



National Girls
Collaborative
Project

2023 Annual Report



LETTER FROM **ANDREA**

Dear Friends, Supporters, and Collaborators,

AS WE CLOSE ANOTHER YEAR, I AM REMINDED OF THE INCREDIBLE JOURNEY WE'VE EMBARKED ON TOGETHER. The National Girls Collaborative has not only reached but surpassed our annual goals, thanks to the power of collaboration that has fueled our mission in 2023.

As we entered 2023, we rode the wave of celebration from our **20 years** of dedication to gender equity in STEM, where we have nurtured a thriving environment of diversity. We saw our network grow, encompassing **33 Collaborative Leadership Teams** in **41 states**, uniting over **42,500 organizations**. We've touched the lives of more than **20 million girls**, igniting their passion for science, technology, engineering, and mathematics. And our vibrant **Youth Advisory Board** with **38 committed members** has infused our mission with the vibrant energy and perspectives of the youth we serve. Lifting up youth voices has been key to our strategy and it's resounding in a quote from Mary A., a member of our Youth Advisory Board, "Being part of NGCP's mission has empowered me to empower others. It's a ripple effect of inspiration and action."

We also saw incredible collaboration, connection, and creation in action. Our collaborative events have been a beacon for change, sparking innovation and forging lasting partnerships. Most notably **The State of Girls in STEM convening** provided a platform for open conversation and dialogue that summoned new insights and an actionable agenda detailed in our recently released report. I'm thrilled, through this convening we engaged many of our shareholders in the dialogue to shape a future together. I see this shared by one of our program participants who echoes, "NGCP isn't just about programs; it's about building a future where girls in STEM are the norm, not the exception."



Looking Ahead and a Call to Action for Corporate Funders: Our strategic plan for **2022 to 2027** targets a **25% increase** in collaborations, aiming to reach over **25 million underserved youth**. We have big ambitions, and **we invite corporations to join us in this era of innovation**, where diversity is not just welcomed but **essential** to thriving as an organization. Your support can catalyze initiatives that dismantle barriers for girls in STEM, amplify the impact of our programs, and foster a generation of women who will lead and redefine the STEM landscape. As we look to 2024, we look forward to collaborating with you to achieve our vision and shared goals.

Together, we can create a legacy of change. Thank you for your commitment to our mission and join us in 2024 in making a difference that will resonate for generations to come.

With heartfelt thanks,

ANDREA BROOKE
Board Chair

LETTER FROM **KAREN**

Hello Collaboration Nation,

AS I REFLECT ON 2023, I AM FILLED WITH IMMENSE PRIDE FOR WHAT OUR COMMUNITY OF NATIONAL GIRLS COLLABORATIVE PROJECT COLLEAGUES HAVE ACCOMPLISHED. We faced major challenges as divisive forces seek to downgrade the benefits of equity, gender equality, and inclusivity. The National Girls Collaborative Project has emerged stronger, bolder, and even more committed to our core values.

Strategic Highlights

We made significant progress on our strategic priorities. We held a national convening in September of 2023 to identify exemplary programs and key challenges to increasing the engagement of girls and women in STEM activities and careers. From this convening emerged our State of Girls in STEM report, which will guide our activities for the next year.

Our People

Our employees are our most valuable asset. In 2023, we focused on creating a positive and inclusive work environment that fosters creativity and collaboration. We provided additional training opportunities and expanded work-life balance benefits. I am grateful for the hard work and dedication of our entire team.

Looking Ahead

The future holds opportunities and challenges. We are confident that by staying true to our values and focusing on collaboration and equity, we will continue to serve our network with exemplary practices and valuable resources. In the coming year, we will be working more closely with corporations, expanding our state networks, and providing opportunities for more young people to engage in STEM.

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!

Thank you for your continued support.

Sincerely,

KAREN PETERSON

Founder & Chief Executive Officer



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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



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

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 more than 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.

