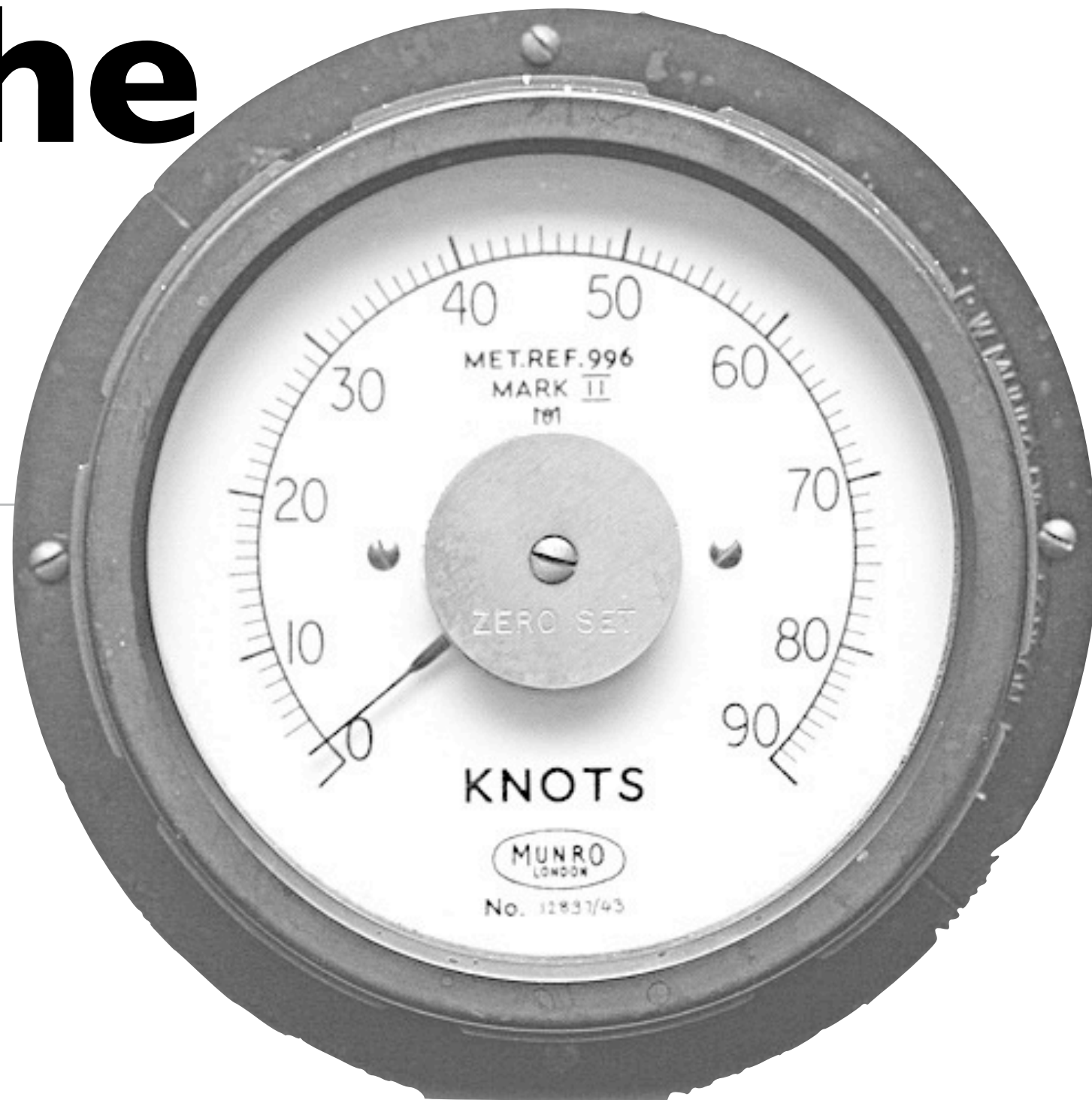




# Moving the Needle

How SF Ruby  
got to 18%





# About me

sarahmei (twitter, github)



