

# What can partners outside cybersecurity do?



Participants in a New America Women in Cybersecurity convening in 2018 generated these ideas and strategies to get more women and girls into and up through cybersecurity. But not all strategies begin and end within the cybersecurity community. External partners in industries as diverse as cosmetics, entertainment, gaming, toymaking, and many others all have a role to play. Each and every one of these organizations has a stake in building strong cybersecurity and in good jobs for women. Below are ideas for these partners that can serve both of these ends.

## Leaders in fashion can spark interest in cybersecurity through:

- Fashion magazines spreads that depict women as masters of emerging technology.
- High-end designers that feature security-minded products (e.g. RFID-blocking handbag pockets).
- Cosmetics advertising campaigns that show powerful “hacker” women.
- A red-carpet gala theme focusing on STEM and cybersecurity.

## More inclusive gaming can draw women and girls into the industry through:

- Videogames with non-gender-specific appeal that feature story elements around cybersecurity and its impacts on people.
- Female avatars and characters that are technologically skilled and reflect physical features and dress with which young women might identify.

## By influencing early childhood, toymakers can have a profound impact with:

- Adding cybersecurity to the careers showcased by dolls marketed to girls. Barbie has lots of STEM careers. Cybersecurity should be one of them.
- Card decks that feature famous women in science, technology, engineering, and mathematics. Grace Hopper, Ada Lovelace, Annie Easley, Elizebeth Smith Friedman, and Mary Kenneth Keller would make an impressive full house!

## Those who make movies and television can shine a spotlight on cybersecurity by:

- Creating tech-savvy heroines in animated films. Animated princesses are the theme for children’s costumes, backpacks, binders, toys, accessories, and many other day-to-day necessities. Imagine if that could be used to inspire girls to see STEM education as a way to emulate their cultural icons.
- Mainstreaming women in tech roles. Such role models have already started to appear in popular television, but imagine if this was so normal that it was unremarkable.



**Women make up less than one-quarter of the cybersecurity workforce, which can lead to less innovation, inferior design, seriously underutilized human potential, and needlessly unfilled jobs in a growing field. In short, this lack of gender diversity means poorer security.**

**To counter this trend, we convened a diverse group of experts from corporate, academic, nonprofit, and government backgrounds. Their job was to generate new ideas, share emerging efforts, and consider strategies to bring women into and up through cybersecurity careers. This series of one pagers features these ideas, efforts, and strategies.**

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