National Girls Collaborative Project

COLLABORATION GUIDE

Advancing the Agenda in Gender Equity for Science, Technology, Engineering, and Mathematics
COLLABORATION GUIDE
Advancing the Agenda in Gender Equity
for Science, Technology, Engineering, and Mathematics

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Grant No. HRD-0631789

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Engineering Education Service Center
Expanding Your Horizons
The Exploratorium - Center for Learning and Teaching
Garrison Forest School - James Center for Public Purpose
Girl Scouts of the USA
Google
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Museum of Flight
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National Center for Women & Information Technology
National Coalition of Girls’ Schools
National Society of Black Engineers
Northwest Girls Coalition
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Society of Women Engineers
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PROJECT HISTORY

Numerous programs and initiatives to create gender equity in the areas of science, technology, engineering, and mathematics (STEM) have been implemented only to lose effectiveness or fade away. Had these programs had the benefit of collaboration with other girl-serving projects, organizations and institutions, and tools to assess and evaluate the impact of their efforts, their capacity for continuation and/or broader impact could have been substantially increased. Collaboration, as an interactive process, enables professionals across projects and communities to generate and carry out creative solutions and strategies that maximize benefit beyond that which one project or community could accomplish.

The NGCP collaborative model aims to efficiently decrease the gender gap in STEM opportunities and activities by effectively leveraging public and private resources, reaching girls early enough that there is time to counteract the forces which turn them off to careers in STEM. Many coalitions and collaborative projects have accomplished these types of outcomes when addressing complex societal issues (Jackson & Clark, 1996). Research suggests that coalition building assists in carrying out the educational plan: broadening the development of new audiences, reporting the results of member activities through media, and improving the educator's capacity for providing information to citizens, interest groups, and policy-makers. Furthermore, collaboration and cooperation have become vehicles for sustainable outcomes by affecting the “tipping point.” Gladwell (2000) describes the tipping point concept as the point at which small, targeted strategies or activities that happen unsystematically become widespread, causing a cultural shift that drives systemic and inherent change. The key is knowing how to apply the appropriate leverage and influence to make a bigger difference. The same analysis can be applied to gender equity in STEM. Although there have been hundreds of girl-serving STEM projects and targeted strategies to close the gender gap in STEM, we may have not yet reached the tipping point that transforms these individual efforts into systemic change.

For instance, in spite of many years of efforts, we remain at approximately 20 percent representation of women studying engineering at the undergraduate level (Engineering Workforce Commission, 2005).

In 2002, the Puget Sound Center for Teaching, Learning and Technology (PS CTLT) implemented the Northwest Girls Collaborative Project (NWGCP) in Washington and Oregon to address the complex issue of gender equity in STEM fields. In 2004, National Science Foundation funded the National Girls Collaborative Project (NGCP) (HRD-0436264). The purpose of NGCP was to increase the capacity, impact, and sustainability of existing and evolving girl-serving STEM projects and programs by replication of the Northwest Girls Collaborative Project Model in three states: California, Massachusetts, and Wisconsin.

Additionally, two other regions formed their own collaboratives based on the NWGCP model:

- **SouthCentral**, lead by the Texas Center for Educational Technology, University of North Texas (Arkansas, Louisiana, Oklahoma, New Mexico, Texas)
• **Midwest Rural-Urban**, lead by Missouri State University and Drury University (Missouri, Kansas, NE Oklahoma)

In 2006, NSF awarded NGCP a five-year Extension Services Grant, which enables the project to expand to the entire U.S. and Puerto Rico, engage in more substantial partnerships, and provide more comprehensive services to regional collaboratives.

### OVERVIEW AND GOALS

The National Girls Collaborative Project utilizes the leadership and expertise of additional partners, including the American Association of University Women (AAUW), Assessing Women and Men in Engineering (AWE), and the Education Development Center (EDC), to support regional collaboratives, further advance the work of existing and evolving girl-serving projects, and to provide a forum to share results among practitioners and researchers. The goals of this project are to:

1. **Maximize access to shared resources within projects and with public and private sector organizations and institutions interested in expanding girls’ participation in STEM.**
2. **Strengthen capacity of existing and evolving projects by sharing promising practice research and program models, outcomes, and products.**
3. **Use the leverage of a network or collaboration of individual girl-serving STEM programs to create the tipping point for gender equity in STEM.**

This model includes a number of strategic activities:

1. **Implementation of Collaborative Model:** Train and mentor regional participants in how to create STEM-related collaborations and assist these collaborative networks in creating action plans that utilize Research Based Strategies in the areas of informal learning and evaluation and assessment.

2. **Dissemination and Outreach:** In partnership with regional and professional organizations, document and promote coordination and collaboration among girl-serving STEM programs throughout the United States and Puerto Rico by implementing an on-going communication system linking these organizations.

3. **Collaboration Support:** Offer mini-grants to girl-serving STEM-focused programs as an incentive to collaborate and to assist in informal learning and assessment and evaluation activities and projects.

4. **Project Evaluation:** Conduct evaluation of the NGCP to determine effectiveness of collaboration and the impact of collaboration and implementation of STEM research-based promising practices at national, regional, and local levels.

### Project Methods and Activities

**Institutes, Conferences, and Forums:** Regional Leadership Teams attend a Project Institute at the beginning of their implementation. Workshops and activities are focused on delivery structure and promising practice implementation. Locally, each collaborative conducts a minimum of two conferences and one forum for representatives of girl-serving STEM programs. Forums and conferences link interactively with remote sites through video conferencing and Web site tools.

**Program Directory:** The online Program Directory serves as a vehicle for facilitating communication between organizations, promoting opportunities for collaboration and providing information about relevant research and opportunities.

**Mini-Grants:** The mini-grants are incentives for projects to collaborate and engage in training and implementation of Research Based Strategies. The NGCP awards mini-grant funds to girl-serving STEM programs within each region using the process developed in the NWGCP and NGCP with modification for the focus on Research Based Strategies in informal learning environments or evaluation and assessment.
**Dissemination via Collaborative Events, Activities, and Publications:** Locally, each collaborative disseminates promising practices at regional events and activities. To support, expand, and disseminate the work of the NGCP, EDC will host three webcasts per year that showcase the work of NGCP participants and provide resources from other related initiatives and organizations. AWE, EDC, and PSCfLT create three publications per year to be disseminated, one based on each webcast and a summary guidebook publication of success strategies and practices in the third year of the program.

**Regional Technical Support:** AAUW provides a Regional Liaison to help support, connect and promote each regional collaborative. Regional Liaisons are AAUW member volunteers who are recruited and selected by the AAUW Educational Foundation. They assist collaborative sites in implementing the NGCP model.

**BENEFITS**

**Benefits for Regional Collaboratives**

- Collaboration Institute focused on strategies for convening and supporting girl-serving, STEM-oriented organizations
- Mini-grant funds to support and motivate collaboration
- Opportunities to network and strategize with other regional collaborative teams
- The NGCP Collaboration Guide, a practical step-by-step guide to establishing a Girls Collaborative project in your region
- Opportunity to take regional leadership in initiating and expanding girls-in-STEM activities
- Opportunity to be a recognized partner in an NSF grant
- Ongoing project implementation support provided by a regional liaison
- Opportunity to build awareness statewide or regionally about STEM activities for girls

**Benefits for Participating Programs**

- Opportunities to network and collaborate with others involved in similar work
- Professional development opportunities through conferences, forums, and webcasts
- Access to an online program directory listing events, needs, and resources relevant to supporting girls-in-STEM
- Access to mini-grants
- Access to project Web site and information on national resources

**Electronic Tools:** Each collaborative has electronic tools provided for them by the project at no expense. Detailed information and guides for these electronic tools are available in the Project SharePoint site (TT). Electronic tools include:

- Online Program Directory (administrative access)
- Online Mini-Grant Award Application, Review, and Award Process
- Online Event Registration and Calendar
- Promotional Video (available online and CD by request)
- Web Site of Relevant Research (SharePoint STEM References and Research Articles)
- Project Web Site
- Regional Listserv Software and Access (Constant Contact)
- Project SharePoint Site
- Conference Call Line (ReadyTalk, includes recording feature)
National Girls Collaborative Project

Collaboration Model

Girl-serving STEM Organizations, Corporations, Educational Groups

Increased use of promising practices, More efficient use of existing resources

Collaboration support, Regional leadership, Increase capacity

Regional Champions Board

K-12 Girls

Expand regional outreach, Provide expertise and resources

Training, Technical Support, Support, Promote, Connect

Collaborative Leadership Team

AAUW Liaison

Help shape RBS content

Implementation training, Technical support

AAUW Project Manager

Research-Based Strategies Content Providers

Expand national outreach, Provide expertise and resources

Webcasts, Web resources

National Leadership Team

National Champions Board
The NGCP increases the capacity of the organizations involved to provide higher quality services to girls and young women in STEM. Individuals and organizations will benefit from the knowledge, resources, and expertise provided by participants, including girl-serving organizations, K-12 education, higher education, informal education, business and professional organizations, leading to a stronger link between research and practice, greater implementation of promising practices, and more effective services overall. Partners include the following participant numbers: 300 mini-grants x 2 organizations = 600 girl-serving organizations + their clients, 14 local collaboratives of two or three managing organizations, girl-serving STEM organizations participating in regional activities, Regional and National Champions Boards, Institute trainers, AAUW Regional Liaisons and staff, AAUW Chapters and members, over 30 professional organizations such as AAUW, Society of Women Engineers (SWE), National Science Teachers Association (NSTA), and others.

“Very provocative – leave thinking about all of the concepts and issues discussed. Optimistic that a difference can be made and eager to participate and contribute.”

Institute Participant

Icon Key:

= NGCP Tools and Templates are available on the NGCP Program SharePoint Site.
OVERVIEW

• Champions Board
  National Champions Board
  Regional Champions Boards
• Regional Leadership Team
• Champions Board Roster (Sample)

CHAMPIONS BOARD

The mission of the Champions Board is to champion the National Girls Collaborative Project in each board member’s own realm.

Champions Board members are selected to give the project a balance of desirable expertise and regional representation. They are chosen from among industry representatives, teacher educators, science and mathematics education representatives, educational policy experts, and leaders from girl-serving organizations.

ESSENTIAL ELEMENTS

1. Outreach to multiple organizations to create a diverse Board reflecting programs and organizations in your region.

2. Select and invite regional Champions Board members early to provide valuable input and critical resources as project activities are planned.

3. Be clear and specific in your expectations for your Champions Board.

4. The recommended size for a regional Champions Board is between 10 and 20 members.

5. Encourage Board members to send another company or organization representative if they are unable to attend a Board meeting.
The ideal Champions Board members should have:

- A passion for the mission of the project.
- A record of involvement in a variety of organizations, educational backgrounds, and geographic location.
- Visibility and a high profile.
- Access to resources.
- Access to constituents.
- Experience in equity work.
- Experience in girl-serving organizations.

**National Champions Board**

The Champions Board for the National Girls Collaborative Project advises the development of the project on a national scale. The membership reflects a balance of relevant expertise and regional representation. Members are chosen from among industry representatives, teacher educators, science and mathematics education representatives, educational policy experts and leaders from girl-serving organizations. These individuals view the project, its mission, its needs and its challenges from a national perspective. The NGCP National Team is the primary contact for National Champions Board members.

The National Champions Board meets once a year. The responsibilities of the members include:

- Promote the mission of the National Girls Collaborative Project.
- Advise team members, providing expertise from their own content areas.
- Disseminate project information in their various networks.
- Develop strategic connections and opportunities for the project.