Photos copyright (clockwise starting from left) Christian Mehlhauer, Yukihiro Matsumoto, me, Pivotal Labs

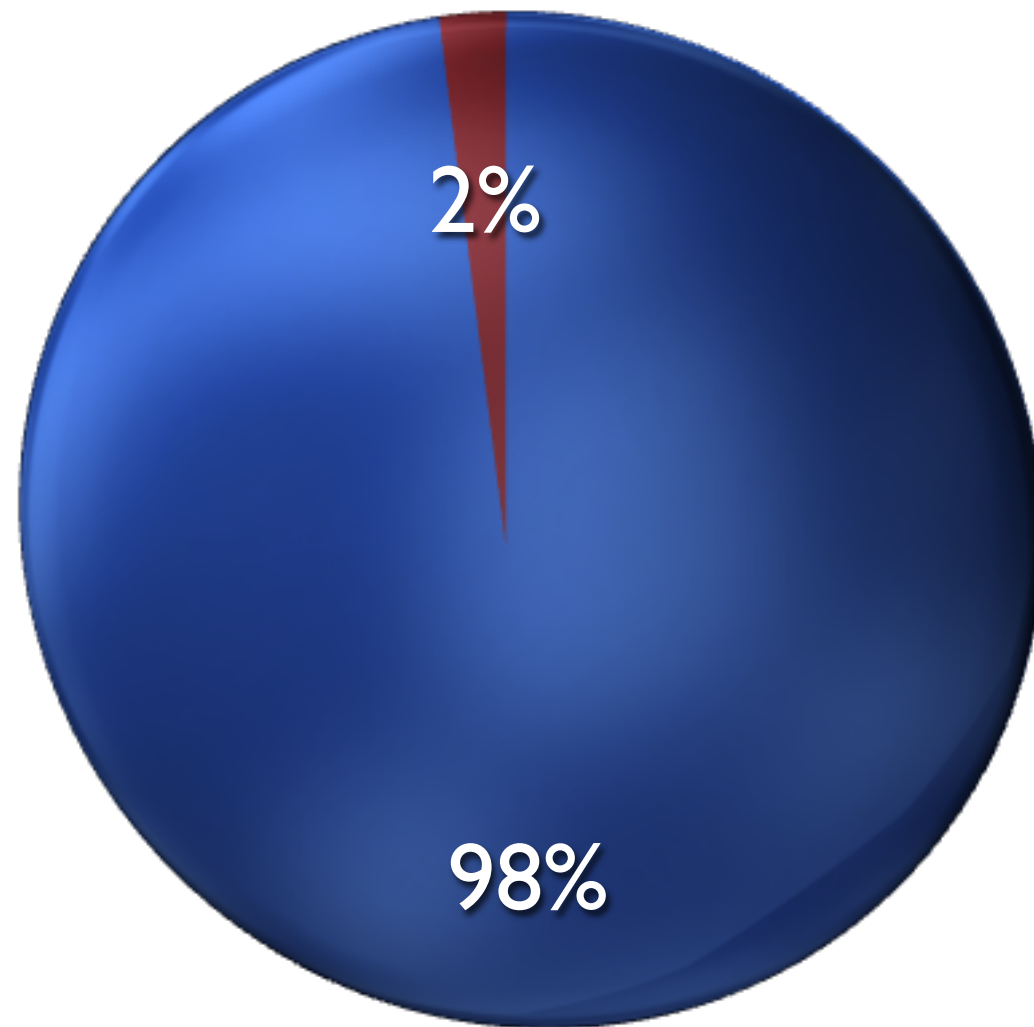


# SF Ruby Meetup

- Big!
- Active!
- <http://meetup.com/sfruby>



