



**WOMEN & INFORMATION TECHNOLOGY
(WOMEN in IT)**

YEARLY REPORT 2009

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Mission Statement

WIT serves as a platform for professional women to share and exchange information, toggle issues of concern, implement strategies and search for opportunities with the purpose of strengthening the capacity of all women through the usage of Information and Communications Technology

Contents

FOREWORD BY WIT'S PRESIDENT.....	3
2009 IN REVIEW	4
WIT Activities	4
WIT in the Press	9
WIT Projects	11
1. <i>RespAct, Responsible and Active Arab Citizen</i>	11
2. <i>MEPI's Women in Technology Program in Lebanon</i>	12
3. <i>Women at Work</i>	18
4. <i>Women Empowerment in Akkar</i>	19
5. <i>From WIT to Work</i>	21
6. <i>WIT Computer Training Center @Zico House</i>	22
Memberships	23
Elections	25
Board Meetings & Operations	26
WIT Staff 2009	26
WIT FINANCIAL STATEMENTS	27
2009 Profit & Loss statement	27
2009 Forecast Budget	31
CONCLUSION	32

Foreword by WIT's President

Dear WIT members and fellow colleagues,

I am exhausted... So many things happened with WIT in 2009 and I am so proud of the departing board accomplishments...

4 words summarize the WIT working year of 2009 !

Credibility ...

Development ...

Democracy ...

Continuity ...

Because of our credibility, we have been able to attract new sources of funding focused on our key activities and missions. We have been working actively on economic development of women, focusing on employment and entrepreneurship as means to secure extra income for under privileged women. The "From WIT to Work" and "Women Empowerment in Akkar" are examples of the new projects we started this year. We have reached over 1,500 women directly through our visits to schools, workshops in Akkar, and Women in Technology training this year only.

This year also, we have been developing our own members. Several members had the opportunity to present or prepare conferences. Examples are WSIS Follow-up conference in Damascus, MED-IT conference in Morocco, NAWF, MENOG, British Council's Women at Work are some of the examples of WIT participation.

We have launched the first WIT Awards this year and are very proud that Mrs. Hiam Khachen was rewarded for her valuable contribution to the field of ICT in Lebanon as Director in the Central Bank.

In democracy, we have prepared the elections in a transparent and open process for a smooth transition to a new Executive Board. We are proud of the nominations we attracted and are sure that the new board will have all the chances for continuity and success.

I am particularly keen that, as President of WIT for 4 years, we have achieved a lot and have made a significant contribution to the Lebanese society through training, awareness, workshops, awards ... giving equal opportunities and different choices while ensuring that women in IT are recognized by their peers as leaders, building and sustaining the infrastructure of a vibrant and progressive society.

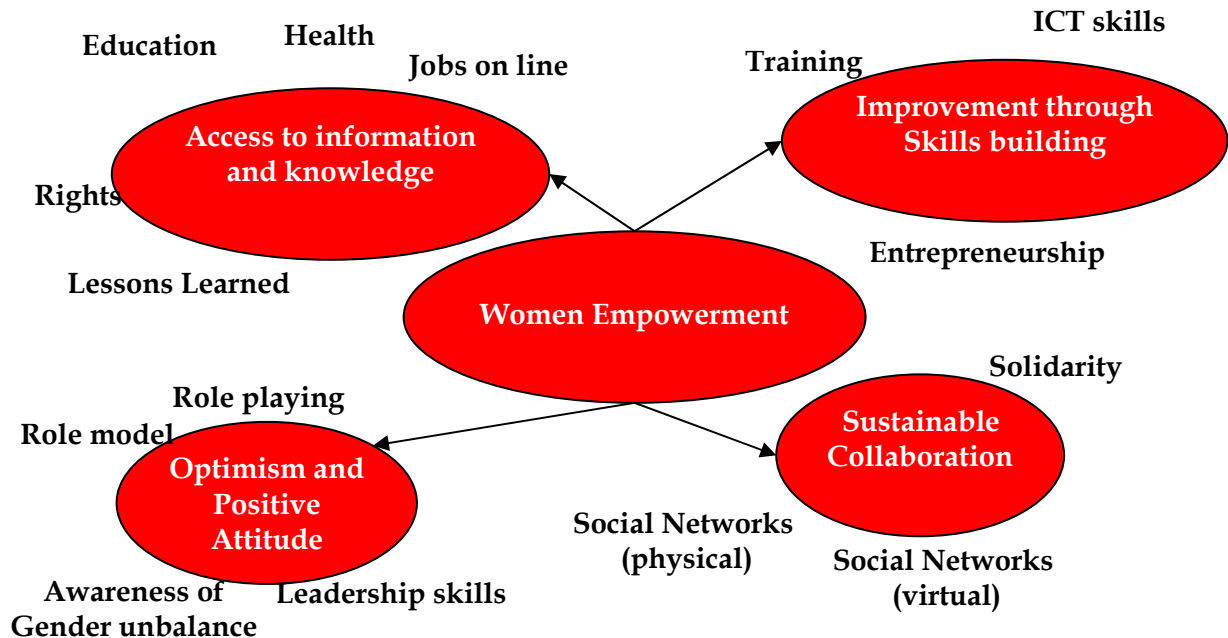
With Best Wishes for the new board, and all my thanks to the many who have been helping and contributing the last four years. A special acknowledgement goes to the departing board with a salute to the personal contribution of Paulette, Hiam, Hanane, Tania, Raymonde, Maya, and Maha.

Happy reading...

Salam Yamout
January 2010

2009 In Review

WIT Areas of Empowerment



WIT Activities

1- Networking Events and Conferences

a. WIT Recognition Award Event, 8 May 2009, Holiday Inn - Dunes

" Tell the world that you have made a difference"

The event was held on 8 May 2009 at the Holiday-Inn Dunes Hotel to reward the commitment of men and women to their profession and their contribution to the advancement of ICT in the society. The jury was composed of Mr. Ali Nahle, Dr. Irma Majdalani, Ms. Sabah Corm, Ms. Tania Zaroubi, and Ms. Salam Yamout . This event will be celebrated each year and the new date will be on May 2010.

Results of the 2009 Awards

THE “ WOMEN CONTRIBUTION TO ICT” AWARDS WAS GIVEN TO HIAM EL-KHACHEN for her outstanding contribution to the Lebanese banking sector as she led the design and implementation of major banking applications of the Central Bank of Lebanon. Hiam El-Khachen has been promoted as Director last year. The award was handed to her by Mr. Ali Nahle, Director of the Information Technology Department of the Banque du Liban.

