



National Girls
Collaborative
Project

2022 Annual Report



20

Years Transforming STEM

LETTER FROM JEN

Dear Friends,

WE ARE CELEBRATING 20 YEARS! It has been an extraordinary 2022, full of connecting, creating, and collaborating! As we bounce back from the pandemic, NGCP wants to share our bold vision for our next 20 years.

In order to pursue our mission effectively and create STEM experiences that are as diverse as the world we live in, our 20th anniversary gave us the opportunity to look back and look ahead. This reflection propelled us forward in several ways, none bigger than **our new strategic plan** which you'll see highlighted on page 27. Our inspiration and ambition is the top line—**impact five million more youth over the next five years.**

But ours is an organization full of stories, of individuals who join arms and work collaboratively to raise the bar and diversify our STEM workforce for the future we need. And this year, some of our **best stories** are about the generation to come. For the first time in our history, we created an **Anniversary Fellowship**, selecting seven exceptional individuals to spend the year with us. Whether from libraries, museums, corporations, or higher education, the Fellows both **learned from and shaped our work** from evaluation to youth voice. You can learn more about them on our website and on pages 14–15. In addition, look for an **incredible book of our history**, coming in 2023, from the founding mothers and catalysts for the organization you know today.

This September, we marked our birthday with our first in-person **Collaboration Institute** since 2017, coming together in Pittsburgh to **renew our commitments** to our states, the youth we serve, and each other. Full of passion, we heard about the need for our advocacy, our voice, and our programs to **accelerate conversations** not just about inequity, but about who, why, and how we do our work to **create systemic, transformative changes**. After all, our strategic plan empowers us to do just that, and with Collaboration Institutes like these, we are ready to rise to greater collective impact.



And just this fall, we joined forces with the White House and the U.S. Department of Education in the new **#YouBelongInSTEM** campaign, as well as being a founding member of the **#GirlsLeadSTEM** initiative, which elevates the diverse voices of young women and girls in STEM, especially those who have been historically marginalized.

It has been one of my deepest honors to serve the last three years as Chair and the experience will remain one of the best of my lifetime. On behalf of our talented National Board of Directors, our Champions Board members, the superb Collaboratives across the nation, our Youth Advisory Board, our Anniversary Fellows, and our terrific and committed staff, **you have our gratitude.**

As I noted in our Collaboration Institute, let's think not about just passing the torch—our equity work—down from generation to generation. Rather, let's light sparks everywhere, **paying forward the gift of all that is possible when everyone feels they belong in STEM.**

Stronger in collaboration,

JENNIFER STANCIL

Board Chair

LETTER FROM KAREN

Dear Collaborative Colleagues,

OUR ORGANIZATION EXPERIENCED A WONDERFUL YEAR IN 2022—FULL OF MANY SUCCESSES, CELEBRATIONS, AND LEARNINGS! We launched a new website in March that showcases the outstanding resources and projects we have to offer our community. Our Strategic Plan for 2022 to 2027, released in April, sets a goal of increasing collaborations by 25%, increasing our reach to over 25 million youth across the United States. Many of our activities last year set the groundwork for this plan. Our primary focus continues to be to provide support to our state Collaboratives. In 2022 we implemented increased activities, holding a Collaboration Institute and identifying more staffing to work directly with Collaborative Leadership Teams. We celebrated our 20th Anniversary in September at the wonderful Children's Museum of Pittsburgh!

I continue to be full of gratitude for our committed partners who allow us to serve alongside them, especially the Afterschool Alliance, the Association of Science and Technology Centers, The Franklin Institute, the STEM Next Foundation, and many more. These partners play an important role in the events and webinars we offered throughout the year, championing educators, researchers, and young people.

If this is your first connection with the National Girls Collaborative, we are a private, nonprofit 501(c)3 educational organization dedicated to sparking curiosity and passion for science, technology, engineering, and mathematics (STEM) by supporting educators who are working directly with young people. I hope you will join us as we continue to use the power of collaboration to ignite curiosity, creativity, and passion for STEM!

Sincerely,

KAREN PETERSON

Founder & Chief Executive Officer





TABLE OF CONTENTS

6	NGCP Vision, Mission, Values
8	About Us
9	Goals
10	How We Collaborate
10	NGCP Collaboratives
11	Collaboration Institute
12	National Webinars
13	Youth Advisory Board
14	Anniversary Fellowship Program
15	Community Engagement Exchange Fellow
16	IF/THEN® Collection
17	#GirlsLeadSTEM Campaign
18	How We Connect
18	Connected Girls
19	FabFems
19	STARportal
21	How We Create
21	Million Girls Moonshot
22	Girls STEAM Ahead with NASA
22	GSK Science in the Summer
23	The National Citizen and Community Science Library Network
24	Leap into Science
25	NGCP Annual Survey
26	Our Strategic Direction
28	Social Media Strategy
30	20th Anniversary Celebrations
31	Launch of New Website and Branding
32	Reach Numbers
33	NGCP National Champions Board
34	Donors and Key Partners
36	Board of Directors
37	Financials



VISION STATEMENT

STEM EXPERIENCES are as DIVERSE as the world we live in.

MISSION STATEMENT

CONNECT, CREATE, and COLLABORATE to transform STEM for all youth.

