Recruitment Tips

Suggested strategies to recruit Schools or Community Organizations:

- Research the education community in your area. Technovation is offered to middle and high school aged girls and taught in the after school setting. Are there any organizations in your area that would be interested in offering Technovation to their students?

- Spread the world and tell your community you are interested in bringing Technovation to your community. Use our sample e-mail to tell education leaders about Technovation and set a meeting with them to brainstorm how you can work together.

Suggested strategies to recruit mentors:

- Contact local interest groups in your area: Do some Internet searches and check to see if there are any tech women-focused interest groups. Search on meetup.com or social media sites to find groups of women who are already gathering around the subject. Universities and professional women in technology or engineering groups often have local chapters, too. A few to begin researching are SWE (The Society of Women Engineers), IEEE WIE (IEEE Women in Engineering), and CWSEM (The Committee for Women in Science Engineering and Math).

- Research the tech industry in your area: Are there any large tech companies in your area? Many companies have outreach departments that are often looking for opportunities for their employees. Try using our e-mail template (below) or write your own and reach out.

- Check out the startup scene in your community: Emerging tech companies are also a great way to find mentors. Some cities even have maps or lists that track new companies. (Here are some examples: NYC, LA)

- Post on social media: Let everyone know you are looking! Many Regional Ambassadors have had success by simply posting online that they are looking for female tech mentors

Suggested strategies to recruit students:

- Find two enthusiastic Student Ambassadors to help recruit students for the program. Teams can create T-shirts (our design or create your own), table at lunch, and give presentations in classes and after school clubs.

- Enlist the help of teachers. At schools where teachers know students individually, work together to generate a list of 20-30 students to target directly.

- Arrange an **info-session** for interested/invited students in which you show the video: http://bit.ly/TCVideo2011, http://bit.ly/16HKgrr, http://bit.ly/123ny8s, pass out fliers, and present the program in an engaging and enthusiastic way. Remember to emphasize that girls do not need technical experience to participate.

- Mentor career panel. Mentors can visit the school site for a "career panel", where each mentor shares a few minutes about her career in front of an assembly of students. Mentors can discuss their path entering the tech field, and encourage students to join Technovation so they can get a taste of what it is like to work in STEM and create new products.

- Present the program both in classes (science + math classes, and/or classes with a high number of female students).

- Find out if it's possible to, offer extra credit (or better yet, course credit as the DSST Middle School has!) for students who participate.

- Reach out to parents individually, through a group such as the Parent Teacher Association, or in the school newsletter.

- Present the program to student groups, such as:

    - Robotics or technology club
    - Math club
    - Art/design club
    - Student Council

- Ask your schools to present Technovation at an all-school meeting or faculty meeting.

- Ask guidance counselors to recommend students and encourage them to join.