



BREAK THE CYCLE of Low Female Enrollment Numbers in STEM/CTE



WOMENTECH EDUCATORS TRAINING & COACHING SYSTEM: BOOTCAMP

- ☑ IWITTS has helped dozens of schools increase the number of women (and men) enrolled in a wide range of CTE career pathways in which women are under-represented in a year or less.
- ☑ At the end of this fact sheet, you'll find 3 success stories and in-depth case studies from 3 colleges in 3 career pathways that participated in our online training.

Client Video: Fayetteville Technical Community College (FTCC) created a [5-minute video](#) about the WomenTech Training narrated by FTCC's Dean of Engineering and Applied Technology. Reviewing this will enable you to see the training in action and hear from past participants – FTCC faculty and staff.

Key Program Elements

- ☑ **Each WomenTech Bootcamp Immersion Training can accommodate up to 4 college teams.**
- ☑ **Each team is made up of 6 to 10 key stakeholders including a Key Leader and Co-leader.**
- ☑ **Each team must select and must map to one career pathway (ex: Computer Programming).** Once the college has the model, it can easily be rolled out to other Career Pathways in the Department.
- ☑ **Below are some examples of key stakeholders that make up a team. Donna Milgram, IWITTS's Executive Director will serve as trainer and coach** and can help each school think through best members for their Team. Please note you are not expected to have all of these potential members, the list is over inclusive.

Potential Team Members: Example Computer Science/ Information Technology (6 to 10 per College)

| | |
|---|---|
| 1. CS IT Instructors | 2. Counselors/Advisors |
| 3. CS IT Chair | 4. Outreach/Recruitment Staff |
| 5. Workforce Development Director/Staff | 6. CS IT Lab Assistants |
| 7. Learning Center Director/ Staff | 8. CS IT Employer from the Advisory Board |
| 9. Coordinators of Potential Recruitment Sources i.e. ESL, One Stop, Feeder High School Programs | 10. Curriculum Developer |

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| Activity | Description | With Who | Where | Timeline | Hours |
|---|---|--|-----------------|---|--|
| Assessment of Key Data and Current Outreach Strategies | <p>Each school populates the IWITTS Data Dashboard with baseline #s on female/male enrollment and completion in introductory courses, so the plan is numbers driven and goals measured. Identification of current outreach and recruitment efforts and materials.</p> <p>Takeaways: Data Dashboard for Evaluation to Measure Enrollment and Completion #s Pre and Post Training</p> | Key Leader Each team separately | Phone/ Email | 4 Weeks Prior to Bootcamp | Varies |
| Virtual Team Building and Target Audience Orientation Call | <p>Team building with members and goal setting for enrollment/completion along with Coaching by Donna Milgram on best target audience for recruitment and low hanging fruit.</p> <p>Takeaways:</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> What Each Team Member Contributes to Training <input checked="" type="checkbox"/> Best Target Audience for Recruitment | Each Team Separately @ time that works for school and trainer | Zoom | At least one week prior to the Bootcamp | 1.5 Hours |
| WomenTech Recruitment Bootcamp | <p>Recruitment Online Live Bootcamp conducted by Donna Milgram.</p> <p>Takeaways: Recruitment Plans developed by Key Stakeholders</p> | 4 Teams Together | Zoom | Dates TBD 8am to 12 pm PT/11 -2 ET | 8 Hours 4 hours each day over 2 days |
| WomenTech Retention Bootcamp | <p>Retention Online Live Bootcamp conducted by Donna Milgram.</p> <p><input checked="" type="checkbox"/> Takeaways: Retention Plans developed by Key Stakeholders</p> | 4 Teams Together | Zoom | Dates TBD 8am to 12 pm PT/11 -2 ET | 8 Hours 4 hours each day over 2 days |

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| Activity | ☑ Description | With Who | Where | Timeline | Hours |
|---|--|----------------------|-------|--|------------------------|
| Plan Feedback Calls | <ul style="list-style-type: none"> ☑ 1-hour Recruitment Plan Feedback ☑ 1-hour Retention Plan Feedback ☑ Recording and Transcript of each call sent to team for help revising Plan ☑ Review and written feedback of revised Recruitment Plans <p>Takeaways: Fully Vetted (by Donna Milgram), Robust Recruitment/Retention Plans</p> | Each Team Separately | Zoom | 1 to 2 Weeks After Bootcamp or later – flexible @ time that works for school & trainer | 1 Hour Per Plan |
| Coaching for Implementation Call | <p>Coaching on Recruitment and Retention Plan Implementation. For example, coaching on the creation of the agenda for a Women and Welding Meet & Greet. Recording and Transcript of call sent to team for help with implementation.</p> <p>Takeaways: Assistance in any area needing more attention such as event development</p> | Each Team separately | Zoom | No Later Than 3 Months After Bootcamp @ time that works for school & trainer | 1 Hour |
| Unlimited Email Support | <p>To answer questions, review outreach materials</p> <p>Takeaways: Quick feedback from Donna if outreach going in right direction or if not what's needed to correct it and any other area needing more help.</p> | Each Team Separately | Email | Up to 6 Months After Bootcamp | Varies |
| Presentation Call | <p>Each team presents their pre and post outcome numbers, what strategies worked and what didn't, and what's next. Pre-made presentation templates make it easy for teams to present.</p> <p>Takeaways:</p> <ul style="list-style-type: none"> ☑ Team Outcomes ☑ Effective and Ineffective Strategies | Teams Together | Zoom | After Enrollment numbers are available | 1 hour |

