Research Questions

• How do girls perceive STEM subjects and fields?

• What factors encourage or discourage girls’ interest and engagement in STEM?

• What are girls’ future career plans? Do they include STEM?
Methodology

• Qualitative
  – Focus Groups
    • 140 girls ages 8-18 in six locations across U.S.
    • Groups of girls exposed to STEM; unexposed to STEM

• Quantitative
  – Online survey
    • 852 girls ages 14-17 across the country
    • Diverse sample (race/ethnicity, geography, urbanicity)
    • 50% interested in STEM; 50% not interested in STEM
Results Summary

1. 74% of Girls like STEM!
2. Girls like being creative, asking questions, and solving problems.
3. The DNA of a STEM girl sets her apart.
4. A gap exists between STEM interest and career choice.
5. A different story exists for African American and Hispanic girls.
### Results

3. The DNA of a STEM girl sets her apart.

<table>
<thead>
<tr>
<th>% WHO AGREE</th>
<th>STEM</th>
<th>NON-STEM</th>
</tr>
</thead>
<tbody>
<tr>
<td>I know a lot about my career options in STEM.</td>
<td>54</td>
<td>31</td>
</tr>
<tr>
<td>I know someone in a STEM career.</td>
<td>66</td>
<td>47</td>
</tr>
<tr>
<td>I know a woman in a STEM career.</td>
<td>53</td>
<td>36</td>
</tr>
<tr>
<td>I did hands-on science activities at home when I was younger.</td>
<td>51</td>
<td>37</td>
</tr>
<tr>
<td>I have participated in STEM activities outside of school such as camps,</td>
<td>36</td>
<td>13</td>
</tr>
<tr>
<td>after-school programs, etc.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Results

4. A gap exists between STEM interest and career choice.

• 81% of STEM girls say they are interested in pursuing a STEM career, but only 13% say it is their first choice.

• 30% say that medicine/healthcare is their first choice.

• STEM girls are interested in STEM careers and non-STEM careers. Their top career choices don’t include STEM.
Results

4. A gap exists between STEM interest and career choice.

<table>
<thead>
<tr>
<th>% INTERESTED IN PURSUING...</th>
<th>STEM</th>
<th>NON-STEM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medicine/Healthcare</td>
<td>65</td>
<td>32</td>
</tr>
<tr>
<td>Arts/Design</td>
<td>64</td>
<td>70</td>
</tr>
<tr>
<td>Social Science</td>
<td>60</td>
<td>48</td>
</tr>
<tr>
<td>Entertainment</td>
<td>59</td>
<td>67</td>
</tr>
</tbody>
</table>
Recommendations

• Girls are interested in STEM! Talk to them like they are.

• Encourage girls to ask questions about the world, experiment, and problem solve. Get girls involved in activities that will foster their STEM skills.

• Expose girls to experts and mentors in STEM fields.

• Develop girls’ confidence and their “inner resumes” so they can have what it takes to become STEM experts.
Questions?