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 exhibit diversity in their focus areas and the populations they serve, encompassing community-based organizations, higher education institutions, and nonprofits—all dedicated to advancing gender equity in STEM fields. Each Collaborative designates a specific region to coordinate resources, aiming to support STEM programs for girls within their local communities. The Texas Girls Collaborative has effectively established regional hubs across the state to enhance community service. NGCP is exploring the replication of this model to other geographically expansive states to better cater to the needs of larger states and facilitate resource sharing within 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 levels along with offering professional development opportunities both virtual and in-person. The newly revived New England Girls Collaborative Project, serving the states of Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, and Vermont, launched its first kickoff event virtually this past fall. The Collaborative is actively expanding its Leadership Team, delineating objectives for the group, and fostering synergy across the New England region for girl-serving organizations. NGCP is actively supporting states at various engagement stages, including Ohio, Florida, and Louisiana. Through Collaborative meetings, we assess needs and strengths, exploring ways to enhance support. Additionally, we're working to strengthen Leadership Teams and organizational partnerships within state Collaboratives.

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.

Over the past year, the Youth Advisory Board (YAB) has thrived with 38 committed members, embodying dedication to advancing STEM involvement and making a real impact in our community. A standout event was the [Meet the YAB webinar](#), where board members shared their motivations for joining and emphasized the pivotal role of youth voices in shaping the trajectory of STEM initiatives. To strengthen our efforts, NGCP launched an [online store](#) to assist with funding the YAB, ensuring the practical sustainability of our impactful projects. In October, we held a Town Hall meeting on the [Impact of Artificial Intelligence \(AI\) on Society](#). The panelists contributed practical insights to the ongoing discourse on AI.

Role models are infused into the Youth Advisory Board, creating meaningful, relevant connections with members and sharing their career paths and goals. As volunteers, YAB members are on the ground, actively spreading STEM awareness, specifically empowering young girls with knowledge and tangible opportunities. This year's achievements underscore YAB's commitment to innovation, collaboration, and excellence in practical STEM advocacy.

“I'm so glad to be part of a community of such inspiring peers and mentors! It exposed me to many STEM opportunities, and I learned a lot from guest speakers and our YAB discussions.” —Madeleine, Co-Chair



NGCP NATIONAL WEBINARS



National Webinars and other [online events](#) are offered monthly on a variety of topics designed to help NGCP’s network grow and thrive. These events feature diverse speakers from a range of backgrounds including educators, researchers, authors, professors, and STEM professionals. In 2023, NGCP hosted twelve National Webinars and Town Hall events on a range of critical topics such as supporting [equitable approaches to early science education](#), [breaking stereotypes through children’s books](#), and [learning to be an ally to girls and women in STEM](#). These webinars featured distinguished speakers from organizations like the Horner Science Group, the Education Development Center (EDC), the National Center for Women and Information Technology (NCWIT), and more. On average, NGCP’s online events have approximately 80 registrations, with many more individuals accessing the recordings after the live events.

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., [3 Ways Early Educators Can Shift the Way They Talk About Science](#))
- 🎧 **Interviews Featuring Guest Speakers** (e.g., [The Impact of STEM Mentors: An Interview with Dr. Jessica Hua and Isabela Tuthill](#))
- 🎧 **Informative Articles and Videos** (e.g., [Choosing Toys to Break STEM Stereotypes](#) and [Picture Books to Break Stereotypes in STEM \(and Beyond\)](#))

These resources, along with the webinars themselves, are freely available to the public and designed to be accessible to a wide audience, regardless of prior knowledge of the topics presented.

Feedback on the webinars has been overwhelmingly positive. One 2023 webinar participant explained that “it was great to hear about current research about engaging girls in STEM.” Another attendee stated, “I appreciated being challenged to consider the impact of the identity-focused language that I currently use surrounding who and what scientists are and look like.”

“This [NGCP webinar] is a great resource and free—what more could we want?!”
—NGCP Webinar Participant



