

OUTREACH EVENT TIPS

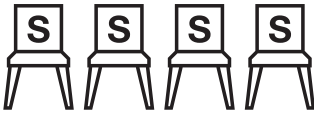
**PULL DON'T PUSH
WHY STEM MESSAGING TO
GIRLS ISN'T WORKING & WHAT
TO DO INSTEAD**

Julie Newman

For more resources, visit www.juliejnewman.com

HOW TO PICK A STEM PANEL

What Is Typical



Misleading Representation

What Is Needed



Accurate Distribution



**EXAMPLE:
Flyer for Ambassador Recruitment**



The *Engaging Girls in STEM* program is looking for professionals like you for our upcoming event for middle school and high school girls!

Please join us as an Ambassador to speak directly with students about the interesting work that you do, how you got there, and all the great things about your job!



Join us in our mission to help get more girls excited about careers in engineering!

Sign up here: www.EngagingGirlsInSTEM.com/2022/volunteer

EXAMPLE: LinkedIn Post for Ambassador Recruitment



Julie Newman

Project Manager || Electronics Engineer || STEM Advocate || Author

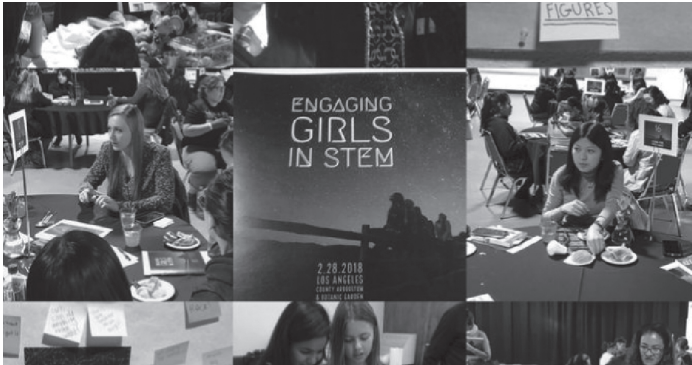


Calling all women in engineering! The Engaging Girls In STEM program is looking for professionals like you for our upcoming event for middle school and high school girls on April 12th.

Sign up to help get more girls excited about careers in engineering using the link below!

www.engaginggirlsinstem.com/2022/volunteer

#womenengineers #engineering #STEM #engineeringleadership



ENGAGING GIRLS IN STEM

engaginggirlsinstem.com

EVENT FORMAT RECOMMENDATIONS

by Audience Size and Event Duration

AUDIENCE SIZE		EVENT DURATION				Speaker	Panel	Meet the Ambassadors	Activity
		Small (10–30)			Medium (50–75)			Large (100+)	
Small (10–30)	1 hour	★★	★	★					
	Half-Day		★	★★	★★	★★			
	Full-Day	★	★	★★	★★	★★			
Medium (50–75)	1 hour	★	★★						
	Half-Day		★	★★					
	Full-Day	★	★★	★★					
Large (100+)	1 hour	★★	★						
	Half-Day	★	★	★★					
	Full-Day	★★	★★	★★					

EXAMPLE: Sample Event Schedules

Sample Event Schedule #1:

Event Info: One-hour after-school program for twenty 7th and 8th graders

5 minutes—Buffer time for girls to arrive and be seated

5 minutes—Introduce speaker

30 minutes—Speaker gives presentation

15 minutes—Speaker Q&A with audience

5 minutes—Thank the speaker and conclude event

Sample Event Schedule #2:

Event Info: Half-day morning program at weekend STEM club event with sixty 11th graders

5 minutes—Buffer time for girls to arrive and be seated

10 minutes—Introductory remarks by STEM Outreach Lead Coordinator

5 minutes—Transition and setup for panel

30 minutes—Panel discussion

10 minutes—Panel Q&A from the audience

5 minutes—Explanation of Meet-the-Ambassadors logistics by STEM Outreach Coordinator

10 minutes—Break and setup for Meet-the-Ambassadors

15 minutes—Meet-the-Ambassadors Rotation #1

15 minutes—Meet-the-Ambassadors Rotation #2

15 minutes—Meet-the-Ambassadors Rotation #3

15 minutes—Meet-the-Ambassadors Rotation #4

30 minutes—Break

15 minutes—Meet-the-Ambassadors Rotation #5

15 minutes—Meet-the-Ambassadors Rotation #6

15 minutes—Meet-the-Ambassadors Rotation #7

15 minutes—Meet-the-Ambassadors Rotation #8

10 minutes—Closing remarks & thank you to Ambassadors

5 minutes—Instructions for lunch after the event (and
reminder that Ambassadors are invited!)