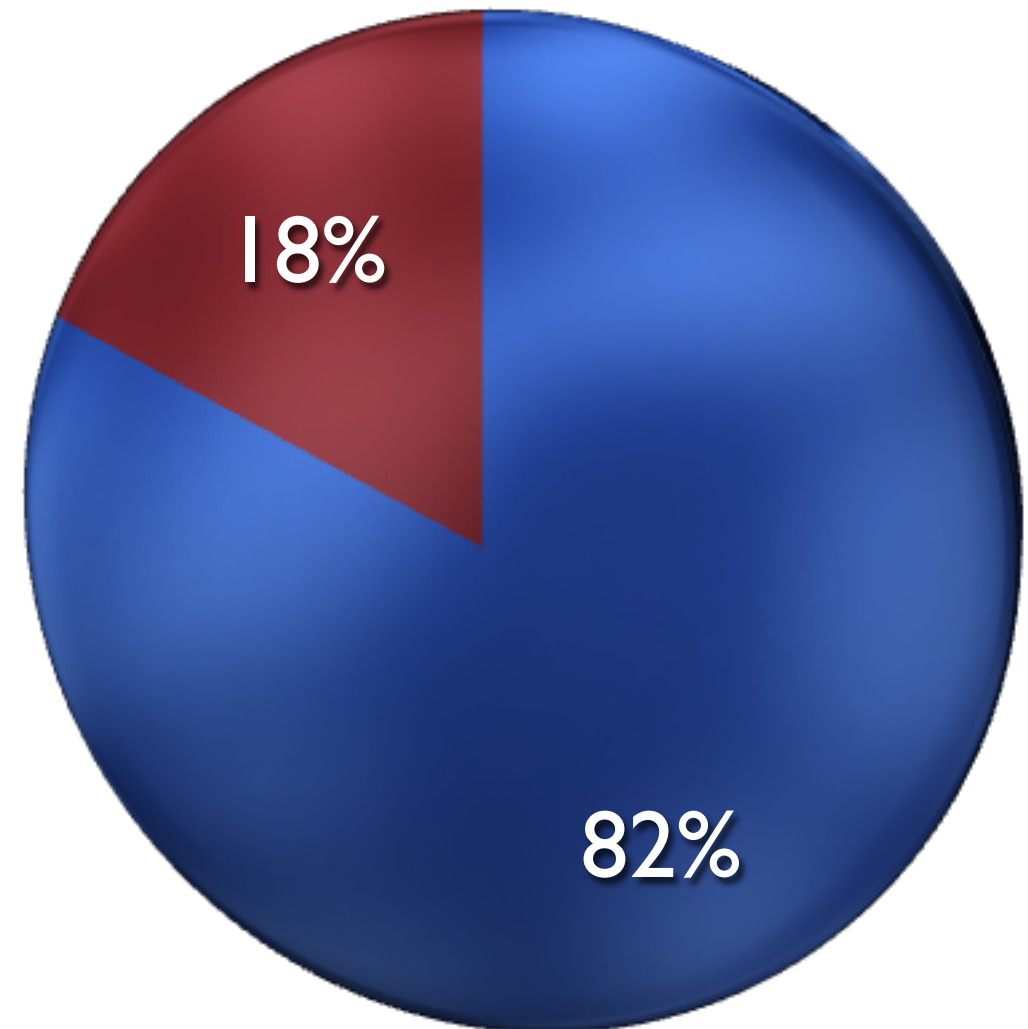
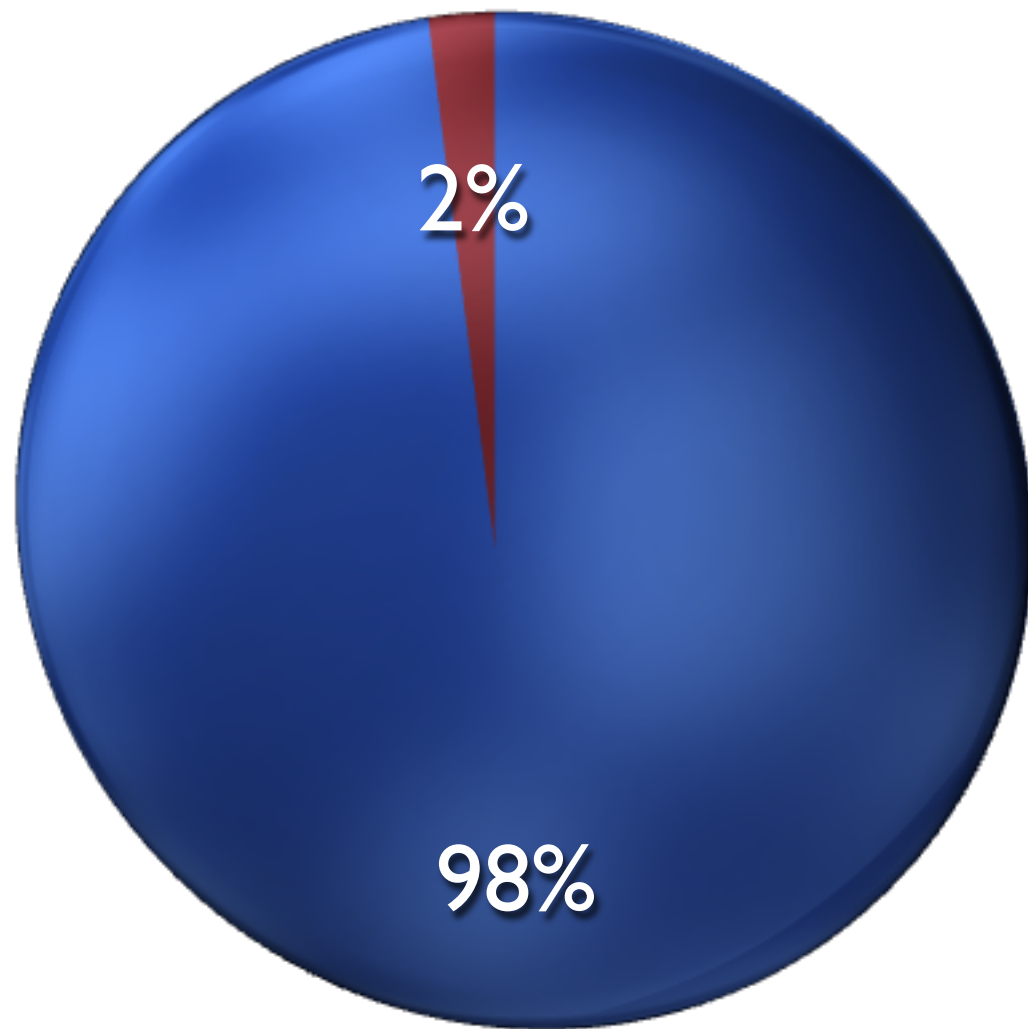
# The Problem