OUR VALUES

Purposeful Passion

Working at the intersection of compassion and action; understanding and incorporating diverse perspectives and experiences

Collaboration

Listen more than we talk and never work alone

Empowerment

Having the confidence to take bold action and supporting our partners to do the same

Flexibility

Focusing on scalable, portable, and flexible solutions

Problem Solving

Agilely solve problems through iteration

Respect

Being kind, having empathy, and doing good

Growth & Learning

Learning towards innovation incorporating research and best practices





ABOUT US

The National Girls Collaborative Project (NGCP) brings together organizations committed to informing and encouraging girls to pursue careers in science, technology, engineering, and mathematics (STEM). NGCP connects, creates, and collaborates with advocates for transformative change to advance the agenda in gender equity and expand girls' participation in STEM. For 20 years, we have been transforming STEM.

The National Girls Collaborative Project is a network of networks. While NGCP programs and partners are in every state, we have 33 Collaborative Leadership Teams in 41 states, which facilitate collaboration between more than 42,500 organizations who serve over 20.2 million girls and 10 million boys. Local Collaboratives have an extensive network of organizations and individuals engaged in pursuing this common goal to share with and learn from each other. Collaboratives vary in focus areas and populations served, and include higher education institutions, community-based

organizations, and private nonprofits, but all work to increase gender equity in STEM fields. Each Collaborative has a defined region, acting as a hub for local programs to coordinate resources and reach girl-serving STEM programs in the community.

NGCP operates on a global basis as the Global Girls Collaborative. The Global Girls Collaborative acts as a resource for organizations to advance gender equality in STEM fields, including by providing resources on engaging girls in STEM, collaboration, and evaluation and assessment available on our website, and through our Global Girls Newsletter, which provides a listing of events, resources, and other relevant news on a quarterly basis. In 2022, NGCP celebrated its 20th anniversary and looks forward to the next 20 years with a mission to connect, create, and collaborate to transform STEM for all youth.

OUR GOALS

1

Build and sustain a network of advocates to provide equitable and inclusive STEM opportunities.

2

Catalyze equity in STEM from research to practice by providing actionable knowledge that transforms the STEM experience.

3

Increase our collective impact by strengthening organizational effectiveness and enhancing our fiscal sustainability.

CONNECT + CREATE + COLLABORATE =

STEM Transformation



HOW WE COLLABORATE

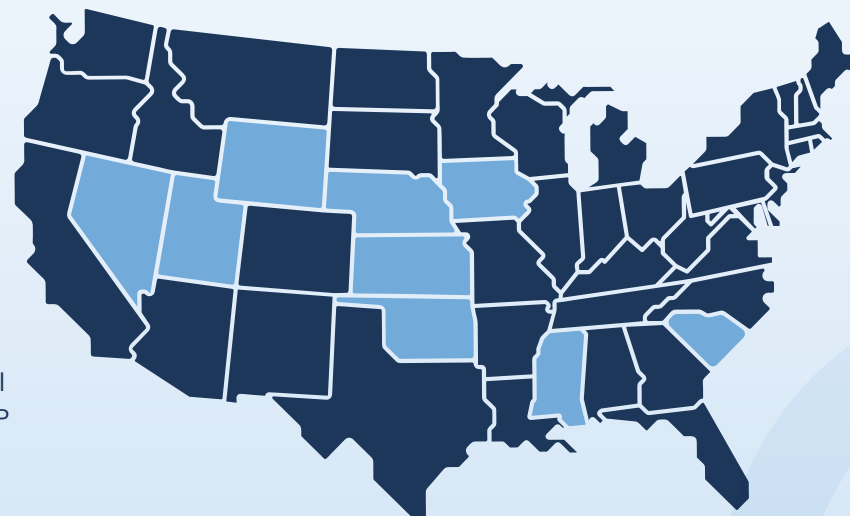
NGCP Collaboratives

The reach of NGCP programs and partners spreads across the country, we have 33 Collaborative Leadership Teams in 41 states, which facilitate partnerships between 42,500 organizations who serve 20.2 million girls and 10 million boys. State Collaboratives have an extensive network of organizations and individuals engaged in pursuing this common goal and the opportunity to share with and learn from each other. The states vary in focus areas and populations served, and include community-based organizations, higher education, and private nonprofits, all working to increase gender equity in STEM fields. Each Collaborative has a designated region coordinating resources to reach girl-serving STEM programs in their community.

NGCP is experimenting with creating regional hubs within Collaboratives to better serve larger states sharing resources within their local communities. Collaboratives serve and connect local girl-serving STEM programs by holding hybrid virtual and in-person events, distributing regional newsletters, and increasing awareness of local resources. In each state, the NGCP

model creates a diverse network of professionals, researchers, and practitioners, facilitating collaboration and delivering high-quality research-based professional development. We strengthen the capacity of projects by sharing relevant research-based exemplary practices, program models, and databases. We are working to reinvigorate our state Collaboratives by energizing new partnerships at the state and local level along with offering professional development opportunities both virtual and in-person.

🌀 States with a Local Collaborative 🌀 Collaborative Coming Soon



2022 Collaboration Institute Pittsburgh, PA

New and returning Collaborative team members came together on September 10–11, 2022, in Pittsburgh, Pennsylvania to celebrate the 20th anniversary of NGCP and coming back together in-person post pandemic. This Collaboration Institute was attended by 48 Collaborative Leadership Team members, Board of Director members, girls in STEM, NGCP staff, and partners. Collaborative members shared ideas, challenges, and new ways to engage their regional communities infusing NGCP activities and resources into their states. New Leadership Teams learned best practices, outreach and implementation tools, and how to begin hosting Collaborative events in their regions.



