

Request Name: She-Tech

Description: SheTech is a program that inspires, activates and engages high school girls to pursue careers in science, technology, engineering and math (STEM) through industry-led hands-on experiences and mentoring. The program was created by the Women Tech Council and leverages more than 10,000 women and men to inspire high school girls into the talent pipeline for high paying STEM jobs.

Agency: Economic Development

Purpose: Women are underrepresented in STEM education and in STEM career pathways. U.S. Bureau of Labor Statistics predicts nearly 1.1 million more IT jobs by 2024, representing a critical need in our economic talent pool. Almost 750K of those jobs will go unfilled because of lack of talent pool. In Utah there are over 4000 open STEM jobs, 44% of the Utah workforce is women, but only 23% of the tech workforce are women and only 5% of tech executives are women. Less than 15% of our women students pursue degrees in the high-demand high-paying STEM ecosystem and in order to increase this number we have to have organized programs that focus on the pipeline for women in STEM.

Funding for: \$350,000. 2020 (Ongoing)

Private Not-for-Profit

ORGANIZATION & CONTACTS

Women Tech Council

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Appropriation Ask

- Ongoing appropriation for the program
 - \$350,000 to help deliver the annual SheTech program for 3000 high school girls across the state of Utah.
 - Provides support for the SheTech Program which includes Annual Explorer Day, on-site tech companies visits, a high school internship program, a tech entrepreneur apprenticeship program, monthly technology experiences and consistent interactions with women tech mentors.
- Background:
 - SheTech is a high impact program in its 6th year directly impacting the talent pipeline for high-paying tech jobs in the state of Utah.
 - The program was developed through an agile validation process and has expanded from 300 girls to over 3000 girls.
 - SheTech received a UCAP grant in 2016 to expand the program across the state. This increased the number of girls in the program from 600 to 1200 in 2016. With the 2018 appropriation the program has 3000 high school girls involved in the 2018-2019 program.

OVERVIEW

Women Tech Council SheTech Program

SheTech is a program that inspires, activates and engages high school girls to pursue careers in science, technology, engineering and math (STEM) through industry-led hands-on experiences and mentoring. The program was created by the Women Tech Council and leverages more than 10,000 women and men to inspire high school girls into the talent pipeline for high paying STEM jobs.

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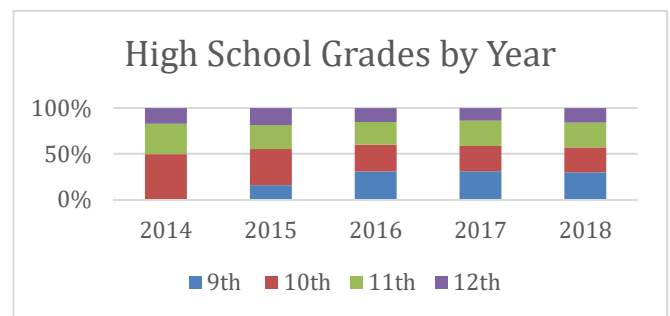
SheTech is directly aimed at changing this pipeline. Prior to SheTech 90% of high school girls tell us they don't know a women in STEM and 90% do not have a role model to pursue the field. Young women can not become what they don't see. Once girls go through SheTech those numbers change and it's impacting the talent pipeline:

- 100% of girls that come through SheTech meet a role model
- 100% of girls that participate in SheTech interact with a female in technology
- 80% of girls that participate in SheTech state that they are now interested in STEM careers
- 85% of girls on the SheTech School Board, which has 80 girls and represents 55 schools in the state, decide to pursue STEM in college
- 95% of the SheTech interns declare STEM majors as they enter college
- Colleges and Sterling Scholarship applications are stating SheTech is the reason they are pursuing STEM degrees

Watch the 2018 highlights here: https://www.youtube.com/watch?time_continue=5&v=0WxUbd_dHpw

SheTech activates the community, role models and the girls. The activation looks like this:

- 3,000 high school girls, 9-12th grade
- Engagement from girls equally across all grades
- 33% of attendees come from Title 1 schools
- Representation from all counties in Utah
- Farthest girls come from 200 miles
- 150 technology companies
- 700 technology mentors
- 100 hands-on technology experiences for the girls
- 150 girls in the internship and apprenticeship program
- 80 girls in STEM leadership positions through the SheTech Student Board
- 12,000 students have participated in the program



For the 2018-2019 SheTech program the theme is #YourDreamsInTech and the program is aimed at showing young women that no matter what you are passionate about technology is part of that industry and great opportunity exists by incorporating technology. This campaign included a photo shoot with the young women which brought together their passions and technology.



Impact of the 2018 Appropriation

Women Tech Council received a \$300,000 appropriation for the SheTech program. This appropriation has had immediate and significant impact on the SheTech program this school year which kicked off in Sept 2018. The impact has included:

- Expanding the program from 2000 girls to 3000 girls from Cache to Washington County
- Addition of monthly activities for SheTech girls this has included opportunities to attend tech events, the Women Tech Awards, Women Tech events at Adobe, eBay, Dell, Tesla and others.
- Access to mentoring from women in technology
- Expansion of SheTech into formal SheTech Clubs in the high schools. These are created with student leadership in the high schools and in partnership with Women Tech Council helps girls on a monthly basis interact with technology companies in the state and female role models consistently.
- Formation of the SheTech Tech Entrepreneur Apprenticeship program where 100% of participants are entering STEM degrees and jobs

Here are some links to content where SheTech participants talk about the impact SheTech has on them.

- SheTech Year Kick Off KSL: https://www.youtube.com/watch?time_continue=2&v=ySgjlC9880M
- SheTech DreamsInTech Fox: <https://www.youtube.com/watch?v=cyeUkpx4w0>
- SheTech DreamsInTech KSL: <https://www.youtube.com/watch?v=RWK5dw2NQCc>

BUDGET & ADMINISTRATION

Women Tech Council is looking for funds to fund the ongoing programming of these impactful workforce programs. The budget allocates 10% to administrative overhead, 90% goes directly to fund the programs. The Women Tech Council separately funds the resources to run the organization.

SheTech Program	
Educator Partnership Development	\$20,000.00
SheTech Explorer Day	\$190,000.00
SheTech Clubs	\$15,000.00
SheTech Tech Challenge	\$20,000.00
Student Leadership Program	\$23,000.00
Internship Program	\$22,000.00
Tech Entrepreneur Apprenticeship	\$20,000.00
Industry STEM Activation Events	\$40,000.00
TOTAL	\$350,000.00