



## **Co-Founders**

**Lynn A. Dombrowski, EdD**

**LAD Studio LLC**

**Casey Cid, MS IMC**

**Media Thirty Seven**

# **Developing Your Technology Career**



## Background Information

LAD Studio LLC

[www.ladstudio.com](http://www.ladstudio.com)

Training consultant, instructional designer and multimedia developer



**lad**  
STUDIO  
Listen • Analyze • Design

Founded in 2003

Women owned business  
in the state of West Virginia



# What is Success?

**“Success is liking yourself, liking what you do,  
and liking how you do it.” Maya Angelou**

**“Success is walking from failure to failure with  
no loss of enthusiasm.” Winston Churchill**



# How to Reach Success?

- Set goals
- Stay focused
- Maintain a passion
- Teamwork
- Overcome obstacles





# Career Path in Technology

- Education
- Work Experiences
- Entrepreneur
- STEM Initiative



NASA Classroom of the Future,  
Wheeling Jesuit University



**Networking Fact:**  
**Building business begins**  
**by building relationships**



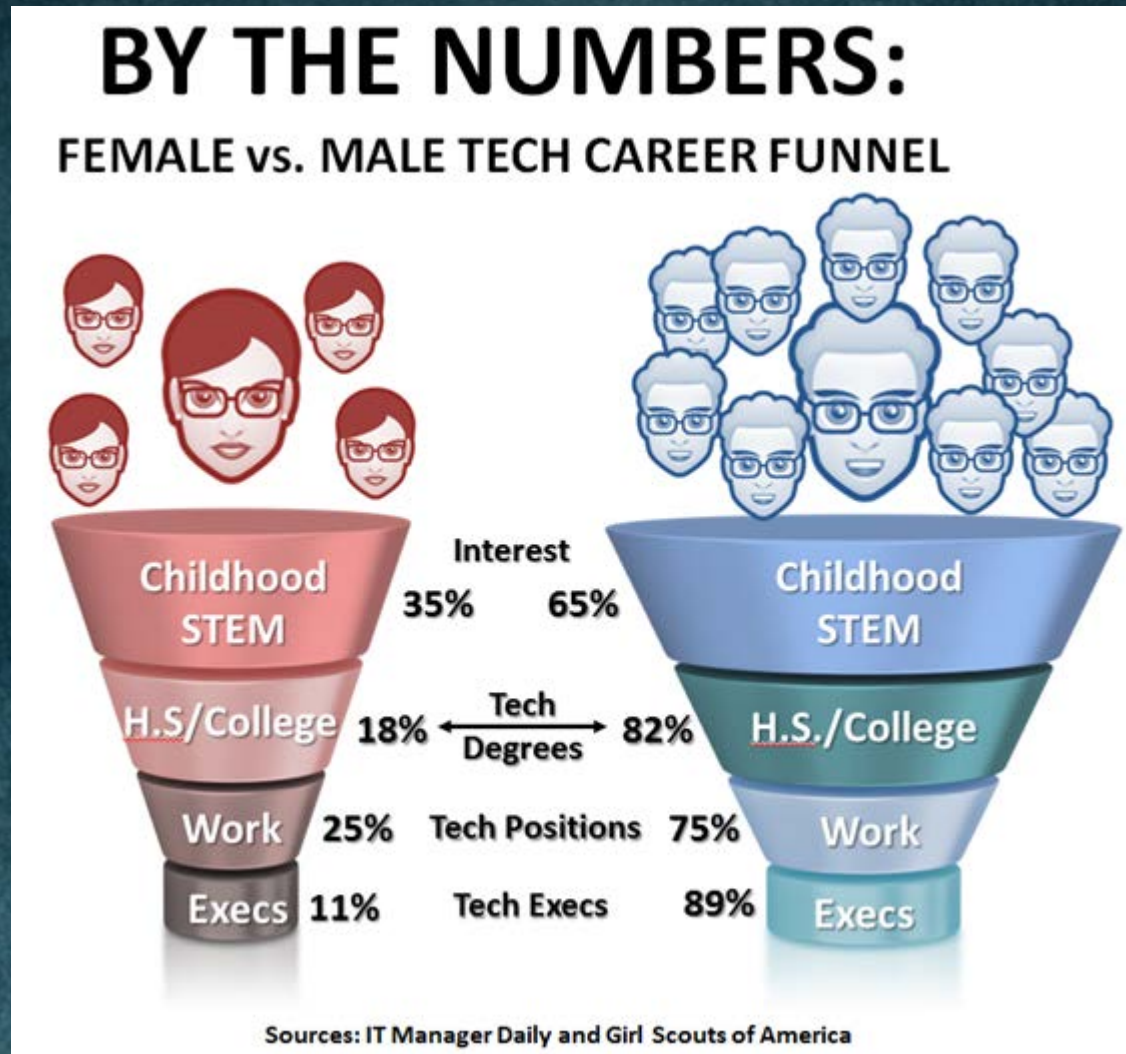
**Funding Fact:**  
**Less than 20% of female  
ventures get funded**

## **Mentoring Fact:**

**Women are much more successful when they have a mentor to help them define their career goals and objectives.**



# Real Reason There Are Not More Women in Technology



<http://www.forbes.com/sites/markfidelman/2012/06/05/heres-the-real-reason-there-are-not-more-women-in-technology/2/>

## Need:

- 80% of business leaders believe we need to do more in middle and high school to guide, especially women, into STEM careers.
- Mentoring is crucial for any young woman who wants to pursue a technology field.



