

# Latina

# SciGirls

## How Can Media + Outreach Address Barriers to STEM Engagement Among Young Latinas?

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### RESEARCH STUDY ON STEM IDENTITY

- Girls reported higher rates of **emotional connection** and **personal relevance** after *Latina SciGirls* programs. These are important components of STEM-related identity development.
- The **influence of mothers** was shown to make a difference between girls successfully navigating the tension between gender identity and STEM identity prevalent in Latinx culture.

### EVALUATION OF OUTREACH

- 90% of educators said the training **improved their knowledge** of how to engage Latinx families in STEM; **addressed STEM barriers** that young Latinas may encounter and ways to **integrate Latina role models** into *SciGirls* programs.
- The majority of participating girls reported **increased awareness of and interest in STEM professions** and more **interest in taking STEM related courses** in high school after the program.
- The majority of participating role models strongly agreed that they were **interested in further role model opportunities**, felt professionally re-energized and **better understood what information girls and parents need** to encourage their children around STEM studies and career paths.



### What is *Latina SciGirls*?

*Latina SciGirls* addresses specific barriers that prevent many young Latinas from participating fully in STEM, including:

- Lack of STEM identity (girls' ability to envision themselves as STEM professionals)
- Limited exposure to STEM role models who look like them
- Lack of knowledge and/or misunderstanding of STEM fields

### How did *Latina SciGirls* address these barriers?

**Front End Evaluation** with Latinx advisors, girls, parents and educators

#### MEDIA

- Spanish-first episodes** featuring young Latinas investigating STEM with Latina mentors

#### ROLE MODELS

- Short-form **role model videos** of Latina STEM professionals

#### OUTREACH

- Latina SciGirls* outreach programs** at 16 diverse organizations across the nation
- Episode-aligned activities for *Latina SciGirls* outreach programs for young Latinas
- Training for educators** in best practices for *Engaging Latino Families*, including integrating Latina role models

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This material is based on the work supported by the National Science Foundation under Grant No. DRL-1515507. Any opinions, findings, and conclusions or recommendations expressed in this material are those of the authors and do not necessarily reflect the views of the National Science Foundation.



*"The girls really enjoyed the episodes and loved that a lot of the girls switched back and forth between English and Spanish. Many of the girls are bilingual, so that hit home with them."*

- Educator



*"I loved showing the mentor videos because my students were able to learn more about different careers in STEM for Latinas and be inspired that they could do the same thing in the future."*

- Educator

### QUESTIONS FOR DISCUSSION

- What are the primary activities that educators can do to mitigate barriers for young Latinas in STEM?
- How does the fidelity of implementation (diversity of programming across national sites) affect research and evaluation findings?
- How can we build confidence in Latinx parents in the research process including providing consent and participating in surveys?

