

# Ignite Girls' Interest in STEM through Role Models

Stories & Strategies from the NGCP's FabFems Project



January 9, 2014  
#FabFems

NATIONAL GIRLS COLLABORATIVE PROJECT



# Agenda

- **Why Role Models?**
- **FabFems Project Overview**
- **Recruiting Role Models**
- **Engaging Role Models Effectively**
- **Questions and Discussion**



NATIONAL GIRLS COLLABORATIVE PROJECT

# NGCP Vision

The National Girls Collaborative Project (NGCP) **brings together organizations** that are committed to informing and encouraging girls to pursue careers in science, technology, engineering, and mathematics (STEM).



NATIONAL GIRLS COLLABORATIVE PROJECT



# Project Goals

1. **Maximize access to shared resources** within projects and with public and private sector organizations and institutions interested in **expanding girls' participation in STEM.**
2. **Strengthen capacity** of existing and evolving projects by sharing **exemplary practice research** and program models, outcomes and products.
3. **Use the leverage of a network** or collaboration of individual girl-serving STEM programs to create the **tipping point for gender equity in STEM.**





# NGCP Project Impact

- **33,583** participants served in **236** mini-grants completing activities
- **45,181,614** visits to the NGCP Web site in 5 years
- **18,300** practitioners have been served through events and webinars
- **7,821,024** girls are served indirectly by NGCP by having their leaders trained in the philosophy, knowledge, and methods of NGCP



NATIONAL GIRLS COLLABORATIVE PROJECT



# NGCP Program Directory



# Million Women Mentors



<https://www.millionwomenmentors.org>





# The FabFems Project



Share your past. Spark a future.

# Changing Perceptions About STEM Careers



<http://ed.fnal.gov/projects/scientists/index.html>

# FabFems Website

FabFems is a national, online, searchable directory of women STEM professionals interested in outreach to girls

## Audience:

- Role Models
- Girl-Serving Programs
- Parents and Girls

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



The screenshot shows the FabFems website homepage. At the top, there is a navigation bar with links for 'About Us', 'Resources', 'Contact Us', 'Log In', and 'FAQ'. The FabFems logo is prominently displayed on the left. To the right, there is a 'Connect with us' button with a Facebook icon. The main content area features a large purple banner with the text 'Share your past. Spark a future.' and two buttons: 'Find a Role Model' and 'Become a Role Model'. On the right side of the banner is a photograph of a young girl smiling and holding a green folder. Below the banner, there is a section titled 'About FabFems' with a small image of two women in a laboratory setting. The text describes FabFems as women from various STEM professions who are passionate, collaborative, and work to make the world a better place. It encourages users to create a profile to expand girls' career options and spark their interests.

Share your past.  
Spark a future.

Find a Role Model ▶

Become a Role Model ▶

### About FabFems

FabFems are women from a broad range of professions in science, technology, engineering and mathematics (STEM). They are passionate, collaborative, and work to make the world a better place. Many girls have similar interests but aren't connected to adults who exemplify the STEM career pathway. **This is where you come in.** Create a FabFems profile to expand girls' career options, dispel stereotypes and spark their interests - just by being you.

[Learn More About the FabFems Project](#)



Share your past. Spark a future.

# Search for FabFems

- Keyword
- City
- State
- Interest
- Ethnicity
- Student Age
- Field of Work
- Type of Visit
- Affiliations

Find a Role Model

Enter your search criteria on the right to find a role model. Visit the [Resources](#) page to learn more about facilitating role model experiences.

