Girls of Promise Conferences

Survey Analysis

2010 – 2012

Prepared by:

Joanna Klak

September 2012

Executive Summary

The report presents an analysis of the surveys distributed during the Girls of Promise Conferences organized by the Women's Foundation of Arkansas in 2010 – 2012. The data analysis was conducted by Joanna Klak in September 2012.

The first section of the report presents the background information about the Women's Foundation of Arkansas and the Girls of Promise program. Basic statistical data about where and when the Girls of Promise Conferences were held are followed by the assessment of the number of girls and schools that participated in the program.

The second section of the report consists of an analysis of the surveys gathered in 2010, 2011 and 2012.

The analysis is based on data from two different survey designs (*Student Morning Survey* and *Student Reflection Survey*) that were distributed among Girls of Promise Conference participants in 2010, 2011 and 2012. In total, 1036 records were analyzed. The data are grouped in the following sections: Race/Ethnicity; Plans to Attend College; Future Career Plans; STEM Summer Programs Participation; Reasons for Attending the Conference; What did you do during the Conference?; What will you tell your family and friends about the Conference?; What did you like most/least about Girls of Promise?, What will you remember most about the Conference?

In 2012, the WFA created an opportunity for Girls of Promise Conference alumnae to come to the Conference once again. The third section of the report presents analysis of the surveys fill out by the alumnae.

The last section of the report presents future recommendations.

Table of Contents

Executive Summary 1

About the Women's Foundation of Arkansas and Girls of Promise 4

The Women's Foundation of Arkansas 4

Girls of Promise Conference 4

About the Project 5

Girls of Promise Conference Campus Partners 6

Girls of Promise Conference Data Summary 8

Race / Ethnicity 8

Plans to Attend College 9

Future Career Plans 9

STEM Summer Programs Participation 11

Reasons for Attending the Conference 12

What will you tell your family and friends about the Conference? 13

What did you like most/least about Girls of Promise? 13

What will you remember most about the Conference? 13

Alumnae Survey 2012 15

Future Recommendations ..... **Error! Bookmark not defined.**

Appendices i

Appendix 1 List of Schools i

List of Tables

Table 1 List of Campus Partners 2000-2012 ..... *6*
Table 2 GoP Conferences 2010-2012 by Year and Campus *8*
Table 3 Number of Participants by Year and Campus *8*

Table of Figures

Figure 1 Race / Ethnicity *9*
Figure 2 What careers do you find interesting? *10*
Figure 3 Science, Technology, Engineering or Math Summer Programs Participation *11*
Figure 4 Science, Technology, Engineering and Math Programs Interest *11*
Figure 5 Reason for Attending the GoP Conference *12*
Figure 6 What did you do during the Conference? *12*
Figure 7 What will you tell your family and friends about the Conference? *13*

About the Women's Foundation of Arkansas and Girls of Promise

The Women's Foundation of Arkansas

In 1998 over 100 prominent women leaders in Arkansas funded the Women's Foundation of Arkansas (the WFA) to promote philanthropy among women and to help women and girls achieve their full potential. In April of 2002, the WFA became a separate, 501(c) (3) nonprofit organization.

The Women's Foundation of Arkansas is the only not-for-profit, statewide organization with the sole focus of developing the educational, professional, economic, and philanthropic potential of Arkansas women and girls by providing the necessary resources, tools and knowledge to reach their full potential. The specific aims are to:

- Encourage women and girls to improve skills in math, science, and technology;
- Promote high academic achievement;
- Improve women's economic status and financial competence;
- Increase visibility and awareness of WFA's mission and the needs of women and girls in Arkansas; and thereby
- Increase philanthropy by and for women and girls.

The WFA invests time, talent, and funds in programming that centers on the goal of helping girls and women understand their potential, expanding their horizons, developing opportunities in their communities, and recognizing their successes.

The goals of the WFA reflect the fact that when women are educated and economically secure, their children are better educated, better nourished, and in better health; furthermore, these benefits reverberate beyond their families to include entire communities.

