

University of Florida Women in Computer Science and Engineering (UF WiCSE)
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Women in Computer Science and Engineering facilitates the growth and empowerment of women in the field by educating and encouraging younger generations while simultaneously offering students academic and professional resources and camaraderie. WiCSE is the University of Florida's official student ACM-W chapter devoted to the increased representation of women in Computer Science and related Engineering fields. We provide professional development, social, and outreach events. UF WiCSE has approximately thirty-five members. Our chapter members are typically computer science, digital arts and science or computer engineering. There are approximately 1500 male and female undergraduate students studying computer science at the University of Florida with between 200 – 300 of these students being female.

Url for Chapter Website – <http://www.cise.ufl.edu/dept/ufwicse/home>

Women in Computer Science and Engineering is an organization that strives to create a welcoming and supportive environment for women studying or interested in computer science and engineering. One of the best ways we have found to create such a space is by developing a website that made it effortless for anyone to navigate to find opportunities to get involved or ask questions. The process of designing and developing a website that was easy for a user to traverse as well as exuded a positive and friendly interface took time and planning to get just right. When first visiting the UF Women in Computer Science and Engineering (WiCSE) website, the user will see a picture of members of the chapter accompanied by a message about what our club's mission is. There are links to all of our social media accounts to make it very easy for anyone to subscribe to updates from Facebook, Twitter etc. about events and involvement opportunities. A common theme amongst all of the pages of the website is a

large banner at the top of the page giving a brief heading about what information is documented on that page. The design of these banners have a specific objective, other than to make the website look aesthetically pleasing. All of the banners have rounded edges and are colored in different warm colors. This is to create a less intimidating environment for the user. Being an organization that aims to get more women interested and involved in technology fields, we felt that it was important that the website was designed without harsh lines or colors. Something as simple as rounding edges and using brighter colors can make something look much less threatening which is important to consider when creating something with the goal of attracting women who might feel shy about joining such a male prevalent environment.

The website itself was developed using HTML and CSS with small amounts of JavaScript. This website is all hand designed and coded so no templates were used. That being said, all of the icons, such as on the Contact page, were made using Adobe Photoshop and Illustrator. The webmaster is constantly updating the website based on careful observation of what features can be improved upon or updated. We hope that our website can continue to be a place that anyone can easily navigate while gain an understanding of our message and the unique experience we strive to offer.