



**Thea Sahr**

Director, DiscoverE



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K-12 Outreach Program Coordinator, Women in Engineering Program, University of Texas at Austin



Transforming Culture in  
Engineering Education

## DiscoverE New Resources and Ideas for 2015

January 27, 2015  
1pm

# Questions & Discussion



**Host: Susan Arnold Christian**— Assistant Director, Center for the Enhancement of Engineering Diversity, Virginia Tech; WEPAN Professional Development Committee

- Undock, expand “Questions” pane in control panel.
- We will stop for questions at the end of the webinar. Please post your questions during the webinar.
- **Presenters will stay on the line for an additional 10 minutes after the webinar. We will open the microphones for you to ask them questions directly.**

# General Info and Q&A

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- The webinar uses Voice Over Internet. If your sound quality is not good, a teleconference line is available:
  - Phone: +1 (646) 307-1721 Access Code: 60-832-611  
Audio Pin: Check your screen once you dial in.
- Participant microphones are muted for quality.
- Stay with us if we are temporarily disconnected.
- Download PowerPoint and link to recorded webinar at [www.wepan.org](http://www.wepan.org) > Webinars.

# About WEPAN [www.wepan.org](http://www.wepan.org)

- **Core Purpose: To propel higher education to increase the number and advance the prominence of diverse communities of women in STEM.**
  - 1,047+ members, 140 engineering schools
    - Members reach ~43,900 female engineering students
    - ~60% of female engineering students
  - WEPAN Institutional Members average 15% higher enrollment of women in engineering than non-member campuses



# WEPAN's ROLE

**Translate research into practice:**





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**Easy Ways to  
Make A Difference  
During Engineers  
Week**

# Easy Ways to Make a Difference

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1. Help kids and adults discover engineering.
2. Celebrate our achievements and each other.
3. Engage girls in engineering.
4. Prepare yourself or others to be an effective volunteers.
5. Network with women around the world.
6. Turnkey Resources.



# Help Kids & Adults Discover Engineering

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## Engineers Week, February 22-28, 2015

- Visit a classroom or afterschool group
- Bring students to your workplace or college campus
- Mentor a group of students
- Host a DiscoverE Family Day
- Make a presentation at a middle- or high-school career day
- Volunteer as a judge for Future City ([www.futurecity.org](http://www.futurecity.org))



# Celebrate Our Achievements

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## Suggestions:

- Organize an Engineers Week lunch or dinner
- Secure a public proclamation
- Recognize a **New Faces** Nominee
- Use effective engineering messages



# Celebrate Our Achievements (cont'd.)

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## Engineers Week Social Media Campaign

#inspired2engineer

- Who **inspired** YOU to be an engineer?  
A teacher? A parent? A program like Future City?
- Celebrate engineering by thanking the individuals and programs that led you to this rewarding profession.
- Use hashtag on Twitter/Instagram/Facebook

# Engage a Girl in Engineering

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**Girl Day, Thursday, February 26, 2015**

- Social Media Campaign

*There's a Little Bit of Engineer in Every Girl*

#BringItOut
- Resources you can use:
  - 15-second videos sharing **powerful messages**
  - Infographic to share on social media
  - Post your Girl Day events to [www.DiscoverE.org](http://www.DiscoverE.org)



# Engage a Girl in Engineering (cont'd.)

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**Girl Day, Thursday, February 26, 2015**

## **Idea Starters**

- Do hands-on activities with group of girls
- Invite girls to your workplace or college campus
- Offer to speak at local events
- Invite girls to have lunch with female engineers



# Prepare Self or Others to Be Effective Volunteers

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## Online Trainings Available

1. Leading Kids Through a Successful Engineering Experience



1. Effectively Talking to Kids about Engineering

# Future City Competition

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Student teams spend four months imagining, designing, & building cities of the future.

