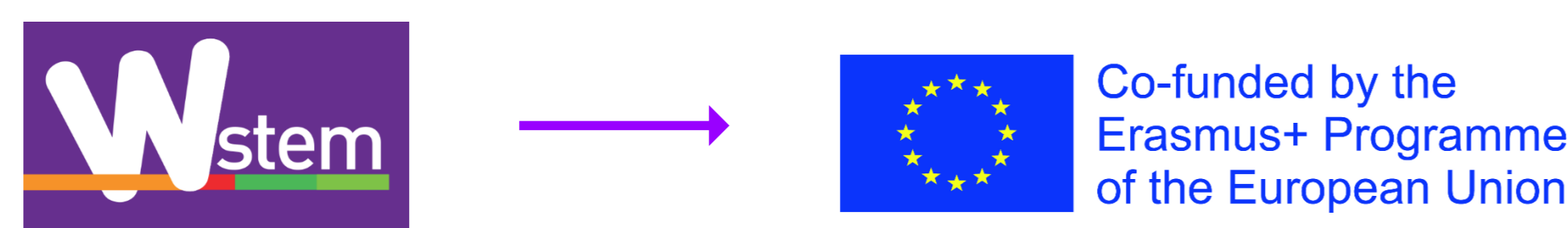


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ABSTRACT



Attraction
Access
Retention

Increase the number of Women in STEM careers in Latin America

INTRODUCTION

According to the Global Gender Gap Report (World Economic Forum, 2020), gender parity is crucial in a prosperous society and in a growing economy, and even though this gender parity has been improved in several areas around the world, there is still a gender gap in the educational field, specifically in disciplines such as science, technology, engineering, and mathematics (STEM), where globally only 35% of STEM students in higher education are women (Chavatzia, 2017). In order to help reduce this gender gap, many organizations and projects, like STEM and Gender Advancement - SAGA (UNESCO, n.d.), W-STEM (García-Holgado, et. al., 2019), Technovation Girls (Technovation, n.d.), among others, have been focused on providing encouragement and role models to women, and to reduce gender stereotypes. **CONTEXT**

University of Guadalajara (UDG) is a public education institution, which was founded more than two hundred years ago. UDG is the second most important university in Mexico.



To its University Centers located in the Metropolitan Area of Guadalajara and eight regions of Jalisco 280,297 students come every day to study in the 422 vocational, high school, undergraduate an graduate academic programs the University offers.

One of the campuses in the urban area is called University Center for Exact Sciences and Engineering (CUCEI, acronym in Spanish) is the disciplinary center that holds most of the STEM educational curricula of the UdeG. It is one of the University centers with the largest student population (about 14 thousand students). About the 27% of CUCEI's students are female. It has a stable academic and administrative platform, which promotes students' integral development, giving them the tools they need to become competitive professionals. All the activities that are done in the campus encourage basic and applied scientific, technological, and pedagogical research, as well as science and culture.

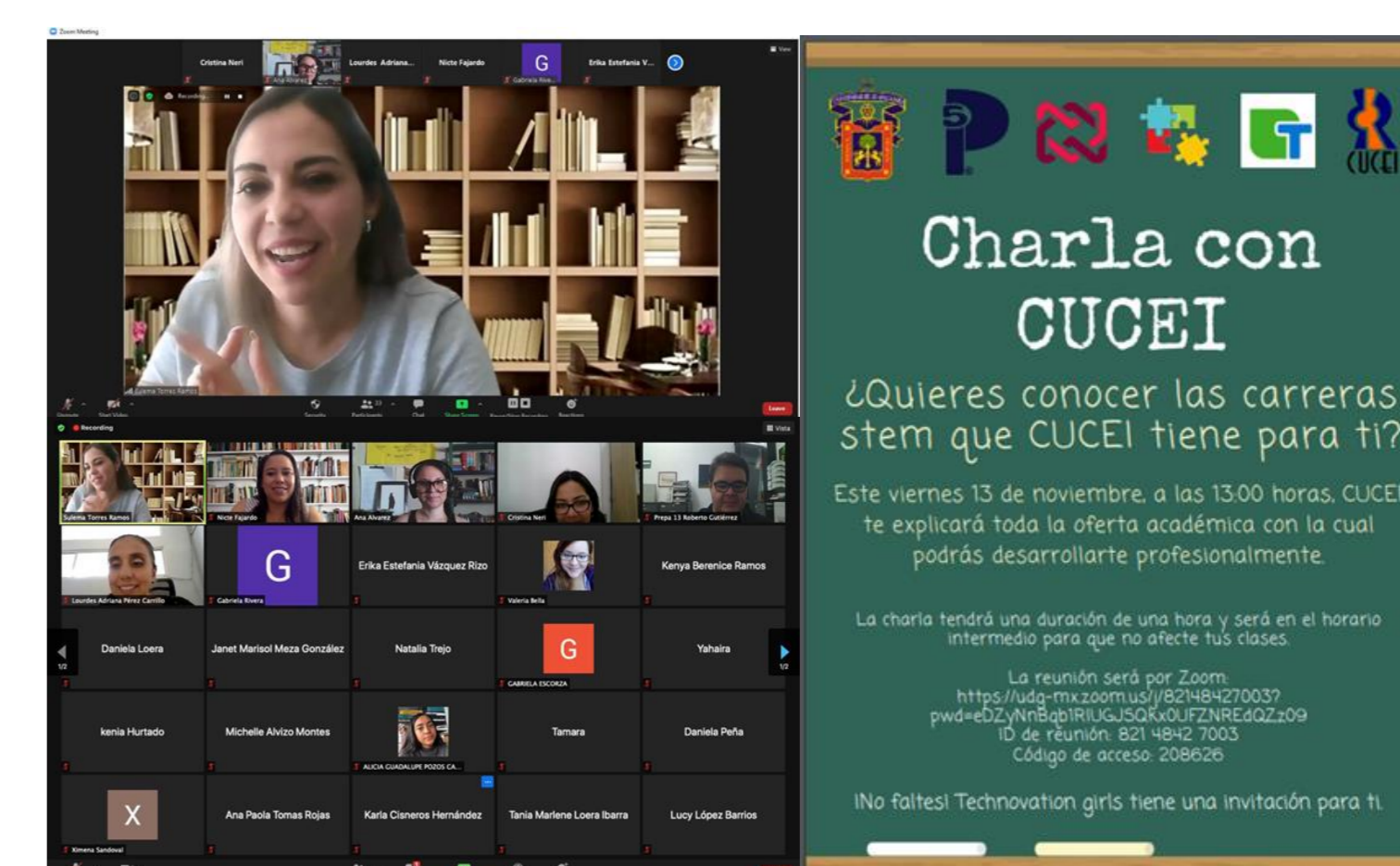
RESULTS

Webinars



Round table

Talks about academic offer in CUCEI



CONCLUSIONS

In all these events we have a good participation of girls and young people, we hope will have a positive impact on the choice of their next career.

FUTURE WORK

Videos of STEM areas and monthly webinars

