FROM THE DIRECTOR

Beth M. Holloway
Director, Women in Engineering Program
Assistant Dean, Undergraduate Education,
College of Engineering

As we look back on another great year in the Women in Engineering Program, I’d like to highlight some of our accomplishments.

From Fall 2010 to Fall 2014, we have seen a 27% increase in the number of undergraduate women studying engineering on the West Lafayette campus. There has been a 43% increase in the number of high school juniors attending our Juniors Exploring Engineering at Purdue event since 2012, and a 29% increase in the number of high school seniors attending our Seniors Exploring Engineering at Purdue event in the same timeframe. We have continued to see year over year increases in participation on all of our outreach programs – Kindergarten through 10th grade. And new for this year, Associate Director Dr. Jennifer Groh launched a 1 credit hour junior/senior seminar course focused on gender in the workplace (ENGR 494) and offered coaching workshops to over 150 STEM faculty and staff at Purdue and nationally.

What’s next, you ask? As we plan our work for the next year, we will be keeping in mind the following goals.

- We will complete a strategic review of all outreach programming. We've changed quite a bit about our outreach programming over the last several years, and it’s time to take a step back and assess if the changes are providing the anticipated outcomes.
- Integrate a coaching approach across the suite of current student programming. With Dr. Groh's academic coaching certification process coming to a close, we want to ensure that we are using this powerful approach to the best benefit of our students.
- Broaden partnerships with alums in support of outreach to elementary school-aged students. The students and staff in the Women in Engineering Program can’t be everywhere – but our alums are! We see this as a way to extend the reach of our research-based and kid-tested engineering outreach activities and programs.

We have much to celebrate this year and look forward to a bright future for the Women in Engineering Program and our students. We welcome our alums and friends to join us in our efforts to support women in their engineering pursuits. We are taking part in the Ever True: The Campaign for Purdue University capital campaign, through which we'd like to expand our programs and grow the number of women engineers at Purdue. The campaign is a major undertaking with transformative potential, made possible both by the generosity of our alumni and friends and by the commitment of our faculty, staff, and students. We sincerely thank you for all of your support and your continued partnerships.
Since 1969, Purdue’s Women in Engineering Program has been committed to increasing the recruitment, retention and graduation of women engineering students. Each year, we reach out to support and inform more than 4,000 girls and young women — from elementary school through graduate school.

Following is a brief review of our individual programs for 2014-15, with a spotlight on three of our programs: Access Engineering; Access Alum; and the Women in Engineering/Women in Science Tutoring Program.
MISSION:
The Women in Engineering Program at Purdue University is dedicated to enriching the profession of engineering through the full participation of women. We develop and direct activities that provide:

- encouragement for girls and young women to study engineering.
- information about careers and companies.
- an environment conducive to the successful completion of students’ studies.

We also strive to maintain strong relationships with alumnae, friends and employers who generously support our program.

OBJECTIVES:

- To provide career information and encouragement to pre-college girls and young women to continue achievement in math and science and consider engineering as an appropriate career choice.
- Encourage women to matriculate at Purdue University in the College of Engineering.
- Ensure a climate in the College of Engineering that allows young women to reach their full potential.
- Provide opportunities for women engineering students to develop leadership skills that can be utilized in their future lives.
- Encourage women to consider graduate education and academia among their options upon graduation.
- Maintain open communication with alumnae and their employers to encourage their continued participation in and support of the Women in Engineering Program.

ENROLLMENT OF WOMEN IN ENGINEERING
FALL 2014

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The Women in Engineering Program could not achieve its mission to enrich the profession of engineering through the full participation of women without the generous support of our donors. We offer our sincerest thanks to all who have supported our programs throughout the year. To make a contribution, please visit giving.purdue.edu or contact Hilary Butler at 765.494.6383 or habutler@prf.org.
OUTREACH ACTIVITIES

› MOTHER/DAUGHTER ENGINEERING EVENT
An additional event built into the Access Engineering calendar is the Mother-Daughter Engineering Event in partnership with the Greater Lafayette YWCA. This free, hands-on engineering event is for mothers and their fourth-through sixth grade daughters. This program teaches leadership and academic skills, shows how engineers make a difference and includes hands-on engineering/science projects. A free reception with dads and siblings is also held. One part of this event is a separate session with mothers which focuses on empowering their daughters. There were 25 pairs of mothers and daughters who attended this summer.

Sponsored this year by the Motorola Solutions Foundation, Google Rise and the Martinson Family Foundation.