Sample Event Schedule #3:

Event Info: All-day summit event with 250 high-school girls from multiple districts

5 minutes—Buffer time for girls to arrive and be seated

10 minutes—Introductory remarks by STEM Outreach Lead Coordinator

5 minutes—Introduce speaker

45 minutes—Speaker gives presentation

15 minutes—Speaker Q&A with audience

5 minutes—Thank the speaker and explain logistics of Meet-the-Ambassadors

20 minutes—Break and setup for Meet-the-Ambassadors

15 minutes—Meet-the-Ambassadors Rotation #1

15 minutes—Meet-the-Ambassadors Rotation #2

15 minutes—Meet-the-Ambassadors Rotation #3

15 minutes—Meet-the-Ambassadors Rotation #4

15 minutes—Meet-the-Ambassadors Rotation #5

5 minutes—Instructions for lunch and reminder for girls to talk with Ambassadors during lunch!

60 minutes—Break for lunch

45 minutes—Panel discussion

15 minutes—Panel Q&A from the audience

5 minutes—Introduce second speaker

30 minutes—Speaker gives presentation

15 minutes—Speaker Q&A with audience

10 minutes—Closing remarks & thank you to Ambassadors, Panelists, & Speakers

**TABLE:
Say This, Not That**

Topic	GOOD	BAD
Event Purpose	We are here today to give you insight into engineering, which is a really great path that you may not know much about! We want to give you the information you need to consider engineering and see if it might be a good fit for you.	We are here today because there are still way more men than women in STEM. We want to inspire you to choose STEM to fix this problem and combat gender discrimination.
Attendees	In this room, we have so many bright and creative students. You are natural problem solvers and great communicators. You want to make a difference in the world and know that working together collaboratively is the best way to do that.	In this room we have a lot of girls who know they can be anything they want to be. None of you will let anyone tell you that you can't do something just because you are a girl. You know that girls are strong and better than boys at a lot of things.
Speaker	Our speaker is here to give you a detailed inside look into the awesome things she works on and why she loves what she does.	Our speaker is here today to tell you about the challenges she faced to reach where she is today and show you that whatever you set your mind to you can achieve even when other people want to put you down.
Panelists	We've brought in a panel of women in engineering to show you the wide variety within the engineering field to understand what a job in these areas can look like!	We've brought in a panel of role models to tell you what it's like to be a woman in STEM. They have each persevered through the difficulties of making it in the industry and are here to share advice for girls like you.

Topic	GOOD	BAD
Ambassadors	Our fantastic Ambassadors are here today to tell you all about their careers in engineering. They are here to talk with you about why they chose the paths they did, what projects they have worked on, what their day-to-day looks like, and what they enjoy most about their jobs.	Our fantastic Ambassadors are here today to prove to you that it is possible to succeed in STEM as a woman. They are here to talk about the challenges they have faced, what it's like to be a woman in STEM, and why it is important that you pursue a STEM field too.
Engineers	Engineers work creatively in teams to solve problems that help people.	Engineers use math and science every day to build stuff.
Career Choice	Planning for your future is a big decision and there are lots of different factors to consider. What does the day-to-day look like? Do you find the work meaningful? Are there good job prospects in that subject matter? How well do the jobs in that industry pay? Would the career path integrate well with the other things you want to do in your personal life? You are full of potential and could excel in many different career paths. We want to help you find the one that is best for you from every angle.	You should follow your passion. Choose a career that excites you. Do what you love. If you pick your favorite subject in school and choose that as your college major, you can't go wrong. If you love math class, study math. If you love biology class, study biology. Decide if you want to go into a more technical field, like chemistry or finance, or a more creative field, like art or music. If you want to help people, you should become a doctor or a nurse.
Present	There are a lot of opportunities in engineering.	There are not enough women in STEM.
Future	If you choose engineering, you can help a lot of people and help make the future a better place for all of us.	If you choose STEM, you can help break the glass ceiling and prove to the world that women belong anywhere they want to be.

TEMPLATE: Welcome Speech



Welcome to <Event>! My name is <blank> and on behalf of <Organization>, I want to say how excited we are to have all of you here with us! Today you'll get to learn what it is like to be an engineer. Engineering is a really great career path that you may not know much about yet. We have brought together a great team of Ambassadors, our professional women in engineering, to explain all of the cool things they work on and why they love their jobs! You will also get to hear from our featured speaker, <name>, who will give you an inside look into how she helps people by solving problems every day! Deciding what career path to follow is a big decision and we hope to give you a taste today of why you might want to consider pursuing engineering. There are a lot of great opportunities in engineering for bright, creative team players like you. If you want to make a difference in the world, it could be the perfect fit for you!