THE “WOMEN EMPOWERMENT” AWARD WAS GIVEN TO NADA HAMZEH for training over 400 women last year in basic ICT and leadership skills. Nada Hamzeh is the Program Manager for the Women in Technology program, a program funded by USAID/MEPI and implemented by the Institute of International Education in 8 Arab countries. WIT is the lead partner of the Women in Technology program in . The award was handed to Nada by Heather Murphy, Program Director for IIE in San Francisco .

THE “INNOVATION IN ICT” AWARD WAS GIVEN TO ELIE EL-KHOURY FOR WOOPRA. After long years of programming over one million lines of code, Elie El-Khoury and his partner Jad Younane finalized the development of Woopra, an online tool to monitor traffic on websites. Woopra competes and offers more features than Google Analytics. The award was handed to Elie by Jalal Fawaz, former president of the Professional Computer Association, and a seasoned and successful entrepreneur himself.

b. WSIS – ESCWA Conference, 16 – 18 June 2009, Damascus Syria

WIT was invited to a Regional ESCWA Conference entitled "Regional Follow-up to the Outcome of the World Summit on the Information Society" in Damascus between 16 and 18 June 2009.

The conference was designed to record the Arab region’s advancement towards the Information Society as defined by the United Nations World Summit (WSIS) in 2005. Ms. Paulette Assaf, Treasurer of WIT, and Ms. Tania Zaroubi, Board Member, represented the organization. Paulette shared the lessons learned by WIT in empowering women using ICT and also shared success stories.

c. IFTAR in the honor of Leila Serhan, 11 September 2009, Gefinor Rotana, Lebanon

Within our objectives of highlighting the contributions of women to the Information Technology field, WIT and PCA organized an Iftar on 11 September in honor of Mrs. Leila Serhan for assuming the post of General Manager of Microsoft in Lebanon. The event was a great success broadcasted on several Lebanese TV, newspapers and magazine

d. Creating cross-cultural bonds, 4 – 5 September 2009, Crown Plaza, Lebanon

“Preparing Women for the Digital Future”

This regional networking event aimed on bringing together women working in the IT business sector from the Near East and North Africa region and the UK, which as part of the British Council’s Women at Work regional initiative and in partnership with WIT, Lead Partner of this project in Lebanon since 2008.

The networking event was held on the **4th and 5th of September 2009** at Crown Plaza. It is an initiative to maximize impact of the Women at Work program and ensure its sustainability through:

- o Developing institutional links between the UK and the region in different professional areas
- o Building the capacity of the participating country partners to network and support women in different professional fields

- Sharing experiences and best practices in mentoring a raising the profile of women of different sectors
- Enabling the exchange of participants to link into professional networks and develop their roles as mentors and role models for the next generation of young women
- Developing an action plan for future cooperation and professional networking between the UK and regional professional organizations

e. Corporate Ambassador Program (CAP) on 25 & 26th September 2009 @ Le Gabriel

Organized by LLWB and under the patronage of his excellency Mr. Ziad Baroud. It consisted on Practical Lessons on women entrepreneurship in from US and Lebanese Perspectives <http://www.llwb.org/cap.shtml>

f. CSO Meeting , 9 October 2009, Berytech - Lebanon

Towards the creation of a productive environment for collaboration and action, WIT organized the 2nd forum for collaboration between NGOs on the 9th of October 2009 at Berytech - Mathaf.

The aim of these meeting is to facilitate a conversation that will start aligning our personal intentions with the overall need that serves Lebanon and its people. The conversation was facilitated by Mrs. Hala Makarem, a WIT member and the initiator of n - applied research Creativity Community. She tried to bring forward each individual and organization's potential, as we collectively explore our shared inquiries and common purpose. Our time together will be facilitated through an experiential forum of coordination using the [World cafe](#) social technology for hosting large group collective conversations

g. New Arab Woman Forum (NAWF 2009), on October 15-16, 2009

The forum is organized in cooperation with the Ministry of Culture, the League of Arab States, ESCWA and V-Day Karama. WIT acquired free invitation to all our members to attend this regional forum. Other attendees included women ministers and public officials, business leaders, social scientists, writers and journalists, artists and actresses, heads of NGOs, etc.

Madeleine Helou and Nada Hamzeh attended the New Arab Woman Forum NAWF conference which was held under the patronage of the the First Lady of Lebanon at the Intercontinental Phoenicia Hotel . <http://www.iktissad.com/events/NAWF/3>

h. MENOG, 25-29 October 2009,

A forum for network operators in the Middle East, Lebanon

WIT members Therese Saliba and Salam Yamout were among the key drivers for having the MENOG meeting in Lebanon for the first time ever. Both Therese and Salam were in the organizing and coordination committees. Therese Saliba is the CEO of IDM, who is hosting the event.

MENOG5 and the RIPE Regional Meeting took place at the Mövenpick Hotel in Beirut, from 25-29 October 2009. Other hosts and sponsors included Ogero, Cisco, and various European entities.

The Middle East Network Operators Group (MENOG) meeting, which was attended by 250 professionals representing 106 organizations and companies coming from 29 countries, offers the opportunity to discuss and debate topics such as networking and the deployment of IPv6, Internet security and the deployment of Internet exchanges. The meeting's agenda included presentations, tutorials and workshops on IPv6 and ISP security, which was presented by international experts

i. MED – IT Forum , on 3 – 4 November 2009, Casablanca, Morocco.

This forum was under the patronage of the Moroccan minister of “ New Technologies” who also presented in the first session “ the Moroccan year plan for 2010”. This event gathered Mediterranean companies and NGOs relevant in the ICT Sector boost in the region.

In collaboration with LLWB, 2 Wit Members - Corine Feghaly and Therese Saliba-participated in the workshops and presented their experience and recommendations.

2- Website Update

During the year 2009, WIT info continued with daily update of its bilingual (in Arabic & English) website on the news and developments in the civil society scene.

We recruited a Graphic Designer Joelle El Khoury who is working on styling and updating our website www.wit.org.lb

3- Awareness & Capacity Building

Raising awareness are the first steps for empowering women toward her economic independence as we are creating opportunities for them to express themselves and helping them to find new routes and new career’s choices to improve their lives.

The participants were impressed by the role model women who shared their experience about the real challenges that women are facing in Lebanon and the Arab countries

a. LAU – Cisco Event Academy (see Table 1)

The event is made on the occasion of the 5th anniversary of LAU becoming a CATC for the MENA Region at LAU-Jbeil on 25th and 26th of April 2009.under the theme “Education and Internet : Leaping into the future”.