**Regional Champions Boards**

Each collaborative project will select a regional champions board to advise and champion the project in that region. The responsibilities of these regional boards are similar to those listed above for the National Champions Board, but the regional boards are generally more directly involved in supporting project activities. For instance, regional Champions Board members might:

- Host a conference or forum at their business or university.
- Identify a speaker for a project event.
- Moderate a panel presentation at a forum.
- Suggest potential project participants from their sector.
- Print programs for the Annual Conference.

Regional Champions Board meetings may be held in person, via phone, video conference or Web conference. Meeting may be held annually or more frequently depending on regional needs.

**Regional Leadership Team**

The leadership structure of the NGCP consists of a lead organization and a collaborative leadership team. The lead organization works with the leadership team to carry out the activities of the collaborative. The leadership team includes members of organizations that are also invested in girls in STEM and are able to contribute to the project's success. Collaborative project leads should consider assigning specific roles to leadership team members, depending on expertise. Leadership team members might:

- Manage the Kick-Off event.
- Maintain the Collaborative Web site.
- Organize the listserv.
- Develop and distribute the e-newsletter.
- Coordinate the mini-grant process.
- Recruit local programs to the Program Directory.
- Support media relations and publicity.
Newstate Girls Collaborative Project
Champions Board Roster (Sample)

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E-mail: seguro@SWE.nw.org

“This is a very dynamic and powerful project aimed at a critical need. The design and work done by the staff is of extremely high quality which helps the collaboratives to do their work well.”
Champions Board member
Chapter 1: Powerful Partnerships

Tools and Templates

NGCP Tools and Templates are available online or on the NGCP SharePoint Site.

Tools

- NGCP1.1: National Champions Board Members
- NGCP1.2: Collaborating in Virtual Teams

Templates

- NGCP1.3: Champions Board Contribution Form
- NGCP1.4: Creating Your Champions Board Worksheet
- NGCP1.5: Champions Board Invitation
- NGCP1.6: Champions Board Meeting Agendas
Advocacy and Outreach

OVERVIEW

- Local Outreach
  Sample Outreach Groups
  Power of Networking
- Conference Presentations
  Conference Description
- Research and Statistics
- Media Resources
  Press Releases and Press Calls
  Sample Press Release

The mission of the NGCP is to bring girl-serving, STEM related individuals and groups together to collaborate. Collaboration, as an interactive process, enables professionals across projects and organizations to generate and carry out creative solutions and strategies that maximize benefit beyond that which one project or organization could accomplish on its own. Identifying these programs in your region is the first step in your outreach strategy. Your organization may already have a list that you can build upon. Bring your Regional Leadership Team together for a brainstorming session to pool collective knowledge about organizations that would benefit from the resources your regional collaborative will be providing and ask the Champions Board members to contribute to this list. Making presentations at conferences (and to other groups e.g., Rotary) can also help you identify people and projects to work with.

ESSENTIAL ELEMENTS

1. Develop an “elevator speech” to introduce the project at conferences, meetings, and other activities where you are meeting people that will benefit from the project.

2. Maintain and update an ongoing list of regional conferences and other dissemination opportunities.

3. Encourage your Champions Board to notify you of opportunities to represent the project.

4. Use stories, research, and statistics to provide context to the project.

5. Develop a media plan and always have project brochures available.

6. Integrate NGCP into other work of your organization.
LOCAL OUTREACH

The NGCP utilizes an innovative approach to collaboration for helping girl-serving organizations, education, and business work together to leverage resources and provide more opportunities for girls and young women in STEM. Advocating for the National Girls Collaborative Project might seem difficult as you begin to form your regional collaborative project. Use these guidelines to help plan a discussion with someone you know.

1. Remind the person of an overall goal that you know the person is trying to achieve. Example: "As we all know, there are a large number of organizations going after the same funding to get girls involved in STEM careers."

2. Point out a risk or challenge the person is facing. Example: "Unfortunately, some organizations don't get funded and girls suffer."

3. Describe the opportunity or solution that the NGCP addresses. Example: "I'm working on a national project funded by the National Science Foundation that is working to get these types of organizations to work together. I would like to share with you information about the project."

4. Describe the opportunity or what you want to happen next. Example: "I would like to sit down and talk about ways we might work together."

Sample Outreach Groups

- AAUW Branches
- Biotech Association
- Boys and Girls Clubs
- Career Counselor Associations
- Corporate, K-12, and University Outreach Coordinators
- Diversity Consultants
- Expanding Your Horizons Conference Coordinators
- Girl Scout Councils
- Girls Inc. Affiliates
- Math/Science/Tech Magnet Schools
- Math/Science/Technology Teachers
- Other NSF Grantees (NSF recipients)
- Professional Associations
- Professional Technical Program Directors
- School Districts
- Science Museums
- Software Associations
- State Association For Career Technical Education
- State Math Teachers Association
- State Science Teachers Association
- State Technology Teachers Association
- Technical Colleges
- University Computer Science, Engineering, Math, Science and Technology Departments
- University-based STEM Summer Programs
- Women Studies Programs
- YWCA/YMCA
The Power of Networking

Follow a lead. Explore an opportunity. Develop a relationship. Leverage resources. That's what networking is all about. Just ask Ann Willoughby, Manager of Community and External Relations at the Lawrence Livermore National Laboratory in Livermore (LLNL), California, and a member of the California Girls Collaborative Project Regional Leadership Team. Ann recently read an article about the Society of Women Engineers (SWE) in the National Girls Collaborative Project electronic newsletter. Following the Web link provided, she spied a series of pilot programs SWE was offering for middle school students, one in nearby San Francisco. As Ann indicated, "The Laboratory has a job base of some 3,600 scientists/engineers and offers a wide variety of K-12 STEM (science, technology, engineering and math) educational programs that serve the San Francisco Bay Area, including sponsorship of three annual Expanding Your Horizons (EYH) in Math and Science Conferences for middle and high school girls. I saw an opportunity to assist SWE with their San Francisco event by recruiting LLNL volunteers, while also evaluating the SWE venue for application in the Livermore and Central Valleys of California, the Lab's primary service region for educational outreach." After a few e-mail exchanges, Ann and Elaine Borrelli, SWE Director of Programs, were on the best of terms. Elaine connected Ann with the organizers of the SWE San Francisco event, and Livermore Lab became a major contributor to the program. According to Elaine, "The initial e-mail contact could have been handled routinely; Ann and I both sensed that this was the foundation to a relationship. Our SWE event is called "Wow! That's Engineering?" I think we could say that it is built upon Wow! That's Networking." Both women admit to being avid networkers, share a passion for encouraging young women in STEM, and look forward to exploring future opportunities for partnership between their organizations.
CONFERENCE PRESENTATIONS

Providing project information at conferences is an effective way to reach a large group of organizations and individuals. Using a basic NGCP presentation template, customize the presentation to respond to current issues, priorities, and the needs of the specific conference group. Identifying conferences and presentation submission deadlines is key as many conferences request proposals nine months prior to the date of the conference. The following is a selection of the conferences at which NGCP national and regional team members have presented:

- American Association for the Advancement of Science (AAAS)
- AAUW Local Branch Monthly Programs
- AAUW National Conference
- American Educational Research Association (AERA)
- American Evaluation Association (AEA)
- American Society for Engineering Education (ASEE)
- Association for the Advancement of Computer Education (AACE)
- Association of Career & Technical Education (ACTE)
- Association for Science Teacher Education (ASTE)
- California Mathematics Council
- Association for Science-Technology Centers (ASTC)
- California Science Teachers Association
- Center on Education and Work Careers Conference
- Computer Science Teachers’ Association (CSTA)
- Conference for the Advancement of Science
- Florida Educational Technology Conference
- Massachusetts Association of Science Teachers
- Multinational Development of Women in Technology (MDWIT)
- National Alliance for Partnerships in Equity (NAPE)
- National Conference on Science & Technology in Out-of-School Time
- National Council of Teachers of Mathematics (NCTM)
- National Educational Computing Conference (NECC)
- National Science Teachers Association (NSTA)
- Northwest Council for Computer Education
- Oregon Association of Career & Technical Education
- Society of Women Engineers Joint Region Conference
- Texas Computer Education Association
- Women in Engineering Programs & Advocates Network (WEPAN)

Demonstrate the power of collaboration by involving your presentation participants in one of the networking or collaboration activities you conduct at project events. A basic conference presentation includes the following components:

1. Recent research and statistics
2. Information about your organization
3. Goals of the NGCP
4. Networking activity
5. Information about your Regional Collaborative
6. List of Champions Board members
7. Program Directory demonstration
8. Upcoming activities and events
9. Mini-Grant information
10. Research Based Strategies resources and content

The following resources and suggested content are available to regional collaboratives for presentations. Many free STEM-related resources are available for request from partner organizations.

- NGCP PowerPoint
- NGCP video
- NGCP folders
- NGCP brochures
- NGCP Program Directory postcards
- Research based strategies resources
- NGCP presentation style template
Advocacy and Outreach

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National Girls Collaborative Project

The National Girls Collaborative Project video highlights the NGCP model and the people and activities who were instrumental in the project’s success from 2004-2006. During this time, collaboratives were operating in five regions across the United States: California, Wisconsin, Massachusetts, South Central and Midwest Rural Urban.

The NGCP video shows those who have supported girls in STEM and have worked effortlessly to provide opportunities and increase gender equity. Hear from Regional Collaborative Coordinators, National Champions Board members, and girls about the exciting events and outcomes that resulted from the project.

The video is online at www.ngcp.org/resources/video.cfm.

Sample Conference Description

Connected and Collaborating: The National Girls Collaborative Project [Concurrent]
Karen A. Peterson, Puget Sound Center for Teaching, Learning and Technology

The National Girls Collaborative Project strengthens capacity and sustainability of existing and evolving girl-serving STEM programs in California, Indiana, and Massachusetts through innovative technology tools.

Overview and Objectives

The National Girls Collaborative Project is a collaborative model for encouraging girls to investigate science, technology, engineering, and math (STEM) careers using research-based strategies. Numerous programs and initiatives to create gender equity in STEM areas have been implemented only to lose effectiveness or fade away. Had these programs had the benefit of collaboration with other girl-serving projects, organizations and institutions, and tools to assess and evaluate the impact of their efforts, their capacity for continuation and/or broader impact could have been substantially increased.

The National Girls Collaborative Project is a National Science Foundation funded project operating in fourteen regions of the United States. This presentation will describe the model and innovative collaboration tools which encourage programs to work together - online directory and database, communications portal, event and calendar, and resources.
RESEARCH AND STATISTICS

There is a startling lack of women in STEM professions, beginning as early as eighth grade when twice as many boys than girls show an interest in STEM careers (Commission on the Advancement of Women and Minorities in Science, Engineering, and Technology Development, 2005) and continuing to college, where women received only 21 percent of Bachelor's degrees awarded in engineering, 27 percent in computer sciences, and 43 percent in physical sciences (National Science Board, 2006). Factors such as perceptions of careers, confidence, role models, and career advice have been noted in the literature as contributing to the lack of females in Information Technology (Bartol & Aspray, 2006). Women constitute 45 percent of the workforce in the U.S., but hold 25 percent of science and engineering jobs and 29 percent of computer and mathematical occupations (US Census, 2000).

