



## Welcome to SHEQONOMI's Digital Library Initiative

COVID has transformed the way we all live, work, and most importantly learn — leaving us with an unprecedented opportunity to demand more in terms of gender equity. With your help, here's how we take on this opportunity starting with SHEQONOMI's Digital Library Initiative.

In order for us to achieve gender equality, women and girls must explore new digital skills to develop the tool kit they need: not only to communicate effectively across borders through audio and video platforms, but also to be compensated for their time and creation of original content.

With your contributions, SHEQONOMI will create a digital library, featuring 15- to 30-minute videos covering a broad range of topics across various tech fields. These videos will be available for free on all our channels for anyone in the world to access and learn from.

We are also piloting this as a digital curriculum for girls in high schools to access and we will conduct assessments at the beginning of the course and at the end to learn what works, where we can improve, what we can do differently, and most importantly, suggestions from their perspective about original peer-to-peer content that will be the most effective and helpful to promote mass adoption of all these impact-oriented technologies.

In the future, this digital library will be loaded onto the SHEQONOMI app in audio format so it can be accessed more broadly.

We are inviting you to help us with this ambitious project and to help create videos and content for our digital library!

Continue reading to learn how you can share your story and expertise to women and girls around the world through SHEQONOMI's Digital Library Initiative.

If you have any questions about the instructions below, please contact David at [david@thestateofwomen.org](mailto:david@thestateofwomen.org).



## How You Can Contribute

- 1) Choose the field (see section “[Fields](#)” below) you’d like to speak on.
- 2) Browse our sample questions (see section “[Sample Questions](#)” below) to brainstorm your talking points. You can also [click here](#) to view current videos in our digital library for examples and inspiration or see section “[Examples of Past Digital Library Videos](#)” below.
- 3) Create your lesson title and lesson description. The lesson description can be 5 - 10 bullet points summarizing your lesson.
- 4) Record your video (see section “[Video Requirements](#)” below).
- 5) Send your completed video to [david@thestateofwomen.org](mailto:david@thestateofwomen.org) along with your headshot, most recent biography, job/professional title, lesson title, and list of 5 - 10 bullet points of what your lesson covers.

We will confirm that we have received your submission and have everything we need. Our team will then edit your video and send back the link with the final published version.

## How your biography and headshot will be displayed

The image displays four examples of digital skills guest speaker series cards, arranged in a 2x2 grid. Each card has a dark red background with a white photo of the speaker on the left and text on the right. The text includes the series name, the speaker's name, and their title. The cards are:

- Top Left:** Bethany Hawkins, CEO, Crackers in Soup Podcast Management. Title: "The Power and Potential of Podcasting for Mass Impact".
- Top Right:** Dr. Jane Thomason, Founder, Supernova Data. Title: "Banking The Unbanked".
- Bottom Left:** Erika Brechtel, Brand Strategist Designer Builder. Title: "My Entrepreneurial Journey & Branding Basics".
- Bottom Right:** Rachel Payne, Investor & Serial Tech Entrepreneur. Title: "Women in Private Equity Spotlight: Investing in our Planet".



## Fields

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- Cryptocurrency
- Podcasting (all aspects)
- Digital assets
- AI
- Blockchain
- Branding/Social Media
- Investing
- Female Founders/Women Investing in Women
- Entrepreneurship
- Health
- Open to other fields so long as it aligns with our mission (read more at <https://www.thestateofwomen.org/about>)

Our aim is to create a robust digital library full of interesting, relevant and educational information within all of these fields. You can make a very basic and broad video about introducing the field you are in or about a very niche topic within that field. The sky's the limit: The main two requirements are that it falls within one of the fields and that it be educational.

\*If you have questions or want to run your lesson idea by our team, please contact David [david@thestateofwomen.org](mailto:david@thestateofwomen.org) as we're very happy to help!

## Video Requirements

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- Videos should be minimum 15 minutes and maximum 30 minutes in length.
- Please start your video with a 3 - 5 minute introduction of yourself, background, work, and why you're passionate about what you do.
- The actual lesson content should be 15 - 25 minutes in length.

Raw file submission will suffice. Our team will take care of the format and editing. You have the option to send one video including both introduction and content or two files that can be edited together.