This event highlighted on the importance of collaboration between industry and school while updating the technical knowledge of Cisco instructors, managers and students.

WIT participated in the Women panel:

- Diana Bou Ghanem, Call centers in the Ministry of Telecommunications
- Madeleine Helou, Empowerment of Women at work
- Mostafa Ghaddar, Blogging and social Media Exchange

b. Visits to school (see Table 1)

Within our objectives of spreading awareness of the benefits of ICT as a career objective and/or a tool for personal development and empowerment, WIT partnered this year with INJAZ; knowing that our target beneficiaries were the girls and boys 15-19 years of age attending public schools. Through visit to schools, fairs, WIT is advocating choices for women including the preparation for careers in Sciences, Engineering and Technology. More, these visits aimed at motivating more girls in junior and high school to consider careers in technology as possibilities for them; and ensure that they are aware about the benefits and risk of using the internet.

#	WIT Activity	Date	Location	Partners in this event	Topic	Trainer or Role Model	Nbr of participants
1-	Visit to School	16 Jan	Ashrafieh High school	Social Media Exchange	On Line Safety ICT Job Orientation	Jessica Deereh	60
2-	Visit to School	26 Jan	Ashrafieh High school	-	On Line Safety ICT Job Orientation	Colette Sfeir Wit member	35
3-	Visit to school : Perpertuel Secours	14 April	Furn El Chebbak - Beirut	Paulette Assaf - WIT Member	On Line Safety ICT Job Orientation	Paulette Assaf, WIT Treasurer	60
4-	IT Lebanon Association	22 April	Tripoli -	Women in Technology Program by MEPI & IIE	Women at Work	Madeleine Helou, WIT Director	22
5-	Cisco Academy Training at LAU University	25 April	LAU - Jbeil	-	Women at work		70
6-	Visit to school : Perpertuel Secours	30 April	Furn El Chebbak - Beirut	Paulette Assaf - WIT Member	On Line Safety ICT Job Orientation	Paulette Assaf, WIT Treasurer	45
7-	Abadie Scout Association	4 May	Abadieh	Women in Technology Program by MEPI & IIE	Women at work	Madeleine Helou, WIT Director	23
Number of women & students targeted is							315

Table 1 - List of Awareness and Capacity Building Activities for 2009

c. Business Plan for Sustainability Workshop for IRAKI Team , Women in Technology Program in IRAK, Meridien, Lebanon from 1 - 3 May 2009

d. On Line Safety Committee with the Ministry of Social Affairs:

WIT participated in the On Line Safety Committee of the Ministry of Social Affairs / Higher Council for Childhood. Madeleine Helou & Nada Hamzeh represented WIT in this committee for the production of a brochure in Arabic and English for Internet Safety for youth and parents. The committee includes participation from Service Providers, TRA, and other Lebanese industry leaders.



WIT in the Press

1- UNDP 101 Stories to tell

Aiming at integrating concrete examples on the importance of the participation of the members of the civil society in matters of public affairs, the United Nations Development Program organized in partnership with Maharat Association the "101 Stories to Tell" Project aiming to document the remarkable citizens and groups' initiatives (National, Local & Non-governmental Organizations) in addressing specific social or economic or structural issues within a designated local community.

The contribution of WIT as an initiative done By women to women in Information Technology was included in the 101 stories book and CD that was published on 25 February 2009 by the UNDP and under the patronage of his Excellency Mr. Ziad Baroud, Minister of Interior Affairs

2- Media Coverage

DATE	LINK	EVENT
15/09/2009	www.echobeirut.com	Honoring Iftar for Mrs. Leila Serhan on her assumption of the Microsoft Director Post.
15/09/2009	www.lebanonfiles.com	Honoring Iftar for Mrs. Leila Serhan on her assumption of the Microsoft Director Post.
15/09/2009	www.almustaqbal.com	Honoring Iftar for Mrs. Leila Serhan on her assumption of the Microsoft Director Post.
4&5/09/2009	www.britishcouncil.org	"Preparing Women for the Digital Future: Crossing Cultural Barriers".
23/09/2009	www.ijma3.org	Honoring Iftar for Mrs. Leila Serhan on her assumption of the Microsoft Director Post.
24/09/2009	www.nna-leb.gov.lb	Honoring Iftar for Mrs. Leila Serhan on her assumption of the Microsoft Director Post.
31/08/2009	www.ameinfo.com	Preparing Arab Women for the Digital Future.
31/08/2009	www.zawya.com	Preparing Arab Women for the Digital Future.
09/11/2009	www.wit.org.lb	WIT and PCA Honoring Iftar for Mrs. Leila Serhan.
25-29/10/2009	www.wit.org.lb	MENOG 5/RIPE NCC Regional Meeting
10/09/2009	www.wit.org.lb	CSO Meeting organized by WIT at Berytech
14/10/2009 to 15/11/2009	www.wit.org.lb	"Youngs Entrepreneurs and Family Businesses"
17/10/2009	www.wit.org.lb	Social Media Exchange
01/09/2009 to 06/09/2009	www.britishcouncil.org	Women at Work
01/04/2009 till now	www.wit.org.lb	WIT partners with Relief International to Empower Women in Aakar

WIT Projects

1. RespAct, Responsible and Active Arab Citizen

Date: *This project was closed in February 2009*
Funding Agency: UNDP - ICTDAR
Phase I [July - December 2007] - 21000 USD
Phase II [January - February 2009] 11500 USD

Project Description: This is a CD & WEB Portal designed to be used for raising the awareness of Arab youth about their civic duties and responsibilities in the hopes of interesting them in becoming responsible and active citizens. The materials are youth oriented through FAQ, games, and quizzes. The project is implemented by a consortium of NGOs (Moroccan, Egyptian, and Lebanese)

Project Funding: Provided by UNDP – ICTIDAR. 11500 USD is paid for the implementation of the 2nd phase of the project

Project Status and Activities:

Phase I: was completed in Dec. 2007

It included research & development of the content for topics in Citizenship and Civil Rights.

Phase II: was completed in February 2009:

It included the production of a Training of Trainers (TOT) Manual which consisted on the development of workshops’ topics of RespAct, quizzes, interactive activities, training kit and a user guide.

1st Coordination Meeting was held in Rabbat Morroco **from 7 to February 2008**

2nd Coordination Meeting was held in Beirut – Lebanon **from from 5 to 6 April**

TOT workshop was held in Rabbat - Morrocco from to

TOT worlshop was held in Cairo - Egypt from xxxxx to

The TOT aims at preparing Arab Trainers to enroll RespAct trainings in the Arab region.

