



CLOSE THE GAP

rectifying gender
inequity in tech

becky
hassler

Executive Summary

what's the problem and why is it important

- It is well known that there is a significant inequality in the number of women in STEM fields as compared to the number of men involved in STEM.
- There are many misconceptions surrounding why so few women participate in STEM and it is important to uncover the objective truth surrounding this topic if we seek to rectify it.
- Equalizing participation in STEM amongst genders can help address the gender pay gap and improve economic security for women.
- Further, a diversified workforce improves the quality of skill and talent, STEM biases, and inclusivity at all stages of tech.

Executive Summary

about the exhibit

- The exhibit will walk the audience through a narrative along each pain point that occurs for women entering the tech field.
- The exhibit will pause the visitor at each pain point to identify why women leave at this point; describing both what went wrong and providing a solution to amend the deterrent.
- The exhibit will take place in a public space frequented by professionals who work in tech.
- The exhibit will aim for women in tech to feel seen and also to help facilitate the larger tech industry to learn how to develop a more inclusive and diverse workforce.

Mood Board

setting the tone and mood



#f4ee3f

H1 Title



#fd6f91

Elza Bold



#2bbdff

Oblique



#2a242a

H2 Sub-Heading



#d7dbde

Elza Semibold

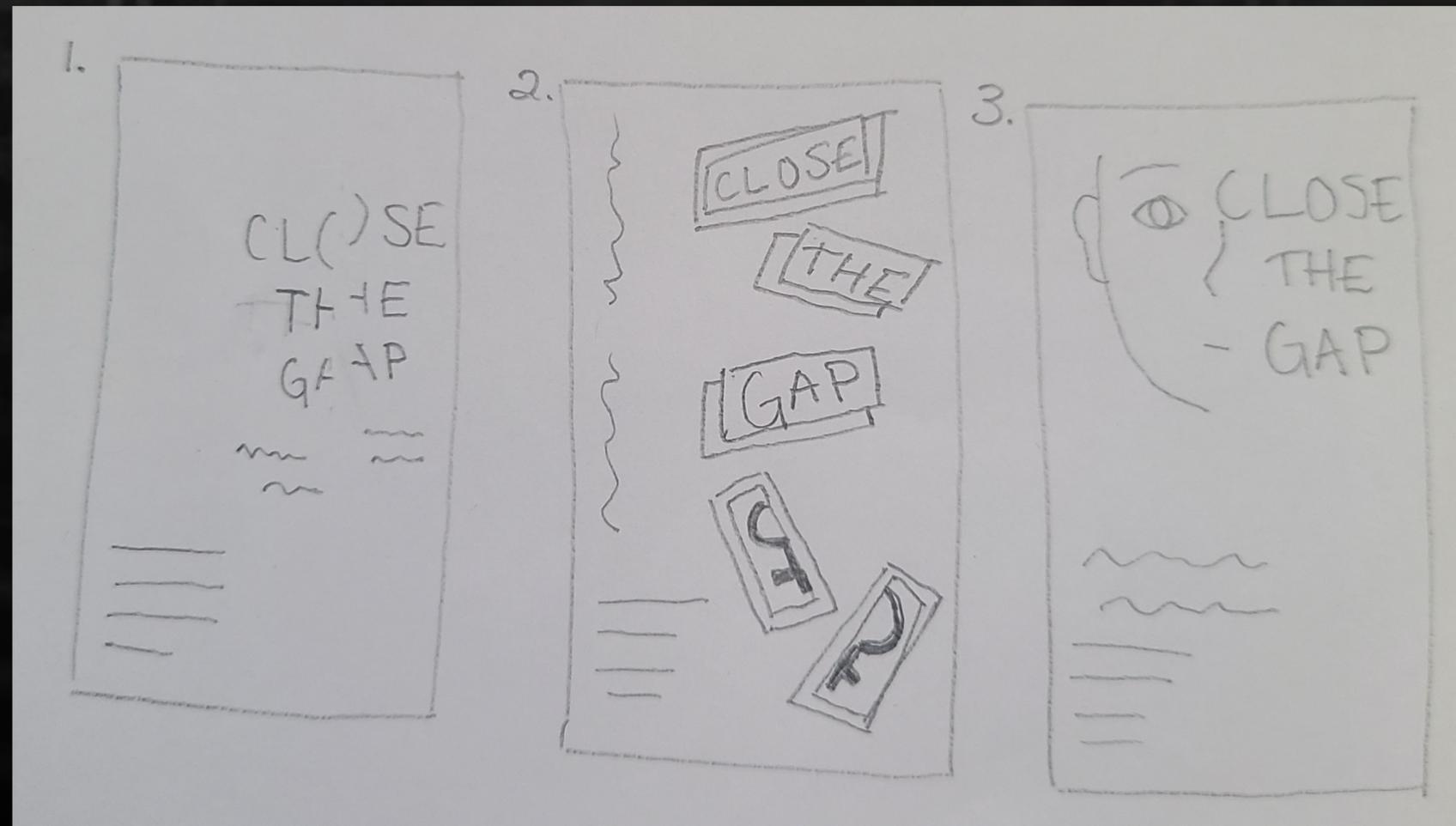
p Body Text

Elza Regular



Promotional Piece

the process



Promotional Piece

the final versions

**CLOSE
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An Experiential Exhibition
09/07/22 through 10/26/22
The Plaza at Apple Union Square
300 Post St.
San Francisco, CA 92108
www.closesthegap.com

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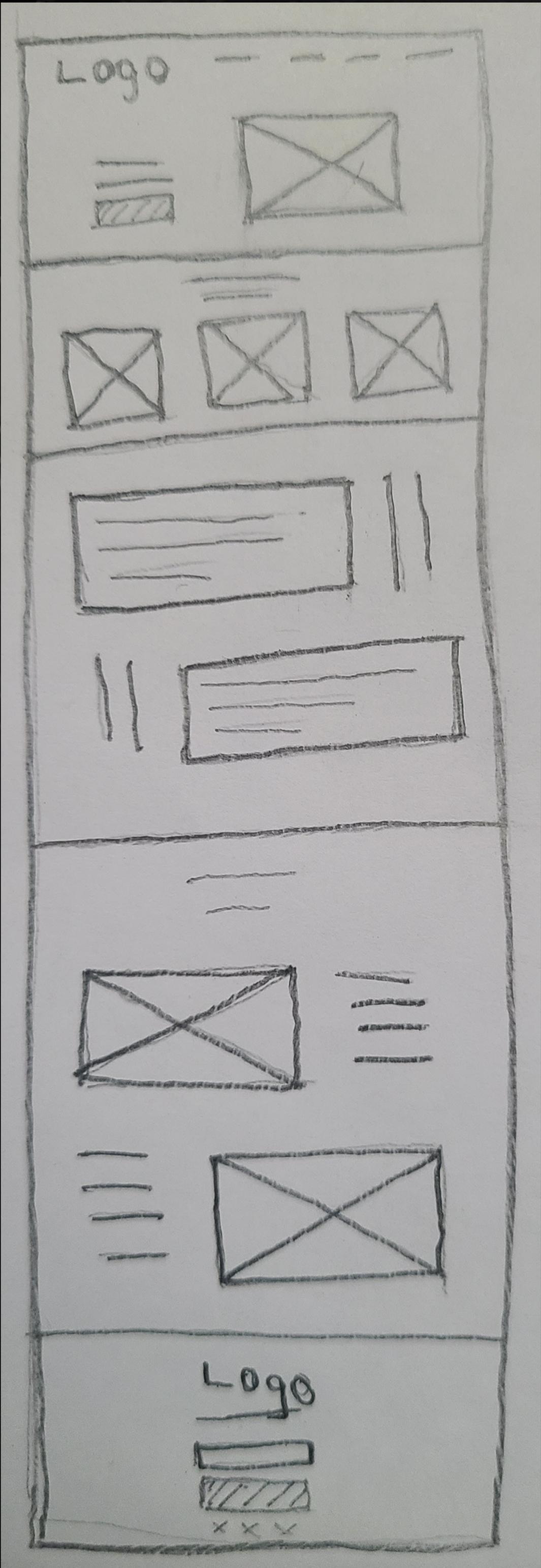
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CLOSE THE GAP

New. Free. Exhibit.