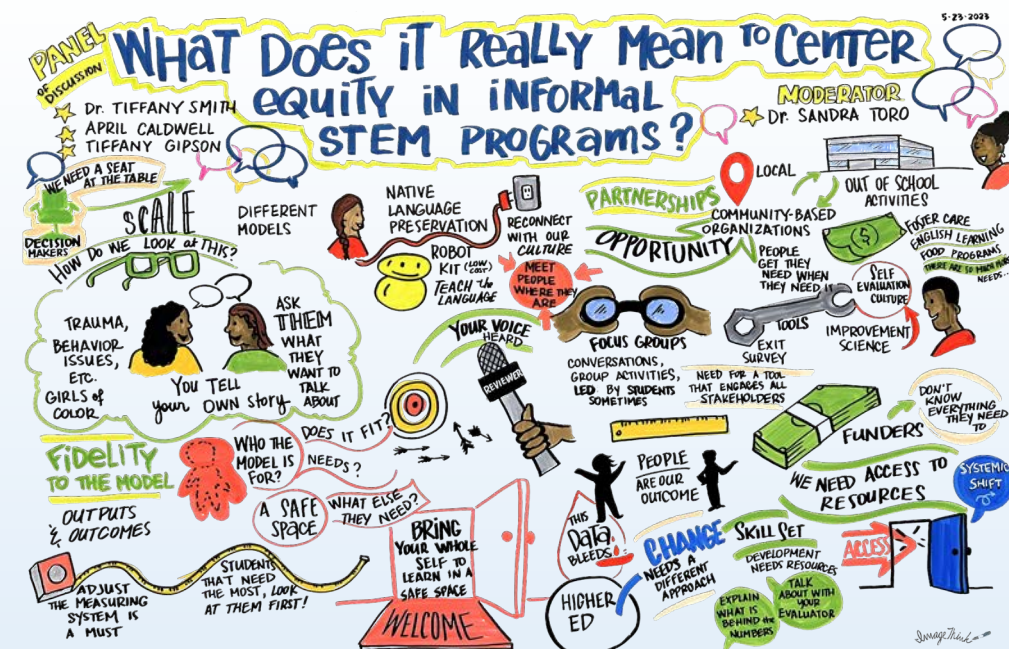
ADVANCING THE CONVERSATION on Scaling National Informal STEM Programs

NGCP and long-time collaborators Education Development Center (EDC) were awarded a two-year, \$245,000 grant from the National Science Foundation to host a knowledge-building conference, [Advancing the Conversation on Scaling National Informal STEM Programs](#) (NSF #221449), to critically interrogate current conceptions of scale and collectively redefine how to equitably scale informal STEM education (ISE) programs. The conference was co-developed by a planning committee of informal STEM implementers and program developers and took place in Washington, D.C., from May 24–26, 2023.

Conference participants representing informal educators, out-of-school time program directors, ISE program developers,

researchers, evaluators, and funders shared their knowledge and perspectives on scaling ISE programs and collectively determined new principles for equitable scaling. These principles center community values, prioritize flexibility over fidelity of implementation, and embrace failure and iteration.

In the months following, the project team summarized the conference findings and established working groups of conference participants to co-create additional conference products that can be used by the field to reflect on current scaled programs and plan for more equitable future initiatives. Products will be available for broad dissemination in 2024 and will be shared on an upcoming NGCP national webinar.



THE STATE OF GIRLS IN STEM: A CONVERSATION TO PLAN ACTION

The National Girls Collaborative Project (NGCP) organized and held a national convening on September 26, 2023, at the New America offices in Washington, DC, to bring together thought leaders for a candid conversation on the persistent issues facing girls and women in STEM. These conversations aimed to create an action agenda for accelerating solutions to make real progress related to girls' and women's representation and experiences in STEM. A throughline across the discussions was the importance of scaffolding the current work in advocacy and fostering strong collaborations to enhance existing initiatives with more effective solutions.

Forty-eight participants attended The State of Girls in STEM event, representing 25 diverse organizations invested in increasing our collective impact on girls and women in STEM education and careers. The goal was to have a group of professionals with a variety of backgrounds, lived experiences, and expertise, participate, including girl-serving organizations, community-based organizations, higher education, and corporations, to facilitate discussion and generate comprehensive solutions inclusive of various perspectives.

To ensure productive and authentic conversations, discussions emphasized the following key tenets identified as crucial for this work to move forward:

- **Collaboration.** Attendees bring their own interests and perspectives to the table. This diversity is needed to make progress. However, the overarching goal of the event was to bring those diverse interests and perspectives together to create an agenda that all shareholders can support.
- **Connections between gender, racism, ableism, and economic injustice.** Focus on solutions. What can be done equitably to address the gender, racial, and economic disparities that exist in STEM fields? This includes strategies such as challenging gender stereotypes, addressing racism, and reducing economic barriers.
- **Systemic challenges and ideas.** We cannot create equity in STEM without significantly impacting the systems relevant to girls' and women's experiences in STEM. These systems were overtly acknowledged and discussed related to the challenges they create and methods for solving those challenges.
- **Visionary.** Big ideas, new perspectives, and creative aspirations were key to making progress in this space. The discussions were not the same as key shareholders have had previously, but signaled a notable shift in the way we do this work together.