WIT trainers gave in 5 days:

- a) 4 Ice breaking games
- b) 3 Games on Citizenship, Diversity and Cultural Diversity, and Housing + Environment + Health
- c) 5 presentations, Citizenship, Diversity, Housing + Environment + Health, Qualifications of a Successful Trainer, Training Principles.
- d) Evaluation and selection of trainee

All materials are posted on: www.resp-act.net

2. MEPI's Women in Technology Program in Lebanon

Date: *This project will be either closed or renewed in March 2010*

Funding Agency: Institute of International Education with MEPI and Microsoft;

Amount: honorarium

Project Description: Women in IT offers the following training to women:

- IT with Microsoft's Unlimited Potential (UP) curriculum
- Professional Development (team development, Management Skills, Leadership Skills, Professional Presentation, Entering the Job Market)
- Professional Development Networks
- On line networking forum

This curriculum is taught through eligible selected partner organizations centers, where WIT trains the trainer and installs the curriculum and monitors quality.

Project Objectives:

- a. To provide substantial capacity building to Partner Organizations and expand their reach and ability to serve women
- b. To create a strong base of women with vital IT and Professional Development skills, allowing them to gain access to new careers and training opportunities
- c. To empower WIT participants to play an integral in shaping their country's future

Project Funding: This program is funded by the Middle East Partnership Initiative (MEPI) of the US Department of State, managed by the Institute of International Education (IIE) West Coast Center. WIT is receiving an annual fees of 3000 USD as lead partner of this project

Partners: The Lead Partner is Women in Information Technology in Beirut and they are working in collaboration with YWCA Jbeil, www.lebanonywca.org / Deir Kanoun El Nahr, www.aidlebanon.org / The Lebanese IT Association, www.it-lebanon.org / Abadiéh Scout Club, www.abadiehsout.org.

Project Status and Activities: This project started in November 2007. To date there are 4 training center in rural areas. Each of these organizations implements the WIT program with great success, impacting the lives of 150 women who graduated from all these centers during 2008.

Activities related to the program as of January 2010

Partners: 7

1. Women in Information Technology, Beirut (Lead PO)
2. National YWCA of Lebanon, Jbiel Caza Center
3. Abadiyeh Scout Center, Mout Lebanon Caza
4. Cultural and Social Center of Deir Kanoun El Nahr
5. The IT-Lebanon Association, Tripoli
6. Al Multaka Women's Association, Beirut
7. Women's Association of Dier El Ahmar (WADA)

Statistics

Lebanon	Trained
WIT Participant Training (UP, PD, Blogger – '09-10)	503 women
Entrepreneurship TOT	9 trainers
Professional Development TOT	23 trainers
Business Planning for Sustainability for WIT Partner Organizations	7 PO Staff
Microsoft UP TOT	30 trainers

Status

- 55 women are currently enrolled
- Entrepreneurship courses are scheduled to begin in 5 centers in January 2010

Major Achievements

- PDNs have been launched at 4 partner organizations.
- The Program Manager and IT Coordinator attended Web 2.0 workshops on topics including blogging, search engine optimization digital fundraising, online collaboration techniques, Facebook activism and community building with social networks.
- A local English language NGO-Hayya Bina is offering free English language courses to WIT participants from three different partners and is covering all associated costs.
- WIT Lebanon was selected to be included in a book by the UNDP called 101 stories that showcases achievements by women in IT in Lebanon.
- Blogging training introduced at all partner organizations.
- Official opening of the new technology center in Tripoli on March 20, 2009.
- Launch of a free job website on May 1, 2009 (<http://witlebanon.jobthread.com>)
- Donation of \$37,000 from Al Mustakbal to help build the new WIT center in Tripoli
- Donation of \$67,945 worth of software from Microsoft to WIT Lebanon for use at all of the partner organizations.
- The WIT Lebanon Program Manager was given an award for her contribution to women's empowerment through IT at the 2009 Women in Information Technology Recognition Awards in Beirut.
- March, April, May 2009: Graduation ceremonies in the North & Jbeil in presence of the American Embassy's representatives & in the South as a thank you to Mepi after all the challenges we faced there.
- 8 trainers were trained at the Entrepreneurship TOT in May 2009.
- Addition of two new Partner Organizations, Al Multaka and the Women's Association of Deir El Ahmar (WADA) & a Training center of the lead partner WOMEN IN IT.
- June 2009 The UN ESCWA (United Nations Economic and Social Committee for Western Asia) sponsored the Program Manager's participation as a speaker in their June conference in Syria "Regional Follow-up to the Outcome of WSIS" and were so impressed with her involvement.

- July 2009. Program manager was nominated to be a member of the awareness committee & head of the media committee of "the online safety project" of the Higher Council for Childhood, Ministry of Social Affairs.
- August 2009 - a group of PDN members had the opportunity to visit the the An-Nahar newspaper offices to meet with the project coordinator of Nahar Ash-Shabab and the Secretary General of the Youth Shadow Government and the youngest member of the Lebanese Parliament, Deputy Nayla Tueni & discussed with her the women's participation in politics (challenges & impact). The women learned of future collaboration between the Shadow Government project and WIT.
- September 2009 – An important CSR relationship was formed with the Advance Computer Technology Center (ACTC), which agreed to provide in-kind and monetary donations to WIT.
- On September 22, a graduation ceremony for 70 women was held at the Abadiyeh Scout Center. The U.S. Ambassador to Lebanon, who spoke at the event, was one of 400 attendees, and the event was widely covered by the Lebanese press.
- November 2009 – WIT PM gave a presentation about WIT to a delegation of U.S. Congressmen and Women
- In December 2009, the WIT Lebanon achieved their goal of having 1,000 people become fans of their Facebook page
- December 2009, The UN ESCWA (United Nations Economic and Social Committee for Western Asia) invited the Program Manager to be a speaker @ "TheWorkshop on Delivery of E-Services in Civil Society" to share success stories of WIT participants in the e-commerce field.
- January 2010, Entrepreneurship trainings were launched at 5 centers
- January 2010 Program manager attended Internet Security training at Social media for exchange & is preparing a TOT on online Safety in partnership with Microsoft in order to add this modules to the curriculum.

