

GIRLS GO TECH

Parent Organization: Girl Scouts of the United States of America

Web Address: <http://www.girlsgotech.org/>

Grade/Age Levels: 4th grade through middle school

Overview: Girls Go Tech is a national initiative including print and television ads and an interactive website that encourages young girls to remain interested in science, technology, and math, areas that typically see a decline in interest by girls as they enter - middle school years.

Studies show that by age 12, most girls lose interest in math, science and technology and their chance at most future jobs. Girls Go Tech is an initiative to encourage girls to develop an early interest in these subjects and, ultimately, maintain that interest as they grow up to help ensure a more diverse, dynamic, and productive workforce in the future. The PSA campaign highlights the math, science and technology behind everyday life, and encourages young girls to, 'Set your sights on math and science. It's a great way to see the world.' The campaign directs viewers to visit www.GirlsGoTech.org, an interactive website which provides activities that encourage girls to become interested in how things work

Subjects Covered: A range of areas in science and technology that includes cryptography and computer programming as well as atmospheric sciences.

Size of Program: National Initiative

Where Offered: NA

Time Spent by Students: NA

Partners/Sponsors: Girl Scouts of the USA, Kaplan Thaler Group created ad campaign

Format: National Ad campaign as well as an interactive website

Materials Available on Web and/or Purchase: Website includes information for students that highlight interesting facts and careers in math, science, and technology as well as interactive games that demonstrate scientific concepts. Website also includes a printable pdf booklet (http://www.girlsgotech.org/girlsgotech_booklet.pdf) for parents that details activities that can be done with their daughters in order to encourage interest in the sciences.

Training – Avail/Required: NA

Results to Date: NA

Cost Structure: NA

Funding: NA

Other Interest Point(s): The website lists many online and print resources including a publication which reviews current research on girls and technology, *The Girl Difference: Short-Circuiting the Myth of the Technophobic Girl*, New York, N.Y.: Girl Scouts of the USA, 2001.