› ENGINEERING: FOR YOUR IMAGINATION (FYI)
FYI is a one-day, on-campus summer program to inspire rising seventh- through ninth-grade students to consider engineering, showing the positive impact that engineers have on people and the world. More than 116 participants rotated through three hands-on engineering activities facilitated by Purdue engineering faculty. Current engineering students acted as mentors and role models, facilitating small group interaction, guiding the participants throughout the day, eating lunch with the participants and exchanging contact information to stay in touch after the event. Simultaneous programming was offered for parents of FYI participants to assist them in encouraging their students' interest in and preparation for engineering. These sessions introduced appropriate messages and resources, provided the opportunity for parents to meet current engineering students running the hands-on activities and to participate in the activities themselves.

Sponsored this year by the Motorola Solutions Foundation.

› IMAGINATION, INNOVATION, DISCOVERY AND DESIGN
The Imagination, Innovation, Discovery and Design (I2D2) program is an after-school academic year program for students in first-through sixth grade. This exposure to engineering disciplines at a formative age helps to increase the potential of students to consider engineering. WIEP partners with several existing after-school programs in the Greater Lafayette community to bring our role models and activities to 15 after-school program sites. We have expanded to include weekend events as well as evening events at the invitation of area schools, Purdue Convocations, and other state-wide events which engage both parents and their children. The activities give first-through sixth-grade students the opportunity to work together, solve problems, test prototypes and redesign for better solutions. These activities allow the students to explore every field of engineering and to determine where their interests lie. Each year, trained female engineering student role models in I2D2 engage over 1000 participants in hands-on activities designed to show the creativity, teamwork, and social relevance of an engineering career.

Sponsored this year by the Motorola Solutions Foundation.

› INNOVATION TO REALITY
I2R is primarily an after-school on-campus program targeted at sixth-through eighth-grade students. Two themed five-week sessions met once a week and culminated in a team-based poster presentation to parents, faculty and staff. This year, we also piloted an additional I2R session in the summer as a week-long event. Graduate students, undergraduate students and faculty serve as content designers, facilitators and role models. Themes were chosen to reflect the Grand Challenges of Engineering and were based on Purdue research. The 2014-15 themes were Engineering Solutions for Natural Disasters, Engineering the Frontiers of Medicine, and Capture the Creativity of Code. There were a total of 88 students who participated in at least one theme.

Sponsored this year by the Motorola Solutions Foundation.

› INTRODUCE A GIRL TO ENGINEERING DAY
Introduce a Girl to Engineering Day is a one-day, on-campus event hosted by the Women in Engineering Program and held in February each year in conjunction with National Engineers Week. The early high school-age participants learn about engineering through exciting hands-on activities and interactions with current female engineering students and faculty. Each current undergraduate volunteer hosted two or three participants for the day. Together they attended “What is Engineering?” and “Engineers Making a Difference” sessions, took part in three hands-on engineering activity sessions (chosen by the participant and led by engineering students and faculty) and enjoyed lunch in a residence hall dining court. There were 204 participants in the program this year.

Sponsored this year by Caterpillar Foundation.
○ BIO ENGINEERING? OH YES!
“I realized that I liked genetics and the modifications of genes. All of that tends to point toward biology. Online, my research led to Purdue’s ag (agricultural) and bio engineering program.”

○ MY GIRLS AND ME...
“I have tons of friends all over engineering. It started freshman year when I applied to Purdue and to learning communities so I could live with girls in similar majors. I applied to the WIEP and EPICS learning communities and the girls on my floors participated in both, like me. We all had similar homework and were doing similar things. It made it easier to adjust to life in college as a freshman.

○ WHAT MAKES YOU PROUD?
“I think it’s the prestige. It’s knowing that I’m getting a degree from Purdue — an engineering degree from Purdue. It holds a lot of value — means a lot.

○ QUICK: WHAT’S THE MOST FUN ABOUT ENGINEERING
“The most fun is the big picture — knowing what it means to graduate with a degree in engineering from Purdue and landing a great career where you get to do what you’re passionate about!”
**ABOUT THE PROGRAM**

The Access Engineering program is WIEP's summer outreach for students in 1st through 8th grade. Through this program WIEP has been able to expand the number of children exposed to engineering disciplines at a formative age helping to increase the potential of students considering engineering. WIEP partners with 12 existing summer camps and day care programs in the Greater Lafayette community to bring our role models and activities into their existing sites and camps. Our trained female engineering students have over 1300 interactions with students engaging them in hands-on activities designed to show the creativity, teamwork, and social relevance of an engineering career. The activities give first-through eight-grade students the opportunity to work together, solve problems, test prototypes and redesign for better solutions. These activities allow the student to explore every field of engineering and to determine where their interests lie while allowing our WIEP Leadership Team the opportunity to inspire the next generation of Purdue engineers.