- 40,000 middle school students
- 46% are girls
- 65% can see themselves as engineers someday
- 84% see math and science as important their future
- 37 Regional Competitions host average of 600 students, parents, teachers, mentors

# Global Marathon for Women

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## March 9-11

- A free, online event for women in E&T worldwide
  - <http://www.discovere.org/our-programs/global-marathon>
- Coincides with International Women's Day
- Daily themes
  - March 9 - New Horizons for Women in E&T
  - March 10 - Your Horizon: Finding Perspective
  - March 11 - Explore Your Next Horizon





# DiscoverE Resources



[www.DiscoverE.org](http://www.DiscoverE.org)

**Visit our website now!**

# 2015 Engineers Week Theme

## Engineering New Horizons

Use in:

- Announcements
- Articles
- Blog posts
- Press Releases
- Photo contests



The screenshot shows the Discover Engineers Week website for 2015. At the top, the logo for "DISCOVER ENGINEERS WEEK" is displayed with the dates "FEBRUARY 22-28, 2015". To the right, there are social media icons for Facebook, Twitter, YouTube, and LinkedIn, with the text "Follow Us:". Below the header, there is a navigation menu with "Programs Overview" and "Engineers Week" (which is highlighted). Under "Engineers Week", there are links for "Future City", "Girl Day", "Global Marathon", "Awards and Recognition", and "Upcoming Events". A blue banner reads "Thank You to our 2015 co-chairs:" followed by logos for Shell and ASABE (American Society of Agricultural and Biological Engineers). The main content area features the title "Engineering New Horizons" above a video player showing Marvin Odum. To the right of the video, there is text about Engineers Week and a list of bullet points: "Celebrate how engineers make a difference in our world", "Increase public dialogue about the need for engineers", and "Bring engineering to life for kids, educators, and parents". Below the video, there is a Shell logo and a link that says "Get Started: Order Your Volunteer Kit Today." with a green checkmark icon.

DISCOVER  
ENGINEERS WEEK  
FEBRUARY 22-28, 2015

Follow Us:    

Programs Overview

**Engineers Week**

Future City

Girl Day

Global Marathon

Awards and Recognition

Upcoming Events

Our sponsors are the best:



Thank You to our 2015 co-chairs:  

**Engineering New Horizons**

Marvin Odum and DiscoverE's Engineers ...

Engineers Week—the only event of its kind—is a time to:

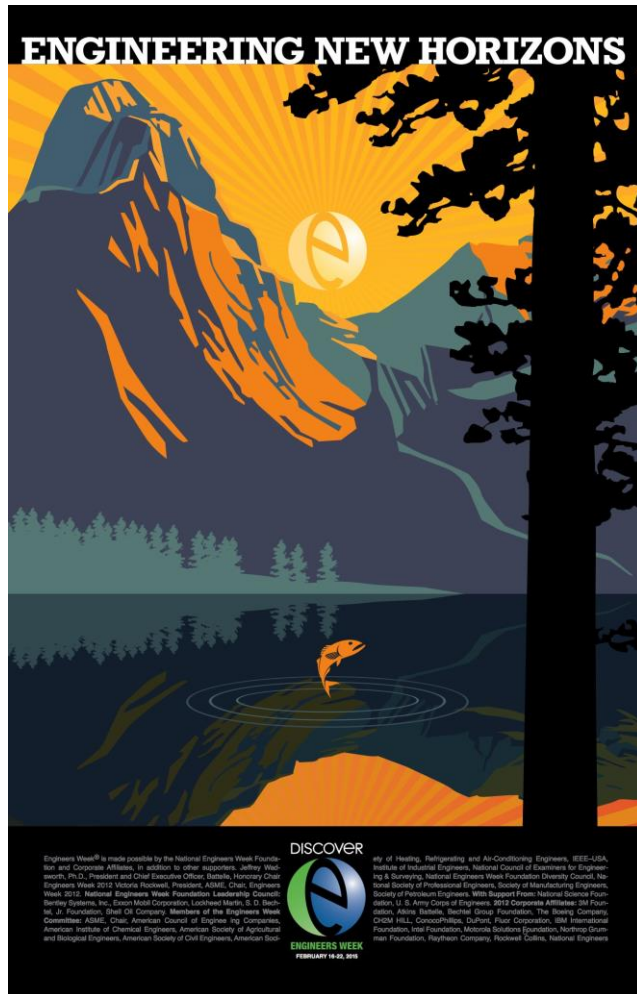
- Celebrate how engineers make a difference in our world
- Increase public dialogue about the need for engineers
- Bring engineering to life for kids, educators, and parents

More than a week-long event, Engineers Week is a year-round commitment to making a difference.

