



GEEK IS GLAM MEDIA KIT



“ My troop went to GiG, I loved it enough to go back four times! Then came back as a volunteer-what a blast! I start as a student at WPI this year! - Pearl B. ”

About Geek Is Glam

Geek Is Glam STEM Expo has run as an annual day-long interactive STEM conference for middle school girls (grades 4-8) since 2014. Hosted by **Girl Scouts of Central and Western Massachusetts** on the Worcester Polytechnic Institute campus, GSCWM recruits some 60 to 80 education and adventure collaborators each year to give girls access to some of the region's top scientific and engineering minds as they engage in the exploration and discovery of science, technology, engineering and mathematics on the beautiful WPI campus.

Our Goal

Girls participating will:

- Be excited about STEM subjects and want to learn more
- Develop confidence in their STEM skills and abilities
- Begin to think scientifically to solve problems
- Learn the importance and relevance of STEM to people and to society
- Become inspired about college and all it has to offer

PAST PRESENTERS

Aldrich Astronomical Society; Cummings School of Veterinary Medicine at Tufts University; New England Air Museum; New England Aquarium; Boston Society of Civil Engineers; The Giant Game Company, Cambridge Science Festival-Science on the Street; The Association for Women in Science; Mass Academy of Math & Science; Museum of Science Engineering is Elementary; Six Flags New England; iRobot; EcoTarium; Worcester State University; Lemelson-MIT Program; Mass Audubon/Broad Meadow Brook; Bridgewater State University; Women in Robotics Engineering Group; Blue Star Planetarium; Science From Scientists; Connecticut Science Center

PAST SPONSORS

University of Massachusetts Medical School, National Grid, DCU for Kids, Vertex Pharmaceuticals; Women's Initiative of the United Way of Central MA, eClinical Works; Paragus I.T.; Saint-Gobain; Naval Officer and former NASA astronaut Heidemarie Marth Stefanyshyn-Piper; One Giant Leap, Inc.; Harr Motor Group and Northrop-Grumman.



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Why It Matters

STEM pervades every part of our lives:

- Scientists conduct research and make discoveries that help us learn more about the world.
- Technology, like computers and smartphones, connects people and makes our lives easier.
- Engineers design and create so much of our environment, from buildings to roads to electronics.
- Mathematics helps us make sense of information, understand how things work, and solve problems in the world.

Women and girls, however, are underrepresented across all levels of the STEM pipeline. From their initial interest in STEM as a child to majoring in a STEM subject in college to pursuing a STEM career as an adult, this gender disparity needs to change at every stage of girls' and women's STEM engagement. Studies show that:

- Girls and boys do not differ in their math and science abilities but do differ in their interest and confidence in STEM subjects.¹
- As early as second grade, youth agree that “math is for boys, not girls.”²
- Women are less likely than men to earn a bachelor's degree in engineering, computer science, and physics.³
- Although women make up more than half the U.S. workforce, they comprise less than a quarter of STEM jobs, with the greatest disparities occurring in engineering and computer science.⁴

¹ National Girls Collaborative Project. (2016). *The State of Girls and Women in STEM*.

² Cvencek, D., Meltzoff, A., & Greenwald, A. (2011). *Math-Gender Stereotypes in Elementary School Children*. *Child Development*, pp. 766–779.

³ National Science Board. (2016). *Science and Engineering Indicators 2016*. Arlington, VA: National Science Foundation (NSB-2019-1).

⁴ U.S. Department of Commerce. (2011). *Women and STEM: A Gender Gap to Innovation*.



MEDIA MENTIONS

[Girl Scouts to Welcome Hundreds of Girls to Ninth Annual Geek Is Glam Event Business West](#)

[Healey-Driscoll administration kicks off state-wide 'STEM Week' initiative Spectrum News 1](#)

[Girl Scouts of Central and Western Massachusetts celebrate STEM learning at 'Geek is Glam' Spectrum News 1](#)

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