# stemploy

Become  
a  
STEMPLOY  
Woman

Request an  
Internship

Request an  
Intern

Become a  
STEMPLOYER



## Bringing it all together.

[www.stemploy.com](http://www.stemploy.com)

# Employment in STEM

ESA

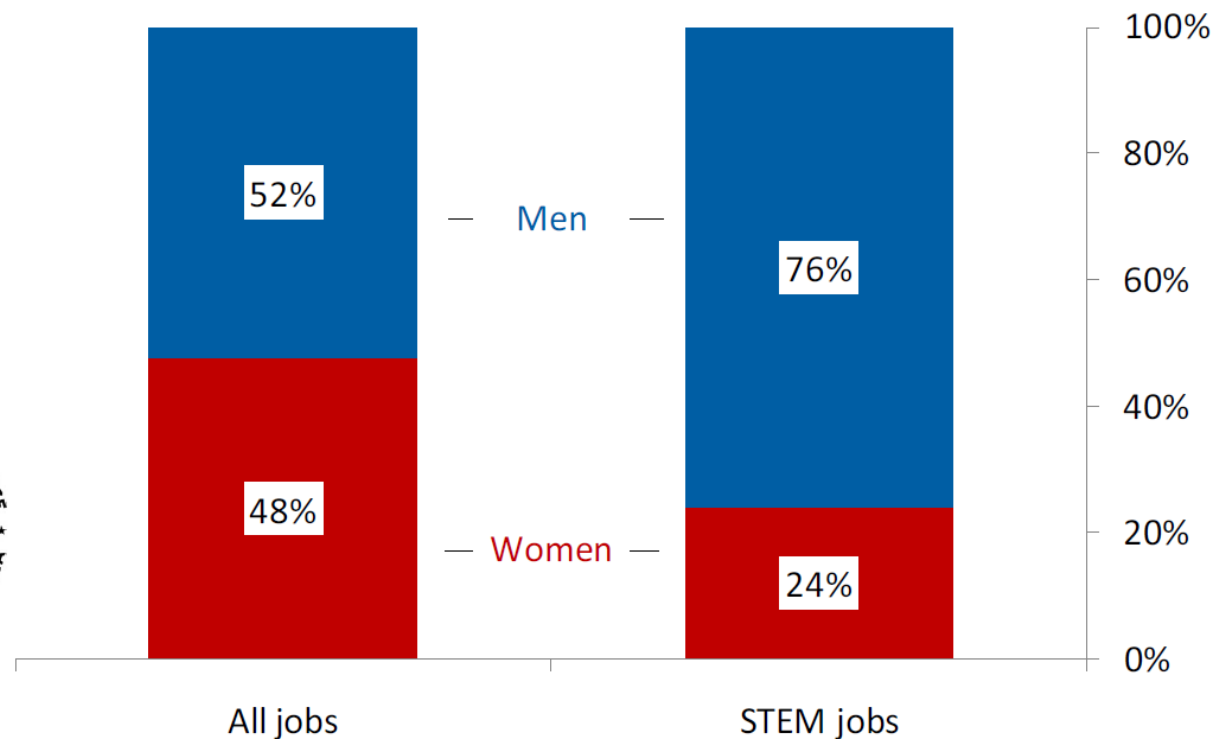
Issue Brief

#04-11

August 2011



**Figure 1. Gender Shares of Total and STEM Jobs, 2009**



Source: ESA calculations from American Community Survey public-use microdata.

Note: Estimates are for employed persons age 16 and over.



# STEMPLOY Initiatives

- Host “Steer towards STEM Career” summer camps, after school and weekend workshops
- Design curriculum to integrate STEM concepts into the e-learning community
- Provide hands-on tutoring services in STEM
- Recognize accomplishments of the Women of STEM





# Women in the World

**150**  
FEARLESS WOMEN

They're starting revolutions, opening schools, and fostering a brave new generation. From Detroit to Kabul, these women are making their voices heard.

**PLUS** View our photo gallery of all 150 trailblazing women



**The Daily Beast**

<http://www.thedailybeast.com/features/150-women-who-shake-the-world.html>



WV Small Women-Owned Businesses Partnership

STEMPLOY LLC

Employing the Skills of Women in STEM Fields

# Results Oriented



stemploy

**“Striving to advance employment  
opportunities for Women in STEM.”**

[www.stemploy.com](http://www.stemploy.com)