The event included panel presentations, small group conversations, and large group discussions that confirmed, while there are a significant number of activities, programs, and initiatives focused on increasing girls' and women's participation in the STEM workforce, we have yet to see a significant shift in the landscape. A throughline across the discussions was the importance of building upon existing work and fostering effective collaborations, rather than creating new initiatives or solutions.

Two reports were developed as the result of the convening. The first report summarized the event and highlighted key themes and ideas generated during the day. The second report included specific action-focused recommendations and was disseminated to attendees for their feedback and additions. The second report will be revised based on attendees' feedback and will be shared more publicly in early 2024. At that time, event participants and others invested in gender equity in STEM will have opportunities to engage in the recommended actions and collaborate with others in the field to make meaningful impact for and with girls and women in STEM.

This event was a true collaborative endeavor. To learn more about key themes and ideas, recommendations, and read the reports, visit <https://ngcproject.org/action>.



Left to Right: Ruthe Farmer, Julie Lata, Ashley Huderson, Tricia Berry, and Shane Woods



Left to Right: Shihadah Saleem, Daisy Navarro, Denaya Smith, and Naomi Wilson

“Support is crucial to continuing in the field, but the opportunities being there are important as well.”

—YOUTH VOICES panelist

“Give them confidence, build them up. Show them girls can do anything a man can!”

—YOUTH VOICES panelist

A MILLION MILES AWAY

Screening, Educational Viewing Guide, and Resources



In collaboration with Amazon MGM Studios, NGCP developed and disseminated educational resources related to the new film [A Million Miles Away](#) through NGCP's networks. These resources included an advanced film screening held in Texas, an [educational viewing guide](#) to accompany the film, a dedicated webpage on the NGCP website housing resources related to *A Million Miles Away*, a "role model moments" video with science communicator Athena Brensberger discussing themes related to the film, and social media and e-news outreach campaigns sharing information about the film and associated resources. NGCP's e-news campaigns featuring *A Million Miles Away* resources were opened by 31,240 individuals (combined across multiple campaigns) and yielded 272 engagements on social media (across posts on multiple platforms).

SCREENING

The Texas Girls Collaborative Project (TxGCP), led by Tricia Berry, hosted a free advanced screening of *A Million Miles Away* in Austin, Texas prior to the movie's public release. TxGCP is a statewide network of advocates and educators from nonprofits, K-12 schools, universities and colleges, and companies across Texas and beyond who are committed to motivating and supporting women and girls to pursue and thrive in careers in STEM. The special in-person screening was held on September 9, 2023, and was open to the public.

EDUCATIONAL VIEWING GUIDE

NGCP developed an Educational Viewing Guide to accompany the film *A Million Miles Away* to support families, educators, and youth themselves to explore a range of STEM concepts and ideas related to space while also taking time to reflect on their own dreams and future aspirations. The guide contains:

- **Discussion questions** designed for elementary, middle, and high school audiences after they have viewed the film.
- **Hands-on activities** designed for elementary, middle, and high school learners to complete before or after viewing the film.
- **Resources** for families, youth, and educators to continue exploring space-related STEM concepts, projects, and careers.

The *A Million Miles Away* Educational Viewing Guide was used and distributed at the TxGCP advanced screening in Austin, Texas. It is also publicly available on the NGCP website on a newly created resource page dedicated to the film: <https://ngcproject.org/AMillionMilesAway>

ROLE MODEL MOMENTS VIDEO

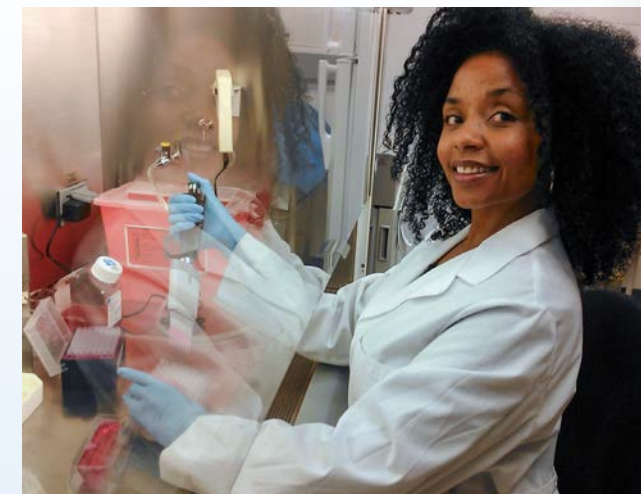
NGCP's Senior Program Developer, Amanda Sullivan, sat down for an [interview with Athena Brensberger](#) to talk about all things space-related in a new "Role Model Moments" video. Athena Brensberger is a passionate science communicator and astronomer. In the video, Amanda and Athena discuss career pathways and the representation of women and girls in STEM. They also talked about how media can inspire an interest in space and break down themes from *A Million Miles Away* as well as other movies making waves breaking stereotypes in STEM.