Sponsored this year by the Motorola Solutions Foundation, Google Rise, and the Martinson Family Foundation.

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**OUTREACH ACTIVITIES**

**ACCESS ENGINEERING**

I am constantly astonished with how seven-year olds are versed on what engineers do and the many kinds of engineering through Access Engineering and i2D2. During the summer, we are able to really dive into introducing these kids to how wonderful and exciting engineering can be. Additionally, it feels great to show the students (and parents and teachers) how women can be great engineers. I have absolutely loved every moment of working with the WIEP office to reach out to the kids in our community. -Joyatee Sarker, BME PhD, Access Engineering LT

I absolutely loved every second of the WIEP Summer Outreach Program. Getting the opportunity to spark a child’s interest in STEM is one of the most rewarding things I’ve had the opportunity to do here at Purdue! All of their excitement to learn about engineering reminds me why I chose the career path I did!" -Elizabeth Price, ECE, Access Engineering LT

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**GENDER**

- Girls: 56%
- Boys: 44%

**ETHNICITY**

- Caucasian: 64%
- African-American: 13%
- Asian: 6%
- Hispanic: 13%
- Native American: 1%
- Other: 10%

**GRADE LEVEL**

- Kindergarten: 21%
- First: 14%
- Second: 15%
- Third: 14%
- Fourth: 17%
- Fifth: 9%
- Sixth: 14%
RECRUITING ACTIVITIES

> EXPLORING ENGINEERING AT PURDUE
High school juniors and seniors and their parents and teachers are invited to Purdue for a day each fall and spring. The prospective students learn about two types of engineering from engineering professors and graduate students. They also participate in a question-and-answer session with current women engineering students and hear from a panel of Purdue women engineering alumnae. There are campus tours, lunch with a keynote speaker and sessions about residence halls and financial aid. The Purdue University section of the Society of Women Engineers assists with the planning of the program and provides the approximately 75 student volunteers needed to make each daylong program successful. There were 281 high school seniors who attended in the fall, and 280 high school juniors who attended the program in the Spring.


> WELINK
The WE Link Leadership Team, made up of undergraduate engineering students, aims to reach out to prospective female engineering students in high school and to serve as their connection to Purdue. WE Link focuses on activities that help young women interested in engineering learn more about life as a female engineering student at Purdue by discussing dorm life, typical classes for engineering students, internships, co-ops, study abroad and other experiences Purdue students have. The team curates a blog for prospective students to learn more about the engineering experience at Purdue (www.purduewiep.blogspot.com), a Twitter account (@PurdueWIEP), and an Instagram account (purdue_wiep). Admitted students also received a handwritten postcard from a current student once they have accepted their admission.

Sponsored this year by the John Deere Foundation and the General Motors Foundation.

> RECRUITING DINNERS
Young women admitted to the College of Engineering from targeted regions are invited to dinner in their area. Purdue WIEP personnel and Engineering deans travel to the region to host dinner, introduce themselves to the students, encourage the students to meet each other, promote Purdue and the College of Engineering, and answer students’ questions. This year the Indianapolis region and Detroit, Michigan region were targeted, and representatives from Marathon Petroleum Corp. (Indianapolis) and Chrysler (Detroit) also attended.

Sponsored this year by Marathon Petroleum Corp. and Chrysler Corporation.
ACCESS ALUM

> ABOUT THE PROGRAM
The WIEP started Access Alum several years ago in response to surveys where current student participants in our mentoring programs frequently indicated that they desired more interaction with female engineering alumnae. As we became aware of alumnae returning to campus for recruiting, speaking engagements, or personal visits we offered them an opportunity to hold an Access Alum event. Access Alum is a drop-in, informal networking event where female engineering students can come anytime over the course of 1.5-2 hours to chat with their peers and visiting alumnae. Talking with these young women and exploring their questions is one way for our wonderful alumnae to have an impact on the lives and aspirations of future engineers.