EXAMPLE:
Sample Meet-the-Ambassadors Program

AMBASSADORS	
	NAME Job Title COMPANY
	ALICE ALLEN Electrical Engineer ELECTRICALPLUS COMPANY
	BERNICE BROWN Civil Engineer BIG CORP
	CHRISTINE CHENG Chemical Engineer LLOYD INDUSTRIES
	DIANA DORIS Mechanical Engineer NEWMAN CONSULTING
	EMMA ELLIOT Systems Engineer SPECIFIC DYNAMICS

TEMPLATE: Ambassador Talking Points Hand-out



ENGINEERING AMBASSADOR Talking-Points Handout



Event Purpose

- To get the girls excited about pursuing careers in engineering
- To help the girls understand what life as an engineer is like
- To give the girls the information they need to determine if engineering would be a good fit for them (and which type!)

Recommendations for What Resonates Most

- Focus on the positives, talk about the highlights of your job.
- Tell stories and give specific examples whenever possible.
- Explain what your day-to-day looks like and how it varies.
- Talk about what you were like when you were their age.
- Discuss the soft skills needed to succeed as an engineer.
- Share with them what it feels like when you succeed at work.
- Tell them how your career fits in well with and enables your lifestyle, hobbies, and family activities.
- Don't be shy to talk about the perks of your career including salary, travel, vacation time, stability, and respect from others.
- Explain what your path to becoming an engineer was like and how much education was or was not required.

Themes to Focus On

- Creativity
- Collaboration
- Helping People
- Money
- Stability
- Fulfillment
- Fast Track to Job
- Work-Life Balance

Basic Questions to Answer

- What do you work on?
- How is your work environment?
- What do you like most about your job?
- How did you pick your college major?
- How did you pick your career path?
- Why are you glad you chose engineering?
- What advice would you give to your younger self?

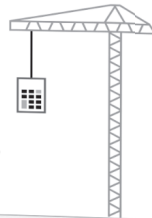


TABLE:
Ask This, Not That

Topic	GOOD	BAD
Stories	Can you tell us an interesting story about a project you worked on?	What types of projects do you work on?
Communication	How important are good communication skills in your workplace?	How do you deal with men talking over you in meetings and “mansplaining” at work?
Teams	How does it feel to work in such a collaborative environment?	How often are you the only woman in the room during meetings at work?
Job	What is the best part about your job?	What is the worst part about your job?
Challenges	Tell us about a time you overcame a challenge at work.	Tell us about a time you experienced failure at work.
Motivation	What motivates you to work in your field? What impact does your work have on the world?	What gives you the strength to persevere in such a male-dominated field?
College	Many people say that being an engineering student is actually more challenging than being a professional engineer. Do you agree with this sentiment, and can you tell us a bit about the differences? Are you glad that you are where you are now?	Everyone knows that there is a lot of really hard math involved in getting any STEM degree. What else made getting your college degree difficult? Did you ever fail any classes or have to change majors?

Topic	GOOD	BAD
Growing Up	What were some of your interests growing up? Did any of them help start you on the path to engineering?	Most girls aren't interested in STEM. As a child, how were you different while growing up as compared to the other girls around you?
Mentors	Tell us how mentorship, both formal and informal, has impacted your career for the better.	Mentorship is crucial to career advancement. How have you dealt with the lack of women available to be mentors?
Role Models	Who do you look up to at work? Do you have any role models?	Who are your women-in-STEM role models?

EXAMPLE: 50 Great Questions for Panelists

THEME	QUESTION
Creativity	When was a time you had to develop a creative solution to solve a problem?
Creativity	Creativity is often primarily associated with artistic fields. How important is creativity to engineering?
Collaboration	Engineering is very collaborative. Tell me about a time when you really enjoyed working with your coworkers.
Collaboration	How much of your time is generally spent working alone vs. working with teammates?
Communication	Are good communication skills important for being successful as an engineer? If yes, how so?
Communication	Can you tell me about a time that good communication was important at work?
Helping People	How have you had a chance to see the impact of your work on helping people in the world?
Helping People	Can you tell us about how the work you do helps people?
Helping People	How does your job make a difference in the world?
Helping People	Can you tell me about a time you brought a new perspective to a project that made a big difference?
Helping People	What positive impact does the work you do have on the community?
Education	How did you decide on your college major?
Education	Have you learned a lot from your job since graduating from college? Can you give us a few examples?
Education	Are advanced degrees considered a requirement in your field? Do many engineers in your area have PhDs?
Education	Has your company helped pay for you to get an advanced degree or take any special training?