Regional Leadership Teams can use statistics such as these and others to demonstrate the need for the National Girls Collaborative Project. The NGCP National Team keep the Web site current and distribute new research and resources on a regular basis to collaborative teams as well as all participants on the NGCP Information listserv.

Research articles, statistical compilations, project evaluation reports, research summaries, and other publications are available on the NGCP SharePoint Site. They are sorted within the following categories:

- Overview and General Recommendations
- Fast Facts
- Promising Practices
- Minority Involvement
- Academic Achievement/Education Data
- K-12 Schooling
- Informal Education
- Science
- Technology
- Engineering
- Mathematics
- STEM (general)
- Attitudes toward STEM
- Higher Education
- Career/Occupation Data

MEDIA RESOURCES

Conveying the importance of your project and receiving media attention and public support requires a public relations plan which often includes:

1. Objectives
2. Implementation Plan
3. Key Message Points/Media Bites
4. Defined Target Audiences
5. Media Strategies
6. Press Lists
7. Press Releases and Press Calls

Objectives: What do you want to accomplish through your public relations plan? It may be increased donations, partnership opportunities, increased attendance at events, or bringing awareness to your project. Whatever you want to accomplish, putting your objectives on paper forces you to clarify your goals, which become the basis for your key message points.

Implementation Plan: Using your project timeline, determine the purpose for seeking publicity for an event or activity. Which types of media do you want to target? Newspapers? TV? Radio? Who will be responsible for various publicity activities and what is the timeline for those activities? Build in enough time for a reporter to respond and plan for the story.

Key Message Points/Media Bites: Develop a variety of key messages/media bites that are focused, concise and support your objectives. They should be able to be spoken in 15 seconds maximum, and should be written in mainstream language. Avoid using industry-specific jargon or acronyms. Key message #1: Describe your project in 25 words or less. Key message #2: Might be
about the audience your project serves. Develop many key messages, each describing some aspect of your project in 25 words or less.

**Defined Target Audiences:** To whom do you want to convey your message? You may have a variety of target audiences depending on your objectives and project events. As your target audience changes, so should your message. Tailor your message to the interests/concerns of different audiences.

**Media Strategies:** Determine which media venues may best promote your message, and which will most likely respond to your request for publicity. TV? Newspaper? Paid advertising? Talk radio? Public Service Announcements? Internet? Research which reporters work on issues similar to yours, and read their work over a period of a few weeks. Contact them and let them know about your organization, mission, programs, etc. Call and leave a brief message and the follow up with an e-mail. Ask what they’re working on even if it’s not related to your project/organization, and let them know that you have contacts in a specific field (i.e., K-12, higher education, women in STEM, etc.). Media people are always looking for resources they can call upon to provide information for their stories. An important media strategy is to develop relationships with reporters.

**Press Lists:** Create press lists, which are contact lists of people in the press. It’s best if you can maintain two press lists: a press mailing list, and a press call list. When developing these lists you can call the news outlets and get the names of these people (weekend assignment editors are often different than weekday editors). Keep these lists up to date and add names and contact information as you meet new media people.
Press Releases and Press Calls

Timing the Press Release and Press Call: Timing the press release and follow-up call is important. If you have a large event scheduled and know well in advance that it is going to occur, send out a press release the week before, and make follow-up calls two days prior and also early on the morning of the event. Be sure to target the people most likely to be interested in the event. The same timing applies for other significant news, like announcing major achievements of your Collaborative or opening mini-grant applications in your region.

All press releases should be followed with a press call. This is when your past dealings with producers and assignment desk personnel are important. Always ask for the person you know best. Be persistent. Just because your story was not covered after your last call, or even the last ten calls, doesn’t mean that it will not be covered this time. Sometimes it depends on what else newsworthy is going on at the time, but good, persistent press work tends to have a cumulative effect.

Writing the Press Release: Press releases are the first encounter a media outlet will have with your news or event. While you want to be thorough and include all the information, and the underlying data, you also need to be succinct. In some large media markets, hundreds of press releases can cross an assignment desk each day. If your release is too wordy, it will likely be ignored.

The first paragraph should include the “five Ws” -- who, what, where, when, and why. Don’t forget, your first goal is to get them to come to your event. If you have a high-profile person who will attract media, include his/her name in the first paragraph.

The next paragraphs should include an expansion on the purpose of the news or event, and some history of what led up to it. If the location of your event or the news you are sharing is significant, include a discussion of its importance. It is also important to include some brief background material on any special people who will be in attendance or involved in the project. The release should include a quote from the spokesperson for your organization. Try to be clear, concise, and to the point. This will very often be the quote used in the print media. Make it count. Finally, include a brief description of your organization. This is particularly important if you are a new organization, a re-formed organization, or as yet unknown to the media.

The form of the press release can vary. There are, however, a few elements common to all press releases. Always begin with the date the information can be released. Somewhere at the top of the page type “PRESS RELEASE.” All press releases end with “# # #” or “-30-” typed in the middle of the page toward the bottom of the release. Be sure to include contact names (it is best to have two names) and their phone numbers.
FOR RELEASE

KY Girls STEM Collaborative mini-grant applications available beginning Jan. 2

LEXINGTON, Ky.,- Organizations interested in encouraging girls to explore careers in math and science-related fields can apply for a mini-grant from the Kentucky Girls Science, Technology, Engineering and Mathematics (STEM) Collaborative. Grant applications will be available Jan. 2-31.

Mini-grants of up to $1,000 will be awarded to teachers, school administrators, and leaders of community organizations, who are interested in completing projects to further school-aged girls' interest in math and science. These projects can be single or multiple day events.

“Our goal is to convince Kentucky's girls and their parents that careers in science, technology, engineering, and mathematics are exciting, pay well, desirable and attainable,” said Nancy Martin, collaborative grant coordinator and professor of biochemistry and molecular biology at the University of Louisville.

The Kentucky Girls' STEM Collaborative is comprised of women in math and science related fields across the state. The University of the Kentucky is the lead organization in the collaborative.

“These grants are a wonderful opportunity for schools, community organizations and businesses within Kentucky to partner on a program to educate girls about the science and engineering fields, and at the same time dispel the myth that these fields are 'just for boys','” said Sue Scheff, chair of the collaboration and coordinator of UK's Appalachian and Minority Science, Technology, Engineering and Mathematics Majors (AMSTEMM) program.

Earlier this year, the group, which is a part of the National Girls Collaborative Project, awarded $7,043 to eight organizations that had programs focused on getting girls in elementary, middle and high schools interested in pursuing math and science-related careers.

Applications will be available online beginning Jan. 2 at the National Girls Collaborative Project's Web site at http://www.ngcproject.org/mini-grant/index.cfm.

Recipients of the mini-grants will be announced by mid-March.

Contact: Carol Hanley, 859.333.8248
Nancy Martin, 502.852.5226
Sue Scheff, 859.257.2614

UK College of Agriculture, through its land-grant mission, reaches across the commonwealth with teaching, research and extension to enhance the lives of Kentuckians.

# # #
Press Calls: In many ways the press calls you make are more important than the press release. Although it's critical to have a written press statement, it's during the call that you have the opportunity to sell your story. In addition, press calls give the assignment desk person or the reporter the opportunity to ask questions, clarify the issue, and develop the background information that will be necessary to give depth to your story. It's during press calls that important relationships begin to be forged with the media. Start with the less important calls in order to practice and smooth out your delivery.

A public relations plan can seem daunting, yet when broken down into smaller tasks and shared by many people on the team it becomes a manageable endeavor that may bring great rewards to your project.
Chapter 2: Advocacy and Outreach
Tools and Templates

NGCP Tools and Templates are available online or on the NGCP SharePoint Site.

Tools

- NGCP2.1: Potential Collaborators
- NGCP2.2: Conference List
- NGCP2.3: Sample Presentation
- NGCP2.4: Sample Media Release
- NGCP2.5: NGCP and Partner Resources
- NGCP Resources and References SharePoint Site (separate resource)

Templates

- NGCP2.6: PowerPoint Style Template
- NGCP2.7: Conference Presentation Description
OVERVIEW

• Leadership Team Resources
• Project Web Site
• Program Directory
• E-Mail Listserv

Sample NGCP Listserv Message

A structure of communication is crucial to collaboration. There are many technological tools that make communicating more convenient and efficient, especially in reaching larger groups spread over a wide region. The NGCP uses a variety of techniques and resources to communicate with one another and to reach out to girl-serving STEM organizations, including a Web site featuring project information, the Program Directory, Mini-grant application, NGCP Video, National and Regional listservs, a shared project documents folder, support for phone and Web conferences, and more.

ESSENTIAL ELEMENTS

1. Use the NGCP Web site as a resource for spreading the word about your regional project.

2. Include the benefits of the Program Directory in every presentation and all information you provide about your regional collaborative.

3. Keep your regional Web pages current by sending updates to the NGCP National Leadership Team.

4. Make your regional listserv a valuable resource by sending it once per month with current events and information, following a standard and predictable format.

5. Allow time for participants to browse the Web site, create a Program Directory entry, or sign up for the listserv at events and presentations.
LEADERSHIP TEAM RESOURCES

Numerous resources are available for each Regional Leadership Team to assist in implementing the NGCP model.

**Regular Conference Calls:** To provide ongoing training and support to Collaborative Leads, NGCP hosts a series of quarterly conference calls for members of the Regional Collaborative Leadership teams. NGCP Leadership team members facilitate these calls focused on timely topics that provide a chance for Collaborative Leadership team members to collaborate with one another and discuss strategies and lessons learned in Girls Collaborative efforts and activities in your area. In addition, NGCP team members will share updates on the project and provide additional training on various aspects of replicating the NGCP model.

**Training Webcasts:** The National Leadership Team periodically hosts training webcasts on topics pertinent to the Regional Leadership Teams. These webcasts are archived in SharePoint, and include a mini-grant administration training webcast, a mini-grant review training webcast, a SharePoint training webcast, and a general Collaborative training webcast based on the Collaboration Institute.

**SharePoint Site:** Includes resources, research based strategies materials, collaborative document sites for sharing collaborative work, Collaboration Guide tools and templates, photo libraries, evaluation resources, STEM references and research articles, calendar of NGCP events, Collaboration Institute files, and more.
PROJECT WEB SITE

The NGCP Web site includes complete descriptions and up-to-date information for each regional collaborative. It is an online resource for people involved in the project as well as those interested in learning more about the NGCP.

Regional Leadership Teams are expected to send updated copy to the Web content editor by the first of the month. Updates received by the first of the month will be published by the end of that month. Additionally, as regional collaboratives have news, they are featured on the home page in the NGCP Updates section.

Regional collaborative Web pages include an overview page, Regional Champions Board members, leadership team members, partners, collaborative activities and events, a newsletter archive, and contact information.
The Program Directory includes organizations and programs nationwide that focus on motivating girls to pursue careers in science, technology, engineering, and mathematics (STEM). The purpose of this directory is to help organizations and individuals network, share resources, and collaborate on STEM-related projects for girls.

The Directory contains program descriptions, resources available within each organization, program and/or organization needs, and contact information.

The Program Directory includes an alphabetical listing of all programs within the Directory. Users can also sign in to the Directory to edit existing entries and register new programs.

As programs are submitted for inclusion into the Directory, a program administrator reviews program information before the entry is public.