Girls of Promise Conference

Since the spring of 2000, the WFA has sponsored a yearly conference to introduce 8th grade girls to information about professional careers in science, technology, engineering and math (STEM). This day-long conference, held on a college campus, gives the girls the opportunity to meet and learn from women scientists, astronauts, physicians, computer systems engineers, and others. Teachers from around the state nominate high-achieving girls to attend and travel with them to this conference.

The Girls of Promise (GoP) Conference aims to encourage girls at a time in their lives when they tend to lose interest in science. Eighth grade is also when girls begin to internalize negative stereotypes that discourage academic achievement and denigrate those who do not conform to peer expectations and social pressures. In high school, fewer girls than boys enroll in advanced science and math courses and those who do express interest in these disciplines are frequently discouraged by teachers, counselors, family or friends who may disparage these areas as viable fields of study for girls.

Girls see few role models of academic success, much less successful women in science, technology, engineering and math. The GoP Conference congratulates girls for their current success and future potential, and gives girls the chance to learn about what they can pursue if they aim high and continue to achieve.

About the Project

Following the 2010 Girls of Promise Conference Impact Assessment, the WFA decided to analyze the surveys on an ongoing basis.

Over the past three years, the WFA distributed surveys during the Girls of Promise Conferences in order to obtain feedback from the participants. The same survey designs were distributed to all GoP Conferences participants in 2010-2012. This approach made the data easier to compare.

This report is based on an analysis of 1036 surveys, representing two different survey designs. However, the number of surveys filled out and analyzed does not represent the number of girls that participated in the GoP Conferences.

Based on the surveys, a list was created with the names of the schools of the students who attended the GoP Conference. (For a complete list of schools please see *Appendix 1 List of Schools*).

The data from the surveys are grouped in the following sections:

- Race/Ethnicity
- Plans to Attend College
- Future Career Plans
- STEM Summer Programs Participation
- Reasons for Attending the Conference
- What did you do during the Conference?
- What will you tell your family and friends about the Conference?
- What did you like most/least about Girls of Promise?
- What will you remember most about the Conference?

Moreover, in the third section of the report an analysis of 20 surveys fill out by the GoP Conferences alumnae is presented.

The primary data source was surveys that were distributed and collected during the conferences in 2010, 2011 and 2012. The primary data collection was also supplemented by a review of the WFA documents, as provided by the staff. These documents presented background information on the WFA and Girls of Promise program.

Girls of Promise Conference Campus Partners

The first Girls of Promise Conference was held at the University of Arkansas at Little Rock in 2000. After four years, when the Conference took place only in Little Rock, the Conference was expanded to more campuses in Arkansas (see *Table 1 List of Campus Partners 2000-2012* and *Table 2 GoP Conferences 2010-2012 by Year and Campus).* Overall, there were 45 GoP Conferences organized between 2000 and 2012. The total number of participants in 2000-2009 was estimated to be 2,388 girls representing 240 different schools. In 2010-2012, there were 1,069 girls from 124 different schools participating in 18 conferences on nine campuses in Arkansas (see *Table 3 Number of Participants by Year and Campus* and *Appendix 1 List of Schools*).

Table 1 List of Campus Partners 2000-2012

Campus	Year
University of Arkansas at Little Rock in Little Rock (UALR)	2000 – 2012
Arkansas State University in Jonesboro (ASU)	2004 – 2012
Southern Arkansas University in Magnolia (SAU)	2004, 2005, 2012
Arkansas State University – Mountain Home (ASUMH)	2005
NorthWest Arkansas Community College in Bentonville (NWACC)	2007 – 2012
Arkansas Tech University in Russellville (Ark Tech)	2009 – 2012
South Arkansas Community College in Eldorado (South Ark)	2008 – 2010
Harding University in Searcy (AWH)	2011 – 2012
Henderson State University in Arkadelphia (HSU)	2012
University of Arkansas at Monticello (UAM)	2012

