

AAUW Campus Action Project: #IAmAWomanInSTEM



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Why the Campus Action Project?

- Continue the partnership with AAUW (Tech Savvy)
- Take action on the issues facing UK's campus involving female undergraduates in STEM
- Address the personal stories of relatives, students, etc. having negative experiences in STEM settings



Why #IAmAWomanInSTEM?

- Follow the theme of the Campus Action Projects: “Solving the Equation”
- Approach issues of women in STEM by going viral
 - Replicate international success of #distractinglysexy



Goals of #IAmAWomanInSTEM

- Encourage female undergraduates to stay in STEM fields
- Provide female undergraduates with positive role models
- Create discussion on the issues facing women in STEM
- Involve female undergraduates in the leadership and development of the initiative



The #IAmAWomanInSTEM initiative

- Implement through four main components:
 - Social Media Platforms
 - Mentoring Program
 - Service Learning Course
 - Meet and Greet



Social Media Platforms

- Organize news, events, myths/facts, blog posts, initiative progress, student service projects
- Twitter, Instagram, YouTube, FaceBook, and a website (soon!)



The image shows two tweets from the account 'IamaWomanInSTEM' (@IamaWomanInSTEM) dated March 14. The top tweet features a video thumbnail with the text 'THE CONFIDENCE GAP & IMPOSTER SYNDROME' and a play button icon. The text of the tweet reads: 'Great job by UK300 course co-facilitator Dr. Ellen Crocker' followed by a link to a YouTube video titled 'Dr. Ellen Crocker on Imposter Syndrome and Conf...'. The bottom tweet features a video thumbnail showing a person in a classroom setting with a play button icon. The text of the tweet reads: 'I added a video to a @YouTube playlist youtu.be/4A14kV1SdjY?a Women in science - with Dr. Margaret Mohr-Schroeder'.

IamaWomanInSTEM @IamaWomanInSTEM · Mar 14
Great job by UK300 course co-facilitator Dr. Ellen Crocker

Dr. Ellen Crocker on Imposter Syndrome and Conf...
Dr. Ellen Crocker, Department of Forestry, in the College of Agriculture, Food and Environment (CAFE), University of Kentucky - presents her topic "Imposter ...
youtube.com

IamaWomanInSTEM @IamaWomanInSTEM · Mar 14
I added a video to a @YouTube playlist youtu.be/4A14kV1SdjY?a Women in science - with Dr. Margaret Mohr-Schroeder

Women in science - with Dr. Margaret Mohr-Schroe...
A conversation about Women in Science - IAmAWomanInSTEM student ambassadors with Dr. Margaret Mohr-Schroeder, University of Kentucky Col...
youtube.com

Mentoring Program

- Inspired by similar mentoring programs (Million Women Mentors)
- Bring UK female undergraduates together with female STEM faculty at UK and female STEM professionals in the community
- 60 mentors; 160 mentees



Service Learning Course

- 2-hour credit course taught by steering team members with guest speakers
- Focus on discussion and reflection of community problems and successes associated with gender in STEM careers
- 30 student ambassadors



Meet and Greets

- Monthly gatherings for ambassadors and mentors
- Invite speakers to discuss current status of women in STEM
 - Dr. Christia Brown
 - Dr. Sylvia Cerel-Suhl
 - Dr. Pamela Marcum



Progress of #IAmAWomanInSTEM

- Successes:
 - Had overwhelmingly positive feedback from mentors, student ambassadors, campus community, etc.
 - Brought awareness of the issues facing women in STEM to campus community
- Challenges:
 - Experienced difficulties in incorporating all minorities in STEM in the initiative (i.e. persons of color)

Formal Assessment of Goals

- Pre- and Post-Surveys on female undergraduates' attitudes towards STEM, ability to succeed in a STEM career, etc.
- Awareness Survey on the outreach of the #IAmAWomanInSTEM initiative to the campus population
- Focus groups of student ambassadors to learn about their experiences
- Feedback will help improve the initiative over time (and hopefully campus climate)

Future of #IAmAWomanInSTEM

- Continue all aspects of the initiative for future school years (bring in more guest speakers, continue service learning course, etc.)
- Bring the hashtag to a national scale on social media
- Brainstorm ideas for incorporating initiative around campus
 - Collaborate with more disciplines
 - Create an #IAmAWomanInSTEM Living Learning Program

Acknowledgements - The Steering Team



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- **Donna Peden**, AAUW Bluegrass-Central Branch President
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- **Sue Scheff**, KY Girls STEM Collaborative Liaison
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