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](#)



HOW WE CONNECT

Our Databases



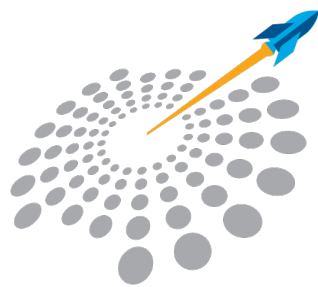
[Connected Girls](#) is a free, curated directory of STEAM opportunities focused on opportunities and events that are designed for K–12 girls and other groups that have been historically excluded, as well as professional development opportunities related to gender equity and STEM. This focus supports our 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 manages [Science Near Me](#), a National Science Foundation-funded project to develop a free digital tool to help the public find opportunities to engage in all types of science, technology, engineering, and math (STEM) events, projects, and programs. Science Near Me also supports academic researchers who study how people learn. By better understanding the landscape of opportunities to engage, Science Near Me aims to surface and address gaps and barriers to participating in STEM. Science Near Me was developed in partnership between [SciStarter](#), [Oregon State University's STEM Research Center](#), [COSI's Center for Research and Evaluation](#), the [Association of Science and Technology Centers](#), the [Science Festival Alliance](#), [National Girls Collaborative Project](#), [Discover Magazine](#), and the [Association for the Advancement of Science](#).



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 2023, NGCP provided 21 professional development workshops for statewide afterschool networks and programs across the U.S., presenting research-based strategies and resources related to engaging girls in STEM, increasing STEM career awareness, integrating diverse STEM role models into programming, and using picture books to counter STEM stereotypes. NGCP also collaborated with STEM Next to develop a rich, interactive website featuring the [Access to STEM Framework](#), including a collection of robust, research-based resources curated for afterschool professionals.



“ I loved listening to Dr. Gabriela Gonzalez because her story as an immigrant facing various obstacles as a POC female in the male-dominated STEM field struck a chord in me. ”

—Brite participant

[Brite Girls Online STEM Practices: Building Relevance and Identity to Transform Experiences](#) is a Research in Service to Practice National Science Foundation Grant led by Florida State University in partnership with NGCP and Smart Girls HQ. The project examines the STEM identity development of girls via the implementation of an online learning community. In 2023, the project team implemented Brite, an online, interdisciplinary STEM program centered on collaborative learning and engagement with diverse women STEM role models for approximately 100 self-identifying girls across nine program sites for three weeks in July.

NGCP’s scope of work centered on managing program design and implementation, including the recruitment of nine participating programs and the training of 30 educators, as well as the recruitment and training of 12 women STEM role models. NGCP developed a curriculum document called the Brite Educator Guide, which provides a high-quality, online suite of activities centered on collaborative learning and featuring diverse women role models related to the fields of computer science, engineering, and physical sciences, the fields with the least representation of women in the professional STEM workforce. NGCP also organized three training sessions for educators. These sessions introduced educators to the Educator Guide, including the program’s daily flow, themes, role models, activities, and the research component of the grant. Working with our partner, Techbridge Girls, NGCP trained role models, equipping them with the strategies to connect, engage, and learn with girls rooted in cultural responsiveness.

Looking ahead to 2024, NGCP will draw on learnings from Year 1 research and evaluation results to adapt and improve the program design and implementation, including the educator guide and training for educators and role models. In July 2024, the project team will implement the Brite Online Learning Community for an additional 200 self-identifying girls.

“ My favorite part of Brite was the opportunity to see the plethora of women STEM role models as well as the activities that came with each as I wouldn’t have done them otherwise. They [the activities] helped me connect to each role model and helped me understand what I enjoyed and didn’t enjoy. ”

—Brite participant



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. Since 2017, NGCP has supported 38 organizations across 18 states to receive implementation stipends to plan and lead events in their communities using the Girls STEAM Ahead with NASA free resources.