Program Search: Users can search for particular programs within the Directory based on various criteria in a basic and advanced search. Sample searches might include: a Collaborative searches for speakers in their regional location; a parent searches for after-school programs that serve students with disabilities; or a girl-serving STEM program searches for STEM-promotional materials available online. Search options include:

- Program Name
- Program Location
- National programs/Web resources
- Program Focus (STEM)
- Resources Needed
- Resources Available
- Populations Served
- Collaboration Interests
- Service Delivery Format
E-mail is an effective way to communicate with a large number of people to further promote collaboration efforts. Upcoming events can be announced, resources can be shared, and documents can be attached. With this tool you can reach numerous people almost simultaneously at little or no cost. While the Program Directory is designed for public access, the listservs are for communication within different NGCP groups, including invitations to programs for conferences and forums, and to the Champions Board for meeting announcements and special requests.

Mailing lists, also known as listservs, allow you to send a single e-mail to a group of people. Listserv groups can range from a few participants/subscribers to several million. Web sites such as www.yahoo.com provide free listserv services in exchange for an advertisement at the end of the message. Other services charge a fee to use their e-mail list management software and assist you in creating, managing, and controlling your electronic mailing lists. NGCP provides an online service for each collaborative.

Along with the set of national listservs that connect each collaborative site, each region has its own set of e-mail listservs to send messages with region-specific information, such as invitations to the local conferences and forums, descriptions of local programs and relevant events, and mini-grant information.

**National Listservs**

- NGCP Info
- NGCP Champions Board
- NGCP Regional Leadership Team

**Regional Listservs**

- XGCP Info
- XGCP Mini-Grantees
- XGCP Champions Board
- XGCP Regional Leadership Team
The NGCP Info listserv grew to just over 1600 subscribers since the original grant in 2001. We added people who attended NGCP conferences and forums and invited people to join the listserv when we presented at events and conferences. When you are building your listserv, recruit any new contacts to subscribe so that they stay involved and connected to the project. Besides using the listserv to send out e-mail meeting announcements, documents, deadline reminders, etc. to the board members, mini-grantees, and Regional Leadership Team, we also used the NGCP Info listserv in two very effective ways:

1. **Newsletter** - Members receive information about NGCP as well as information from other sources that may be valuable for STEM-related programs, including funding opportunities, resources, and upcoming events. Regional listservs should share locally specific information.

2. **ResourceMatchers** - This program matches needs with resources by sending an e-mail to the listserv listing specific needs and resources that members of the listserv have submitted to the listserv moderator. Subscribers on the listserv can respond if they can meet a particular need or want to use a listed resource. Replies go only to the listserv moderator, who forwards the contact information to the person requesting the information. This allows NGCP to track the number of people using this ResourceMatchers Program and controls the number of e-mails distributed.
Sample NGCP Listserv Message

NGCP E-Newsletter

The goal of the National Girls Collaborative Project is to maximize access to shared resources within projects and with public and private sector organizations and institutions interested in expanding girls' participation in STEM. Find out more: www.ngcproject.org

NGCP Updates

The Power of Collaboration
The Kentucky Girls STEM Collaborative Project Kick-Off conference will be the tenth NGCP kick-off conference offered in the six years of the National Girls Collaborative Project work. Conferences have been held in California, Florida, Massachusetts, North Carolina, Oregon, Texas, Washington, and Wisconsin, serving over 1,000 individuals and programs. Keynotes have been provided by astronauts, computer scientists, girls, and researchers. As of May 2008, there are 650 active STEM-focused girl serving programs and individuals listed in the Program Directory, representing 45 states. The purpose of this Directory is to help organizations and individuals network, share resources, and collaborate on STEM-related projects for girls. More than 100 mini-grants have supported 245 programs serving 5,675 girls. Practitioners and researchers have offered seven Webcasts attended by a total of 250 individuals. Webcasts and resources are archived on the NGCP site. In the Fall, kick-off conferences will be offered in Connecticut, Maine, and Tennessee. If you are new to the project or haven't had an opportunity to collaborate, please take some time to visit the Web site, review the various programs and services in your area that are listed in the Program Directory, and join your colleagues in encouraging girls to pursue careers in science, technology, engineering, and mathematics (STEM).

Regional Collaborative News

Texas Kick-Off Conference
The Kick-Off event was held on April 18, 2008. One hundred and twenty people from across Texas came to the Texas Club at the University of Texas - Austin to learn more about the Texas Girls Collaborative Project. The keynote speaker was Duy-Loan Le, who is featured on the Bold Visions - Women in Science and Engineering DVD. The agenda included a panel discussion, a number of round table discussions and concluded with door prizes. The room was buzzing with the sound of collaboration!

Kentucky Girls STEM Collaborative Project Kick-Off Conference
May 23, 2008, 10:00 AM - 3:00 PM
University of Kentucky - Lexington

This event will launch the start of the Kentucky Girls STEM Collaborative. The Conference will provide information on mini-grant availability, showcase girl-serving STEM programs in Kentucky, and provide networking activities. Kentucky Secretary of Education, Helen Mountjoy, will welcome the group, followed by a panel of phenomenal women from the community. Exhibits, roundtable discussions, and lunch will be included. For more information, contact Sue Scheff at suescheff@uky.edu.

Register: http://www.ngcproject.org/events/events.cfm?eventid=71

Upcoming Events

NGCP May Webcast
You Can Make a Difference: Learn How to Plan Role Model Visits and Field Trips to Inspire Girls in Technology, Science, and Engineering
May 14, 2008, 11:00 AM - 12:00 PM PDT

How can I get my students excited about a career in technology, science, or engineering? How can I work better with industry professionals and corporate partners to encourage outreach to students? When a role model visits my classroom, how can I make sure they are engaging and able to excite my students about careers in science, technology, and engineering? Participate in this Webcast to learn how to address these questions and help role models connect with girls in your community. Since 2000, Techbridge has served over 2,000 girls, 7,000 educators, and corporate partners through trainings and resources. With hands-on projects like the Green Dollhouse Project and Cars and Engines that capture girls’ interest Techbridge has successfully put girls into the STEM pipeline.

Register: [http://www.ngcproject.org/events/webcasts.cfm](http://www.ngcproject.org/events/webcasts.cfm)

**WEPAN National Conference**
*Gateway to Diversity: Getting Results through Strategic Communications*
Hyatt Regency St. Louis, St. Louis, Missouri
June 8-10, 2008

The Women in Engineering Programs and Advocates Network's (WEPAN) National Conference is a lively forum with opportunities to foster conversations among educators, researchers, academic leaders, women in engineering and science staff, corporate and government advocates and others who work to effect gender equity in STEM fields. [http://www.wepan.org](http://www.wepan.org)

**AGELE National Conference**
*Building Leadership for Diversity in Education: Examining the Gender Intersect*
Boston Marriott Peabody, Peabody, Massachusetts

**Resources**

**CSTA’s "Imagine Your Future in Computing" Brochure in Spanish**
Too often, young women do not receive the information they need about available careers. We continue to find that young Hispanic/Latina women are far less likely to consider STEM career opportunities because their families have little accessible information. To address this problem the Computer Science Teachers Association has created a Spanish-language version of its highly-popular "Imagine Your Future in Computing" brochure. If your project serves students in this community, free copies are available for girls and parents.

**Project Exploration - Discover Your Summer 2008**
This summer science resource guide includes more than 160 programs for middle and high school students throughout the Midwest. Thanks to a special partnership with the Self Reliance Foundation, students can also access information about programs in Spanish. The guide is free and available at: [http://www.projectexploration.org/dys.htm](http://www.projectexploration.org/dys.htm)

**Student Interview Podcasts Now Available**
Thanks to support from Cisco Systems, The Science House and Expanding Your Horizons (EYH) teamed up to create podcasts of student interviews with scientists and engineers for North Carolina’s annual EYH conference. EYH and The Science House created four podcasts, three in English and one in Spanish. To access the podcasts, visit [http://wolfcast.ncsu.edu/itunes/](http://wolfcast.ncsu.edu/itunes/) and choose “Physical and Mathematical Sciences.” [http://www.science-house.org/student/eyh/](http://www.science-house.org/student/eyh/)

**FairerScience - Women in Science Blogs**
The FairerScience "Using Women in Science Blogs to Encourage Girls in Science" Web site provides information about and links to blogs by women in scientific fields. Girls interested in STEM fields can read what real women in science are writing about their lives as scientists and students. The blogs also allow girls to network with women in STEM fields. Women in science blogs are available on numerous topics, including biochemistry, sport science, engineering, art and biology, and more. [http://www.fairerscience.org/](http://www.fairerscience.org/)

**Year of Science 2009 - Explore, Empower, Engage**
The Coalition on the Public Understanding of Science is hosting the Year of Science 2009, a national year-long celebration to engage the public in science and improve public understanding about how science works, why it matters, and who scientists are. The Web site provides fun activities to celebrate the Year of Science and also provides a networking site to locate coalition members. [http://www.copusproject.org/yearofscience2009/](http://www.copusproject.org/yearofscience2009/)

**NGCP Program Directory - Register your Program Today!**
The online Program Directory lists organizations and programs that focus on motivating girls to pursue STEM careers. The purpose of the directory is to help organizations and individuals network, share resources and collaborate on STEM-related projects for girls. When you sign up for the Program Directory you will enter your program description, resources available within your organization, program and/or organizational needs and contact information. [http://www.ngcproject.org/directory/](http://www.ngcproject.org/directory/)
NGCP Tools and Templates are available online or on the NGCP SharePoint Site.

Tools

- NGCP3.1: Project Web Site Update Schedule
- NGCP3.2: Project Web Site How-Tos
- NGCP3.3: Project SharePoint Site Guides
- NGCP3.4: Project Constant Contact Guide
- NGCP3.5: NGCP Training Webcasts

Templates

- NGCP3.4: Collaborative Web Site Sample Text
- NGCP3.5: Program Directory Recruitment E-mail
- NGCP3.6: E-Mail Listserv Message
- NGCP3.7: ResourceMatchers Message
NGCP brings together leaders and experts in girl-serving STEM organizations and assists them in sharing knowledge as well as exploring creative concepts across disciplines and between organizations. Locally, each collaborative disseminates research-based promising practices at regional events and activities.

To support, expand, and disseminate the work of the NGCP, webcasts that showcase the work of NGCP participants and provide resources from other related initiatives and organizations are offered monthly. The webcasts enable participants from across the country to connect, collaborate, and learn, and also disseminate the work of NGCP. The webcasts are archived on the NGCP Web site.

The model includes three types of events: a kick-off conference, at least two topic forums, and an annual conference. While a core group of programs and organizations may attend all events, it is often the case that each event engages new collaborative partners. NGCP events are designed to reinforce the key goals of the project.

**OVERVIEW**

- Kick-Off Conference
  - Event Purpose
  - Anticipated Outcomes
  - Descriptions from Past Kick-Off Events
  - Sample Kick-Off Flyers
- Forums
  - Event Purpose
  - Anticipated Outcomes
  - Choosing a Forum Topic
  - Past Forum Topics
  - Sample Forum Flyers
- Annual Conference
  - Event Purpose
  - Anticipated Outcomes
  - Sample Annual Conference Flyers

**ESSENTIAL ELEMENTS**

1. Identify sponsors for all events for both location and refreshments.
2. Provide a brief overview of the project for individuals new to the project and to remind others of the goals.
3. Provide participants with a folder that includes information about the project and a list of attendees with contact information.
4. Encourage collaboration by including an organized networking activity and providing nametags.
5. Promote the Program Directory and mini-grants.
6. Share regional resources.
KICK-OFF CONFERENCE

The Kick-Off Conference is the official launch of your project. At this event, you want a cross-section of girl-serving organizations, professional organizations, businesses, higher education, K-12 teachers, and after-school programs. This is the first opportunity for potential collaborators to meet each other and for you to promote the advantages of collaboration. The Kick-Off Conference is also an opportunity to obtain names of other programs and individuals to contact about your project.