Campus Partners 2010 - 2012

Arkansas State University, Jonesboro
2010, 2011, 2012

Henderson State University in Arkadelphia
2012

Arkansas Tech University, Russellville
2010, 2011, 2012

NorthWest Arkansas Community College, Bentonville
2010, 2011, 2012

South Arkansas Community College, El Dorado
2010

Southern Arkansas University, Magnolia
2012

University of Arkansas at Monticello
2012

Harding University in Searcy, AR
2011, 2012

University of Arkansas at Little Rock
2010, 2011, 2012

Table 2 GoP Conferences 2010-2012 by Year and Campus

Campus	2010	2011	2012
UALR	April 17	April 30	March 10
ASU	February 20	April 1	March 31
SAU			March 31
NWACC	May 1	February 19	March 3
South Ark	March 6		
Ark Tech	February 6	February 6	February 4
AWH		March 5	April 14
UAM			March 31
HSU			April 14

Table 3 Number of Participants by Year and Campus

Campus	2000 - 2009	2010	2011	2012	2000-2012
UALR	1 208	39	91	83	1 421
ASU	492	44	51	82	669
SAU	134			25	159
ASUMH	45				45
NWACC	305	79	91	95	570
Ark Tech	40	56	51	50	197
South Ark	164	40			204
AWH			57	45	102
HSU				51	51
UAM				39	39
Total # of participants	**2 388**	**258**	**341**	**470**	**3 457**

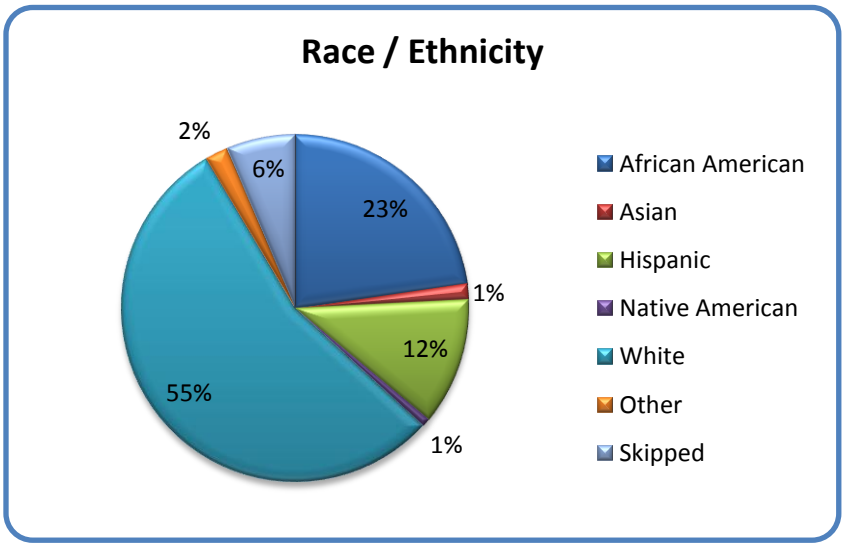
Girls of Promise Conference Data Summary

This section of the report provides summary of the data collected. The data is grouped in the following categories: Race / Ethnicity; Plans to Attend College; Future Career Plans; STEM Summer Programs Participation; Reasons for Attending the Conference; What did you do during the Conference? What will you tell your family and friends about the Conference?; What did you like most/least about Girls of Promise?; What will you remember most about the Conference?

Race / Ethnicity

In 2010-2012, GoP Conference participants were asked to indicate their race/ethnicity. Overall, there were 1 036 surveys filled out. The majority of respondents (55%) were white; the second largest group was consisted of African Americans (23%). There were 12% of Hispanic, 1% of Asian people and 1% of Native American.

Figure 1 Race / Ethnicity



Data from 2010-2012. Sample size: 1036.