▲ Closing Web Activity at Institute
◀ New York STEAM Collaborative Leadership Team



NGCP NATIONAL WEBINARS



NGCP's National Webinars are monthly [online events](#) highlighting a variety of topics designed to help the NGCP network grow and thrive. These events feature diverse speakers from a range of backgrounds including educators, researchers, authors, professors, and STEM professionals. In 2022, NGCP hosted twelve National Webinars on a range of critical topics such as [addressing STEM stereotypes](#), navigating [STEAM resources for libraries](#), and supporting [playful STEAM learning](#) experiences. These webinars featured distinguished speakers from organizations like the University of Houston, the Brooklyn Preschool of Science, Microsoft MakeCode, the American Physical Society, and more. On average, NGCP's National Webinars have over one hundred registrations, with many more individuals accessing the recordings after the live events. National webinar recordings are available on the [NGCP YouTube channel](#).

NGCP also creates a variety of digital resources to accompany the topics explored in the National Webinars. In the past year, these resources have included:

- 🕒 **Practical Tip-Sheets** (e.g., [5 Ways to Counter STEM Stereotypes in Children and Youth](#))
- 🕒 **Curricular Resources** (e.g., [the STEAM Playbook](#) developed in collaboration with the [Genius of Play](#))
- 🕒 **Informative Articles** (e.g., [How Toys Can Break Stereotypes and Support STEAM Learning](#))

These resources, along with the webinar recordings, are available to the public and designed to be accessible to a wide range of stakeholders, regardless of prior knowledge of the content.

Feedback on the webinars have been overwhelmingly positive. A past webinar attendee noted ***"I have gotten more out of this than the dozens of other presentations I have attended this summer."*** Another attendee stated, ***"the resources that were given were a great way for me to further research how to help the girls overcome stereotypes in STEM . . . These [webinars] are so great. Thank you so much!"***

YOUTH ADVISORY BOARD

The NGCP [Youth Advisory Board](#) (YAB) is a group of dynamic high school youth from diverse regions, backgrounds, and STEM interests. The [mission of the Youth Advisory Board](#) is to provide feedback on current NGCP and partner initiatives while informing NGCP of current STEM trends facing youth. NGCP supports its YAB members in pursuing STEM by providing them with unique opportunities and connecting them with mentors and role models.

Role models are infused into the Youth Advisory Board, creating meaningful, relevant connections with members and sharing their career paths and goals. YAB members not only make lasting connections, but they also dive deep into STEM career paths through these interviews and discussions.

Several YAB members have served on Town Hall panels sharing their insights with other youth and adults across the county. For example, in September, during NGCP's 20th Anniversary celebration in Pittsburgh, YAB member Amanda served on a youth panel inspiring both Collaborative Leadership Teams and NGCP board members. October was all about how [#GirlsLeadSTEM](#) and YAB member Nicole participated in a [virtual panel discussion](#) with girls across the country, moderated by NGCP board member Shihadah Saleem. These platforms allow YAB members to answer questions about their experiences in STEM (their interests, STEM goals, challenges faced, etc.) and show off their expertise while inspiring other young minds to pursue STEM.

Additionally, YAB members work on projects in their own communities connecting other youth who are STEM curious to potential careers and opportunities. Several YAB members have created their own businesses and charities based on their STEM interests and in the spirit of giving back to their communities.



“I feel more prepared and confident in my career in STEM through gaining invaluable information about career paths, diverse fields, STEM activities for youth, and words of encouragement as a part of the Board.”
—Nicole

ANNIVERSARY FELLOWSHIP PROGRAM

The [Anniversary Fellowship Program](#) was a nine-month professional development program for early career professionals interested in gender equity and informal STEM education. As part of NGCP's 20th Anniversary celebrations, the Fellowship Program was developed as a unique opportunity for professionals to immerse themselves in equity-focused work to support NGCP's national network of girl-serving STEM programs. The program aimed to empower fellows by: **1)** Increasing their knowledge of gender equity and STEM through monthly trainings on equitable and culturally responsive approaches to STEM learning, role models, and STEM identity. **2)** Build and strengthen skill sets related to project management and collaboration. **3)** Provide opportunities to learn and collaborate with the NGCP team and network. Seven fellows participated in the program, and supported diverse projects, including the Youth Advisory Board, IF/THEN® Collection, NGCP Annual Survey, State Collaboratives, and research collection for knowledge products.



Gulan Gawdan

COMMUNITY ENGAGEMENT EXCHANGE FELLOW

NGCP participated as a host organization for the [Community Engagement Exchange \(CEE\) Program](#), sponsored by the U.S. Department of State. The program strives to empower civil society leaders through the power of networks, relationships, and information for the public good on issues related to women and gender, resilience and sustainable development, and youth engagement. A core piece of the program was a three-month practicum experience at a U.S.-based organization. NGCP served as a host for Gulan Gawdan, Library Director at The American University of Kurdistan from the Kurdistan Region of Iraq. During the practicum experience, NGCP supported Gulan by providing training, resources, and opportunities to connect with our partners. In 2023, Gulan will implement her Community Engagement Project: A gender equitable afterschool program for high school girls focused on technology and computer science, applying her learnings related to role models, collaboration, and hands-on activities in her community.

THIS IS WHAT A SCIENTIST LOOKS LIKE



The [IF/THEN® Collection](#) continues to highlight a diverse group of women STEM innovators through photos, videos, posters, activities, and other assets. Created in partnership with Lyda Hill Philanthropies and the Association of Science and Technology Centers (ASTC), the IF/THEN® Collection is a free digital library available for educational and other non-commercial use. Rooted in a firm belief that there is no better time to highlight positive and successful women professional role models, IF/THEN® is designed to activate a culture shift among young girls to open their eyes to STEM careers. NGCP boosts the use of Collection assets by leveraging our network of individual girl-serving programs and STEM-equity organizations, in addition to managing day-to-day operations and supporting ASTC grantee needs.