WIT MENA - IN BRIEF

Communications and Media: Strategy and Impact

WEB PRESENCE

Use web at the core of external communications

IIE has designed and developed 10 websites for the WIT program – www.witmena.org serves as the main website for the program and there are nine separate country websites for each of the countries we operate in. The websites contain information about WIT, training components, photos, success stories and media coverage and are updated regularly. Some country websites also list participants' resumes for recruiters and have job boards for WIT graduates looking for employment and internship opportunities. In addition, the websites contain links to our social media channels to draw traffic to our other sources of information. All ten WIT websites are bilingual – in fact the WIT Morocco website is trilingual (Arabic, English and French).

Our efforts to optimize our websites for search engines have paid off. From being unranked on major search engines last year, now WIT MENA ranks on Page 1 on Google and Yahoo for the keywords 'women in technology' and on Page 3 on Bing. For the keywords 'women technology training (country name)', each of our nine country websites rank #1 on all the three major search

engines. Our websites and news about WIT feature on Page 1 for several related keyword searches as well.

Since launching the site in 2006, the WIT MENA website has received a total of almost 990,000 hits. More than 95,000 visitors have visited the website, most based in the United States, followed by UAE, Morocco, Jordan, Lebanon and Bahrain.

NEWSLETTER

Send quarterly online newsletters to keep supporters and community informed and interested

IIE sends out a quarterly e-newsletter, called WIT Connections, to share the most noteworthy achievements and developments of the WIT program. We started by circulating the newsletter to about 500 contacts in May 2008 and now our outreach has increased to 2000+. We translate our newsletter into Arabic, to further increase awareness about our program in the Middle East and North Africa.

SOCIAL MEDIA

Employ a variety of social media tools (Facebook, Twitter, YouTube) to increase web presence and awareness about WIT

We use a variety of social media tools to spread the word about WIT and to engage with the online community. We have created a Facebook page, where we upload photos from our program in action and share short status updates highlighting our latest accomplishments and events. Through our Twitter feed, we post frequent, often daily, updates from the program – either about a graduation ceremony that just took place, or a news article that featured us. We and also retweet pertinent tweets from other organizations and thought leaders whom we follow, such as New York Times’ journalist Nicolas Kristof’s cover story on Empowering Women, Greg Mortenson on CNN’s documentary ‘Generation Islam’ etc. On our YouTube channel, we have almost 40 short videos, documenting the program through interviews with participants, events organized by our Professional Development Networks, press coverage on TV, interviews with staff at local partner organizations etc.

To power our YouTube channel, IIE procured 10 Flip video cameras using the Flip video spotlight program for non-profits. We sent them to our in-country staff with a simple user toolkit, so WIT staff, trainers and participants alike can use this powerful tool to tell their stories using YouTube. Our staff directly uploads the videos to WIT’s YouTube channel where they are shared instantly with viewers. Some countries, notably Lebanon, Morocco and UAE, are putting to use Windows Movie Maker skills, which they acquire through the WIT training, to create mini documentaries. Viewers can watch the program in action through these videos – they can hear what the participants have to say about the program, watch what activities our Professional Development Network members are up to, enjoy snapshots from our events and a lot more.

We use a combination of these Web 2.0 tools to generate interest in and create a buzz around our stories. For instance, we post photos on our Facebook page and then post a link to the album on Twitter. We also tweet to draw attention to a particularly good video from our YouTube channel. This way, we ensure that our audience is aware of the different communication platforms we are using and will hopefully bookmark them to come back to later. Since we launched Twitter in June, we have seen a sharp increase in the number of fans on our Facebook page.

Links:

Facebook, launched in June 2008, 272 fans

<http://www.facebook.com/witmena>

YouTube, launched in March 2009, 54 videos, 1094 channel views, 6791 video views
<http://www.youtube.com/witmena>

Twitter, launched in July 2009, 347 followers, 197 tweets, 23 lists
<http://twitter.com/witmena>

MEDIA COVERAGE

Increase press and media coverage to enhance positive about the program

We tap into the immense potential of the media by pitching WIT stories to the print, online and visual media outlets. Our in-country staff develops and maintains strong relationships with the press in their countries. Thanks to their sustained efforts, as of January 2010, close to 275 articles in 153 publications and at least fifteen TV and radio interviews have covered WIT's impressive work.

Widespread media coverage in the MENA region has enhanced WIT's positive perception and generated a lot of interest among other potential partners in the public, private and nonprofit sectors. While hard to measure, we are certain that the positive press the program receives plays a role in the increasing number of job and internship offers for our participants.

GOOGLE GROUPS

Moderate Google Groups for WIT PDNs to add new members and keep discussions relevant and helpful

To facilitate greater communication among PDN participants, IIE has developed an exciting new virtual tool for WIT participants and alumni. The 'Google Group' for WIT PDNs provides a safe online space where WIT participants can post messages, photos, files and also create/maintain/view simple online documents, which serves as a simple database of information that is useful to the whole group.

Using the Google Group, participants will continue to build on the skills they have acquired through WIT, and discuss and mobilize with other women around issues of common interest. Through the Google Group, participants can:

- Get answers to questions
- Share information with peers
- Connect with other women with similar interests
- Augment physical PDN meetings
- Share job and other resources

Almost 650 current and past WIT participants have joined the online group since its launch in January 2009 and more than 2000 messages have been posted to date. Members post messages introducing themselves and expressing their excitement, sharing photos and also uploading documents with helpful information. The WIT staff pre-populated the group's website with photos and useful information on how to effectively use the Group, career resources, etc. Participants now participate in monthly themed discussions on topics such as Blogging, Career resources, Socio-cultural issues, Internet safety and Entrepreneurship.

WIT LEBANON

WIT staff in Lebanon created a unique CMS-based website for the WIT program in Lebanon (<http://witlebanon.org>). The website features latest news, media headlines, a slideshow of photos and links to WIT Lebanon's social media channels. In addition, the website hosts a job board for WIT participants, alumni and other job seekers highlighting relevant job listings in Lebanon and abroad.

WIT Lebanon is a leader in incorporating new Web 2.0 tools to augment its web presence. It created a Fan page on Facebook (<http://www.facebook.com/pages/Women-in-Technology-Lebanon/92326546200?ref=ts>), which has close to 1300 fans. In addition, its Facebook Group for participants and alumni (<http://www.facebook.com/group.php?gid=33415020004>) has 271 members. In March 2009, WIT Lebanon created a Twitter feed (<http://twitter.com/witlebanon>) which is followed by over 350 individuals and organizations. They also have a YouTube channel (<http://www.youtube.com/witlebanon>), which was launched in March 2009. WIT Lebanon has been very active in using Flip video cameras to document the program through interviews with participants, PDN activities, community events, and more. Several mini-documentaries have been created highlighting the various trainings WIT offers and how the programs benefit women and the community. A majority of videos on WIT MENA's YouTube channel (<http://www.youtube.com/witmena>) are from Lebanon.

