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 #IAmAWeakInSTEM?

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

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

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