**Naila Al Hasan**  
Richland, Washington  
[Contact](#)  
Field of Work: Chemical Engineering  
Ethnicity: Asian  
Type of Visit: After-school visit  
Resources: [Field trip hosting](#), [Identifying other role models](#)

**Allison Allain**  
Westminster, Colorado  
[Contact](#)  
Field of Work: Software Engineering  
Ethnicity: White  
Type of Visit: After-school visit  
Resources: [Identifying other role models](#)

**Kara Allen**

**Filter Results**

Keyword

City

State  
- Any -

Interest  
- Any -

Ethnicity  
- Any -



Student Age Range  
- Any -

Field of Work  
- Any -

Type of Visit  
- Any -

# A FabFems Profile

[About Us](#) [Resources](#) [Contact Us](#) [Log In](#) [FAQ](#)


 [Connect with us](#) 

## Role Model Profile


### Ashlee Ford Versypt

Dorchester, MA

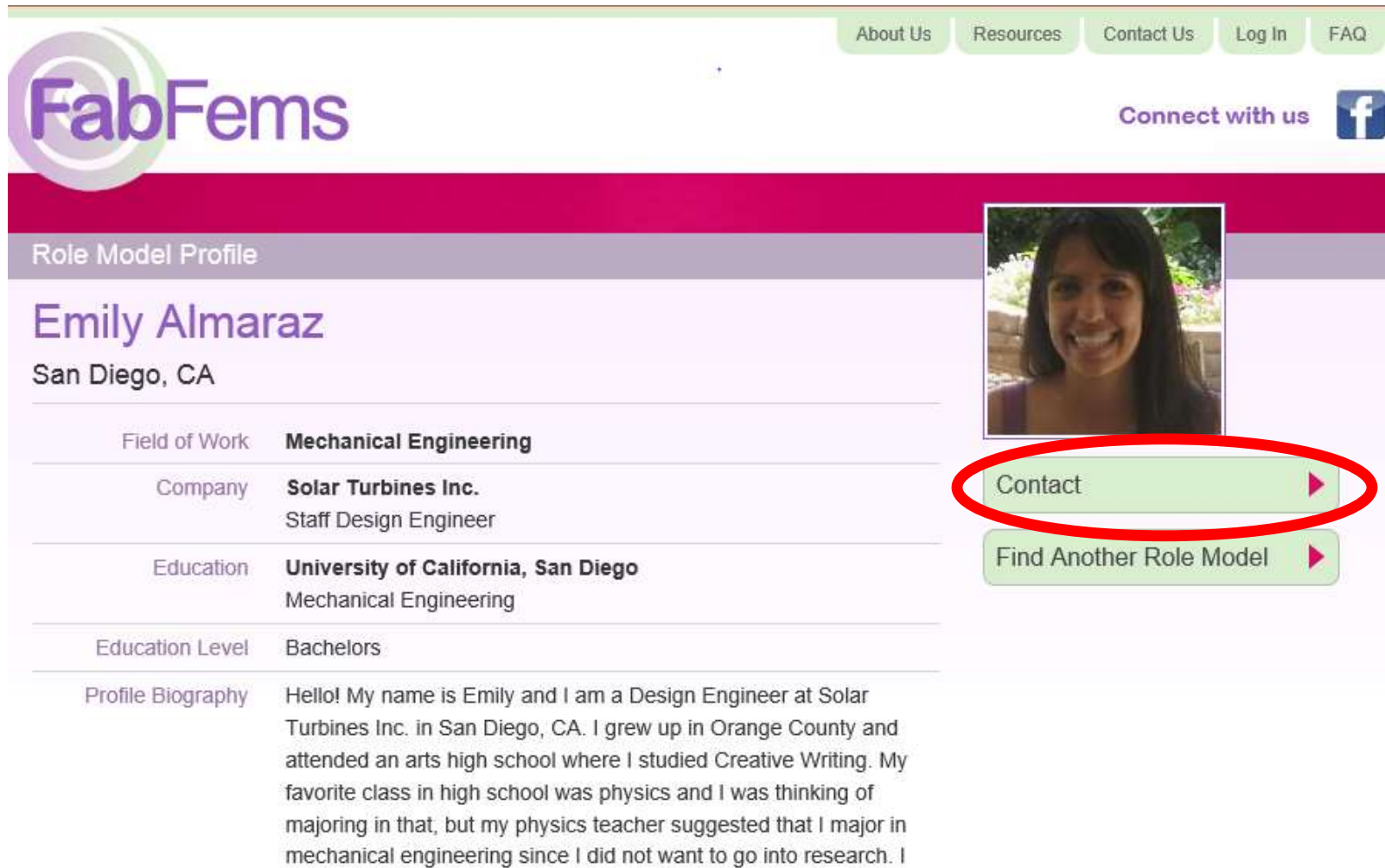
Field of Work	<b>Chemical Engineering</b> Pharmacology, Computational Science
Company	<b>Massachusetts Institute of Technology</b> Postdoctoral Researcher
Education	<b>University of Illinois at Urbana-Champaign, University of Oklahoma</b> BS, MS, and PhD in Chemical Engineering. Minors in Computational Science & Engineering and Mathematics
Education Level	PhD
Profile Biography	I grew up in a small rural town in Oklahoma. Most of the people in my family are teachers, nurses, mechanics, farmers, or factory workers. I wanted to do something different. I was interested in science and math and having an intellectually stimulating career that challenged me and benefited society. My high school counselors and teachers didn't know much about STEM career paths other than becoming a doctor, but they were great at referring me to science