Images to left: Courtesy of [IF/THEN® Collection](#)

#GirlsLeadSTEM CAMPAIGN

This October, we joined our partners, the STEM Next Opportunity Fund/Million Girls Moonshot, The Geena Davis Institute for Gender Media, Techbridge Girls, Intel Corporation, and Lyda Hill Philanthropies, to celebrate #GirlsLeadSTEM Month.

#GirlsLeadSTEM is a multi-sector, national effort that puts youth voices at the center of the gender and racial equity movement in STEM. Through a collective voice via a social media campaign, #GirlsLeadSTEM celebrates the girls who lead their STEM journeys and amplifies their voices to inspire and share their perspectives on what's needed to close the gaps in STEM.

The inaugural #GirlsLeadSTEM kickoff event was held in Los Angeles on October 7, 2022. The evening included remarks from Geena Davis on closing the gender gap in media and STEM through strategic partnerships and collaborations. She inspired stakeholders to be aware and mindful of these issues as we move towards the future. Joining Geena Davis was the host and Executive Producer of the TV show Mission Unstoppable—Miranda Cosgrove, teasing Season Four of the show and highlighting how impactful and important role models are. Techbridge CEO, Nikole Collins-Puri, used this opportunity and platform to

share three of her Techbridge girls, amplifying their voices and place in STEM. These young women shared how STEM has impacted them and how they are making a difference in their communities. Katya Echazaretta, the first Mexican-born and youngest woman in space shared words of inspiration on her pathway in STEM including her own personal struggle with becoming an electrical engineer. Her passion for STEM and encouragement of others was infectious as she closed out the event.

“This was truly an amazing experience to see so many people passionate about science and sharing their enthusiasm with others. I want to be part of that—a place where girls pick each other up and help each other forward.”

—Morgan S. High School Senior

We hope you'll join us in sparking conversation and rallying support for a future where #GirlsLeadSTEM.

Photo credit: Aya Mac Photography





HOW WE CONNECT

Our Databases



CONNECTED Girls

In 2022, The Connector became [Connected Girls](#), a free, curated directory of girl-serving STEAM opportunities. Along with offering upgraded features and functionality, Connected Girls focuses on STEAM opportunities and events that are designed for K–12 girls and other groups that have been historically excluded as well as professional development opportunities related to gender equity and STEM. This focus supports our new strategic plan and allows us to promote opportunities from trusted organizations working to provide equitable STEM experiences. NGCP runs Connected Girls in partnership with [Science Near Me](#), an NSF-funded resource with the goal of helping anyone—anywhere in the U.S.—participate in engaging science, technology, engineering, and math that matters.



NGCP operates the [STARportal](#), Australia’s first centralized national portal of STEM opportunities. Parents, students, and teachers can visit the site to find STEM activities and program providers can use the Partner Search collaboration tools to share ideas and network with a growing STEM community. NGCP built the STARportal in collaboration with the Australian Government’s Office of the Chief Scientist and Engineers Australia. STARportal is visited by over 50,000 users annually.



Managed by NGCP, [FabFems](#) is a free, international database of women in STEM, all passionate about serving as role models and helping spark career interest and awareness. FabFems is used by young women seeking career advice and mentorship, teachers looking for classroom presentations, out-of-school-time providers in search of speakers, parents looking to find guidance for their science loving children, along with many other types of users. With nearly 2,000 FabFems, the site serves more than 5,000 people every year.

“I have been able to connect with 3 of the ones I reached out to—including Marina Michaud, Meredith Boyce, and Jen Sims! Thank you for providing this database! It’s really helpful and a great experience to connect with professionals in a variety of fields.”

—FabFems Site User



“ I would love the opportunity to participate, inspire and provide the necessary support in the summer takeover series. Thank you so much for all you do . . . ”

—FabFems Role Model

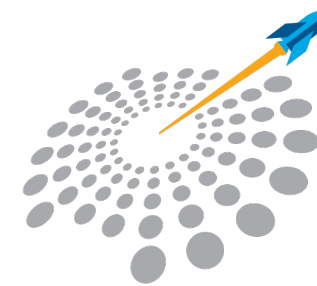


“ I searched [FabFems] mentors because I am interested in opportunities to learn more about STEM and business. I love coding and I have been coding since I was introduced by my teacher in 3rd grade. I now teach coding classes to other kids my age. I have a big dream to create my own business where I teach coding courses to kids like me who wouldn't otherwise have the opportunity to code and create. I will be 13 next week. ”

—FabFems Site User



HOW WE CREATE Network Projects



MILLION GIRLS MOONSHOT

NGCP is an implementation partner of the [Million Girls Moonshot \(MGM\)](#), a movement striving to inspire and prepare the next generation of innovators by engaging one million more girls in STEM learning through afterschool and summer programs. Through this partnership, NGCP focuses on building the capacity of statewide afterschool networks and programs to provide equitable and inclusive STEM learning opportunities. The Million Girls Moonshot is funded by the STEM Next Opportunity Fund.