NATIONAL CITIZEN AND COMMUNITY SCIENCE LIBRARY NETWORK

NGCP partners with Arizona State University and [SciStarter](#), an online hub for citizen science, on an Institute of Museum and Library Services (IMLS) and Moore Foundation-funded grant entitled Scaling, Supporting, and Sustaining Libraries as Community Hubs for Citizen Science.

NGCP leads the development and management of the [Citizen and Community Science Library Network](#) to support libraries and other community-based organizations across the country to engage their users in public participation in science. To date, the Library Network has expanded to over 700 members and scaled resources, including kit-building guides and promotional tools through national webinars and outreach efforts.



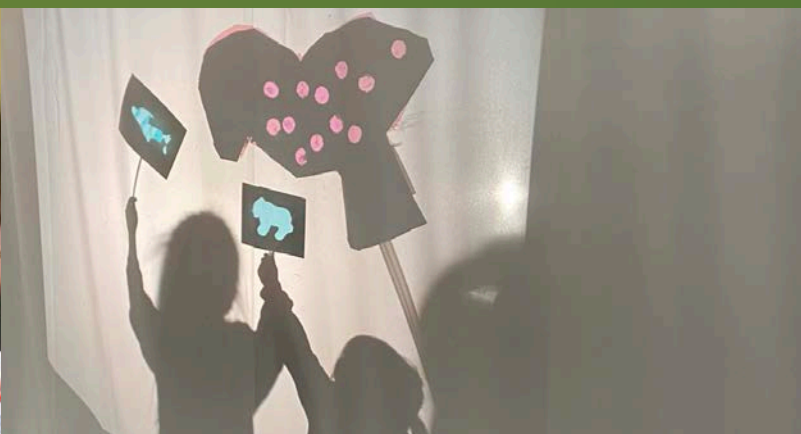
GSK SCIENCE IN THE SUMMER™

NGCP partners with The Franklin Institute on [GSK Science in the Summer™](#) a free summer education program that aims to inspire the next generation of scientists by providing children opportunities to think scientifically, embody science careers, and have fun! The goal of Science in the Summer is to increase children's interest and confidence in doing science and pursuing STEM careers, especially for children from backgrounds currently underrepresented in STEM fields. NGCP recruits and supports a [national network of organizations](#) that bring Science in the Summer to their communities each year. These organizations collectively reach more than 24,000 children each summer.



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. At least 2,500 educators have been trained across 20 states, reaching over 40,000 children and adults. In celebration of the fifth annual Leap into Science Week (February 19–26, 2023), NGCP hosted an Educator Showcase webinar featuring stories from educators about creative ways they adapted the curriculum, developed new programs, and formed new partnerships through Leap into Science.



**EMPOWERING CHANGE:
WOMEN AND GIRLS IN STEM**
THE NATIONAL GIRLS COLLABORATIVE PROJECT PODCAST



**EMPOWERING CHANGE:
WOMEN AND GIRLS IN
STEM PODCAST**

The NGCP launched its first podcast series, “**Empowering Change: Women and Girls in STEM,**” to shed light on the challenges faced by women and girls in STEM fields and explore actionable steps to foster gender equality and inclusivity. This six-part series launched over the summer and wrapped up during the conclusion of festivities commemorating NGCP’s 20th Anniversary. The target audience for the podcast included allies and advocates who believe in the power of gender equality and seek to better understand the experiences and perspectives of women and girls in STEM. Listeners included caregivers, families, students, and professionals who engaged with each guest’s distinctive experiences while receiving practical guidance and actionable recommendations.

The podcast featured nine women across multiple STEM careers, including early childhood, family engagement, out-of-school time, college success, careers, and representation in media. Through thought-provoking discussions, expert insights, and inspiring stories, we delved into the status of women and girls in STEM, breaking stereotypes, and highlighting effective strategies for taking action. The podcast was distributed on all major podcast platforms and on the NGCP [website](#). The expert guests contributed supplementary and research-based materials posted on a dedicated resource page for each episode. Resources included caregiver and family engagement activities, resource links, research articles, targeted podcasts, books, and ways to further connect with guests. The podcast has been downloaded an average of 855 times, with over 642 streaming listeners from across the country and the world.



