

# Attraction Campaigns

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**Technical meeting in Dublin (Online)**  
**7th May 2020**



# Introduction

- ★ Attraction campaigns (M19 - M22 / May - October).
- ★ The aim of these campaigns is to stimulate and promote in-depth knowledge about STEM career issues in the selected groups of girls.

<b>Assumptions</b>	<b>Risks</b>
Members are motivated to participate	Cultural problems.
Due to the critical mass of participants, it will be feasible to detect dedicated team members from different faculties/secondary schools at all levels to form teams at each partner university.	Lack of motivation
	Lack of institutional support in secondary schools
All Latin American universities have at least a school as an associate partner to collaborate.	Lack of critical mass of high school students
There are teams of undergraduate students as mentors at each partner university	Lack of interest from relatives of secondary school students

# Stages

## 1. Definition of the attraction campaigns plan

- Webinars
- Role models
- Vocational orientation
- Social media campaigns

## 2. Confirmation of schools

- Defining a list of educational institutions
- Conducting a session with the rectors, counsellors and teachers to raise awareness.
- Defining a schedule of activities with the institutions

## 3. Selection of prospective students

- Define group of girls with skills and abilities related to STEM disciplines
- Confirm girls' willingness to participate in attraction campaigns
- Update list of prospective students for consortium registration

## 4. Execution of attraction campaigns

- Conducting campaigns
- Record results
- Adjust activities, as required.

## 5. Follow-up

# Ideas for attraction campaigns - Webinars

## **Awareness webinars**

- Raise awareness among schoolgirls about the gender gap in STEM fields

## **Informative webinars**

- Provide relevant information about the different STEM areas; their fields of action, importance for society, etc.

## **Webinars aimed at training in STEM knowledge**

- Applications of the STEM areas that are compelling and that can be taught to girls, while addressing real problems

With the Webinars carried out by all partners, it is sought to create a bank of webinars that are available on-line in the YouTube Channel of the project

# Ideas for attraction campaigns - Role Models

- ★ Different types of profiles: intermediate-advanced semester students, women in industry, women in academia, entrepreneurs, etc.

## Activities with professional women from different countries

- Q&A sessions (live questions from participants)
  - Panels / talks about the differences between careers and their fields of application
- Women in STEM from different countries at the same time

## Talks

- Experience of studying and/or practicing STEM, as well as the role that women have had in the history of that field
- It could be with just one women in STEM

## Coffee with a STEM woman

## Virtual Poster Fair

## Film forum (e.g. Hidden talents, misrepresentation)

# Ideas for attraction campaigns - Vocational Orientation and Social Media

- ★ Create smaller spaces where a specific career is addressed. In these activities the idea is to explain the most relevant aspects of each STEM career but separately and in smaller groups, so that the doubts and questions of most of the attendees can be answered

## Concerning social media:

- Highlight stories of women in STEM from the past who have made contributions
- Highlighting stories of current STEM women
- Short notes on the application of STEM disciplines to problems of our society
- Longer notes on various topics, such as a blog or magazine

**We want to hear your ideas, too!**

# Brainstorming

1. To announce through a digital maps tool, the actions accomplished by the W-STEM group associated universities in COVID-19 times, to contribute nationally or internationally. The main idea is to highlight those actions that were developed by women and that imply the usage of diverse tools from STEM areas
1. Choose, between the two universities from each country that are associated with the W-STEM project, a good national practice related to the COVID-19 emergency management where women in STEM take place. The idea is to publish those practices in any digital medium that will allow it to be propagated through various W-STEM media where women from STEM areas participate to make contributions to the COVID crisis
1. Development of a study with a gender perspective on the access of women to digital means for the digital assisted teaching courses held at various universities. Deepen into the specific conditions of women for the gender gap related to the access to connectivity and digital media, as well as the family and social reality that particularly affects women
1. Create online courses for secondary students on STEM topics, such as coding in Excel or Arduino programming. If there is limited seats to the course, then a quota for women participants could be enforced. And ideally this course should be taught by a woman



# Global schedule of activities

- ★ Number of activities per partner
  - If campaigns start on Monday 22nd June, there are 20 weeks to cover
    - If we decide to conduct one webinar every two weeks, each university has to commit with one webinar during the 20-week period. Europeans can add onto this number
    - If we decide to conduct one activity related to role models per week, each university has to commit with two activities. during the 20-week period. Europeans can add onto this number
    - The same goes for the social media campaigns. We should aim to have a constant flow of posts
  
- ★ We must aim to balance the activities, giving more importance to those activities that might have a bigger impact
  
- ★ To define a methodology for webinars
  - To use QR codes for satisfaction surveys

# Schedule - Draft

<b>Activity</b>	<b>Target date</b>
Meeting to agree on a schedule (with Latin partners)	May 13 <sup>th</sup>
Meeting to agree on a schedule (with European partners)	May 14 <sup>th</sup> (during management meeting)
List of schools	May 18 <sup>th</sup>
Global schedule of activities	May 29 <sup>th</sup>
List of prospective students	June 14 <sup>th</sup>
Late start of campaigns	June 22 <sup>nd</sup>

# Disclaimer

W-STEM (Building the future of Latin America: engaging women into STEM) is a project funded under European Union ERASMUS +

Capacity-building in Higher Education Programme  
(598923-EPP-1-2018-1-ES-EPPKA2-CBHE-JP)

**The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein**



Co-funded by the  
Erasmus+ Programme  
of the European Union

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