In Lebanon, WIT partners with Social Media Exchange (SMEX), an organization which provides free Training of Trainers in blogging, Twitter, Facebook and other modes of Digital Activism. As a result, the trainers are very well trained in a wide array of online media tools, and WIT participants in return actively use blogs, YouTube, etc. At least 34 women have created their own blogs after receiving the WIT training in Lebanon. Topics range from photography (<http://smartphoto4all.blogspot.com/> and http://pic-lb.blogspot.com/2010/01/blog-post_14.html) to goods for children (<http://h-kidsshop.blogspot.com/>) to interior design. One participant has created a blog promoting designs from her tailoring shop (<http://boutiquemanal.blogspot.com/>) and even created a Facebook group for her customers and supporters (<http://www.facebook.com/group.php?gid=71656073533&ref=nl>). Most of our partner organizations have also started their own blogs featuring their work and latest events (<http://www.abadiehscout.blogspot.com/>).

WIT has received extensive coverage in the media in Lebanon, with more than 80 articles published in more than 40 publications including Al Mustakbal, Assafir, Lebanon Files and The Daily Star. A majority of the articles covered the launch of WIT in Lebanon, openings of new centers and graduation ceremonies. Other articles include a recent story of a successful WIT participant who has used her newly acquired skills to start a business selling handicrafts made by women in her village. The publicity generated by this story has led to the invitation of this WIT participant to a White House Entrepreneurship Summit. WIT Lebanon's Program Manager & WIT participants have been interviewed on several TV programs in Lebanon and recordings are available on our YouTube channel.

3. Women at Work

Date: Project ends April 2010 Funding Agency: British Council Amount: honorarium
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Project Objectives:

- a. To create new regional networks and relationship in the UK and the region through a common interest in professional areas
- b. to raise awareness and challenge gender stereotyping of the role of women in working environment and societies
- c. to facilitate debates and encouraging women and men to bring about social change
- d. to create opportunities to work with the media as a key mechanism for attitudinal change
- e. to open an on-going dialogue through mutual agenda for personal and professional development

Following the exchange visits, the participants will become role models and ambassadors for the project as they will share their experiences as professional women with young women in seminars and raising awareness activities to consider different occupations and career routes.

Project Funding: Women at Work is in collaboration with the British Council in Lebanon. WIT received honorarium fees

Project Status and Activities:

“Women in Information Technology” has had the exceptional opportunity to act in collaboration with the British Council to go forward with the “Women at Work” project. The project started in Lebanon in January 2008.

Phase I was completed and it consisted on inviting 6 WIT members to visit the UK for one week to shadow counterparts from 8 till 15 November 2008: Madeleine Helou, Nada Halabi, Nada Khorchid, Soha Saifeddine, Zakie Karam, Carol Abi Saad.

It consisted on promoting the women at work project to students and women in different areas in Lebanon

Phase II: was partially completed during the period covering 1 to 6 September 2009. It consisted in hosting a visit of professionals women from the IT sector from the Arab World and the UK to the ICT and engineering sector in Lebanon and to be followed by 2 days networking event on the theme “ preparing women for the digital future: crossing cultural barriers

This project is currently on going till April 2010. it consists on implementing outreach activities in schools to promote women at work and encourage girls to choose ICT careers

4. Women Empowerment in Akkar

Date: One year; Completed in December 2009 Funding Agency: Relief International Amount: 15000 USD

Program Description: The project supports municipalities in Lebanon in creating an enabling environment for local economic development, creating jobs, increasing incomes, and improving livelihoods. Project locations include municipalities located near Naher El Bared in Akkar, northern Lebanon - Akkar. Relief International targets as well 115 municipalities in other regions of Lebanon in Jbeil and the Jezzine. WIT contributed in providing curriculum content and training using our relevant expertise in technical areas related to empowering women at work through a sub-agreement

Project Objectives:

- Empower municipalities to support local level economic development through public-private partnerships and increased employment opportunities
- Promote effective, democratic collaboration between municipalities, communities, and the public and private sectors
- Provide services and assistance to RI in the implementation of women empowerment projects related to its programs that covers training, development of curriculum and consultancy

Project Funding:

This program is funded by Relief International's Empowering Municipalities through Local Economic Development (EMLED) or "Al Baladiyat" project which is funded by the United States Agency for International Development (USAID)

Status: the project started on 15 January 2009.

We completed the phase I on the first two months: it included development of Arabic Curriculum customized from women in rural areas in : Communications Skills, Leadership, Conflict resolution, Decision Making, writing resume and interview tips. It included also presentations, games and handouts.

The project is now in its completion phase where WIT has completed 15 interventions and trained more than 400 women in different clusters in Akkar, Jezzine and Jbeil.

The project was successful. We are discussing with Relief International the possibility of enrolling a new contract for the Women Empowerment.

You will find below list of activities and trainings executed in 2009 (see Table 2)

#	Date	Location	Area	# women	Subject
1	1 April 2009	Halba	Akkar	25	Professional Development (PD)
2	13 May 09	El Bireh	Akkar	26	PD
3	13 May 09	Halba	Akkar	20	PD
4	20 May 09	El Bireh	AKKar	17	PD
5	20 May 09	Halba	Akkar	14	PD
6	27 May 09	El Bireh	Akkar	25	PD
7	27 May 09	Halba	Akkar	17	PD
8	30 June 09	Jerd El Qayteh	Akkar	24	PD
9	16 July 09	Rahbeh (Joumeh)	Akkar	34	PD
10	29 July 09	Machta Hammoud	Akkar	75	PD
11	10 Sept. 09	Eddeh	Jbeil	5	PD
12	14 Sept. 09	Lebaa	Jezzine	19	PD
13	9 Nov. 09	Wadi Khaled	Akkar	55	PD
14	20 Nov. 09	Aramta	Jezzine	30	PD
15	10 Dec. 09	Almat	Jbeil	20	PD
TOTAL				406	

Table 2 - Women Empowerment in Akkar Project Interventions

5. From WIT to Work

Date: August 2009 – August 2010

Funding Agency: Middle East Partnership Initiative (MEPI)

Amount: USD 95K

Program Description:

The Project will focus on women's social insertion in the new market economy in order to ensure their access to new income through their own business creation or finding employment. The beneficiaries of this program are those trained by the MEPI Regional Program "Women in Technology". The project aims to secure opportunities for 20% of the women trained. Support of the initiatives for enterprise creation will be provided through the delivery of individual business tutorship and consulting, managerial training and international market networking. The number of direct beneficiaries will be between 40 and 100 women

The Project Objectives:

- a. Improve women skills for business development and financial management
- b. Assist women starting-up their own business or activity
- c. Finding jobs for computer literate women with low skills or no experience

Project Funding: This program is funded by the Middle East Partnership Initiative (MEPI) of the US Department of State,

Status: "This project started in August 2009 till August 2010 November 2007. To date , WIT selected 85 women to start the training and coaching to enter the job market.

