

# ACM 2023-2024 Student Chapter Excellence Awards Application

For Application Guidelines, see <https://www.acm.org/chapters/student-chapter-excellence-awards>

Award Category: Outstanding Recruitment Program

Chapter Name: \*

University of Florida ACM-W Student Chapter (118950) ▼

City: \*

Gainesville

State/Province:

Florida

Country: \*

United States of America ▼

Outstanding Recruitment Program: Chapter Contact Information

Please provide all required information

URL for your Chapter homepage (for example, <https://www.acm.org>): \*

Please ensure your chapter logo abides by ACM's Chapter Logo Policy (<https://www.acm.org/chapters/chapter-policies>).

<https://ufwicse.com>

Facebook:

<https://www.instagram.com/uf.wicse/>

Who is submitting this application? \*

Enter Submitter's name

Minuet Greenberg

Submitter's Email: \*

Enter Submitter's email

minuetgreenberg@gmail.com

Faculty Sponsor Name: \*

Sanethia Thomas

Faculty Sponsor Email: \*

sanethiat@ufl.edu

## Outstanding Recruitment Program: Chapter Achievements

Provide brief descriptions as requested, and stay within the character limit for each

Please provide a brief description of your chapter and school (1500 character maximum) \*

The University of Florida (UF) has an expansive and diverse community of powerful leaders and students, especially within the computing field. Women in Computer Science and Engineering (WiCSE) is the official ACM-W chapter at UF, with 18 board members and 550+ unique members across all of our programs and events. Our mission is to facilitate the growth and empowerment of women in Computer Science by educating and celebrating their participation in the field.

Our chapter offers members an array of opportunities to help them find their niche and prosper. We offer multiple professional development workshops that cover a variety of niches within technology. We hosted four product managers from Google, Microsoft, Apple, and Paycor to speak on a Product Management panel, and conducted hands-on workshops in AWS, Data Science, resume crafting, and starting personal projects. We also conduct weekly technical workshops to help women strengthen their technical interview skills and expose them to new technologies. We have recently expanded this into a semester-long full-stack workshop that develops an E-Commerce website that fosters innovation, entrepreneurship and portfolio-building. In addition to programs that pair students with corporate mentors, we have distributed 8 Grace Hopper Conference scholarships, supported 11 Harvard WeCode attendees, and won UF's Gator Engineering Student Society Recognition Award for Excellence.

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## Outstanding Recruitment Essay Guidelines (4000 character maximum) \*

Tell us about your recruiting program. How do you let students at your school know about your chapter and how do you get them interested in becoming a chapter member? What factors are most critical to your success? How many chapter members does your chapter have? Please note, this question is referring to your chapter member recruitment, not ACM membership recruitment. Please be sure to use your chapter's official name - do not refer to your chapter as 'ACM,' 'ACM-W' or 'WICS.' Please note, links to essays will not be accepted and will disqualify your chapter.

### Marketing

Our Instagram following has grown from 800 to 1,800+ followers in one school year. Every semester, we rebrand our Instagram theme to ensure we capture the attention of anyone on the platform. Our most recent strategy focuses on highlighting candid pictures of our members at our events, allowing our members to feel represented and attracting new students by showcasing the potential friendships they can form. Our use of reels also enhances our presence by adding humor and engaging content to our regularly scheduled posts.

In addition to expanding our online presence, we also have made a deliberate effort to participate in on-campus outreach opportunities. We have engaged with the general study body through 10 tabling events, where our executive board comes together to share details about what we offer to prospective members. Rather than approaching each conversation as a sales pitch, we approach it as an opportunity to create meaningful connections with students.

Our diverse merchandise, including free T-shirts for members, showcases our community spirit. This year's T-shirt design emerged from a cash-prize competition, which ensured that our merchandise would appeal to all of our members. We also launched an Instagram campaign featuring these shirts through a professional photoshoot, which increased our popularity on Instagram and spiked our general body meeting with a record-high attendance of 200 members. Additionally, we offer unique stickers and comfortable sweatshirts for purchase to further expand the WiCSE brand.

### Variety of event offerings

This year, we held 50 events in the Fall and plan to hold 46 events by the end of the Spring semester. These events include our monthly general body meetings, where a corporate sponsor will speak and we will cater food to bring our members together. We also host social events, some of our favorites have been painting tote bags, making friendship bracelets, watching movies, and coffee study dates.

In addition to social events, we ensure our members are career ready through various programs. Our corporate mentorship program pairs members with someone working in industry for biweekly meetings. The shadowing program allows members to earn course credit while working on a personal or company project. We also hold weekly technical interview preparation sessions to teach members how to solve leetcode questions.

We recognize that no member has the exact same goal through their involvement in UF WiCSE. Through this wide range of event offerings, we attract members with varying levels of commitment and interests, allowing them to feel they are in a flexible and inviting organization.

### Club culture

We don't charge dues, have a mandatory attendance system, or any demographic requirements to be

considered a member of UF WiCSE. We emphasize that we are open to all genders, majors, and ages and uphold those beliefs in everything we do. The most common sentiments about WiCSE are 1) We are a very driven and goal-oriented society, and 2) We feel like home.

Our executive board is very close and meets outside of board meetings regularly. However, we make it a point at events to socialize with general members, and not just with each other. Our club's main messaging platform, Slack, is extremely active, with messages in the general chat every day. Our internal mentorship program pairs over 120 under and upperclassmen with one another, where they form bonds and receive unfiltered advice from each other. Our members also volunteer together at a local food bank and our other outreach events - indicating our members are eager to give back to WiCSE just as much as they are eager to participate in what we have to offer.

Since last year, UF WiCSE has more than doubled its membership from 270 to 550 members. This is a testament to our commitment to creating an inviting culture, investing in our marketing strategies, and becoming a can't-miss presence on UF's campus.

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This form was created inside of Association for Computing Machinery.

Google Forms