Regional Leadership Team members and Champions Board members will help identify a location and sponsors. A Kick-off conference will have at least 100 participants and will be a full day, with a schedule such as 9:00 AM to 3:00 PM.

Event Purpose

- Announce the project in your region
- Introduce potential collaborators
- Describe the Program Directory
- Share mini-grant application information
- Showcase model programs

Anticipated Outcomes

- Girl-serving STEM organizations in the region become engaged in the activities of your project
- Programs register in the Program Directory
- Regional listserv numbers increase
- Additional event sponsors and collaborators are identified
- Additional regional resources are identified

Descriptions from Past Kick-Off Events

**California Girls Collaborative**, Davis, CA
October 17, 2005

The California Girls Collaborative Kick-Off Conference, held at the University of California at Davis, and was attended by over 80 representatives from schools (K12), higher education, professional organizations, business, government, and community-based organizations that support girls in STEM. The conference included a keynote address on “Women in Science: Career Processes and Outcomes” by Dr. Kimberlee Shauman, UC Davis. A luncheon talk on “Encouraging Girls in Science” was provided by Dr. Susan Hackwood, Executive Director, California Council on Science & Technology. The conference also featured a panel of exemplary programs including Better Education for Women in Science & Engineering (BEWiSE), Expanding Your Horizons, and Techbridge.

**Texas Girls Collaborative**, Austin, TX
April 18, 2008

One hundred and twenty people from across Texas came to the Texas Girls Collaborative Kick-Off Conference to learn about the project. Held at the Texas Club of the University of Texas – Austin, the agenda included a panel discussion, round table discussions, and concluded with door prizes. The keynote speaker was Duy-Loan Le, who is featured on the Bold Visions - Women in Science and Engineering DVD. The Conference allowed participants to meet, share best practices, and forge partnerships to advance efforts aimed at diversifying the STEM community.

**Girls Raised In Tennessee Science (GRITS) Collaborative**, Murfreesboro, TN
September 26, 2008

Over seventy teachers, administrators, STEM professionals, and government representatives gathered at Middle Tennessee State University (MTSU) to kick off the Girls Raised in Tennessee Science Collaborative. The morning began with a panel discussion of women STEM...
professionals lead by Tara Greer (student at Riverdale High School, Murfreesboro); Jocelyn Feliciano (civil engineer, U.S. Army Corps of Engineers), Dr. Diane Miller (mathematician, now the Vice Provost of Academic Affairs at MTSU), Dr. Tanya Peres (archaeologist, MTSU), Angela Golden (IT specialist, MTSU), and Mary Moore (senior technologist, Eastman Chemical Company). Dr. Leslie Wisner-Lynch, of BioMimetics Therapeutics, Inc., delivered the keynote address using her own story to share the importance of girls’ STEM education. After lunch, attendees networked, viewed exhibits, and received information on the NGCP Program Directory and mini-grant program.

**Maine Girls Collaborative, Orono, ME**

October 10, 2008

Eighty people from a wide variety of sectors and all geographic areas of the state gathered at the University of Maine for the Maine Girls Collaborative Kick-Off Conference. Dr. Amy Arnett, environmental scientist at Unity College and Fulbright Scholar, delivered the keynote address. A panel presentation provided context for discussions among participants. Most of the day was devoted to describing the various NGCP resources and tools, and providing opportunities for the participants to network and strategize plans to develop collaborative partnerships. The first round of Maine mini-grant proposals was announced, and the Maine Girls Collaborative Project has up to $10,000 to distribute for mini-grants.

**Connecticut Girls Collaborative, Wallingford, CT**

October 28, 2008

On Tuesday, October 28, the Connecticut Girls Collaborative held a Kick-off Conference to introduce its STEM initiative to schools, organizations, businesses, and institutions across the state. Both formal and informal educators learned about mini-grants; how to use the extensive online Program Directory on the NGCP Web site; the value of evaluation to improve programming; and how to replicate promising practices for reaching girls. The conference also featured a panel discussion of women in various stages of STEM careers, speaking about what influenced them to choose STEM and how schools can encourage girls’ interest in those subjects. This initiative hopes to tap girls at an early age who will ultimately be equipped to enhance Connecticut’s reputation as a high-tech leader in innovation and productivity.

*National Girls Collaborative Project*
Sample Kick-off Flyers

Plan now to attend and learn more about an exciting new grant opportunity...

KENTUCKY GIRLS STEM COLLABORATIVE PROJECT
Kick-Off Conference

May 23, 2008
10:00 AM – 3:00 PM
Student Center Grand Ballroom
University of Kentucky
Registration begins @ 9:30 AM

Join us in helping to grow our girls’ interest in Science, Technology, Engineering, and Math (STEM)

Who Should Attend?

- Girl-serving community-based organizations
- Program managers
- Business leaders
- Professional educators (K-12 & Post-secondary)
- Guidance counselors
- Professional organizations serving members in STEM careers

Why Attend?

This project, funded by the National Science Foundation, offers the chance for schools and organizations committed to informing and motivating girls to pursue classes and careers in Science, Technology, Engineering, and Math (STEM) to come together to share best practices, develop new collaborations, and share resources. The successful career transition of students and the economic future of Kentucky are tied to increased participation of all students in careers that rely on STEM skills and competencies.

Mini-grants are available to organizations that collaborate in the development and delivery of programming that share this vision.

To register for the Conference or to find out more about this Project: www.ngcproject.org/events/conferences.cfm

Please share this flyer with others who might be interested!
GIRLS RAISED IN TENNESSEE SCIENCE COLLABORATIVE KICK-OFF CONFERENCE

FRIDAY, SEPTEMBER 26, 2008
9:00 AM to 3:00 PM
KEATHLEY UNIVERSITY CENTER
MIDDLE TENNESSEE STATE UNIVERSITY

WHO SHOULD ATTEND?
Girl-serving programs in ...
- Education (K-12 and post-secondary)
- Business
- Government
- Community-based organizations
- Professional organizations

WHAT WILL YOU DO AT THE KICK-OFF?
- Receive information about our mini-grant program
- How to register your program in the National Girls Collaborative Project’s online Program Directory
- Networking opportunities

TO REGISTER FOR THIS EVENT ONLINE:
www.ngcproject.org/events/register.cfm?eventid=98

FOR MORE INFORMATION ...
- www.ngcproject.org/tennessee or www.mtsu.eau/~grits
- Call the GRITS office at 615.494.7763
- E-mail us at grits@mtsu.edu

National Girls Collaborative Project
Event Checklist

Experience has identified the following common activities and resources must be present at all NGCP-sponsored events to inspire collaboration among participants and to meet the overall goals of the regional collaborative.

1. Provide a brief overview of NGCP nationally and regionally via a short presentation at the beginning of the event.

2. Include a folder of resources that includes at a minimum:
   a. Event agenda
   b. List of participants including name, organization, and contact information
   c. Regional Collaborative brochure including leadership team contact information
   d. NGCP brochure and Program Directory card

3. One organized networking activity early in the agenda (for example, speed networking) to give participants an opportunity to meet others. All participants should have nametags.

4. Provide a brief overview of the Program Directory with specific directions so participants can enter their program into the directory after the event.

5. Explicitly describe the regional goals so participants understand upcoming activities and resources.
FORUMS

Forums are designed to provide opportunities for face-to-face collaboration and presentation and discussion of the Research Based Strategies in informal learning and evaluation and assessment. Each regional collaborative must host at least one forum, although additional forums are encouraged. If offering more than one forum, you may wish to focus your first forum on collaboration strategies to provide opportunities for potential collaborators to share goals, needs, and resources. Announcing the mini-grant program at this forum can be effective, sparking motivation, conversations and plans. If only offering one forum, it must focus on Research Based Strategies, but can also be an effective time to announce mini-grants.

Forums are usually three hours or less, with time for networking, project information, and sharing of resources. No lunch is served and most forums attract 30-50 participants so the venue is much smaller than the one used for the kick-off or annual conference.

Event Purpose

• Announce the project in your region
• Introduce potential collaborators
• Describe the Program Directory
• Share Research Based Strategies in informal learning and/or evaluation and assessment.
• Strengthen capacity of girl-serving STEM organizations

Anticipated Outcomes

• Girl-serving STEM organizations in the region become engaged in the activities of your project
• Programs register in the Program Directory
• Regional listserv numbers grow
• Participants are provided research-based strategies in informal learning and/or evaluation and assessment
• Participants become aware of regional resources and expertise in informal learning and/or evaluation and assessment

Choosing a Forum Topic

Research Based Strategies providers offer content regional collaboratives use for forums. One method for delivering this content is a series of webcasts focused on informal learning and evaluation and assessment.

In past NGCP grants, forum topics have been brainstormed during the Kick-off conference by participants. In breakout groups, they discussed current needs and gaps related to STEM support for girls. You can use ideas generated by the other activities, such as the Roundtable Discussion. After satisfying NSF grant requirements, by providing a forum focused on Research Based Strategies, collaboratives may wish to offer additional forums following these suggestions. By allowing directors of girl-serving STEM programs in your region to choose and possibly present on relevant topics, you guarantee that forums will be well-attended and useful.

Sample Forum Topics

• Collaboration Forum

Regional experts will share best practices in collaboration, including benefits, challenges, and lessons learned. Describe the mini-grant process, provide hands-on assistance to participants with mini-grant applications, and respond to mini-grant questions. Forum agenda might also include examples of successful collaboration in the region and dissemination of collaboration resources.

• Program Evaluation Forum

Regional experts share strategies for measuring
Activities and Events

project impacts and outcomes, including identifying goals of your project, how you are achieving them, the impact on the girls you serve, and how to improve your program to attract more girls.

Participants are introduced to the Assessing Women and Men in Engineering (AWE) instruments and resources (www.aweonline.org).

**Effective Strategies for Working with Girls in STEM Forum**

Regional experts share strategies for working with girls in STEM. This might include a presentation on current research, a panel of program directors, and sharing of local and national resources. Participants are introduced to informal learning resources developed by the Education Development Center (EDC).

**Creating Mentoring Opportunities for Girls in STEM Forum**

Opportunity for programs to share success stories and help other organizations set-up successful mentoring programs. Information on the benefits, pitfalls, and the options for structuring STEM-focused mentoring programs is presented.
Building Capacity through Collaboration
Hosted by the Science Math Engineering Education Center (SMEEC)
Washington State University, Pullman, Washington
Saturday, September 29, 2007 9:00 A.M.-12:00 P.M.
Education Addition, Room 308

Welcome by Dr. John Paznokas, Director, SMEEC
Dr. Lynda Paznokas, The Boeing Distinguished Professor of Science Education, College of Education, WSU

Please join us at this free forum to gain valuable collaboration resources, and to participate in workshops on hands-on science activities and program evaluation.
To register: www.erasurvey.org/websurvey/NWGCPNET.htm

- Are you interested in collaborating with others to better serve and prepare girls for STEM related careers?
- Are you interested in receiving a mini-grant to help fund collaboration with another program?
- Would you like the opportunity to share or receive promising practices and resources with others?