During 2022, NGCP provided 26 professional development workshops for statewide afterschool networks and programs across the United States, presenting research-based strategies and resources related to engaging girls in STEM, countering STEM stereotypes, increasing STEM career awareness, and integrating diverse STEM role models into programming. NGCP also updated the Access to STEM Framework (previously the Equity and Inclusion Framework), which is the foundation for all NGCP's MGM activities, to ensure its accessibility and relevance for all statewide afterschool networks.



GIRLS STEAM AHEAD WITH NASA

NGCP partners with **NASA's Universe of Learning** on [Girls STEAM Ahead with NASA](#), a nationwide project to engage girls and their families in authentic STEM experiences and current NASA science. The project provides implementation stipends to informal education organizations to plan and implement events in their communities using the Girls STEAM Ahead with NASA free resources. Together, girls and their families explore the wonders of the universe, learn about space science, and celebrate groundbreaking contributions women have made to NASA astronomy.



GSK Science in the Summer

GSK SCIENCE IN THE SUMMER

NGCP partners with The Franklin Institute on [GSK Science in the Summer™](#) a free education program that aims to inspire children to become the next generation of scientists and engineers through hands-on learning opportunities in the summer. The goal of the program is to increase children's value of and confidence in doing science and pursuing STEM careers by providing opportunities for children to think scientifically and practice science techniques, embody science careers, and have fun! NGCP supports a [national network of organizations](#) that are bringing GSK Science in the Summer™ to their communities. These organizations have collectively reached more than 28,000 children each summer.



THE NATIONAL CITIZEN AND COMMUNITY SCIENCE LIBRARY NETWORK

NGCP collaborates with Arizona State University and [SciStarter](#), an online hub for citizen science, on an Institute for Museum and Library Service and Moore Foundation grant entitled Scaling, Supporting, and Sustaining Libraries as Community Hubs for Citizen Science. NGCP leads the [National Citizen and Community Science Library Network](#) which brings together people and resources to support libraries across the country to engage their patrons in citizen science. This year, ten pilot libraries built citizen science kits with specialized tools needed to participate in [citizen science projects](#) like measuring the night sky and counting pollinators. The kits were checked-out by Girl Scout Troops, 4-H groups and other community-based organizations.



A NETWORK FOR SCIENCE & LITERACY

Since 2017, NGCP has partnered with The Franklin Institute to lead the National Science Foundation-funded initiative [Leap into Science: Cultivating a National Network for Informal Science and Literacy](#). Leap into Science is a nationally recognized program that empowers educators to lead science and literacy workshops for children ages 3–10 and their families, in community settings like libraries, museums, and out-of-school-time programs. The program model consists of [state leadership teams](#) representing 60 diverse institutions from state libraries to statewide afterschool programs that are provided with tools to train educators in their state on Leap into Science curriculum and facilitation strategies. To date, 2,400 educators have been trained across 20 states. These educators have reported reaching approximately 40,000 children and adults. In celebration of the fourth annual Leap into Science Week (February 21–27, 2022), 28 organizations across 11 states were selected to receive mini-grants to host innovative and collaborative programming during the week. The funds were generously provided by the Unruh Family Foundation advised fund at the Arizona Community Foundation. The mini-grants allowed 4,689 children and adults to attend science and literacy programs during Leap into Science Week.



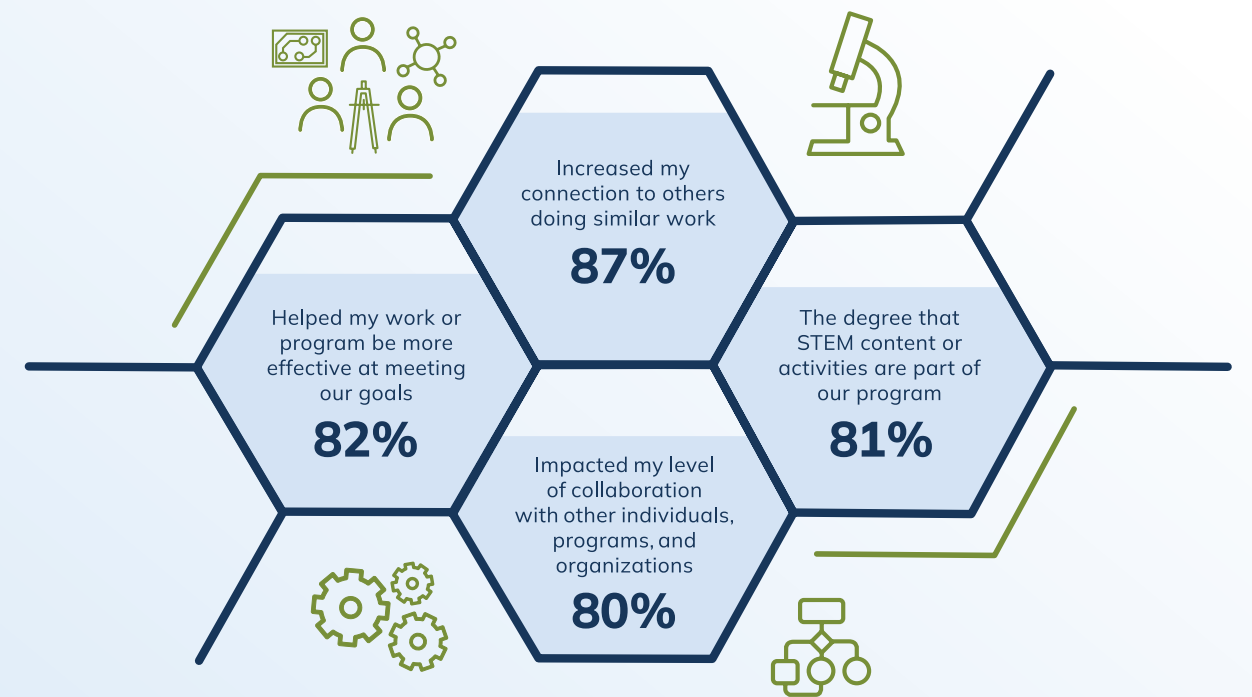
▲ The Grand Ledge Area District Library in Grande Ledge, Michigan used a Light & Shadow Puppet Workshop & Show presented by professional puppeteers. They worked with the children to create their own puppets and put on a show, recorded for virtual access via the library. The library also provided take-home kits of materials to extend the learning experience.

