

Women in Engineering: Recruitment Challenges and Responses

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Introduction

- The Extraordinary Women Engineers Project
- The Kell High School Robotics Team



Key Findings of the EWE Project

- What do high school girls think about engineering?
- Word association, the words that comes to mind when girls hear “engineer”?
- How interested are girls in becoming an engineer?
- Is there a gender divide in engineering?
- What are career motivators for high school girls?



Key Findings of the EWE Project

- Who are the career influencers for high school girls?
- What do the career influencers say about engineering?
- What messages is the engineering community sending to high school students?
- What messages about engineering will resonate with high school students?



Educator and Mentor Perspectives

- High School Girls
- Educators



What are career motivators for high school girls?

- Enjoyable
- Good working environment
- Making a difference
- Good Income
- Flexibility
- Lack of Role models
- Thoughts about college
- What majors are girls interested in studying?
- Who are the career influencers for high school girls?



What do the career influencers say about engineering?

- Educators
- Parents
- Peers
- What messages is the engineering community sending to high school students?
- The Disconnect



How do we communicate?

- What messages about engineering will resonate with high school girls?
- Strategic Recommendations



The Kell Robotics approach

- Vesting
- Guest/Affiliate Day
- Peer Acceptance
- Mentor/Coach Role
- School Administration/Faculty Challenges and Role
- Team Member Role
- Team building exercises
- Promoting Cultural Change
- Team and School Identity



For more Information

- Visit www.kellrobotics.org

