de Montilla