

# Archived Information

## Girl Scouts of the USA

### Public Engagement

***Girls Go Tech***, has been launched to inspire young girls everywhere to develop an interest in the fields of science, math, technology and engineering. A Public Service Announcement (PSA) campaign titled, *It's Her Future. Do the Math*, developed in partnership with the Ad Council is a cornerstone of this initiative. *It's Her Future. Do the Math*, encourages girls to explore the world of math, science and technology and was developed to address the fact that Girls are starkly underrepresented in these fields. And it is not because of a lack of interest. According to the research, some girls are receiving cultural cues from their parents and caregivers, and oftentimes teachers, that the areas of math, science, and technology should be left to boys.

Girl Scouts of the USA has also launched an extraordinary web –site [www.girlscouts.org/girlsgotech/](http://www.girlscouts.org/girlsgotech/). This site was created to help open doors for girls in math, science, and technology. Businesses, educational organizations, parents, policymakers, and the media can use the Web site to encourage girls to explore math, science, and technology in creative ways.

**Fair Play** is a dynamic Girl Scout initiative that addresses the techno-gender divide by involving and inspiring girls in the vastly underrepresented fields of science, math, technology and engineering. This innovative program, which has been operational for three years and funded by a grant from the Intel Foundation, consists of an extensive curriculum that includes scientific investigations and experimental problem solving and hands-on activities. Through *Fair Play* we are reaching a broad spectrum of girls, from families of migrant workers, to Navajo Indians, to Hispanic and Latina girls, to public housing residents.

**Girls at the Center (G.A.C.)** is a national collaboration between GSUSA and The Franklin Institute to encourage family involvement in girls' science learning. G.A.C. provides opportunities for girls and adult partners to investigate the world around them through inquiry-based, hands-on science activities. Partnerships between science museums and Girl Scout councils at 45 sites, enable G.A.C. to reach local communities nationwide.

***GirlFACTS--Girls Families and Communities Together in Science*** will inspire and encourage underrepresented pre-teen girls (9-13 years) to pursue studies and careers in science, technology, and mathematics through family-based learning events and activities. A three-year program, *GirlFACTS* will reach over 6,000 girls and 4,000 adult partners from over 40 councils.

The **Just For Girls** section of GSUSA's Web site opened in September 1997. Visitors from all over the world are welcomed to a girl-friendly place in cyberspace—a place for girls to explore, learn cool new stuff, show off what they have done, and speak their minds. Visitors browsing the site now score more than two million hits each month. The ever-expanding content encourages girls, their parents, and troop leaders to return again and again. Members are using this forum to earn an online technology badge, gain information, and share ideas. Girls enthusiastically respond to "Thought-catchers" found throughout the site where they can add their ideas. A favorite section is "Dear Dr. M" where girls pose questions that are troubling them and seek out answers from GSUSA's developmental psychologist and her daughter.

**Lockheed Martin Science Career Exploration Fund**, now in its third year, has allowed over 70 councils to engage more than 50,000 girls and adults in a wide variety of science, technology, mathematics, and engineering activities. Consistently popular topics have been aerospace and aviation (further enhanced by GSUSA's links to Space Day) as well as career fairs, science discovery days, and activities with direct connections to Girl Scout badges and recognition.

**From Sidewalks to Treetops: Neighborhood Environmental Exploration**, This initiative train Girl Scout troop leaders and other facilitators to conduct nature, wildlife, and environmental education activities in their own neighborhoods.