[Contact](#) 

[Find Another Role Model](#) 

# Contact a FabFem



The screenshot shows the FabFems website interface. At the top, there are navigation links: About Us, Resources, Contact Us, Log In, and FAQ. The FabFems logo is on the left, and a Facebook icon with the text 'Connect with us' is on the right. Below the navigation bar is a red header. The main content area features a 'Role Model Profile' for Emily Almaraz, located in San Diego, CA. Her profile includes a photo and a bio. To the right of the profile, there are two buttons: 'Contact' and 'Find Another Role Model'. The 'Contact' button is circled in red.

Role Model Profile

**Emily Almaraz**  
San Diego, CA

Field of Work	<b>Mechanical Engineering</b>
Company	<b>Solar Turbines Inc.</b> Staff Design Engineer
Education	<b>University of California, San Diego</b> Mechanical Engineering
Education Level	Bachelors

Profile Biography  
Hello! My name is Emily and I am a Design Engineer at Solar Turbines Inc. in San Diego, CA. I grew up in Orange County and attended an arts high school where I studied Creative Writing. My favorite class in high school was physics and I was thinking of majoring in that, but my physics teacher suggested that I major in mechanical engineering since I did not want to go into research. I

Contact

Find Another Role Model



Share your past. Spark a future.

# Online Safety: Screening FabFems

- Each profile is reviewed by FabFems staff before publishing on the website
- All applicants are checked out on the National Sex Offender Registry
- All applicants go through an email verification check
- All content, including text, images, links and videos are reviewed by FabFems staff for appropriateness before publishing

# Using the Directory

- One-on-one interactions between FabFems and girls
- Organizations recruiting mentors for their youth programs
- In-person as well as online interactions possible