 [Get Started: Order Your Volunteer Kit Today.](#)

**www.DiscoverE.org**

# 2015 Volunteer Kits & Posters



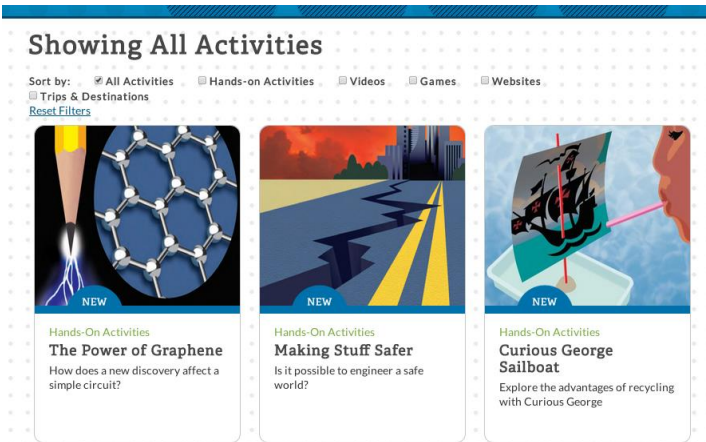
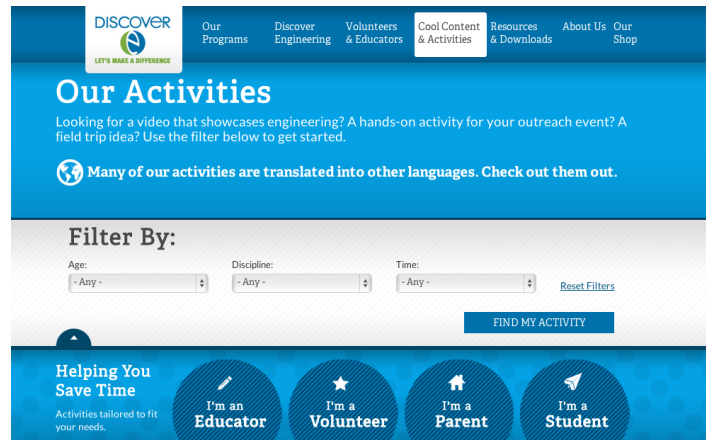
## Engineers Week & Girl Day

- Posters
- Bookmark
- 4 New Activities
- Order print copy or download copyright free artwork

[www.DiscoverE.org](http://www.DiscoverE.org)

**DISCOVER**   
**LET'S MAKE A DIFFERENCE**

# Hands-on Activities



- 50+ activities on site
- Translations available
- Sort by:
  - age
  - discipline
  - Time
- Over 25,000 activities downloaded since November 2013

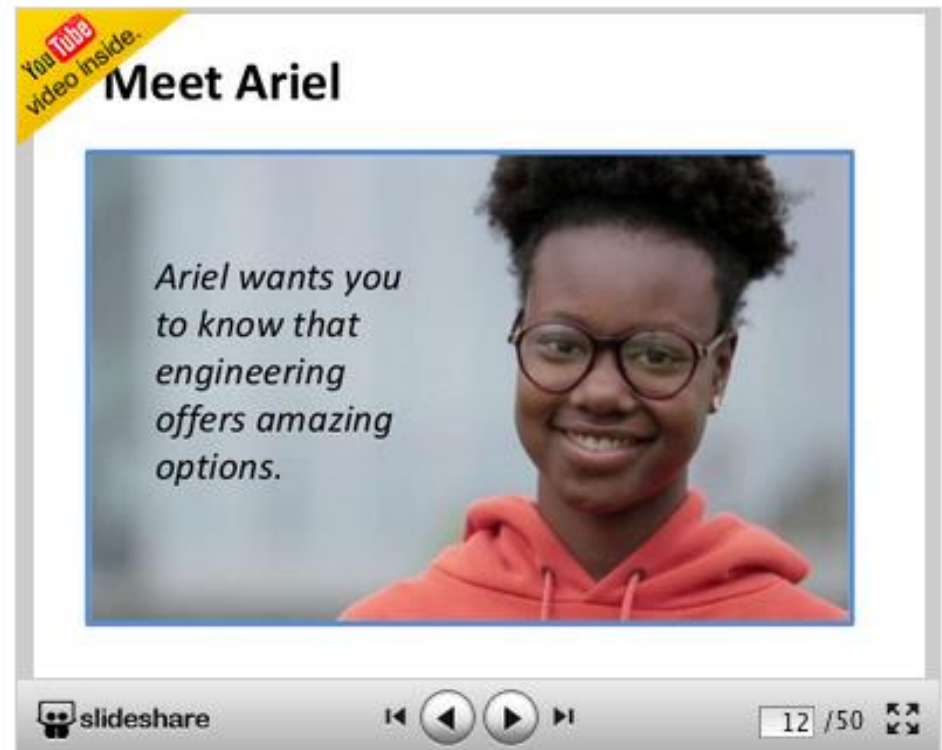
[www.DiscoverE.org](http://www.DiscoverE.org)