The Northwest Girls Collaborative Project brings together organizations and individuals that are committed to informing and motivating girls to pursue careers in Science, Technology, Engineering and Mathematics to encourage collaboration and improve inter-program communication. Our goal is to strengthen capacity, increase continuation of girl-serving STEM programs and create a wider audience for gender-related STEM issues.
Did you know role models can be instrumental in influencing girls’ career choices in STEM?

How can I get my students excited about technology, science, or engineering, and work better with industry professionals and corporate partners to encourage outreach to students? Participate in this workshop and you will learn how to address these questions and help role models connect with girls in your community. With hands-on projects like the Green Dollhouse Project, and Cars and Engines that capture girls’ interest, Techbridge (of Chabot Science Center in Oakland, CA) has successfully put girls into the STEM pipeline. In this workshop, you will learn how to work with role models and corporate partners to host engaging visits and field trips. We will share our recipe for success—make it personal, passionate and interactive—and give you resources to make every role model encounter impactful.

To register or for more information, please contact Amy Foster: afoster@gswcf.org or (813) 262-1764.

April 22 • 1 - 3 p.m., (Webcast 4 p.m.)
Girl Scouts of West Central Florida
5002 W. Lemon St.
Tampa, FL

You Can Make a Difference: Learn How to Plan Role Model Visits and Field Trips to Inspire Girls in Technology, Science and Engineering
ANNUAL CONFERENCE

The Annual Conference is a celebration of the collaborations that have occurred in your project. Mini-grantees present and provide posters detailing the results of their projects.

Event Purpose

- Celebrate and recognize your project successes
- Showcase mini-grant achievements
- Introduce potential collaborators
- Describe the Program Directory
- Provide content and resources from the Research Based Strategies

Anticipated Outcomes

- Girl-serving STEM organizations in the region become engaged in the activities of your project and more knowledgeable of informal learning and evaluation and assessment
- Programs register in the Program Directory
- Regional listserv numbers increase
- Additional event sponsors and collaborators are identified
- Additional regional resources are identified
- Spark ideas for collaboration between programs
Sample Annual Conference Flyer

KY Girls STEM Collaborative
First Annual Conference
June 15th, 2009
Hyatt Regency Lexington
Lexington, KY

Registration begins at 8:30am (ET)
Conference runs 9:00 a.m.—3:30 p.m. (ET)

To register for the Conference or to find out more about this Project:
http://www.ngcproject.org/events/conferences.cfm

Questions: Dr. Carol Hanley, chanley@uky.edu, or Sue Scheff, suescheff@uky.edu

GUEST SPEAKERS
Welcome by
UK Provost & VP of
Institutional Diversity
• Eleanor Jordan, KY
  Commission on Women
• Jo Sanders, Gender
  Equity for Educators
• Carey Buxton, FBI
• Representatives from
  KY Industries (such as
  Proctor & Gamble, GE, and
  more)
• Best Practices:
  Elementary/Middle, High
  School and Post Secondary
• Mini-grant Awardees
California Girls Collaborative Project

**3RD ANNUAL CONFERENCE**

**LEARN ABOUT MINI-GRANT OPPORTUNITIES AND MARKETING S.T.E.M. TO GIRLS THROUGH COLLABORATION**

**Wednesday, October 10, 2007**
9:30 a.m. to 3:00 p.m.
Clark Kerr Campus, UC Berkeley
2601 Warring Street, Building 10, Garden Room

Registration Fee: $25
Includes Lunch and Parking
For further information: http://calgirls.llnl.gov
To register on-line: http://calgirls.llnl.gov/reg

**WHO SHOULD ATTEND?**

GIRL-SERVING PROGRAMS IN
- Education (K-12)
- Higher Education
- Business
- Government
- Community-based Organizations
- Professional Organizations

**WHAT WILL YOU LEARN?**

- Opportunity to apply for mini-grants
- Networking opportunities
- Directory of girl-serving programs in California

**EVENT SPONSORED BY**

Lawrence Livermore National Laboratory
American Association of University Women
University of California, Davis

**HELPING TO FOSTER GENDER EQUALITY IN S.T.E.M.**
Chapter 4: Activities and Events

Tools and Templates

*NGCP Tools and Templates are available online or on the NGCP SharePoint Site.*

**Tools**

- NGCP4.1: Kick-Off Conference Planning Worksheet
- NGCP4.2: Forum Planning Worksheet
- NGCP4.3: Annual Conference Planning Worksheet
- NGCP4.4: Roundtable Instructions

**Templates**

- NGCP4.1.1: Kick-Off Conference Announcements/Invitation
- NGCP4.1.2: Kick-Off Conference Press Release
- NGCP4.1.3: Kick-Off Conference Public Agenda
- NGCP4.1.4: Kick-Off Conference Internal Agenda
- NGCP4.1.5: Kick-Off Conference Evaluation Form
- NGCP4.2.1: Forum Invitations
- NGCP4.2.2: Forum Public Agenda
- NGCP4.2.3: Forum Internal Agenda
- NGCP4.2.4: Forum Evaluation Form
- NGCP4.2.5: Sample Programs for Collaboration Exercise
- NGCP4.2.6: Collaboration Action Plan
- NGCP4.2.7: Speed Networking Instructions
- NGCP4.3.1: Annual Conference Announcement/Invitation
- NGCP4.3.2: Annual Conference Public Agenda
- NGCP4.3.3: Annual Conference Internal Agenda
- NGCP4.3.4: Annual Conference Evaluation Form
OVERVIEW

• Application and Rewards Process
  Application
  Selection
  Award
  Sample Mini-grant Scenario
• Funded Mini-Grant Summaries

The mini-grants provide an incentive for girls-in-STEM programs and organizations to collaborate. This incentive is introduced and encouraged through the interactive forums where presentations emphasize the power of creative collaboration, techniques for effective partnerships between organizations, and highlights of successful collaborative projects.

Collaboration is also facilitated at the conferences, where girl-serving organizations, schools, businesses, and STEM professional groups network and begin to develop collaborative projects designed to inform and motivate girls to pursue careers in STEM fields. The $1,000 mini-grant program presents an opportunity for collaborating groups to acquire these funds to support their projects. The mini-grant is intended as "seed money" to start a collaboration between programs that will hopefully be sustained beyond the sum of the money.

ESSENTIAL ELEMENTS

1. Mini-grants are not designed to supplement ongoing projects, but to enhance access, services, and to build collaboration between programs and resources.

2. At least two programs each from a different organization must collaborate on the mini-grant project.

3. All programs collaborating on the mini-grant must be registered in the Program Directory.

4. Projects proposed must include content from the Research Based Strategies in informal learning or evaluation and assessment.
APPLICATION AND AWARD PROCESS

Application

In order to apply for a mini-grant:

- At least two programs from different organizations must collaborate on the mini-grant project.
- All programs/organizations collaborating on the mini-grant must be registered in the Program Directory.
- Project must include Research Based Strategies in informal learning or evaluation and assessment.

The mini-grant application is completed online and takes approximately 30 to 45 minutes to complete. Applicants are allowed to save and return. A sample mini-grant application is available on the NGCP Web site as a PDF for potential grantees to review. The application consists of the following information.

Your Program – Select your program from a drop-down menu that draws from the Program Directory. If you have more than one program in the directory, you will select the program associated with this mini-grant application. This program will become the lead program on the mini-grant application.

Collaborating Programs – Select one or more programs that you will be collaborating with on the mini-grant project. These programs can be added by the Search or Browse buttons that draws from the Program Directory. The collaborating programs and the lead program must be registered by separate users in the Program Directory as the mini-grant application does not allow users to collaborate with themselves on mini-grant projects.

Project Details – Provide information on the following:

- **Project Description** – Provide a brief summary of the mini-grant project that relays the main idea of the project.
- **Role and Contributions** – Explain how the collaborating organization will participate in the grant. Clearly define the roles and responsibilities of each collaborating organization.
- **Project Goals** – Present the broad outcomes and goals that the project will achieve.
- **Project Objectives** – Select one to four measurable objectives that target a specific audience.
- **Project Design Plans** – Identify the design of the project and explain how the design will help meet the goals of the project.
- **Activities and Methods** – Describe the strategies and activities you will use to demonstrate integration of research-based strategies.

Project Evaluation – Provide information on assessment activities planned for the project.

Research Based Strategies – Specify if your project will focus on informal learning or evaluation and assessment.

Project Budget – Provide itemized budget and matching funds if applicable (matching funds are not required). Itemized budget must add up to the total grant request plus matching funds.
Selection

Successful mini-grant applications will demonstrate how the project builds on the strengths of the collaborating organizations, resulting in increased numbers of girls receiving services and/or strengthening the impact of current services to encourage girls to enter STEM fields. Successful applications will also address how the project will include Research Based Strategies in informal learning or evaluation and assessment. Assessments are required of mini-grant projects, using tools provided by the project evaluation team.

The Regional Leadership Team reviews the mini-grant applications and uses the rubric to score the grants for funding. This process occurs online with access to applications granted to reviewers.

Award

After the Regional Leadership Team has reviewed the mini-grant applications, recommendations are made to the National Leadership Team for final selection. The National Leadership Team reviews the recommended mini-grants for final approval according to NSF guidelines. Mini-grant awardees receive notification from the Regional Leadership Team and paperwork and funding is handled by the National Team. Recipients must sign a contract to receive the mini-grant funding.

Mini-Grant Resources

A number of resources designed to make the application and review process easier are available to the Regional Leadership Team and mini-grant applicants. Resources are available on the NGCP Web site and in SharePoint Resources. They include:

- Collaborative Mini-Grant Process Document
- Developing Measurable Objectives Guide
- Funded Mini-Grant Descriptions
- Mini-Grant Administration Training Webcast
- Mini-Grant Frequently Asked Questions
- Mini-Grant Review Rubric
- Mini-Grant Reviewer Training Webcast
- Sample Mini-Grant Application
SAMPLES OF FUNDED MINI-GRANT SUMMARIES

For a complete list of mini-grant summaries, see the Project Sharepoint site.

**Galactic Girls Operation SMART Summer Camp**
**Collaborating Organizations:** Operation SMART Summer Camp (Girls Inc. of Pinellas) and Mad Science of West and South Tampa Bay
**Girls Served:** Ages 5-13

This ten week Operation SMART summer camp for 225 girls included a combination of specialized STEM tracks with specific themes (earth sciences, marine biology, chemistry, and astronomy) designed to be holistic in structure, experiential in learning style, and conducive to new exposure to STEM topics. The Galactic Girls track will be interwoven into a broad array of camp activities, including a kick-off Astronaut Academy Fair, five educational field trips to area museums and nature preserves, relevant computer-based learning curricula, healthy eating classes, recycling projects, and more.

**Girls Go Green and Stormwater Reuse (FSGE)**
**Collaborating Organizations:** Florida Technical College of Engineering; Society of Women Engineers; Society of Women Engineers, Space Coast Section; and Girl Scouts of West Central Florida
**Girls Served:** Grades K-12

In this grant, girls learned to connect STEM to the real world by touring the Florida’s Showcase Green Envirohome, meeting female role models, and learning about stormwater reuse and how to protect their environment. On the tour they saw five green roofs, four cisterns, solar power, wind generation, flexipave, landscaping with Florida natives, engineering design, architecture, and more. The workshops provided a hands-on look into career opportunities for women in STEM.

