Women in Engineering: Recruitment Challenges and Responses

Presented by:
Sarah Sassler, Stephanie Richards,
Morgan Ogea, Corynne Leduc,
and Erin Jones of the Kell Robotics Team
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