Activities:

- Training on Entrepreneurship in WIT centers
- Training for employment placement for women that includes: English, accounting, sales, marketing and other courses



6. WIT Computer Training Center @Zico House

Program Description:

After the success of the “Women in Technology” local partner centers, there was a strong interest in having WIT hosts its own Computer Training Center. It appeared that establishing centers which offer quality services in an all women environment is the key to reaching the female populous. Utilizing IT tech / training centers as catalysts to empower women and give them the knowledge to acquire an advantage in the job market.

WIT-CTC will offer this opportunity to women and youth by empowering them through capacity building owing to high quality training opportunities in: information technology, professional development skills, business administration and CTC networking which will improve women’s representation in the world of business.

WIT-CTC meets with our mission that aims to bridge the technology gap in low-income urban communities and to build a learning network. The WIT-CTC will be aimed at under-privileged urban youth.

Project Objectives:

- WIT intends to open WIT - CTC at Zico House, a very well known social incubator in the Hamra area, in the Central City of Beirut and is operational since 1988. This incubator offers special fees for NGOs and Education Centers.
- The Center, although under the strict supervision of WIT will remain an independent entity financially. WIT will endeavor to build partnerships with those who are also dedicated to the success and empowerment of women, utilizing the advantages of this key to development. These partnerships will play an important role in the progress and growth of the Center.
- The Center will offer capacity building training services to all women and youth regardless of educational or economic background. It will also offer to its students free internet access during their training course to encourage them to come to the center and do practice on the computers

Project Funding: This project is funded by Women in IT - WIT.

Status: “The Center will be launched on 22 January 2009. WIT purchased: 10 tables, 10 computers, 10 UPS to start ICT and professional development trainings for women.

The establishment of a new CTC, which will host 1 computer lab and has the potential to serve 40 participants per term (160/year), will fill the broadening gap between supply and demand for these training services.

Activities:

- Training on Unlimited potential
- Training on Professional Development
- Training on Entrepreneurship
- Training for employment placement for women that includes: English, accounting, sales, marketing and other courses
- Youth activities

Memberships

A prime aim of 2009 activities was to build and deepen our relationship with our members. Part of this was organizing networking events, seminars, including invitations to ICT and other forums and fairs in Lebanon and abroad.

Number	Name	Member Since	Current Status
1	Salam Yamout	Jan-05	Active
2	Tania Zaroubi	Jan-05	Active
3	Raymonde Wardeh	Jan-05	Active
4	Raghda Jaber	Jan-05	Active
5	Maya Jajeh	Jan-05	Active
6	Hiam Al Khachen	Jan-05	Active
7	Rita Bourgy	Jan-05	Not active
8	Hanan Abi Chakra	Jan-05	Active
9	Paulette Assaf	Jan-05	Active
10	Maha Sibli	Jan-05	Active
11	Sabah Corm	Jan-05	Active
12	Jackline Saad	Jan-05	Not active
13	Diana Bou Ghanem	Jan-06	Active
14	Loay Sayah	Jan-06	Active
15	Hala Makarem Saab	Jan-06	Active
16	Melissa Stockman	Jan-06	Active
17	Lina Garrana	Jan-06	Active
18	Lama Sawma	Jan-06	Not active*
19	Aya Yamout	Jan-06	Active
20	Bachar Dib	Jan-06	Not active*
21	Samia Bahsoun	Jan-06	Not active*
22	Katia Boueiri	Jan-06	Active
23	Colette Sfeir	Jan-06	Active
24	Mahasen Ajam	Jan-06	Active
25	Maya Karanouh	Jan-06	Active
26	Leila Serhan	Jan-06	Active
27	Ghina Nahfawi	Jan-07	Active
28	Rim Dbaibo	Jan-07	Active
29	Hoda Chidiac Sibli	Jan-07	Active
30	Nada Bsat	Jan-07	Active
31	Janane Al Anwar	Jan-07	Not active*

32	Raida Hafez	Jan-07	Not active*
33	Elsa Dagher	Jan-07	Active
34	Rim Kadi	Jan-07	Not active*
35	Odile Abi Mrad	Jan-08	Not active*
36	Therese Saliba	Jan-08	Active
37	Manal Shihab	Jan-08	Active
38	Soha Siafeddine	Jan-08	Active
39	Corine Feghaly	Jan-08	Active
40	Rana Shaar	Jan-08	Active
41	Sossi Bakalian	Jan-08	Active
42	David Nabti	Jan-08	Active
43	Irma Majdalani	Jan-08	Active
44	Omar Alem	Jan-08	Active
45	Nada Halabi Issa	Jan-09	Active
46	Carol Abi Saad	Jan-09	Active
47	Jouliia Bou Karroum	Jan-09	Active
48	Ingrid Salloum	Jan-09	Active
49	Maysa Yaman	Jan-09	Active
50	Maya Achar	Jan-09	Active
51	Nada Khorshid	Jan-09	Active
52	Roula Asmar	Jan-09	Active
53	Manal Taki	Jan-09	Active
54	Mariane Dimassi	Jan-09	Active
55	Cerine Kattoura	Jan-09	Active
56	Roula Abdallah	Jan-09	Active
57	Lamia Oussairan	Jan-09	Active
58	Dima Hamdan	Jan-09	Active
59	Bernadette Mickhael	Jan-09	Active

* Currently living outside Lebanon

Total number of members by end of 2007: 31
Total number of members by end of 2008: 44
Total Number of members by end of 2009: 59

Total membership increased in 2009: 34%

Number of active members by end of 2007: 20
Number of active members by end of 2008: 34
Number of active members by end of 2009: 50

Active membership increased in 2009: 47%

Elections

Because three members resigned from the board due to personal constraints not allowing them to put time in active participation, the board decided to hold partial elections to fill their positions. In light of the very good candidatures received, the whole board resigned in December 2009 to allow for a total re-election.