EINSTEIN’S INCREDIBLE UNIVERSE

NGCP partners with [Cosmic Picture](#) on Einstein’s Incredible Universe, a new media and engagement program funded by the National Science Foundation designed to catalyze interest in space science and spark scientific curiosity in learners, especially young women. The project includes an all-new 3D/2D film for giant screen theaters and planetariums (projected to be released in 2025/2026), featuring the great discoveries of Albert Einstein and contemporary female astrophysicists who are putting his groundbreaking theories on space, time, and gravity to the test. The project also includes an opportunity for girl-serving organizations, recruited and supported by NGCP, to participate in the [Dynamic Eclipse Broadcast \(DEB\) Initiative](#). This nationwide citizen science project equips participants with the technology and resources to capture and broadcast solar images during the 2024 total solar eclipse.

OUR STRATEGIC DIRECTION

PROBLEMS TO SOLVE

Today’s STEM experiences lack diversity and do not reflect lived experiences and individual differences. Entire groups of today’s youth do not identify with or have not had access (e.g., internet, tools, role models, culturally relevant curriculum) to STEM fields. To change this dynamic, we need to increase support and build capacity among providers. NGCP aims to solve the following:



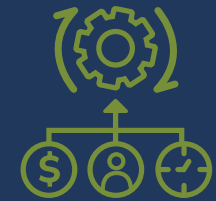
Limited access

Economic, geographic, and systemic barriers restrict equitable access



Siloed resources

Proprietary mindsets hinder the sharing of knowledge and exemplary practices.



Lack of capacity

Limited resources and financial support curtail the efficacy of providers.

OUTCOMES AND OUTPUTS

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. By connecting, creating, and collaborating to transform STEM for all youth, we will continue to achieve these outcomes and outputs:

- **STEM identity and efficacy:** Develop STEM confidence, knowledge, and sense of belonging in youth to foster continued participation in and identification with STEM.
- **Equitable STEM experiences:** Equip practitioners with exemplary practices to improve program diversity and scale equitable, effective STEM programming.
- **Build trust and reputation:** Establish National Girls Collaborative Project as a recognized thought leader driving equity in STEM through research-based programs and initiatives.
- **Use of data and evaluation:** Use data and evaluation findings to continuously improve our programming and practice, both as an organization and in our work with partners.

NGCP’S PRIORITY 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.

Learn more about NGCP’s impact and 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

The NGCP's social media strategy is designed to amplify our vision of a diverse STEM landscape and our mission to transform STEM experiences for all youth. To increase awareness, we utilize targeted social media campaigns to share compelling stories and high-quality visuals highlighting NGCP's role as a thought leader in promoting diversity in STEM. To advocate for gender equity, we spotlight success stories, share exemplary practices and resources, and highlight initiatives that support equitable STEM opportunities. Collaboration is fostered through active engagement with partner organizations, leveraging our social platforms to create a network of advocates for shared goals. Finally, we provide a steady stream of valuable STEM-related content and events to educate and inform, including educational resources, webinars, expert insights, and best practices to empower educators, program leaders, and youth. Our approach is to be intentional and strategic in our content creation, ensuring that each post moves us closer to a world where STEM experiences are as inclusive as the communities we serve.

KEY PERFORMANCE INDICATORS

(Facebook, Instagram,
LinkedIn, Twitter)

Audience

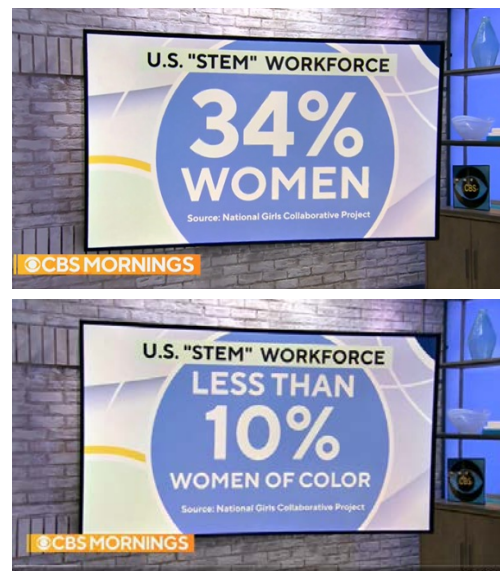
28,367

Total Engagements

16,581

Reach

316,919



HIGHLIGHTS

On August 2, 2023, NGCP's statistics were prominently featured on CBS Mornings during their Changing the Game series that highlights extraordinary women who are making a difference now and for future generations. During the segment, Kristel Bell, founder and CEO of Surprise Powerz dolls, shared the inspiration behind the doll line she launched to encourage young girls to get into STEM. Kristel shared more about the research and development of the Surprise Powerz doll line in the national webinar [Choosing Toys to Inspire Young Girls in STEM](#), hosted by NGCP on November 14, 2023. Surprise Powerz also partnered with NGCP on a joint mission to inspire and encourage girls in STEM and donated 5% of Surprise Powerz doll sales made during the 2023 holiday season to NGCP.