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Training Materials

| Included Materials | Description | Format | Who Can Use? |
|---|--|--------------|---------------------|
| Google Drive | <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Examples of proven Outreach Materials (emails, flyers, webpage, Eventbrite, fact sheet, interest form) <input checked="" type="checkbox"/> IWITTS Recruitment and Retention of Women STEM Program Checklist <input checked="" type="checkbox"/> Recruitment Plan Templates | Google Drive | School Team Members |
| Women and Technology Outreach Kit | It isn't easy to develop effective outreach materials to recruit women to STEM and CTE! To help you, we have developed these easy-to-use templates. (\$150 value) | Downloadable | School Team Members |
| The WomenTech Classroom eBook | A Treasure Trove of Hard-to-Find Women in STEM Resources for Educators. This downloadable guide includes mostly free sample curricula and websites that teach STEM in a female-friendly way. (\$35 value) | Online | School Team Members |
| Bonuses | <ul style="list-style-type: none"> <input checked="" type="checkbox"/> WomenTech Gender Equity Self-Assessment <input checked="" type="checkbox"/> STEM Success for Women Case Studies (10) <input checked="" type="checkbox"/> Tutorial: How to Find Female Role Models <input checked="" type="checkbox"/> Tell Her Story: STEM Female Role Model Template | Online | School Team Members |

Proven Outcomes with Case Studies

Below are 3 examples of successful programs IWITTS has worked with in past with proven results and outcomes from Online Training. The first 2 examples participated in Online Bootcamps. Links to case studies provided.

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|--|---|--|
| Milwaukee Area Technical College, WI | Welding | <ul style="list-style-type: none"> <input checked="" type="checkbox"/> 0 to 9 women in Welding in 4 weeks, maintained over multiple semesters <input checked="" type="checkbox"/> Case Study includes female student interview <input checked="" type="checkbox"/> Participated in a Bootcamp |
| Broward College, FL (HSI) | Computer Science Information Technology | <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Female Enrollment 149 to 226 (1 year) <input checked="" type="checkbox"/> Male Enrollment 751 to 1009 men (1 year) <input checked="" type="checkbox"/> Case Study <input checked="" type="checkbox"/> Participated in a Bootcamp |
| Lawson State Community College, AL (HBU) | Manufacturing Technology | <ul style="list-style-type: none"> <input checked="" type="checkbox"/> 2 to 11 women (1 year) to 15 in 1.5 years <input checked="" type="checkbox"/> Female retention 80% to 93% (1 year) <input checked="" type="checkbox"/> Case Study <input checked="" type="checkbox"/> Participated in Online Training |

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Testimonials from Colleges



“It was the decisive work plan we developed as a team with Donna’s facilitation during the training that I believe made the biggest difference. Our plan included recruitment strategies that I would never have thought of myself. These strategies worked because they were so specific. **The training made us look at everything differently.”**

~ Sue Silverstein, Welding Instructor, Milwaukee Area Technical College, Oak Creek, WI, Attended 2018 Bootcamp with a Team



The WomenTech Educators Training got us thinking intentionally about who we were going to target for outreach, how we were going to target them, and how we would follow up to make sure we had actual results linked to the different programs and events that we were holding. In a year’s time, we had increased female enrollment in our IT & CS Department from **149 to 226 female students** and male enrollment had also increased from 751 to 1009 male students. **Since then, it has grown organically and blossomed into something that our college just does naturally.”**

~ Michelle Levine, Interim District Director of Faculty Development, Broward College, FL~ Michelle Levine, Interim District Director of Faculty Development, Broward College, FL Attended 2015 Bootcamp with a Team



“Before the WomenTech Educators Training, I felt like I was just spinning my wheels trying to get more women into our Automotive Manufacturing Technology program. After the training, Lawson State went from only **2 female students in Automotive Manufacturing Technology to 11 in just over a year. If you’re tired of spinning your wheels attempting to get more women in your program, then the WomenTech Educators Training is the way to do it.”**

~ Nancy Wilson, Assistant Dean, Career Technical Education, Lawson State Community College, Bessemer, AL Attended Online Training with a Team