Departing WIT Executive Board for 2006 – 2009

President: Salam Yamout
 Vice President: Raymonde Warde
 Treasurer: Paulette Assaf
 Secretary: Maya Jajeh
 Officers: Tania Zaroubi
 Hanan Abi Chakra
 Hiam Khachen
 Maha Sibli

Upon the constitution, WIT opened the candidatures and organized the elections as follows:

From Date	To Date	Action
15 October 2009	22 December 2009	Presentation of candidatures (extended one week from the previously stated deadline of 15 December)
23 December 2009	5 January 2010	WIT departing board reviews eligibility of candidatures
6 January 2010		Wit departing board announces and posts the list of accepted candidatures
7 January 2010	14 January 2010	WIT departing board receives objections on the list of accepted candidatures
15 January 2010		Official list of candidatures published
22 January 2010	@ 5:00 pm	Elections Date at Zico House along with the General Assembly and launching the computer center of WIT at Zico house
1 March 2010		End of Term of old board Beginning of Term of new board
28 February 2013		End of term of new elected board

Proposed WIT Executive Board for 2010 – 2012 (3 years) pending elections of 22 January 2010

President: Paulette Assaf
 Vice President: Mahassen Ajam
 Secretary: Leila Serhan
 Treasurer: Salam Yamout
 Officers: Tania Zaroubi
 Raghda Jaber
 Manal Shihab
 Loay Sayah



Board Meetings & Operations

10 board meetings were held during 2009 :

- 14 January 2009
- 11 February 2009
- 18 March 2009
- 22 April 2009
- 11 May 2009
- 10 June 2009
- 8 July 2009
- 14 October 2009
- 11 November 2009
- 9 December 2009

[For more information on how individual board members voted or for a list of all board MOMs, please refer to the members section of the WIT web site or consult the MOMs which are stored in our WIT offices in Berytech Mathaf]



WIT Staff 2009

Operations Director
Administrative Assistant
HR Officer

Madeleine El Helou
Rasha Lishaa
Christelle Jbeily

MEPI Project Manager
MEPI Administrative Assistant

Nada Hamzeh
Mona Messelmany

WIT FINANCIAL STATEMENTS

2009 Profit & Loss statement

This year WIT has again and like every previous year leveraged all its resources and succeeded in closing its 2009 accounts with a positive income. However close monitoring of the incoming project receipts has to be followed in order to allow for a continuous and available budget to run its operations for the year ahead.

Our yearly expenses summed up to **123,644,505 LBP** versus a total of **102,444,005 LBP** in income. The Total Income for the current year is equivalent to **6,804.30 USD** in WIT bank account and **350,400 LBP** in cash.

We are successfully been trying hard to subsidize the operations of the FWTW project from our own funds. We count on your contributions and help to acquire and run new projects and organize fund raising events for the year 2010.

EXPENSES	LBP	
Bank Service Charges	19,920	
Business Entertainment	4,542,500	
Business Travel	750,000	
Dues (Expense)	3,057,000	
Gifts	50,000	
Miscellaneous	1,552,500	
Miscellaneous (Business)-Cash in Transit	8,894,505	
Office Supplies	975,750	
Office Utilities	4,559,000	
Other Business Expense	1,887,000	
Printing/Copying	1,314,495	
Salaries	41,625,000	
Rent, Electricity, Phone	13,119,360	
Transfers	41,297,475	
TOTAL EXPENSES	123,644,505	
INCOME	LBP	
Dues	210,000	
Fees and Contributions	1,100,000	
Projects Income	59,836,530	
Transfers	41,297,475	
TOTAL INCOME	102,444,005	
	LBP	USD
INCOME 2009	(21,200,500)	(14,133.67)
Brought Forward Balance 31/12/2008	31,757,347	21,171.56
TOTAL INCOME 2009	10,556,847	7,037.90
Bank (31/12/2009)	10,206,447	6,804.30
Cash (31/12/2009)	350,400	

INCOME	LBP
Gala Dinner	15,285,440
Member Annual Fees	374,075
Member Contributions	749,005
Projects Income (Amideast – Mepi – Ictidar)	66,502,510
Transfer From Banks	32,480,505
TOTAL INCOME	115,391,535
INCOME 2008	-7,000,408
Brought forward balance 2007	38,757,755
TOTAL INCOME 2008	31,757,347
Committed	
Amideast project	3,515,070
Mepi project	6,689,505
NET INCOME 2008 (LBP)	21,552,772
NET INCOME 2008 (USD)	14,368.51
In Bank (USD)	21,006.64
In Cash (LBP)	247,000

2009 Forecast Budget

Expenses	Total in US\$
Operating Expenses	
Operations Director	14,400
Administrative Assistant	7,200
Rent, Electricity, Telephone	12,000
Office Supplies & Utilities	1,800
Other	1,200
FWTW	
Salaries, Events, Training	70,000
Other Projects & Activities	
New Project	40,000
Girls Explore IT	1,000
Visits to Schools	1,000
Other Activities	5,000
Total Expenses	153,600
Total Expenses LBP	230,400,000

Revenues	
Reported Income from 2009	7,000
Income from Projects	
New Project	50,000
FWTW	80,000
New Relief International project	15,000
British Council project	3,000
Memberships	2,820
Gala Dinner, Events, and Other Contributions	25,000
Total Revenues	182,820
Total Revenues LBP	275,509,740

Difference	29,220
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Conclusion

From reading the report, I hope that you got the sense of how busy we have been!

This Year marks the 4th year of the establishment of WIT and the election of a new board is a clear message of continuity, sustainability, and growth. As we attract new members and institutionalize our operations, we are being able to cater more and more our two main target audiences: the Women in IT members themselves and the Lebanese underprivileged women striving for improve their personal and work conditions and their chances to a quality living.

While we are celebrating this transition milestone, I take the opportunity to thank:

WIT founders

WIT board

WIT members

And last but not least... I wish to thank the Management Team who has worked diligently around the clock to meet milestones and deadlines, traveling from Akkar to the South and always keeping smiles and faith... Of course, I am referring to Madeleine Helou and Nada Hamzeh...

I personally want to thank our Operations Director, Mrs. Madeleine Helou who has learned to multi-task, drive kilometers in wilderness, and do whatever it takes to make the projects and activities succeed... All this with unbounded courage and a smile!

Together, we are the leaders and the believers towards a positive change in the society.

We look forward to pass the torch to the new WIT board ... we will have exiting challenges to meet and initiating new projects that will move forward our association !

In conclusion, 2009 was a successful year for WIT.

END OF 2009 REPORT