Members of our mentoring program leadership teams coordinate and serve as hosts for the event. Discussion on all topics is encouraged, including work-life balance, life in the corporate setting, graduate school, etc. On occasion, alumnae indicate an interest in recruiting for their company, and in those cases, resumes are accepted. Other alumnae offer assistance by reviewing student resumes. In its first year, this new initiative began with 13 alumnae from industry, academia, and government fields who connected with women engineering students at all levels (BS/MS/PhD) and from all engineering disciplines. The feedback from both alumns and students was so favorable that WIEP has continued reaching out to our alumnae as they return to campus to set up these events. In recent years, over 80 alumnae representing 65 companies have held over 60 events reaching over 700 students.

WIEP is very grateful to those who have taken advantage of this opportunity. We appreciate your support! If you will be on campus and would like to meet informally with our students, please contact: Cathy Deno, denoc@purdue.edu, 765-494-6608.

> QUOTES FROM PARTICIPANTS
Access Alum are great opportunities to network with esteemed alums of your respective engineering discipline as well as gain practical tips on how to gain your first internship or full time job.

Access Alums have been more than meeting someone to hand in a resume. These alums share motivational advice on life and career, their triumphs and successes, and how they overcame their failures and biggest fears.

> QUOTES FROM VISITING ALUMNAE
Krista Toler (Zimmer-Biomet) I really enjoy hosting the Access Alum events. I’ve found that it provides an opportunity for informal dialogue between the alum and students. The students are able to get real-world answers to questions about career paths, graduate school, work/life balance, etc., and the alum gets an opportunity to share their experiences and connect with very talented and enthusiastic future engineers.

Erin Murphy (3M) We really enjoyed meeting WIEP students in a casual environment. We were happy to share information about 3M for those who were seeking it, but we also enjoyed providing insight and support to questions students have at all levels of their education regardless of their career plans. We especially enjoyed meeting freshmen women and talking to them about their transition to college life — it’s an experience you never forget and being able to provide affirmation and encouragement to these terrific young women was great.

Maya Denton (Air Products) It was great to come back to campus as an alum and participate in the Access Alum event! I personally enjoyed being able to share my experiences with students and give back to organizations that were instrumental to my college experience. I think Access Alum is a fantastic event for both students and alums, and I’m happy to see it continue to be a part of WIEP! I will be sure to and reach out to you when I return to campus in the future!

Jamie Lewis (Qualcomm) The WIEP students who assisted during my Access Alum event were simply fabulous — smart, funny, and passionate about women in STEM. As usual I’m very impressed with WIEP at Purdue and the programs you offer!

> STATISTICS

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*estimate
The objectives of the program:
- enhance personal support of students through contacts with female role models and mentors.
- build confidence in students through affirmation of their skills and values.
- share effective strategies that lead to successful completion of their engineering education and prepare them for future careers as engineers.

For 2014-15, 257 undergraduates participated in the mentoring program.

Sponsored this year by Boeing, GKN Sinter Metals, Lockheed Martin Corp., the Martinson Family Foundation, Meritor, United Technologies, and alumnae donations.

ENGR 194, WOMEN IN ENGINEERING SEMINAR
First year students can choose to take this one-credit course which utilizes dynamic alumnae to inspire, motivate, and reinforce the students’ career choices. Students hear presentations from a variety of engineering alumnae who talk about their career choices, their daily routines on the job, and their challenges and successes in their professions as well as in their personal lives. Speakers range from recent graduates to well established corporate executives. The seminar speakers act as energizing role models, and through a series of lunches with the speakers and small group discussions, students learn networking skills. There were 166 students in the Fall 2014 class.

ENGR 494, GENDER IN THE WORKPLACE
This course was offered for the first time in the Spring of 2015. The course provides junior and senior engineering students an opportunity to maximize their earning potential, promotion opportunities, and retention within engineering or related fields. Enrolled students become aware of and discuss solutions for internal and external barriers which can prevent women from reaching their greatest potential in the workforce; enhance professional development and transition skills required to move successfully from an academic to professional environment; and acquire skills and knowledge to serve as engineering role models/ambassadors for diverse populations. There were 12 students in the inaugural Spring 2015 class.

WIEP RESIDENTIAL PROGRAM
First-year women majoring in engineering can choose to live on one of the designated engineering floors in Earhart Hall or Harrison Hall. The students that live on the engineering floors have access to female engineering mentors on an informal basis, who provide them with support and encouragement.