The Plaza at Apple Union Square

September 7 - October 26

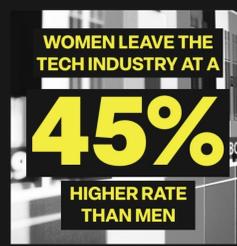
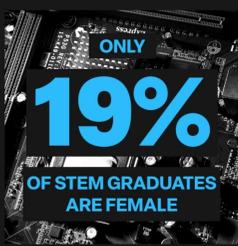
Opening Sept. 7 at 8PM

JOIN THE FIGHT

rectifying gender
inequity in tech

the facts

Where does the tech industry stand
in terms of gender?



Many believe the reasons there are less women in tech are that girls aren't as interested or as naturally good at STEM as boys

the
myth

the
reality

74% of female teens express interest in STEM topics and typically female students score the same as male students in science and math

why it matters

The Difference Gender Equity Makes

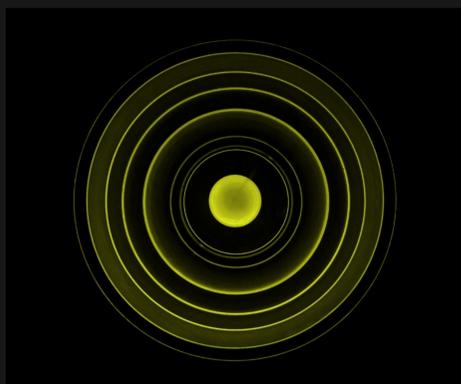


“By teaching our girls to code, we’re not just preparing them to enter the workforce — we’re preparing them to lead it.”

— Reshma Saujani

A diversified workforce increases the quality of skill and talent in STEM, enhances inclusivity at all stages of tech, and improves the economic stability of women in the present and future.

JOIN THE FIGHT TODAY



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CTA Button

Exhibit Logo

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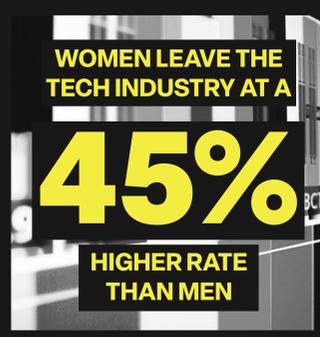
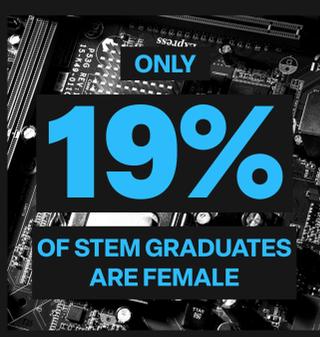
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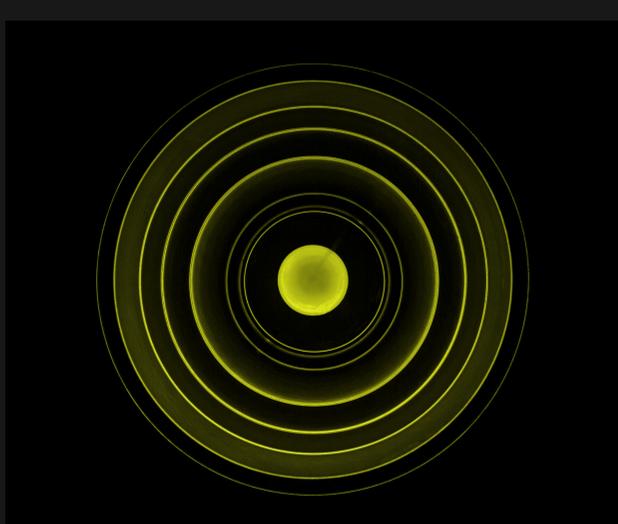
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