# Turnkey Career Presentation

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## Inspire Innovation: Discover Engineering Careers

- Aimed at 8<sup>th</sup> to 11<sup>th</sup> grades
- Designed for Academic Career Counselors
- 45 minutes Long
- Anchored by six videos featuring engineering undergrads





# 2015 Engineers Week & Girl Day Ads

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**DISCOVER**   
**GIRL DAY**  
FEBRUARY 26, 2015



**Engineering New Horizons**

**TAKE A MOMENT** to change a girl's life.  
Talk to her about engineering.

[www.DiscoverE.org](http://www.DiscoverE.org)

## Ads

- 3 Engineers Week Options
- 3 Girl Day Options

# Photo Library

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50+ Free & Downloadable Images

[www.DiscoverE.org](http://www.DiscoverE.org)



# Program Logos

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Logos , Artwork & Ads

## 2015 Engineers Week Logo (vertical)

Use this logo to promote your  
2015 Engineers Week activities.



Logos , Artwork & Ads

## 2015 Engineers Week Logo (horizontal)

Use this logo to promote your  
2015 Engineers Week activities.

- Use logos to create an engineering brand
- Horizontal and Vertical Options available

**[www.DiscoverE.org](http://www.DiscoverE.org)**



# Social Media

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Like us on Facebook:  
[www.facebook.com/DiscoverE.org](http://www.facebook.com/DiscoverE.org)



Follow us on Twitter:  
[@DiscoverEorg](https://twitter.com/DiscoverEorg)



Follow us on Instagram:  
[discovereorg](https://www.instagram.com/discovereorg)

Got an Event?



Add it to our  
calendar.

Post your events:  
[www.DiscoverE.org](http://www.DiscoverE.org)

Use the hashtags:  
[#eweeek2015](#)    [#girlday2015](#)

# Upcoming Events

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- New Faces of Engineering Webinar  
Thursday, February 19, 2015 at 1pm ET
- #inspired2engineer Campaign  
Runs February 22 – 28, 2015 and beyond
- #BringItOut
  - Starts February 19 and continues into Spring
  - Webinar on February 11<sup>th</sup> at 12pm ET
- Global Marathon  
March 9-11, 2015

# Questions?

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Email - [info@discoverE.org](mailto:info@discoverE.org)

# Introduce a Girl to Engineering Day



THE UNIVERSITY OF TEXAS AT AUSTIN  
Women in Engineering  
Program

*to Engineering Day*

# About Me



**GINA HIGBY**

**Pre-college Program Coordinator**

- Coordinate WEP outreach
  - Summer camps
  - Day camps
  - Group visits
- Train engineering students on outreach
  - Engineering Ambassadors
  - First-year Interest Group