THEME	QUESTION
Education	How many years did you spend in college before starting your career? Were you happy to get out into the workforce once you finished your education?
Personal	Tell us about your life outside of work! How do you spend your free time?
Personal	What are your top priorities in life outside of work? How does your job fit into your lifestyle?
Career	How was your job search and how did you find your current role?
Career	When you started at your first job, how did the team welcome you and help you succeed?
Career	What qualities do the best leaders in engineering have? How can these skills best be developed?
Career	Are there multiple paths within your company that you can take to advance?
Career	What is a work milestone you are really proud to have achieved?
Career	Tell us about an award you received at work and the work you were being recognized for!
Career	What does a day in your life as an engineer look like?
Career	What do you like most about your job?
Career	Tell me a story about the most interesting day you've had in your career so far.
Career	Have you had the opportunity to travel as part of your job? If so, where did you go and what were you working on?
Career	What is something you are looking forward to at work in the near future?
Career	How much autonomy do you have in your work life? Have you found that managers give you a lot of independence?

THEME	QUESTION
Growing Up	Imagine you are talking to your younger self. What reasurring advice would you give about your future?
Growing Up	What types of activities did you do or interests did you have when you were younger that helped you decide engineering was right for you?
Growing Up	How old were you when you learned what engineering was? Do you wish you had known more sooner?
Growing Up	When you were growing up, did you work on any interesting projects? How do the skills you learned there translate to your job today?
Fulfillment	What do you find most fulfilling about your career?
Fulfillment	How does it feel when you accomplish a big goal at work?
Lifestyle	Can you explain more about the lifestyle associated with your career? How much time do you spend at work and what are you doing day-to-day?
Lifestyle	Do you have friends at work? Have you done any fun social activities with your coworkers?
Money	Engineering careers have higher average salaries than most other fields. Can you tell us about how this has made your life easier than if you had pursued a different path?
Money	Would you say that student loans are worthwhile for those who study engineering? How hard has it been to pay off that debt compared to your friends who studied other subjects?
Stability	Do you feel like the positions you have held provide the stability you are looking for in a career?
Stability	Does your work environment have a lot of people with families and children? How does that affect the culture of your workplace?
Engineering	What do you wish people knew more about regarding engineering?

THEME	QUESTION
Engineering	As an engineer, you can work in almost any industry. What are some of the things you like about the industry that you picked?
Engineering	How does your job as an engineer differ from that of a scientist?
Engineering	Besides what you work on, what types of things do other engineers in your field work on?
Engineering	What do few people realize about engineering?
Advice	What advice do you have for girls in the audience who are interested in pursuing engineering?
Advice	What are some activities or resources you would suggest for girls in the audience who are interested in pursuing engineering?
Advice	What would you recommend the girls in the audience do if they are interested in following a path similar to yours?

PANEL QUESTION TABLE

CalState LA MESA STEM Day, October 9th

Instructions to Panelists:

1. Please fill out the column below your name with one of the following responses for each question:

Y = Very excited to answer!
 – = Ambivalent, might want to answer if others will
 N = Not interested in answering

2. At the bottom of the table, add a question of your own that will be directed specifically to you so you can tell a good story!

Question	Justene	Kia	Jomya
1. Can you please introduce yourself and tell us a bit about what you do?	Y	Y	Y
2. What do you like most about your job?	N	N	–
3. What is a work milestone that you achieved that you are really proud of?	N	–	–
4. How did you decide on your college major?	Y	Y	Y
5. What do you wish people knew more about engineering?	–	Y	Y
6. As an engineer, you can work in almost any industry. What are some of the things you like about the industry you picked?	–	–	Y
7. Imagine you are talking to your younger self. What reassuring advice would you give to yourself about your future?	Y	–	N
8. How does your job make a difference in the world?	–	–	Y
9. Engineering is very collaborative. Tell me about a time where you really enjoyed working with your coworkers.	–	Y	Y
10. How did you get your job?	–	–	–
11. What types of activities did you do or interests did you have when you were younger that helped you decide that STEM was right for you?	Y	–	–
12. Justene's question: Studying engineering makes finding a job much easier. How did you approach the challenge of switching college majors?	Y	–	–
13. Kia's question: Can you tell us about a time you had the opportunity to travel internationally as part of your job?	–	Y	–
14. Jomya's question: How have you had a chance to see the impact of your work on helping people in the world?	–	–	Y