Since engineering students share a common first-year curriculum, the women on the engineering floors are easily able to form study groups and social networks. Many of the resident assistants assigned to the engineering floors are engineering students themselves, and are able to relate to the residents academically as well as socially. In addition, the WIEP-WISP (Women in Science Program) tutoring center is located in Earhart Hall for the convenience of the students who live there. Participants in the WIEP Residential Program can also participate in other Purdue Engineering learning communities if the residency requirement is co-located or optional, and many of them do so. In 2013-14, the women participating in the Engineering Honors Learning Community were moved from the WIEP Residential Program to Shreve Hall as part of the creation and consolidation of students in the Honors College. This year, 134 students lived in the WIEP Residential Program.
ABOUT THE PROGRAM

A free tutoring service for first-year classes, co-hosted by the Women in Engineering Program and the Women in Science Program (WISP) is offered on a walk-in basis. Women who are upper-class science and engineering majors are employed and trained as tutors. In addition to providing homework help, the tutors are seen as mentors and role models. The tutoring service is located in the Earhart Hall conference room and adjoining computer lab for the convenience of the women who live on the engineering and science floors there, but is open to all students, regardless of residence.

For the 2014-15 academic year, 278 students used the center 979 different times. About 75% of the students who used the center were women, and a majority of the students lived in Earhart Hall. Math was by far the most the most tutored subject, followed distantly by chemistry and physics.

Sponsored this year by the General Motors Foundation.

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Sponsored this year by the General Motors Foundation.
MISSY ULLMER, BIOMEDICAL ENGINEERING

A LEAP IN THE RIGHT DIRECTION
Missy knew that she wanted to pursue biomedical engineering (BME) after going to a Love Engineering at Purdue (LEAP) camp in eighth grade, where it was first introduced to her as a combination of medicine and engineering. “My passion for biomedical engineering spins from my passion to serve people and passion for medicine and its opportunities to cure serious diseases. I thought I would enjoy learning about the design and innovation aspects of engineering while also taking math and sciences (which I've loved from a young age).”

LEAN IN
The most helpful advice Missy has encountered was from Sheryl Sandberg, the chief operating officer of Facebook in her book “Lean In.” “She explains the importance of leaning into your current career by seeking and giving feedback to obtain healthy work relationships. This piece of advice also applies to your college career where we sometimes lack the drive to push others and ask questions.”

ENDLESS OPPORTUNITIES
According to Missy, there are many advantages to being a woman in engineering. “I have felt greatly supported by women who have gone before me. As a woman in engineering, I am turning the page for future generations of women who also aspire to change their community and impact lives. As a woman in engineering, I have felt that my opportunities are endless.”
Coming across a Netflix documentary on American futurist Jacque Fresco helped hook Edith on civil engineering. Fresco is all about the sustainable, energy-efficient structures of the future. “I’m interested in how we design our buildings to be hurricane-proof, like conical-shaped buildings.”

Nobody’s gonna put Edith in a corner. She’s decided not to choose a specific job goal so she can leave her career options open. “I always see my first job as a stepping stone to wherever I can get varied experiences.”

“I feel like as human beings we need relationships. I don’t function without my relationships! You need people to study with and to take study breaks with.” Family is all-important too. “I really like gaining knowledge and it’s so exciting seeing how I’m applying it — even now. But one of the things I treasure the most is talking to my father, who is an electrical engineer.”

Downtime is fun time. “I’m very much a homebody, so my favorite thing is cuddling with my friends and watching TV with some frozen yogurt.”
> GRADUATE MENTORING PROGRAM

The Graduate Mentoring Program provides women engineering graduate students information to achieve success personally, academically, and professionally. It also provides a means to form peer mentor groups, take breaks from intensive academic work, and access to professional role models. This is achieved within the framework of a networking mentoring model and consistent assessment of program objectives and results. The networking model for the program is implemented through monthly meetings and social events that facilitate participant interactions and provide lively, informative speakers in a supportive environment. There were 108 participants in the Graduate Mentoring Program this year.
NEW WEBSITE

Launched in October of 2015, the Women in Engineering Program celebrated a brand new website. The responsive website provides all of our stakeholders — prospective students, current students, faculty, staff, alums, and corporate partners — with an optimal experience that is both interactive and engaging without having to scroll and pan as you move from device to device. This initiative streamlines how you get your information from WIEP and engage with both the program and Purdue, exponentially increasing traffic to all online communication platforms. WIEP extends a special thank you to Assistant Director of Communications, Heather Coar, for leading this significant effort.
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