



Increasing the Diversity of the STEM Workforce



Recruitment Strategies for Teachers

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National Alliance for Partnerships in Equity



NAPEE

Why do we care?

- “ Global competitiveness
- “ Innovation
- “ Workforce development
- “ Economic self-sufficiency
- “ Career satisfaction





Recruitment Strategies

What can teachers do to support student's exploration of nontraditional careers?



What are your biases?

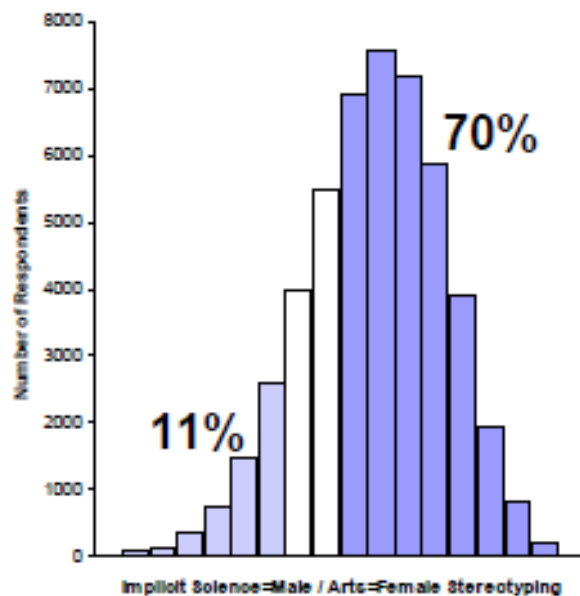
Implicit Association Test

<https://implicit.harvard.edu/implicit/>

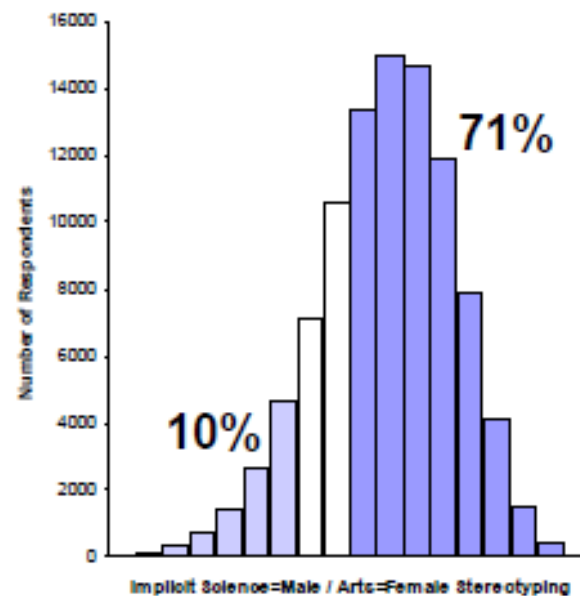


Science=Male Arts=Female Same for Men and Women?

