


Increasing Female Enrollment in STEM Education



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The definition of insanity is doing the same
thing over and over again, but expecting
different results

Albert Einstein
(or Mark Twain or Benjamin Franklin)



So what can we do?

Underlying Issues

- Women do not see themselves in many STEM professions
- Marketing points - salary, job potential and the technology - tend to appeal to males



Skills that Appeal

- Help others
- Work in teams
- Solve problems



Adapt Your Message to HOW Students Choose Careers

- Men → Salary, job potential and the technology
- Women → Help others, work in teams and solve problems





Consider YOUR message
for someone unfamiliar
with the career



Civil Engineering (BEFORE)

A course of study that prepares students to use basic engineering principles and technical skills to carry out planning, documenting and supervising tasks in sustainable land development and public works and facilities projects. Includes instruction in the communication and computational skills required for materials testing, structural testing, field and laboratory testing, site analysis, estimating, project management, plan preparation, hydraulics, environmental technology, and surveying.



Civil Engineering (AFTER)

The Civil Engineering Technology curriculum trains future technicians to help make our community a better place. Civil Engineering Technicians ensure clean rivers and streams, design efficient and sustainable buildings (often retrofitting old ones), improve safety on roads to help reduce accidents, develop mass transit alternatives, ensure safe drinking water, preserve natural ecosystems for wildlife, and design infrastructure that saves lives.