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# How I became a developer at 51

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How being a developer changed my life  
and fed my passion.

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FOLLOWING ME.....

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Twitter - @Fineblkwoman

Website - [www.coffeewomenandtech.com](http://www.coffeewomenandtech.com)

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# WOMEN WHO CODE ATLANTA



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# WHAT'S MY ELEVATOR PITCH....?

“I’M THE FIRST SELF  
TAUGHT AFRICAN  
AMERICAN WOMEN THAT  
CREATED THE FIRST  
DOMESTIC VIOLENCE APP  
FOR THE STATE OF  
GEORGIA”



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## Why I became a developer.....

In 2011, while in line at the Apple store waiting to buy my second generation iPad. I met a 16-year-old Kid buying an iPad with Cash



I turned to my husband and told him “I want to do that.”

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## How I became a developer.....

In May 2012, I began looking for schools for coding and after a huge leap of faith, struggling to learn code, my husband told me to quit my job and pursue my Dream to become a iOS developer. It took me 1½ years to learn Objective C.



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**When I became a Developer.....**

# *The Purple PocketBook* **FOUNDATION, INC**

I started working on the Purple pocketbook in January 2014 and finished the first version(blood sweat and tears) in March 2014 making it the 1st domestic violence App for the state of Georgia



In 2015, I rebranded PPB to Purple Evolution inc. (PEVO)

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## Who helped me to become a developer.....

Early 2014 I joined Women Who Code hoping to correct some problems with my app. At a WWCode meetup, I met Stephanie who volunteered to help me with my app. We met at Starbucks for weeks until my App was finally approved by Apple on May 2, 2016.



This helped my app, the Purple Pocketbook to officially become Purple Evolution, Inc, (PEVO) which is now a national app.

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## What I do as a developer.....

I became more active in WWCode, and asked Erica the Director of the Atlanta Chapter could I start a group called women iOS (WiOS) Developer Group and she allowed me to start the group to help women become developers.



I have been working with WWCode for about a year when my director reached out to me and asked did I want to go to WWDC15. I of course was not going to say no. It happen!! I got the full **PAID** scholarship to the WWDC15.

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# More than a developer.....



So.....We danced!!  
With the inspiration from my mentor  
Daryl,  
.....  
This happen



# NOW - MY STORY



Apple Live

June 8, 2015

Explore ▾



Alicia C. learned to code at 51, and made an app to help victims of abuse.

Share



## I am now a Developer

After the Apple exposure and my love for Women Who Code, I got offered a Director position in Atlanta for WWCode. I was in love again doing what I was very passionate about. Helping women.

Suddenly, an email in late April 2015 came from an documentary short film company. Not believing this was true. I didn't email back, I called (don't ask me why). A woman name Alisha got on and shotgun me through the whole process . Again Speechless.

Still in shock - several interviews later, sending family pictures, Alisha came to Atlanta to interview my friends and family for a test run. But... then it happen. The call. They were coming on Memorial Day Weekend to Film.

WTH (was that hillary?)!!!

And then this happen.....

# NOW LETS GET REAL!!



`<p style="color:pink;">`  
Coding is too  
important to be  
left to men.`</p>`

In tech, things have changed from the stereotypical hoodie wearing, nerd glasses wearing, gadget obsession over the latest hot gadget. This is not only men.

Today there's women who are more into tech trends than men. But before I get into the facts let me give you some history.....

**{TechGirl}**

`String[] wine =`  
`{"White", "Rose",`  
`"Red", "Free"};`



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# I am a Developer

I just knew I could get a job now that Apple just told the world I am a developer and created a app for domestic violence. So, I begin applying for iOS developer positions knowing this is what it takes.

Then reality dropped.

# Reality

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## Tech activity by Women

- ◆ Women tend to spend 39% more minutes on social media compared to men
  - ◆ Women spend 15% more time in instant messenger apps than men.
  - ◆ Women spend 71% more minutes on photo sites than men.
  - ◆ Unsurprisingly, women tend to be more interested in shopping (67%) and finding bargain coupons (79%) compared to their male counterparts. Women are more likely than men to have a personal blog, follow a brand or celebrity, have a social networking profile, according to Nielsen.
  - ◆ Women check their phones more often than men and play mobile games more than men, according to Experian.
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SO WHAT'S THE PROBLEM?

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# THE PROBLEM

- Women are hired in lower numbers than men in tech; and they also don't stay in the tech field long.
  - Studies show that women who work in tech are interrupted in meetings more often than men.
  - Women are evaluated on their personality in ways men are not.
  - Women are less likely to get funding from venture capitalists,
  - Women's contributions to open-source software are accepted more often than men's are, when the gender is unknown.
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# THE PROBLEM

- Women of color have been told that they are not technical enough and they should consider sales or marketing, something many white women in the field can relate to.
  - One woman of color was told by a white woman at a conference that her name ought to be Ebony because of the color of her skin.
  - Women suffer even more bias in jobs as they age. Ageism has affected nearly all the women in tech just in different ways.
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# THE PROBLEM

Afterward, a group of seven senior women in tech conducted the “Elephant in the Valley” survey.

84% of the respondents had been told they were too aggressive

66% felt excluded from key networking opportunities because gender

90% witnessed sexist behavior at conferences and company off-site meetings

88% had clients and colleagues direct questions to male peers that should have been addressed to them

60% fended off unwanted sexual advances (in most cases from a superior).

Of those women, **1/3** said they had feared for their personal safety.

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# THE PROBLEM

While the Tech Community is talking about welcoming younger women into the Tech world, older women and women of color are being overlooked. The Tech world needs experience and can't afford to alienate any women when there are opportunities.

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CHANGE.....

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# WHAT CAN CHANGE.....

- Women in Tech don't need to change, Men need to change their views of women in tech....
  - The views and traditional thinking of men need to change and surprisingly some women as well.
  - So do we want more women in tech?  
Of course we do. Research has found that with a male and female balance in a company. It is better financially and make for an happier environment.
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# WHAT DOES CHANGE LOOK LIKE

- Vouch for, advocate for, include and support the women you know in Tech as well as those you don't. They are potentially your partner in a major project
  - Confronting biases, and you and others like you will recognize and refute it
  - Watch out for coded gender-biased language and call them out when others use them
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LETS START A NEW BEGINNING

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