

# Girl Powered



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- Girl Powered is the REC Foundation's initiative to double the participation of girls in robotics over the next 5 years.
- Success will require support and involvement from our entire community of coaches, teachers, mentors, volunteers, sponsors and event partners.

# Engagement Plan

**Goal I:** Increase the representation of girls on VEX IQ Challenge, VEX Robotics Competition and VEX U teams.

- Provide team grants
- New Online Challenge
- Track participation
- Conduct focus group



# Engagement Plan

**Goal II:** Provide access to female role models and mentors throughout the season and at events.

- Establish a partnership with female professional organizations
- Identify and communication volunteer and mentor opportunities
- Invite them to participate as speakers at events



# Engagement Plan

**Goal III:** Launch Girl Powered communications, social media and marketing plan.

- Soft-launch summer 2016; followed by announcement on International Day of the Girl on October 11
- Create materials for Girl Powered Build Day activity and for coaches; coordinate Build Days with Regional Support Managers
- Establish communications & social media plan and incorporate team and student interviews for story features

# Engagement Plan

**Goal IV:** Engage coaches and partners by providing support materials and establish an online community where information can be shared easily.

- Coaches Tip Sheet & Activity
- Event & Workshop Models
- Coaches Network



## Next steps...

- Review new coach materials
- Host an all-girls build day or event this season
- Join an online female coaches forum
- Share a team or student we should interview for a Girl Powered feature story



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**Thank you!**