



# Attraction activities of W-STEM program implementing for the Universidad Tecnica del Norte team



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## ABSTRACT

Currently there is a great movement to encourage women to choose careers related to the fields of science and technology, since, by different factors historically this gender has had very little representation in these areas of knowledge. In this poster, we present the main results of the activities related to UTN Attraction Campaigns during 2020.

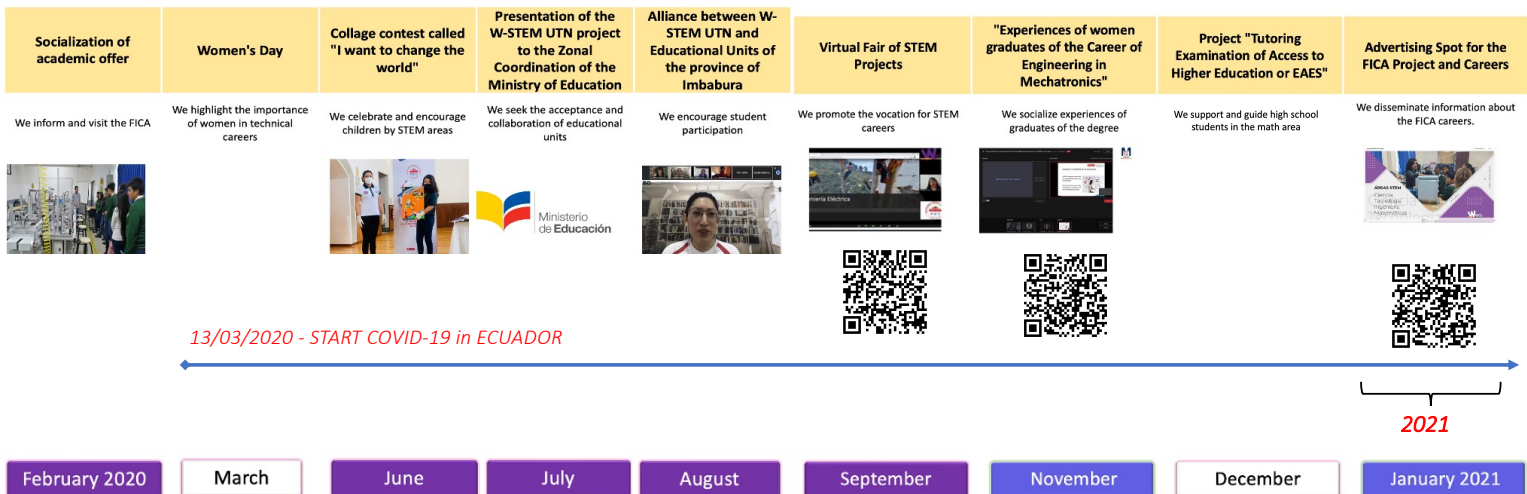


## INTRODUCTION

Universidad Técnica del Norte (UTN) is a public university located in the north of Ecuador. The institution is structured for five faculties. Through its statutes and regulations promulgates affirmative policies of equality and gender equity in its teaching, administrative, and student staff.

## ACTIVITIES RELATED TO ATTRACTION CAMPAIGNS

2020



## Connectivity Problems – after CoVID-19

- Internet connection was the biggest problem. Since many students are from rural areas where connectivity, technological equipment and computer centres are very scarce. However, Education Ministry realized agreements with Local Community Leader and Computer Information Centre to print or receive homework and help them to send task digitally. Also, Interinstitutional coordination help reaches students with the pedagogical guide. The institutions were Local Governments, National Police, Firefighters, and Armed Forces.

## CONCLUSIONS

- As a result, it is essential to keep attraction campaigns where women's female roles in STEM careers are more visible to young people in schools.
- Students from high school receive a talk, based on academic careers, personal and professional experience, to promote vocations for STEM areas.
- Furthermore, we can have a greater visibility of the country's reality of women at the level of public institutions.
- Also, we have developed research with the propose to know the causes for which there is a low level of participation of Ecuadorian women in the STEM areas.

## REFERENCES

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