## Video Recording Recommendations

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- We recommend using the following video tools to record your video:
  - Canva - <https://www.canva.com/create/videos/>
  - Loom - <https://www.loom.com/>
  - Zoom - <https://zoom.us/>
  - Prezi - <https://prezi.com/>
  - Your phone camera - please record a horizontal video and have your camera placed in a steady position.
- You can choose to have slides during your lesson but it's not mandatory. If you do have slides but cannot manage to record your video with the slides visible, please send it to our team and will add them during the editing process.
- Please ensure the camera is at eye level and there is adequate lighting in the room.



## Examples of Past Digital Library Videos

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### Field: Podcasting

#### Lesson Title - "The Power & Potential of Podcasting for Mass Impact"

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- What led me to start my own podcasting production business.
- Most rewarding aspects (e.g. helping minorities, women-owned businesses, sisterhood).
- How to help clients find their voices and why it matters, as well as some highlights and special moments.
- What it's like to be your own boss in an emerging industry, and how it feels to be a female minority entrepreneur leading the way.
- Advice for young women and men interested in working in the podcasting industry or becoming an entrepreneur in the podcasting space.

#### Lesson Title - "The Art of Podcasting and Why It Matters for Women & Minorities"

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- What led me to start a podcast production business: Showing people that their voices matter, the accessibility of podcasting, and the power to make a difference.
- What to keep in mind if you want to be an influencer: The importance of authenticity, passion, and consistency.
- The most rewarding aspect of working to help minority women find their voices.
- Why branding matters and how to use the power of the “deeper why” to find a brand and look that resonates with her client and their audience.
- Being your own boss: It's a lot of work, but there is a significant upside.
- So you want to work in podcasting: How to do your research, learn the ropes, and reach out to find a mentor.



## **Field: Blockchain**

### Lesson Title - “Banking the Unbanked”

- Just what are blockchain, cryptocurrency, and DeFi?
- The acceleration of innovation in technology, especially during the pandemic —and the opportunity it presents.
- How integrating new technologies can be used to broaden financial inclusion, helping more people gain access to services and technology and participate in the global economy.
- The importance of a human-centered approach and human-centered technology.
- What it means to be “unbanked”—and how lacking access to financial services hinders someone from building and managing their finances.
- What each person can do as an individual to better understand these technologies, and to see issues in ways that can help them—and in ways that can contribute to the world and global economy.

### Lesson Title - “NFTs and Gaming”

- Basics and overview of what an NFT is.
- How I got involved at such a young age.
- How are NFTs and gaming related? How and where do they intersect?
- When is a good time to invest in crypto?
- Resources for investing and learning.

## **Field: Branding**

### Lesson Title - “My Entrepreneurial Journey & Branding Basics”

- My journey and how I got started in branding.
- Tips for entrepreneurs and entering new field.
- Building your personal brand.
- The four ‘P’s’ in branding.
- Thinking about your intention, legacy, and impact.



## Sample Questions

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Note: These are sample questions to help you brainstorm ideas for your lesson. For any more suggestions, please contact us David at [david@thestateofwomen.org](mailto:david@thestateofwomen.org).

- Who
  - Introduce your name, your company name and title, and the field you will be speaking about. You can also mention the niche you're covering within that field. (My name is Jane Doe, Founder of JD Consulting, today I will be speaking about being an editor in the podcasting field.)
- What
  - Give us a "day in the life" of what it's like to work in your field or give a brief description of what you do.
  - Give us a brief description of what your field is about.
  - What is the positive impact you see your field doing across the world?
  - What do you love the most about what you do?
  - What is the involvement of women in your industry?
  - What were you doing that led you into this field?
  - What are some key takeaways you'd like for our students to learn from your lesson today?
- Where
  - Where are you located?
  - Where are your clients located? (Do you offer services at a specific location or worldwide?)
- When
  - When did you get started?
  - When is a good time to get into your field?
- Why
  - Why do you do what you do?
  - Why is the work you do in your field important?
- How
  - How small or great are the opportunities in your field?
  - How did you get into this field? Did you experience any challenges or setbacks?
  - How can women and girls enter your field? What advice, based on your experience, would you give them?
  - How do you do what you do? (If this is an instructional video, share tips on how to do your work. This could be how to edit, how to podcast edit, how to start investing, how to get into entrepreneurship, etc.)



## Submission

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Remember to send your completed video to David at [david@thestateofwomen.org](mailto:david@thestateofwomen.org) along with your headshot, most recent biography, job/professional title, lesson title, and list of 5 - 10 bullet points of what your lesson covers.

We will confirm that we have received your submission and have everything we need. Our team will then edit your video and send back the link with the final published version.

Thank you!

- The SHEQONOMI Team