▲ South Hills Interfaith Movement, in East McKeesport, Pennsylvania partnered with a local gymnast, yoga teacher, and juggler and had children focus on the Balance curriculum. Children played with silts, scooters, and pogo sticks.

2022 ANNUAL SURVEY

The [NGCP Annual Survey](#) is designed to collect data from professionals in our network related to their engagement with NGCP and the potential impact of NGCP on their practice, programs, and organizations. A total of 148 NGCP participants from across the United States responded to the 2022 NGCP Annual Survey, primarily representing afterschool/ out-of-school time/community-based and nonprofit organizations, higher education, K–12 education, libraries, and museums and science centers.

Results from the 2022 NGCP Annual Survey provide a snapshot of how NGCP participants have utilized the plethora of resources, training, curriculum, and other opportunities provided by NGCP to increase their reach and impact on girls in STEM. NGCP participants overwhelmingly report that NGCP has positively impacted their practice or program overall (89%). Specifically, NGCP participants report that NGCP has increased their connection to others doing similar work, their level of collaboration with other individuals, programs and organizations, their program’s effectiveness, and the degree that STEM content and activities are a part of their program.

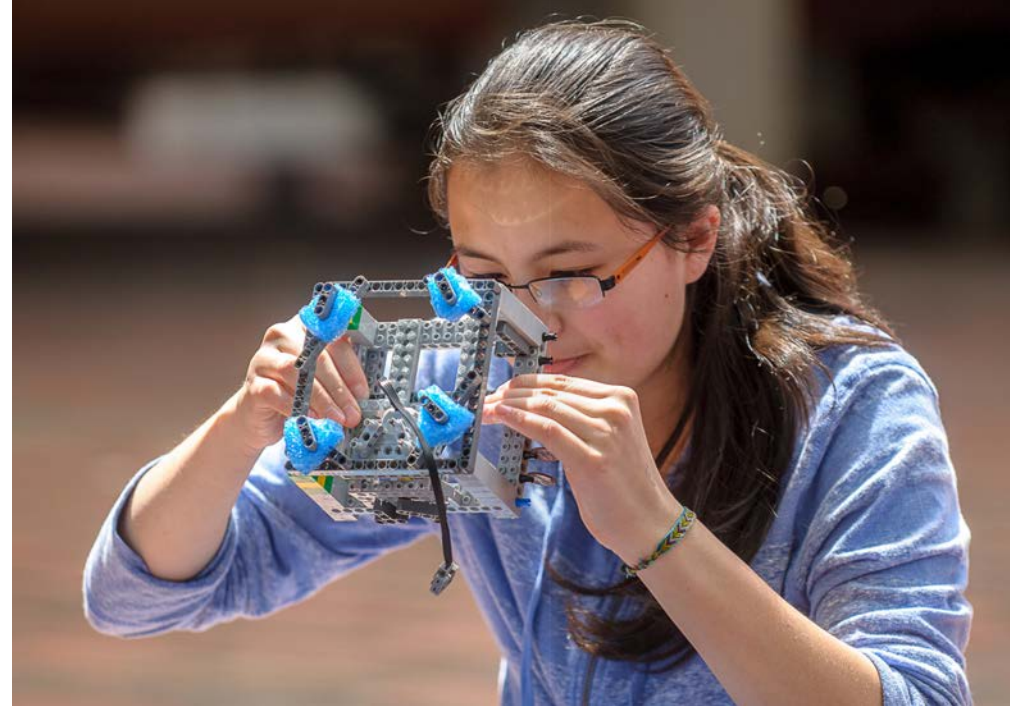


Participants also report that NGCP has helped them engage girls and youth historically underrepresented in STEM in their programs and helped to increase youth’s interest and confidence in STEM.

Responses to the NGCP Annual Survey will directly impact and help shape how we continue to serve our network of participants and collaborators with the ultimate goal of transforming the experience for girls, and all youth, in STEM.

“ NGCP is a wealth of information and people. The networking opportunities are exceptional and making these connections make all of our work better. ”

—NGCP 2022 Annual Survey Participant



OUR STRATEGIC DIRECTION

Working with NGCP's Board of Directors, Collaborative Leadership Teams, National Champions Board members and a wide range of stakeholders, we undertook a year-long process to examine key problems to solve and set three priority goals to meet the needs of our beneficiaries:

- 1** Build and sustain a network of advocates to provide equitable and inclusive STEM opportunities.
- 2** Catalyze equity in STEM from research to practice by providing actionable knowledge that transforms the STEM experience.
- 3** Increase our collective impact by strengthening organizational effectiveness and enhancing our fiscal sustainability.

“ NGCP has provided needed resources and inspiration. ”

—NGCP 2022 Annual Survey Participant



From 2022 to 2027, NGCP aims to increase collaborations by 25%, increasing our reach to over 25 million underserved youth across all U.S. states and territories. Learn more about NGCP's impact and to take an in-depth look at the strategies we will use to achieve our three priority goals by reading the [NGCP Strategic Plan](#).

