INTRODUCE A GIRL TO ENGINEERING DAY (GIRL DAY)
The University of Texas at Austin
Women in Engineering Program (WEP)
Saturday, February 22, 2014, 2 - 5 p.m.
Cockrell School of Engineering Complex on Campus

DESCRIPTION
Families and educators were invited to join their students during Engineers Week for an afternoon of hands-on engineering fun during WEP at UT Austin’s Introduce a Girl to Engineering Day (Girl Day). WEP at UT Austin’s national award winning and 12th annual Girl Day gave 1,764 first through eighth grade students a chance to:
• have fun doing grade-specific, hands-on engineering activities
• interact with 804 UT students, staff and faculty as well as volunteers and engineers from industry
• explore 73 activities, booths and demonstrations hosted by 93 student organizations, corporate partners, community organizations, high schools and college/university partners
Participating Girl Scouts received a Girl Day patch available through partnership with the Girl Scouts of Central Texas. Current engineering students were provided leadership and presentation skills development opportunities. The day concluded with an exciting interactive show from Science in the Movies showcasing the engineering and science behind movie stunts.

SUMMARY of STATS
Girl Day, WEP’s premier outreach program, has reached over 14,000 girls in its 13 year history. In 2014, 1806 first through 8th graders participated – 97% of participants were female, 12% African American, 36% Latina, 8% Asian, 1% American Indian and Native Hawaiian. Approximately 64% of participants came from Central Texas, 14% from the greater Houston area, 11% from the greater San Antonio area and the rest coming from as far as Dallas, Laredo, and Albuquerque. Volunteers have grown from 51 in 2002 to 804 in 2014.
PROGRAM SUPPORT
The Women in Engineering Program (WEP) partnered with 86 university, corporate and community organizations to ensure the success of Introduce a Girl to Engineering Day 2014. WEP event and initiative staff, materials and supplies, and administrative and overhead costs for programs such as Girl Day are supported through corporate, community and government grants.

Corporate: Girl Day 2014 was made possible through generous grants or donations from 3M, BASF, Bechtel Corporation, Caterpillar, Chevron, ExxonMobil, Fluor, General Motors, Halliburton, IBM, Intel, National Instruments and Rackspace. The Austin American-Statesman, Home Depot, Minigrip, and Payless ShoeSource supported Girl Day with in-kind contributions of materials for hands-on activities. Halliburton was the Lead Partner for Girl Day 2014. Partnering companies hosted hands-on activities, displays or demonstrations at the event.

UT Austin Programs and Organizations: WEP partnered in 2014 with 51 UT Austin engineering and science student organization, research groups, FIGs and programs. In total, 564 students, faculty and staff participated in Girl Day.

Community & College: Numerous community organizations and nearby colleges and universities have missions and goals in alignment with WEP and Girl Day. By partnering with the Girl Scouts of Central Texas, local-area Girl Scouts are encouraged to participate in the program and are able to receive a specially designed Girl Day patch. In 2014, 567 (31% of participants) identified themselves as Girl Scouts.

In total, 15 community organizations supported and volunteered for Girl Day efforts:
1. 4-H CAPITAL
2. American Society of Heating, Refrigerating and Air Conditioning Engineers (ASHRAE)
3. Changing Expectations Corp
4. Girl Scouts of Central Texas
5. Girls Inc.
6. Girlstart
7. Gulf Coast Power Association
8. Lemonade Day Austin
9. National Association of Women in Construction
10. PyLadies ATX
11. Science in the Movies
12. Skillpoint Alliance
13. Thinkery
14. Women’s Transportation Seminar
15. YPW Camps

In addition, 7 college programs outside of UT Austin participated in Girl Day 2014:
1. Austin Community College Hands-On Science
2. Austin Community College Renewable Energy Student Association
3. Society of Women Engineers - Baylor (SWE - Baylor)
4. Society of Women Engineers - Southwest Texas Section (SWE-SWT)
5. Society of Women Engineers - Texas State University Section
6. Society of Women Engineers - UT San Antonio Section (SWE - UTSA)
7. Texas State Technical College - Waco

PUBLICITY & RECOGNITIONS
Saturday, February 22, 2014 was proclaimed “Introduce a Girl to Engineering Day” by Mayor Lee Leffingwell and the City of Austin. Girl Day was featured in a promotional video produced by the National Engineers Week Foundation using extensive footage from Girl Day 2012.

GIRL DAY 2015 & CONTACT INFORMATION
Introduce a Girl to Engineering Day 2015 is scheduled for Saturday, February 28, 2015, 2 – 5 p.m. at the Cockrell School of Engineering Complex on The University of Texas at Austin campus. Contact Tricia Berry (triciaberry@utexas.edu or 512-471-5650), WEP Director, for all participant, partnership and community organization opportunities.