**Girl Day**

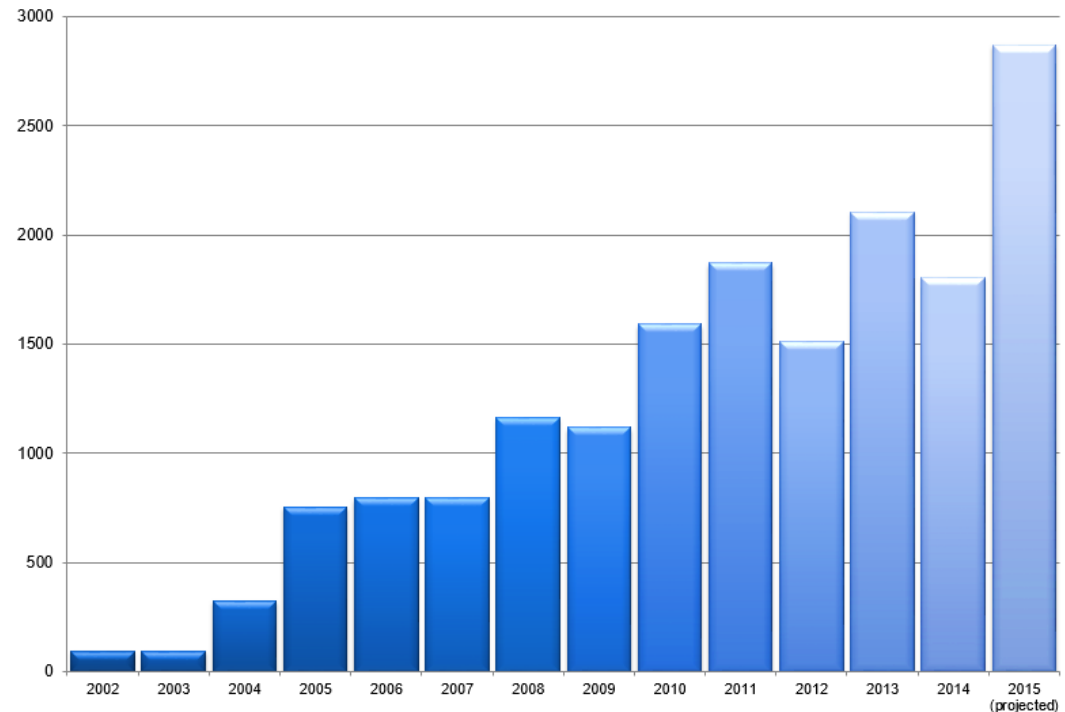


THE UNIVERSITY OF TEXAS AT AUSTIN  
**Women in Engineering  
Program**

# UT Girl Day History

- Started in **2002** serving **95** students
- Currently, for Girl Day **2015**, there are **4,054** students registered
- Held on the last Saturday of Engineer's Week in late February

Girl Day  
Historical Participation



# How our Girl Day works...

- **1<sup>st</sup> – 8<sup>th</sup> graders**
- Free-flowing event
- **73** hands-on activities & demonstrations
- **3-hour** event from 2 – 5 p.m.
- Over **800** student, faculty, corporate, and community volunteers
- **86** university, corporate and community partners







# Girl Day



THE UNIVERSITY OF TEXAS AT AUSTIN  
**Women in Engineering  
Program**



# Lessons Learned & Tips...

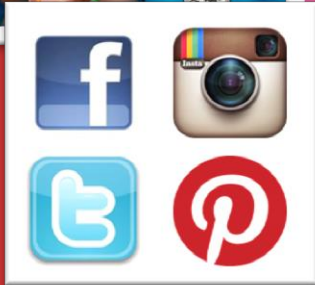
- Divide and conquer (participant, volunteer, corporate)
- Expect & plan for no-shows
- Embrace your community partners
- Learn what you can let go



# Return on Investment

- Goodwill in girls in STEM space across the entire community
- Increased awareness of our programs
- Reach is further than just the number registered
- Increased opportunities for collaborations and connections in the community
- Leadership and presentation skills for college students
- Tiered mentoring/recruitment experience for corporate partners





**#GIRLDAY2015**  
**@UTWEP**

**GINA HIGBY**  
**GINA.HIGBY@UTEXAS.EDU**



*to Engineering Day*



THE UNIVERSITY OF TEXAS AT AUSTIN  
**Women in Engineering  
Program**

# Asking Questions and Discussion

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- **Participant microphones are muted for webinar quality.**
- **Undock and expand the “Questions” pane in the webinar control panel and type your questions in the box.**

# Questions & Discussion

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University of Texas at Austin

# Thank You for Attending

## We Hope You Enjoyed the Webinar!

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- Links to the PowerPoint and recorded webinar will be posted at [www.wepan.org](http://www.wepan.org) > Webinars
- Share with your colleagues!
- Survey following the webinar—please respond!
- Support WEPAN—become a member - make a donation at [www.wepan.org](http://www.wepan.org)
- Pay a personal tribute to someone who has made a difference to women in engineering
- Thank you for attending today! **Stay on the line if you would like to ask questions directly to presenters!**