NGCP SOCIAL MEDIA STRATEGY

Centered on the organizational new mission and vision statement goals to drive impact. The overarching social media strategy aims to increase awareness of NGCP's impact on STEM education, gender equity, and collaboration.

KEY PERFORMANCE INDICATORS

(Facebook, Instagram, LinkedIn, Twitter)

Audience
23,597

Total Engagements
18,046

Engagement Rate
4.3%

Reach
424,424

Highlights

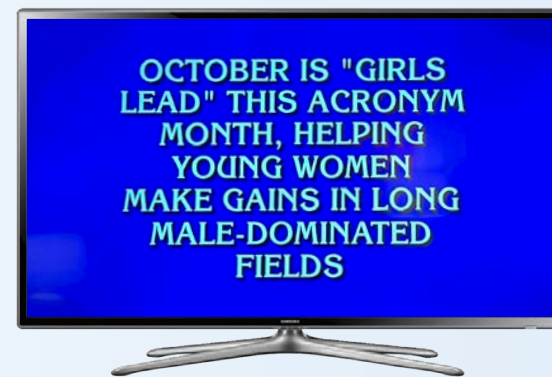
#GirlsLeadSTEM

To elevate the voices and stories of girls and women in STEM and communicate the need for gender and racial equity in STEM, a coalition of six partners supported a social media hashtag campaign to bring attention to youth voices and to encourage meaningful participation from youth in STEM and other partners and followers on social media.

74,097
Impressions during the month of October

2,051
Engagements

#GirlsLeadSTEM featured on Jeopardy
The clue: October is "Girls Lead" This Acronym Month, Helping Young Women Make Gains in Long Male-dominated Fields.
The answer: What is STEM?



TWITTER SPACE

In celebration of #GirlsLeadSTEM month and NGCP's 20th anniversary #NGCP20, NGCP's CEO Karen Peterson moderated a #TwitterSpace on October 5 to discuss #GenderEquity in STEM and hear from diverse voices about what has changed for women in STEM and what still needs to change.



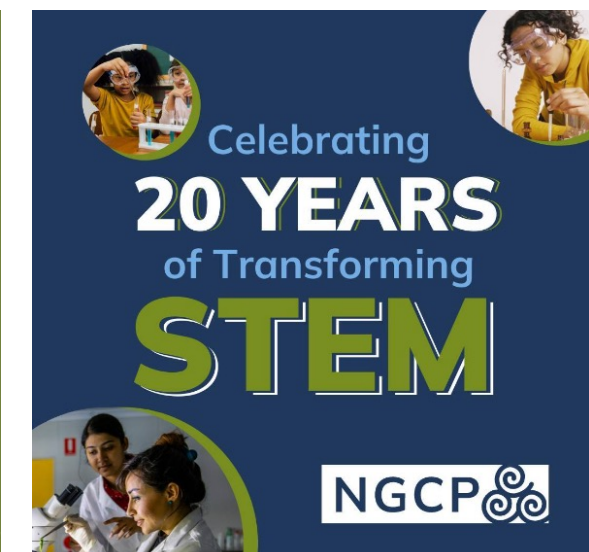
Active Listeners
30

Impressions
3,560

Through tweets and replies from our guest speakers.
Engagements
194

NGCP 20TH ANNIVERSARY #NGCP20

To celebrate NGCP's 20th anniversary we created a social media campaign under the hashtag #NGCP20 during September 2022 to highlight NGCP's impact and 20 years of connecting, creating, and collaborating to transform STEM experiences for all youth. The hashtag had over **25,000** impressions and **1,600** engagements.



20TH Anniversary Celebrations

NGCP was proud to celebrate its 20th anniversary in September at the Children’s Museum of Pittsburgh surrounded by women in STEM leaders, partners, Anniversary Fellows, Board of Directors members, Collaboratives, and special guests. During the celebration, Board member Mary Murrin shared NGCP’s history, accomplishments, current initiatives, and future. Fashion designer Demeatria Boccella shared her personal struggles and journey of becoming comfortable in her own skin while navigating the fashion industry which is often harsh and unwelcoming. Chief Executive Officer Karen Peterson presented the ‘Celebrating Collaboration Excellence Award’ to longtime NGCP partner Darryl Williams from The Franklin Institute and acknowledged outgoing NGCP Board Chair, Jennifer Stancil for her outstanding contributions in leadership and collaboration. This milestone anniversary celebration brought supporters together to amplify the work of the NGCP and look forward to the next twenty years.



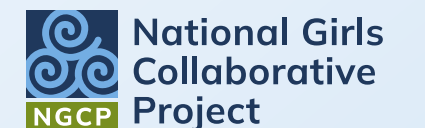
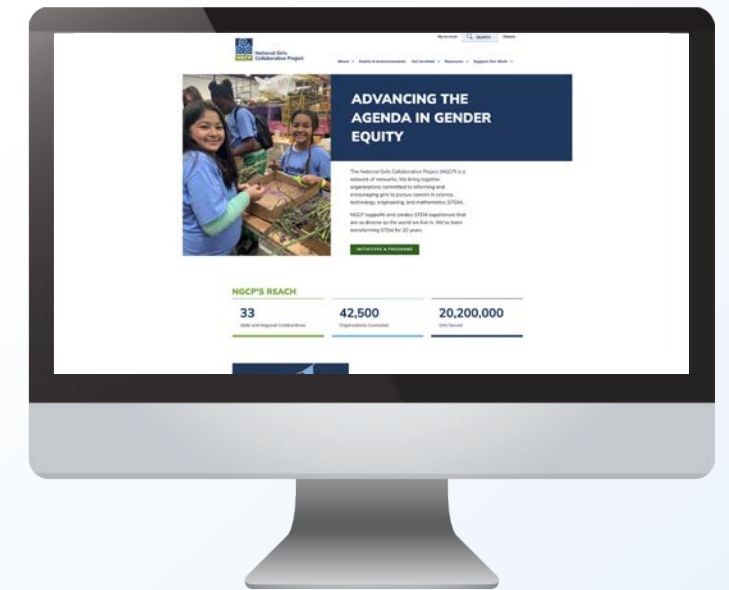
Board members at the Anniversary Party