**Launch into Technology – Aeronautics Institute**
**Collaborating Organizations:** NASA Ames Research Center and Girl Scouts of Northern California
**Girls Served:** Grades 9-12

The “Launch into Technology” week-long residential program at NASA Ames in June 2008 will allow girls to explore the technology used in aeronautics, robotics, and astrobiology in an engaging, hands-on environment. Through interactions with experts, girls will increase their confidence in STEM and were encouraged to consider STEM fields as career options.
**Ornithology 101: Bird Detectives**  
**Collaborating Organizations:** St. Marks Refuge Association and Astoria Park Elementary School  
**Girls Served:** Grades 4-5  
This after-school program combined classroom and schoolyard activities, presentations with permanently disabled birds of prey, and birding on school grounds and at St. Marks National Wildlife Refuge. The 20 4th and 5th grade girl participants used binoculars and field guides to identify and carefully observe birds, and partner with scientists to collect meaningful data.

**Palouse Kids Judge! Neuroscience Fair**  
**Collaborating Organizations:** AAUW-Dayton, WA; Palouse Discovery Science Center; and Graduate Women in Science – Psi Chapter (WA)  
**Girls Served:** Grade 5  
This grant sent 5th grade girls from Dayton, WA to the Washington State University Neuroscience Fair. The fair is an annual event of the National Brain Awareness Week where students use creative problem-solving at activity stations and judge 24 science projects developed by WSU Neurophysiology undergraduates. The program also helped the Dayton girls prepare their own science projects with AAUW mentors for their upcoming local science fair.

**Rockin Girl RoboPower**  
**Collaborating Programs:** Rockin Girl RoboPower and Student Technology Leadership Program (STLP)  
**Girls Served:** Grades 6-8  
The Rockin Girl RoboPower project brought together an engineering team of 20 middle school girls to design, build, and program a robot to compete in a statewide challenge. The girls met with women professionals in STEM careers to discuss opportunities available in STEM. The program design included female students engaged in hands-on learning while introducing STEM connections.

**Tech Savvy Latinitas Workshops**  
**Collaborating Programs:** Latinitas; Project ACE--Action for Equity; and Girl Scouts of the Rio Grande  
**Girls Served:** Ages 11-18  
Latinitas Tech Savvy workshops are a series of interactive presentations geared toward encouraging Latina youth to explore career opportunities in the technology field. During the summer of 2008, Latinitas initiated a series of 12 hour-long workshops in partnership with El Paso area non-profits focused on serving girls. Latinitas trained a guest speaker bureau on strategies to engage, motivate and encourage girls to build confidence through technology projects. The girls created video public service announcements, audio recordings, and Web pages to share the lessons they learned throughout the project.
Chapter 5: Mini-Grants
Tools and Templates

NGCP Tools and Templates are available online or on the NGCP SharePoint Site.

Tools

• Mini-Grant Application and Reviewing Screens: www.ngcproject.org/mini-grant/
• NGCP5.1: Sample Mini-Grant Project Descriptions
• NGCP5.2: Mini-Grant Scoring Rubric
• NGCP5.3: Mini-Grant Application Review Process
• NGCP5.4: Mini-Grant Automated E-mails

Templates

• NGCP5.5: Mini-Grant Award Letter
• NGCP5.6: Mini-Grant Funding Agreement
OVERVIEW

- National Collaborative Evaluation Questions
- Regional Collaborative Evaluation Questions
- Regional Collaborative Leadership Team

Instructions
- Protocol for Kick-Off, Forums and Annual Conference
- Protocol for Quarterly Reports

- Evaluation Instruments and Reporting Guidelines
- Logic Model

Evaluation & Research Associates (ERA) is conducting the NGCP evaluation. The evaluation looks at project implementation at regional and national levels in order to guide project improvement efforts and report outcomes.

Regional Collaborative Coordinators (or their representatives) are responsible for administering the appropriate evaluation tools at collaborative events including forums and conferences, and reporting data to the evaluation team. Analyzed results are shared back to the collaborative site. Using standardized instruments will allow the research team to aggregate findings to report national as well as regional outcomes. Regional collaboratives are encouraged to add additional questions that they would like to ask event attendees. Regional collaborative coordinators and AAUW regional liaisons are also responsible for submitting online quarterly reports on collaborative activities. Other evaluation activities include an annual survey on collaboration and use of NGCP resources to all entries in the Program Directory and gathering post-activity reports from mini-grant recipients.

ESSENTIAL ELEMENTS

1. Gathering feedback improves the program.
2. All activities are evaluated.
3. Using standard instruments shows wide impact.
NATIONAL COLLABORATION EVALUATION QUESTIONS

1. To what extent are regional collaboratives implementing the NGCP model?
2. To what extent is training from the national level effective in helping regional collaboratives successfully implement the NGCP model?

REGIONAL COLLABORATION EVALUATION QUESTIONS

1. To what extent does implementation of the NGCP model impact collaboration between STEM programs and/or other organizations?
2. To what extent are individual STEM programs affected by access to shared resources of the NGCP?
3. How are individual STEM programs strengthened by an infusion of research-based strategies in informal education and evaluation and assessment?
REGIONAL COLLABORATIVE LEADERSHIP TEAM INSTRUCTIONS

Protocol for Kick-off, Forums, and Annual Conference

Finding and editing forms
Forms are provided on the NGCP Program SharePoint Site for the evaluation of the kick-off conference, forums, and annual conference.

<table>
<thead>
<tr>
<th>Document</th>
<th>File Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kick-Off Conference</td>
<td>NGCP Kick-Off Eval Form.doc</td>
</tr>
<tr>
<td>Forums (all)</td>
<td>NGCP Forum Eval Form.doc</td>
</tr>
<tr>
<td>Annual Conference</td>
<td>NGCP Annual Conf Eval Form.doc</td>
</tr>
</tbody>
</table>

Please do not delete questions. We use a standardized base of questions on the evaluation forms so data from all sites can be compiled and compared.

You may add questions specific to your events, and we encourage you to do so to investigate how specific components were experienced by participants. For example, write a question asking how well a presentation topic was understood or ask participants to detail how they will use information in their work.

Administering evaluation forms
Duplicate the sufficient number of the appropriate evaluation forms prior to the event and include in the participant folder. Schedule time at the end of the event for participants to complete the evaluation. Point the form out to participants and encourage them to provide feedback so the program can be improved. We recommend posting a team member at the door to collect evaluation forms as participants exit.

Reporting results
Following the event, the regional collaborative leadership team is responsible for entering data in an online form to share it with the evaluation team.

<table>
<thead>
<tr>
<th>Event</th>
<th>Reporting URL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kick-off Conference</td>
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</tr>
<tr>
<td>Forum 1</td>
<td><a href="http://www.erasurvey.org/input/forum1.htm">www.erasurvey.org/input/forum1.htm</a></td>
</tr>
<tr>
<td>Forum 2 (if applicable)</td>
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</tr>
<tr>
<td>Forum 3 (if applicable)</td>
<td><a href="http://www.erasurvey.org/input/forum3.htm">www.erasurvey.org/input/forum3.htm</a></td>
</tr>
<tr>
<td>Annual Conference</td>
<td><a href="http://www.erasurvey.org/input/annconf.htm">www.erasurvey.org/input/annconf.htm</a></td>
</tr>
</tbody>
</table>
A few of the questions will ask for information that is not from the evaluation forms (such as how many people attended the event). For multiple choice questions, you will be asked to enter how many attendees indicated each response choice. We will also ask for common answers to open-ended questions and an overview of responses you received to questions you added.

**Protocol for Quarterly Reports**

Regional collaborative coordinators and AAUW regional liaisons are required to complete online quarterly reports. Quarterly reports are due January 1, April 1, July 1, and October 1 each year.

<table>
<thead>
<tr>
<th>Role</th>
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<td><a href="http://www.erasurvey.org/input/regrpt.htm">www.erasurvey.org/input/regrpt.htm</a></td>
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Please contact the evaluation team if you have any questions.

Carrie Liston: cliston@eraeval.org, 425.977.4760 ext 103

Vicky Ragan: vragan@eraeval.org, 425.977.4760 ext 101
EVALUATION INSTRUMENTS AND REPORTING GUIDELINES

Data collected at collaborative events should be compiled and submitted electronically. The following table lists the instruments for each event and where to submit your data.

<table>
<thead>
<tr>
<th>Event</th>
<th>Instrument</th>
<th>Administered to…</th>
<th>Reporting URL</th>
<th>Responsible for Submitting Results</th>
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<td>Kick-Off Attendees</td>
<td><a href="http://www.erasurvey.org/input/kickoff.htm">www.erasurvey.org/input/kickoff.htm</a></td>
<td>Regional Collaborative Leaders</td>
</tr>
<tr>
<td>Forum 1</td>
<td>Forum 1 Survey (paper)</td>
<td>Forum 1 Attendees</td>
<td><a href="http://www.erasurvey.org/input/forum1.htm">www.erasurvey.org/input/forum1.htm</a></td>
<td>Regional Collaborative Leaders</td>
</tr>
<tr>
<td>Forum 2, if applicable</td>
<td>Forum 2 Survey (paper)</td>
<td>Forum 2 Attendees</td>
<td><a href="http://www.erasurvey.org/input/forum2.htm">www.erasurvey.org/input/forum2.htm</a></td>
<td>Regional Collaborative Leaders</td>
</tr>
<tr>
<td>Forum 3, if applicable</td>
<td>Forum 3 Survey (paper)</td>
<td>Forum 3 Attendees</td>
<td><a href="http://www.erasurvey.org/input/forum3.htm">www.erasurvey.org/input/forum3.htm</a></td>
<td>Regional Collaborative Leaders</td>
</tr>
<tr>
<td>Annual Conference</td>
<td>Annual Conference Survey (paper)</td>
<td>Annual Conference Attendees</td>
<td><a href="http://www.erasurvey.org/input/annconf.htm">www.erasurvey.org/input/annconf.htm</a></td>
<td>Regional Collaborative Leaders</td>
</tr>
<tr>
<td>Mini-Grants</td>
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<td><a href="http://www.erasurvey.org/input/minigrant.htm">www.erasurvey.org/input/minigrant.htm</a></td>
<td>Mini-Grant Recipients</td>
</tr>
<tr>
<td>Other</td>
<td>Quarterly Reports (online)</td>
<td>Regional Collaborative Leader</td>
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<td>Regional Collaborative Leaders</td>
</tr>
<tr>
<td>Other</td>
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<td>Program Directory Listings</td>
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<td>Survey Respondents</td>
</tr>
<tr>
<td>Other</td>
<td>Quarterly Reports (online)</td>
<td>Regional Liaison</td>
<td><a href="http://www.erasurvey.org/input/egrpt.htm">www.erasurvey.org/input/egrpt.htm</a></td>
<td>Regional Liaison</td>
</tr>
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</table>
# NATIONAL GIRLS COLLABORATIVE PROJECT LOGIC MODEL