Male Respondents

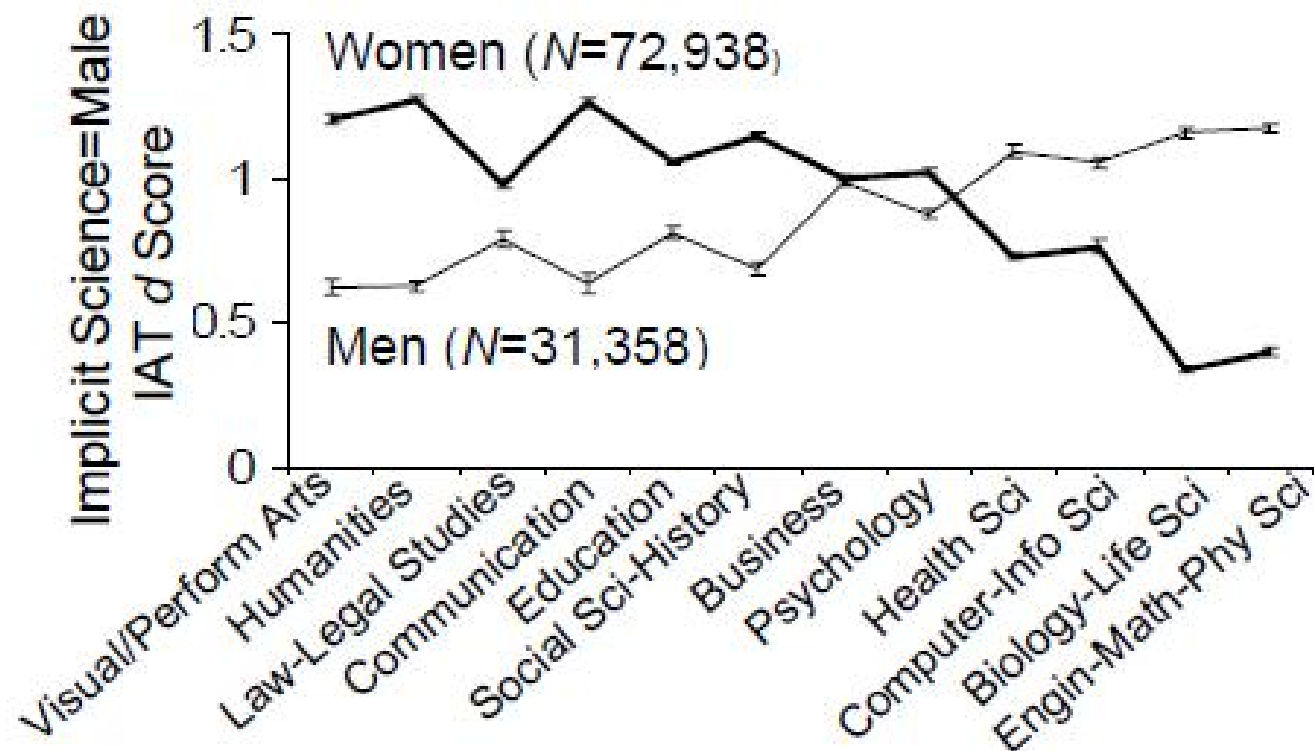


Female Respondents





Implicit Bias Science=Male



Major Field of Highest Degree

Smyth, Greenwald & Nosek, 2010



NAPEE

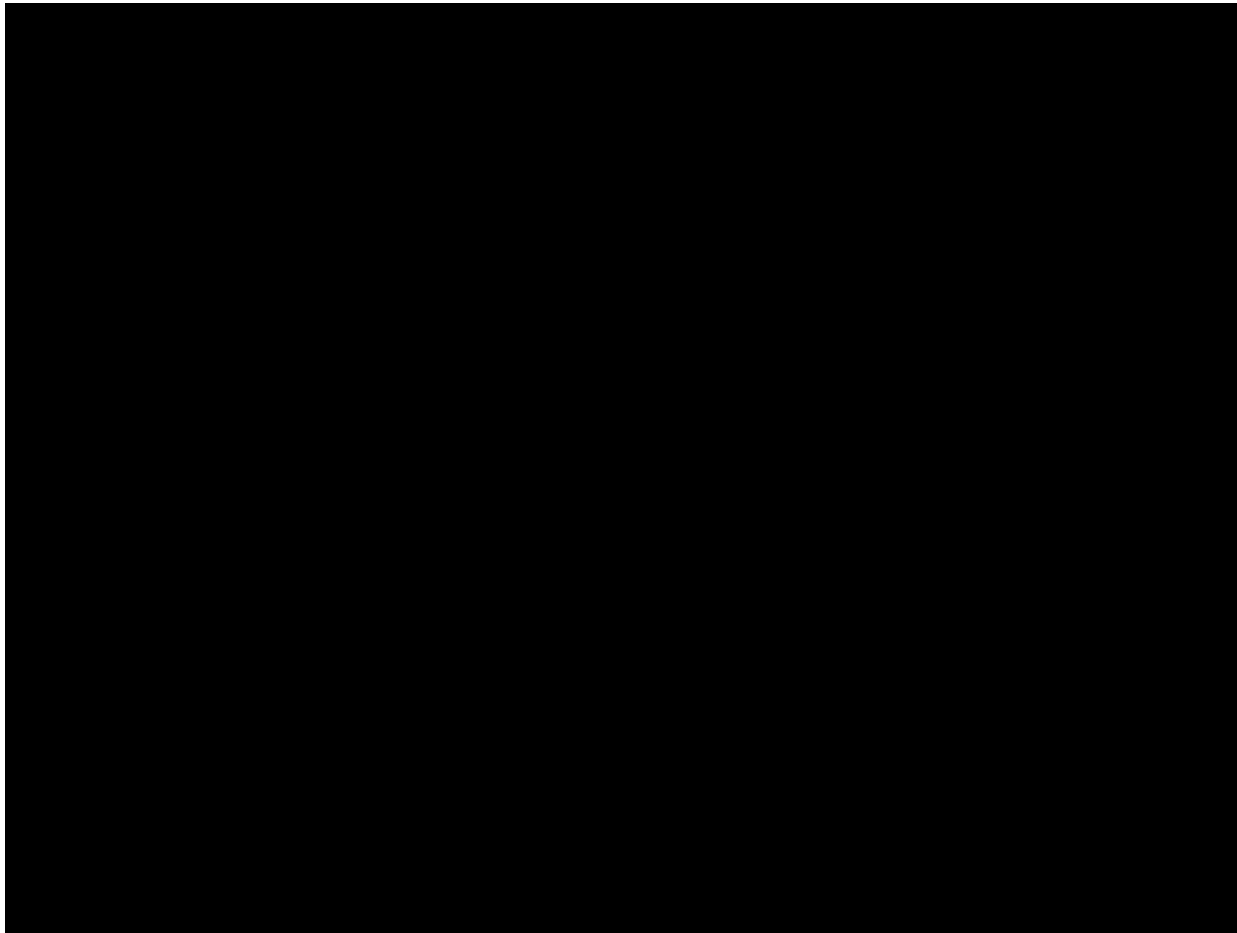
Early Exposure

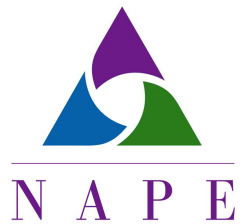
- . Most students pursuing a nontraditional career have had a friend or family member influence them
- . Spark an interest that would otherwise not be evident
- . Informal experiences supported by formal experiences
- . The earlier the better





Dispel the Stereotypes





Draw a scientist.





NAPEE

1. Love your work, AND live your life too!
2. Be Creative.
3. Work with great people.
4. Solve problems, design things that matter.
5. Never be bored.
6. Make a big salary.
7. Enjoy job flexibility.
8. Travel.
9. Make a Difference.
10. Change the world.



Top 10 Reasons to be an Engineer

Engineer **Your Life**™
Dream big. Love what you do.



NAPE

As part of their Destination Imagination project, a team of junior girls from Bartlett Academy developed and conducted three Saturday workshops for 4-6th grade girls to explore engineering through hands on experiences.





Confidence vs. Interest

Confidence precedes interest for
underrepresented students



Create opportunities to spark student interest

- “ Pre-enrollment exploration programs
- “ Tours that include hands-on activities
- “ Nontraditional program exploration days
- “ Exploratory rotations in ALL programs for ALL students
- “ Brown bag lunches



Diva Tech Day

[http://pages.minot.k12.nd.us/votech
/File/resources/divatech12.htm](http://pages.minot.k12.nd.us/votech/File/resources/divatech12.htm)



Parental Support

- Parents are the #1 influence of student college major and career choice
- Negative messages from people with emotional influence difficult to overcome
- Educate parents
 - “ Newsletter articles
 - “ Website information
 - “ Parent night program
 - “ Open House demonstrations
 - “ Student award programs