Demeatria Boccella

LAUNCH OF NEW WEBSITE AND BRANDING

In 2022, NGCP celebrated two decades by launching a new website to better serve the public, Collaboratives, partners, and girl-serving programs. The website is easier to navigate and allows NGCP to better share resources, articles/blogs, impact data, and connects the public with ways to engage through partnership opportunities and financial giving. While looking inward to refresh NGCP’s strategic plan, branding updates reflected this work visually by freshening the NGCP logo to include bolder colors, new designs, and included a celebratory 20th anniversary logo. State Collaboratives are updating their affiliated logos to align with NGCP’s new branding guidelines.





REACH NUMBERS

33



Collaboratives serving ...

41



States facilitating collaboration between ...

42,500



Organizations who serve ...



20.20 MILLION GIRLS & 10 MILLION BOYS

1,800+

Role models in the FabFems directory

88,612

Practitioners served via events & webinars

795

Mini-grant projects

NGCP NATIONAL CHAMPIONS BOARD

Champions Board members are selected to give the project a balance of desirable expertise and regional representation, including industry representatives, informal learning educators, gender equity experts, science, engineering, technology, and mathematics education representatives, and educational policy experts.

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to our 2022 Donors
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Thank you to all of the generous individuals, companies, and foundations that enable us to create STEM experiences that are as diverse as the world we live in.



Mary Murrin



Van Aken
Family Foundation



“Congratulations on 20 years of success in promoting STEM for girls.”

—Center For Astrophysics | Harvard & Smithsonian

“Here at Rowdy Mermaid one of our core values is science, because science rules! Along with that we are firm believers in women’s empowerment, so the collaboration with NGCP was a no brainer. We couldn’t be happier to champion the next generation of women in science with such an impactful organization. Congratulations on 20 years!” —Rowdy Mermaid Inc.

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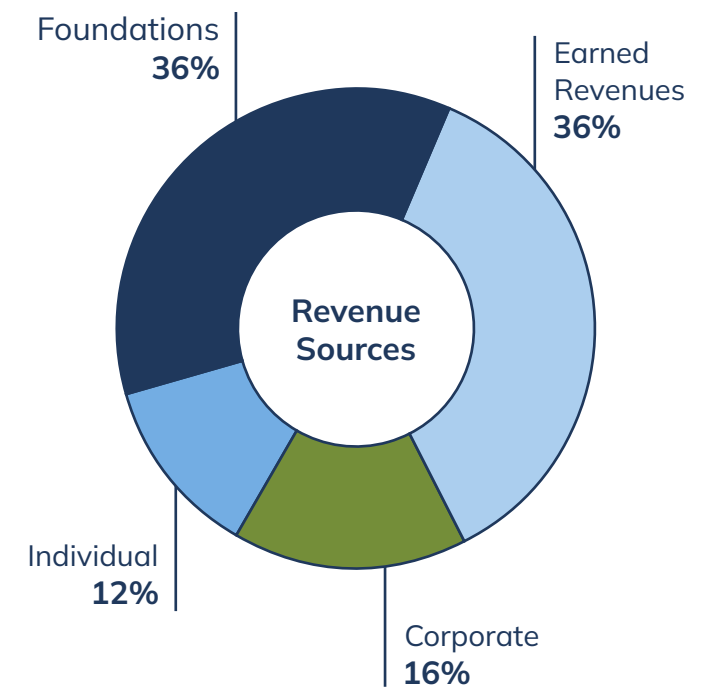
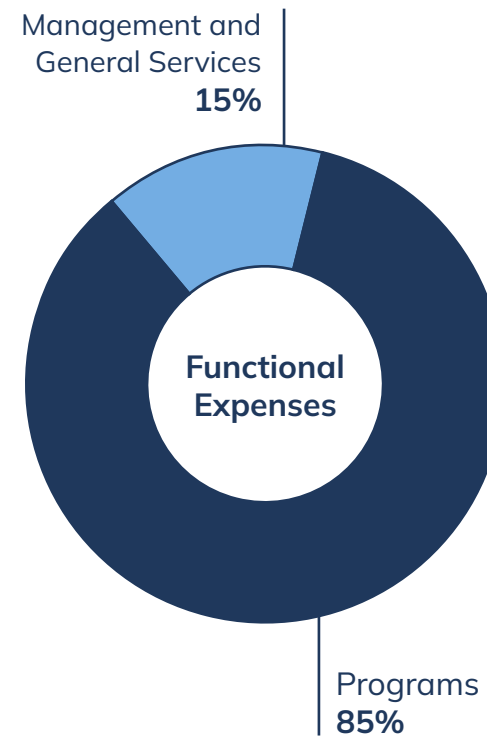
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