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<th>Resources</th>
<th>Events</th>
<th>Outputs</th>
<th>Outcomes</th>
</tr>
</thead>
</table>
| Maximize access to shared resources within projects and with public and private sector organizations and institutions interested in expanding girls' participation in STEM. | • Videoconferencing technology  
• Project Web site and listserv  
• Web-based communication system  
• Monthly conference calls (between site liaisons and regional coordinators and between site liaisons and national staff) | **Dissemination and Outreach:**  
  • Establish an ongoing communication system linking organizations  
**Implementation of Collaborative Model:**  
  • Assist participants in collaborating and developing action plans to best meet the needs of girls in STEM  
  • Number and diversity of organizations providing resources | • Program Directory of girl-serving STEM programs  
• Communication system linking organizations  
• Avenues of collaboration  
• Organized way to access resources | • Program Directory supports increased collaboration and resource sharing  
• Organizations have a greater number of connections to schools and businesses to promote gap-closing activities in STEM  
• More efficient use of existing educational and corporate resources |
| Strengthen capacity of existing and evolving projects by sharing best practice research and program models, outcomes and products. | • NGCP model  
• Research and tools on best practices in informal learning and evaluation and assessment  
• Research on gender equity in STEM  
• Replication Guide | **Research Evaluation:**  
  • Determine effectiveness and impact of collaboration on STEM related activities and provide recommendations for improvement  
**Implementation of Collaborative Model:**  
  • Train and mentor regional participants to create STEM collaborations  
  • Provide best practices, models, and assistance with implementation | • Library of best practices research and resources  
• Project evaluation results  
• Collaborative network of STEM-related programs and services to girls  
• Collaborative Project Institutes (2)  
• Two conferences and two forums in each region | • Increased resources to support collaboration, assessment, and STEM activities  
• Project evaluation provides recommendations for improving collaboration and determines the impact of project efforts  
• Replication Program Guide supports increased development of STEM collaboration networks  
• Collaborative networks of girl-serving STEM programs are established in the regions  
• Increase in knowledge and use of best practices among girl-serving STEM organizations |
| Use the leverage of a network or collaboration of individual girl-serving STEM programs to create the tipping point for gender equity in STEM. | • 300 Mini-grants  
• Web-based communication system, videoconferencing  
• Monthly conference calls  
• Research on collaboration  
• National and regional Champions Boards  
• All NGCP organizations and individuals | **Collaboration Support:**  
  • Mini-grants to a minimum of 300 girl-serving STEM programs  
**Research Evaluation**  
**Dissemination and Outreach:**  
  • Establish ongoing communication system between collaborating organizations | • Outputs of mini-grants  
• Annual Conference  
• Project evaluation results  
• Conference presentations | • Organizations use communication system developed for collaboration purposes  
• Strategic policies and practices identified and shared  
• Regional collaborative organizations institutionalize project |
Chapter 6: Program Evaluation
Tools and Templates

NGCP Tools and Templates are available online or on the NGCP SharePoint Site.

Tools

Event Reporting URLs
- Kick off Conference: www.erasurvey.org/input/kickoff.htm
- Forum 1: www.erasurvey.org/input/forum1.htm
- Forum 2: www.erasurvey.org/input/forum2.htm
- Forum 3: www.erasurvey.org/input/forum3.htm
- Annual Conference: www.erasurvey.org/input/annconf.htm

Quarterly Reporting URLs
- Regional Collaborative Coordinator: www.erasurvey.org/input/qtrlyrpt.htm
- AAUW Regional Liaison: www.erasurvey.org/input/rg rpt.htm

Templates

- NGCP6.1: Kick-off Conference Evaluation form
- NGCP6.2: NGCP Forum Evaluation form
- NGCP6.3: NGCP Annual Conference Evaluation form
Chapter 1: Powerful Partnerships

**Tools**
- NGCP1.1: National Champions Board Members
- NGCP1.2: Collaborating in Virtual Teams

**Templates**
- NGCP1.3: Champions Board Contribution Form
- NGCP1.4: Creating Your Champions Board Worksheet
- NGCP1.5: Champions Board Invitation
- NGCP1.6: Champions Board Meeting Agendas

Chapter 2: Advocacy and Outreach

**Tools**
- NGCP2.1: Potential Collaborators
- NGCP2.2: Conference List
- NGCP2.3: Sample Presentation
- NGCP2.4: Sample Media Release
- NGCP2.5: NGCP and Partner Resources
- NGCP Resources and References SharePoint Site
  (separate resource)

**Templates**
- NGCP2.6: PowerPoint Style Template
- NGCP2.7: Conference Presentation Description

Chapter 3: Project Tools

**Tools**
- NGCP3.1: Project Web Site Update Schedule
- NGCP3.2: Project Web Site How-Tos
- NGCP3.3: Project SharePoint Site Guides
- NGCP3.4: Project Constant Contact Guide
- NGCP3.5: NGCP Training Webcasts

**Templates**
- NGCP3.4: Collaborative Web Site Sample Text
- NGCP3.5: Program Directory Recruitment E-mail
- NGCP3.6: E-Mail Listserv Message
- NGCP3.7: ResourceMatchers Message

Chapter 4: Activities and Events

**Tools**
- NGCP4.1: Kick-Off Conference Planning Worksheet
- NGCP4.2: Forum Planning Worksheet
- NGCP4.3: Annual Conference Planning Worksheet
- NGCP4.4: Roundtable Directions

**Templates**
- NGCP4.1.1: Kick-Off Conference Announcements/Invitation
- NGCP4.1.2: Kick-Off Conference Press Release
- NGCP4.1.3: Kick-Off Conference Public Agenda
- NGCP4.1.4: Kick-Off Conference Internal Agenda
- NGCP4.1.5: Kick-Off Conference Evaluation Form
- NGCP4.2.1: Forum Invitations
- NGCP4.2.2: Forum Public Agenda
- NGCP4.2.3: Forum Internal Agenda
- NGCP4.2.4: Forum Evaluation Form
- NGCP4.2.5: Sample Programs for Collaboration Exercise
- NGCP4.2.6: Collaboration Action Plan
- NGCP4.2.7: Speed Networking Instructions
- NGCP4.3.1: Annual Conference Announcement/Invitation
- NGCP4.3.2: Annual Conference Public Agenda
- NGCP4.3.3: Annual Conference Internal Agenda
- NGCP4.3.4: Annual Conference Evaluation Form

Chapter 5: Mini-Grants

**Tools**
- Mini-Grant Application and Reviewing Screens: [www.ngcpproject.org/mini-grant/](http://www.ngcpproject.org/mini-grant/)
- NGCP5.1: Sample Mini-Grant Project Descriptions
- NGCP5.2: Mini-Grant Scoring Rubric
- NGCP5.3: Mini-Grant Application Review Process
- NGCP5.4: Mini-Grant Automated E-mails

**Templates**
- NGCP5.5: Mini-Grant Award Letter
- NGCP5.6: Mini-Grant Funding Agreement
Chapter 6: Project Evaluation

Event Reporting URLs

- Kick-Off Conference:
  www.erasurvey.org/input/kickoff.htm
- Forum 1:
  www.erasurvey.org/input/forum1.htm
- Forum 2:
  www.erasurvey.org/input/forum2.htm
- Forum 3:
  www.erasurvey.org/input/forum3.htm
- Annual Conference:
  www.erasurvey.org/input/annconf.htm

Quarterly Reporting URLs

- Regional Collaborative Coordinator:
  www.erasurvey.org/input/qtrlyrp.htm
- AAUW Regional Liaison:
  www.erasurvey.org/input/regrpt.htm

Templates

- NGCP6.1: Kick-Off Conference Evaluation form
- NGCP6.2: NGCP Forum Evaluation form
- NGCP6.3: NGCP Annual Conference Evaluation form

Frequently Asked Questions

A compilation of frequently asked questions on project leadership, funding, events, mini-grants, the Program Directory, and program administration is available to all Collaboratives. The comprehensive FAQ, available in SharePoint, answers common questions about administrative and technical aspects of implementing a Regional Collaborative. Many of your questions can be answered in the FAQ.
GLOSSARY OF NGCP TERMS

Mini-grants
Mini-grants are awarded to girl-serving science, technology, engineering, and mathematics (STEM) focused programs to support collaboration, assessment activities, and projects related to addressing gaps and overlaps in service, and sharing promising practices.

National Champions Board
The advisory board for the national project, consisting of a diverse group of education, non-profit, and business representatives from across the United States who are invested in the issue of gender equity in STEM.

National Leadership Team
The team at Puget Sound Center for Teaching, Learning and Technology, American Association of University Women (AAUW), and Assessing Women in Engineering who direct the project at a national level. The national team works directly with the National Champions Board, AAUW and the Intellectual Specialization Content Providers (Assessing Women in Engineering and Education Development Center).

Participants/Participating Organizations
The girl-serving organizations, educators, and businesses who are involved in the collaborative by one or more of the following: attending a kick-off or forum event, registering in the Program Directory, participating in a webcast, receiving a mini-grant, or signing up for the listserv.

Principal Investigator
The primary person responsible for the National Girls Collaborative Project grant from the National Science Foundation (NSF). The Principal Investigator, Karen Peterson, leads the project with the help of the National Leadership Team, is responsible for the budget, and submits necessary reports to NSF.

Program Directory
The Program Directory lists organizations and programs that focus on motivating girls to pursue careers in science, technology, engineering and mathematics (STEM). The purpose of this directory is to help organizations and individuals network, share resources, and collaborate on STEM-related projects for girls. The directory contains program descriptions, resources available within each organization, program and/or organization needs, and contact information.

Region
For NGCP purposes, regions are defined as follow:
- New England: CT, MA, ME, NH, RI, VT
- Middle Atlantic: DC, DE, MD, NJ, NY, PA
- South: AL, AR, FL, GA, KY, LA, MS, NC, PR, SC, TN, VA, WV
- Midwest: IA, IL, IN, KS, MI, MN, MO, ND, NE, OH, SD, WI
- Southwest: AZ, NM, OK, TX
- West: AK, CA, CO, HI, ID, MT, NV, OR, UT, WA

Regional Champions Board
The advisory board for a regional collaborative, consisting of a diverse group of education, non-profit and business representatives from the region who are invested in the issue of gender equity in STEM.

Regional Collaborative
A collaborative led by a local organization and regional leadership team. There may be more than one regional collaborative in a region. A regional collaborative may serve one or more states.

Collaborative Lead
The lead contact person for a regional collaborative and member of the regional leadership team.

Regional Leadership Team
The group of individuals who lead the efforts of the regional collaborative; this group is responsible for planning events, administering mini-grants, and completing evaluation requirements.

Regional Liaison
The AAUW member who provides support to the regional collaboratives in her region, connects the collaboratives to relevant resources, and promotes the NGCP.

Replication Guide
A user-friendly guide to implementing the National Girls Collaborative Project, including an overview of the project, description of events and activities, and helpful tools and templates.

Research Based Strategies Content Providers
Two organizations with content expertise in evaluation and assessment (Assessing Women in Engineering) and
informal learning (Education Development Center) that help to build local organizations’ capacity in these areas, primarily through dissemination of promising practices and resources.

**Style Guide**

The National Girls Collaborative Project logo is available in various formats for use by the Collaboratives and our partners. Review the NGCP Logo Guidelines before using a logo. Standard formatting for commonly used NGCP language is also available in the online style guide. Work Request Guidelines for Web and Print is an overview of file formats, image size for Web versus print, and content provider responsibilities.

[www.ngcproject.org/style-guide.cfm](http://www.ngcproject.org/style-guide.cfm)
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*National Girls Collaborative Project*
The National Girls Collaborative Project is partially funded via a grant from the National Science Foundation (NSF), Human Resource Development, and Research on Gender in Science and Engineering. The program seeks to broaden the participation of girls and women in all fields of science, technology, engineering, and mathematics (STEM) education by supporting research, dissemination of research, and extension services in education that will lead to a larger and more diverse domestic science and engineering workforce. Specific NSF grant award information can be located at: www.nsf.gov/awardsearch/showAward.do?AwardNumber=0631789.

GSE/EXT: National Girls Collaborative Project: Advancing the Agenda in Gender Equity for Science, Technology, Engineering, and Mathematics, Grant No. HRD–0631789.