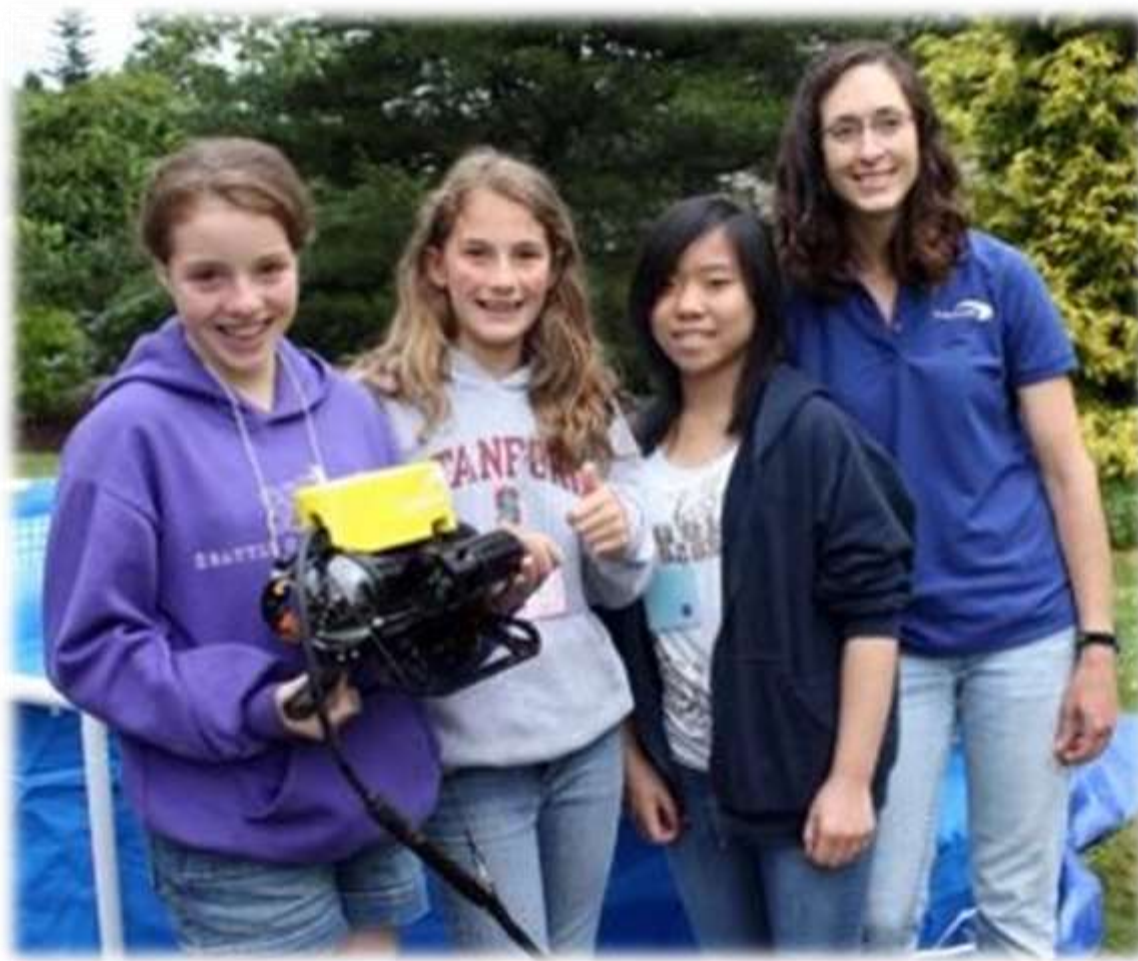


# Role Model Story #1



**Computer Engineer  
at the U.S. Navy  
Naval Air Systems  
Command  
(NAVAIR)  
Waldorf, MD**

# Recruiting Role Models



Share your past. Spark a future.

- FabFems Directory
- Museums, zoos, observatories
- Universities and community colleges
- Large and small local businesses (diversity and outreach departments)
- Society of Women Engineers
- Engineers Without Borders
- Government science agencies