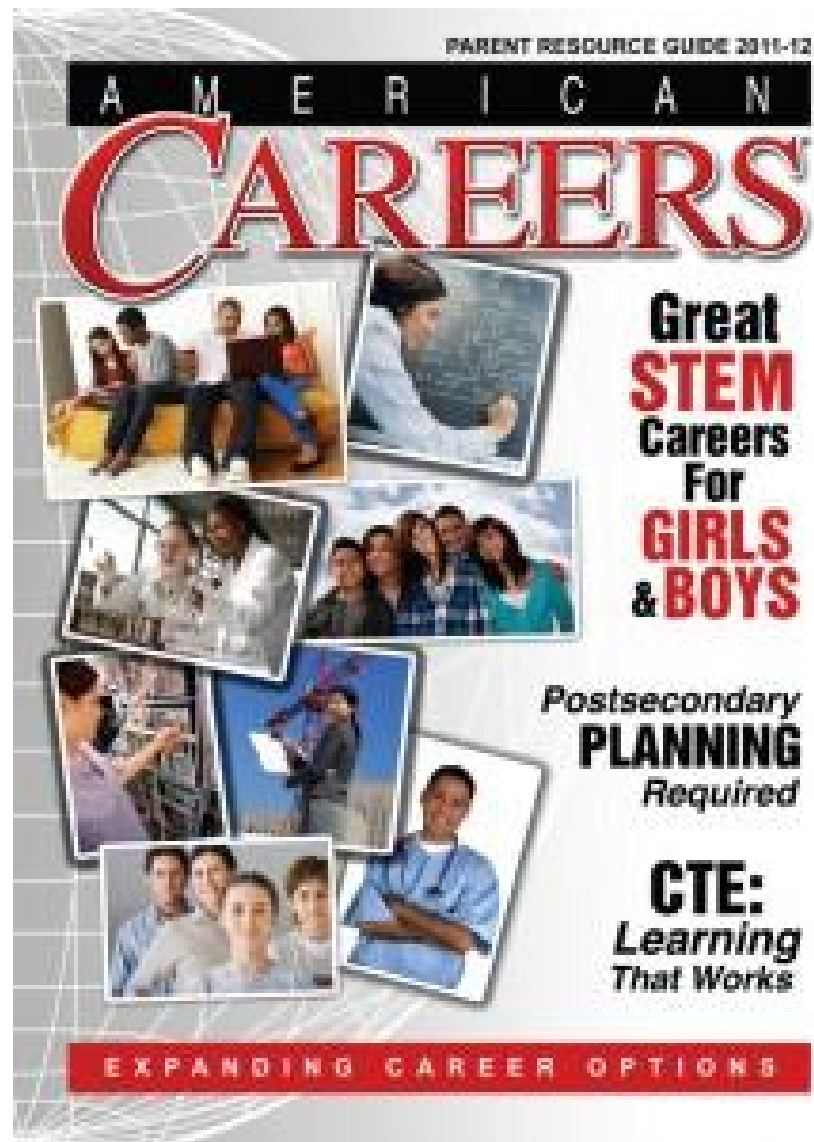




American Careers Parent Magazine

Nontraditional Careers Edition

<http://www.napequity.org/american-careers-magazine/>





N A P E E

Targeted Outreach

- “ Personal invitation
- “ Bulletin Board in other areas of the school
- “ Student presentations
- “ Video advertisement on local school TV channel
- “ School website presence
- “ Course selection program/publication



TCHS Brandywine Practical Nursing Video

<http://www.cciu.org/pnp>



Nontraditional Role Models

- . Strongest evidence in the research
- . Need to see someone that looks like them in the career
- . Family members are significant
- . Teachers
- . Mentors





Recruitment Posters

ARE YOU MAN ENOUGH...

Are you a **MAN** who is...
 - **Smart** (Intelligence)
 - **Strong** (Courage)
 - **Skilled** (Skill)
 - **Unstoppable** (Unlimited opportunity)

...TO BE A NURSE?

If you want a CAREER that demands intelligence, courage and SKILL, and offers unlimited opportunity, consider nursing.

For educational about careers in nursing, and educational and financial resources in Oregon, go to www.nursing.org



Nontraditional Role Models

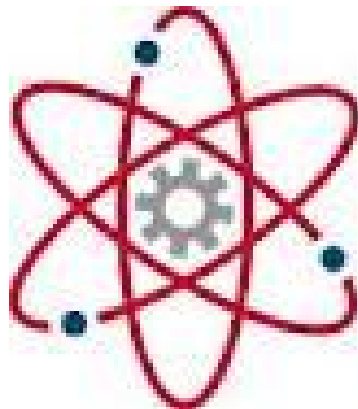
- . Career speakers
- . Job shadowing
- . Field trips
- . Mentoring
- . Online career exploration
- . Print images
- . Video selection



N A P E

Focus Your Future

” <http://archive.napequity.org/page.php?183>



PROJECT LEAD THE WAY

PLTW



I am an Engineer

Cisco Systems Inc.

Available at

www.stemequitypipeline.org



Questions?

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www.napequity.org

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