NGCP NATIONAL CHAMPIONS BOARD

NGCP is "championed" by a prestigious group of professionals invested in closing the gender gap in STEM at all levels. This diverse team of leaders includes industry representatives, informal learning educators, gender equity experts, STEM education representatives, and educational policy experts. Champions Board members connect NGCP on a national level to opportunities that benefit the organization, spread the word about NGCP activities in their realms, and support NGCP within their own organizations.

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NOAA Office of Education

TOM BAKER
Education Manager
Industry Solutions
Esri, Inc.

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“Our mother is a successful engineer who, for many years, passionately encouraged young girls across Mobile County to enter STEM fields. She demonstrated that women can not only become engineers but thrive as them. Happy Mother’s Day—we love you more than anything!”

—Aubrey L. (Online Donor)

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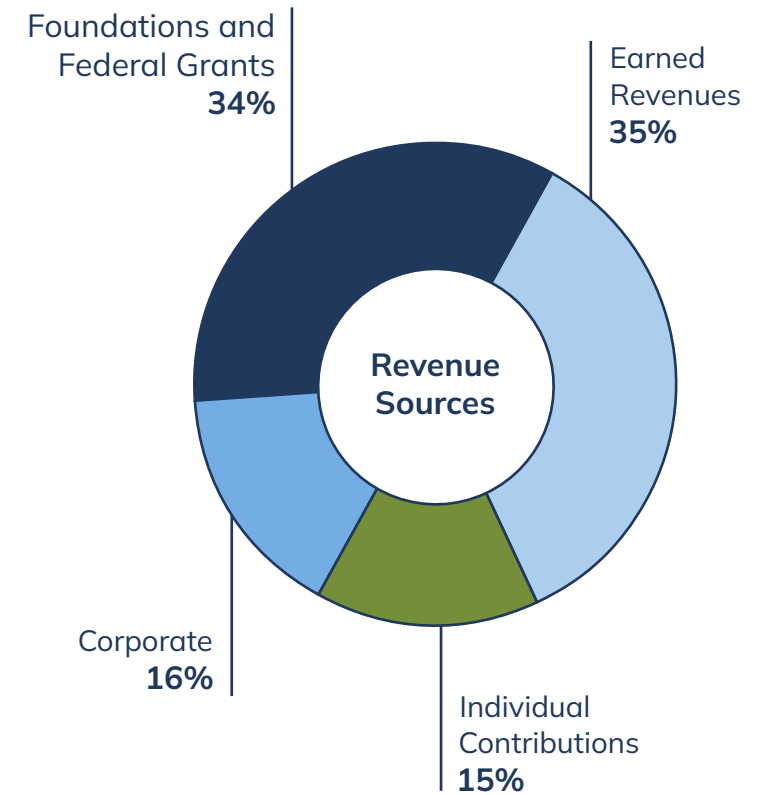
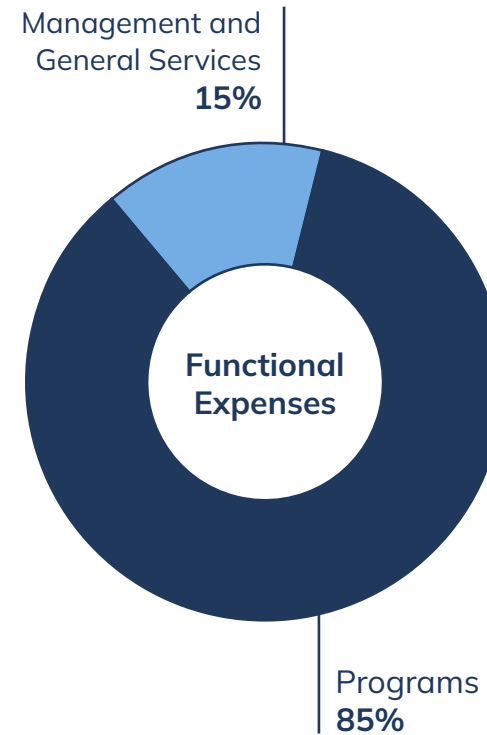
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