# Role Model Story #2



**Program  
Manager  
at Microsoft  
Seattle, WA**

# Effective Interactions

## Preparing for the Visit

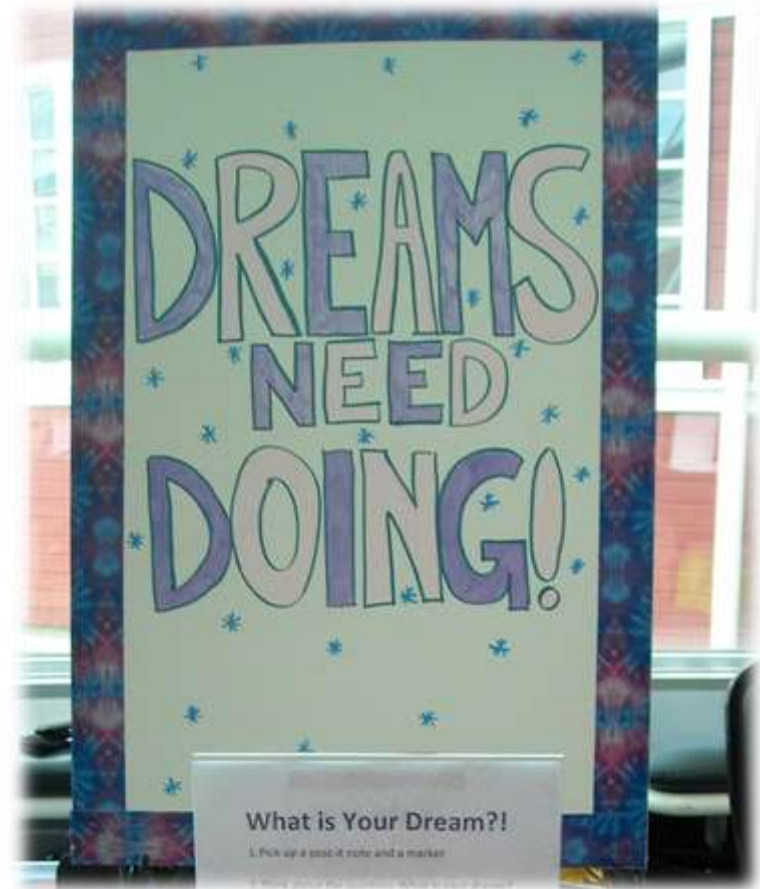
- Know your audience in advance
- Plan what you are going to say and what activities you are going to do
- Be prepared for the unexpected
- Have fun!



# Be Prepared to Talk about Failure

Share examples not only of when you were successful, but also when you were **not successful.**

Demonstrate that struggle is part of the process of being successful in STEM!



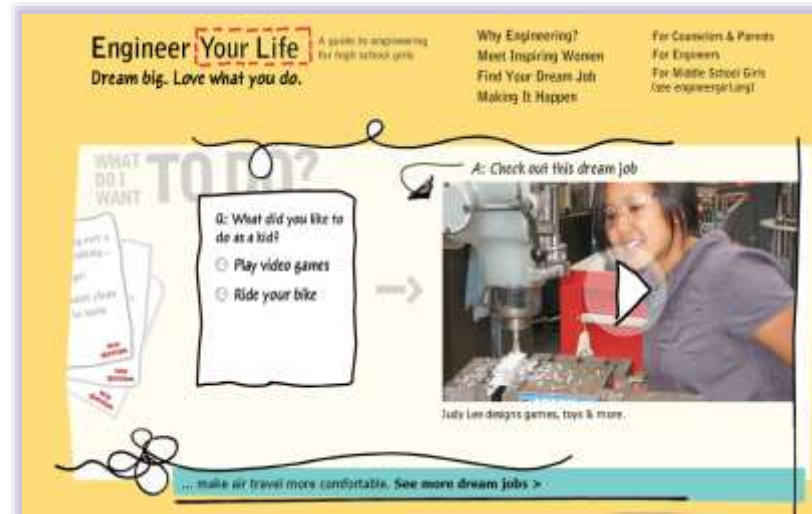
# Techbridge Role Model Toolkit & Guide

## Recipe for Success

- ✓ Be Personal and Passionate
- ✓ Make it Interactive with a Hands-on Activity
- ✓ Explain Why Your Work Matters
- ✓ Fill a Gap with Academic and Career Guidance

# Resources for Girls and Role Models

- Women@NASA
- Women@Energy
- Engineer Your Life
- Engineer Girl
- SciGirls
- Techbridge
- NGCP Program Directory
- NCWIT Mentoring in a Box





# Stay Connected!

- Join the FabFems Directory, invite others to join
- Like us on Facebook and Follow us on Twitter @FabFems
- Stay connected by signing up for the NGCP e-newsletter



**Questions? Contact: Nimisha Ghosh Roy**  
[nghoshroy@edlabgroup.org](mailto:nghoshroy@edlabgroup.org)



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