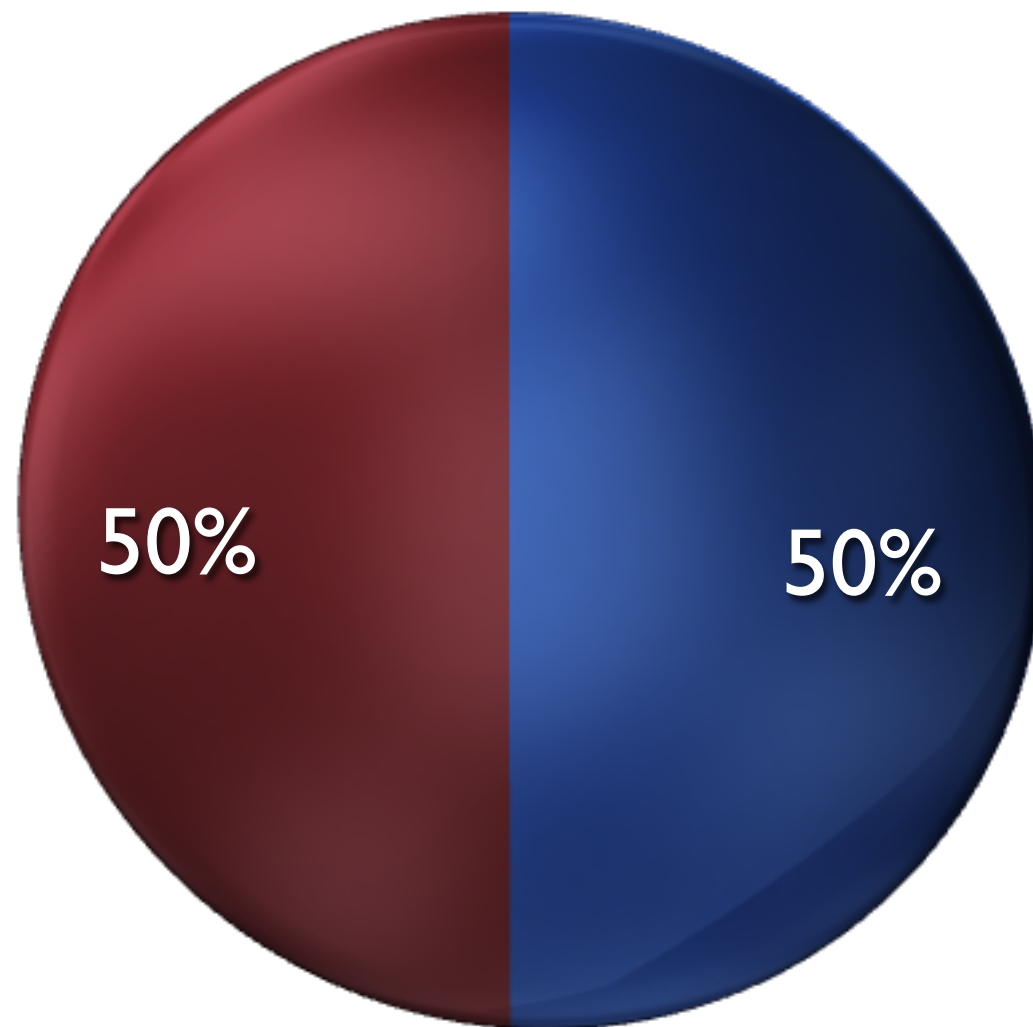
# Jan 2009

# Jan 2010





# Jan 20 | | ??





# Coming up...

- Our process
- What we've gotten out of it
- Why is it so hard?



# **XTREME COMMUNITY**

1. Set goals
2. Do events
3. Cultivate people





# **XTREME COMMUNITY**

1. Set goals

**2. Do events**

3. Cultivate people



# Set goals

Focus on something  
you can fix.

Be specific!



# Do Events

Do the right  
kind of events.

Target  
specific  
audiences.





# Tie in your goals



<http://www.flickr.com/photos/limonada/214375219/>





# Logistics



# Logistics

The easy part!



# Logistics

- Offer childcare
- Offer nursing/pumping space
- Get sponsors
- Have an afterparty



# MEN

- Yes!
- Get them involved
- They make great volunteers
- Give volunteers drink tickets for the afterparty
- W2.0 attendance model





# Cultivate people

- **Both sides** of the pipeline
- For women who've come to an event:
  - Follow up!!
  - Plan a series
  - Recruit women from the 1st to help with #2



# Get new women in

- Talk your events up, to everyone you meet
- Buy a domain, throw up wordpress...UPDATE it
- Print business cards, give them out constantly
- Blog about it on your technical blog
- Talk about it on facebook & twitter
- Do talks, BoFs, meetups, etc., at conferences



# Get new women in

- Be visible in your community
- Put your name on events
- Contribute to the mailing list
- Ask questions after talks
- DO TALKS!





<http://www.flickr.com/photos/davemorris/6057980/>



# What did we get?

Expected:

- More women at monthly meetups
- Some who haven't come to a workshop (critical mass!)



# What did we get?

## Unexpected:

- More active & lively mailing list
- More varied & interesting talks
- More women volunteering to GIVE talks
- MEN feel comfortable not knowing all the answers
- More newbie-friendly events, by and for all genders





# Why is this so hard?

- You need a woman (or 2) willing to be visible.
- You need leadership who thinks it's worth doing (or at least, won't get in the way)
- It's a social problem.



# Why is this so hard?

- You need a woman (or 2) willing to be visible.
- You need leadership who thinks it's worth doing (or at least, won't get in the way)

**It's a social problem**





# Questions