Plans to Attend College

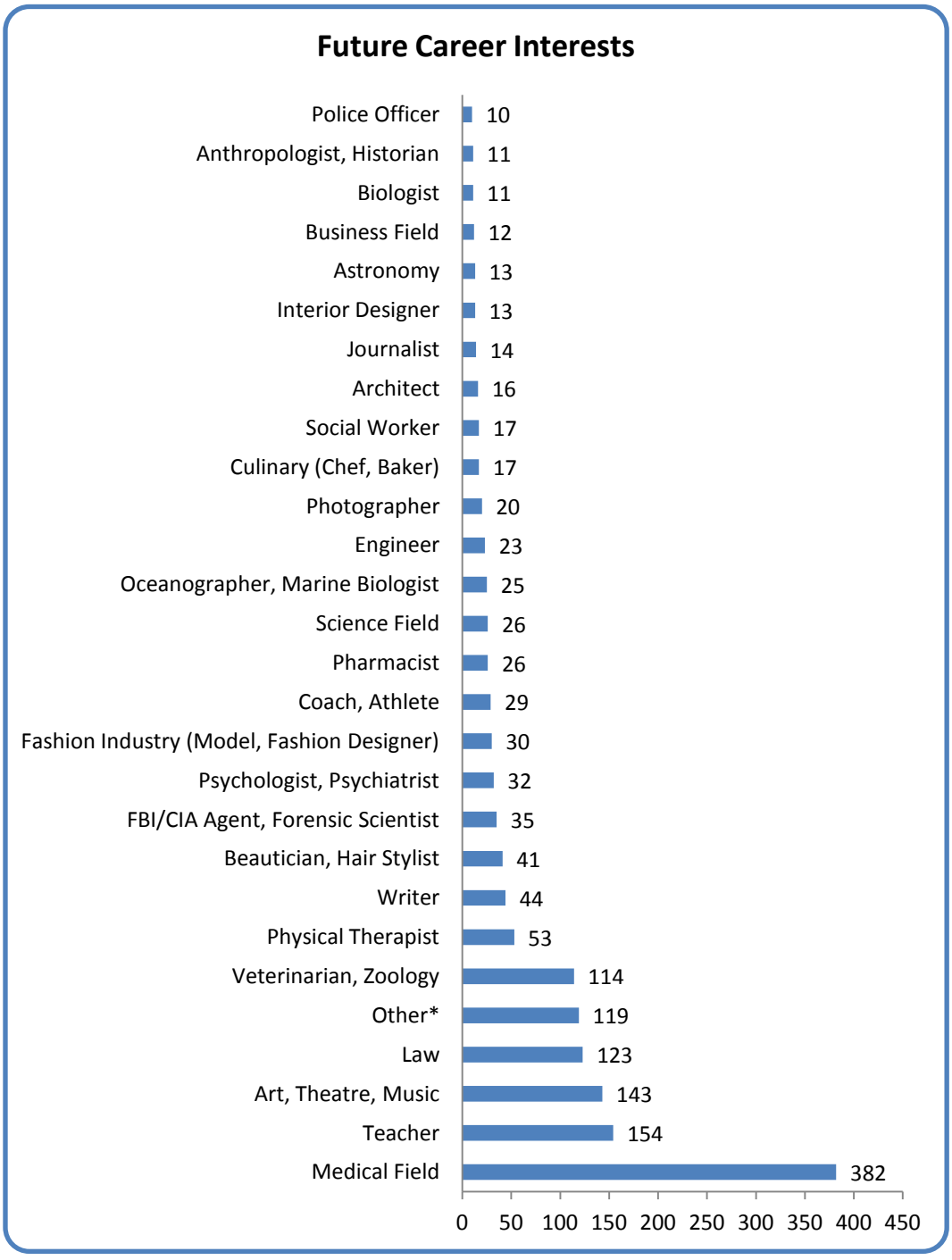
The majority of respondents (93%) indicated that they are planning to attend college. Only 3% of respondents are considering community college and 2% vocational technical school. (Data from 2010-2012; sample size: 1036).

Future Career Plans

The question about future career plans was an open-ended question. The answers were grouped in broader categories and are presented in *Figure 2 What careers do you find interesting?*

The majority of respondents was interested in pursuing a career in the medical field. The following categories were also very prevalent among student responses: teacher; art, theatre, music; law and veterinarian, zoology. Only four respondents did not have any specific career plans.

Figure 2 What careers do you find interesting?



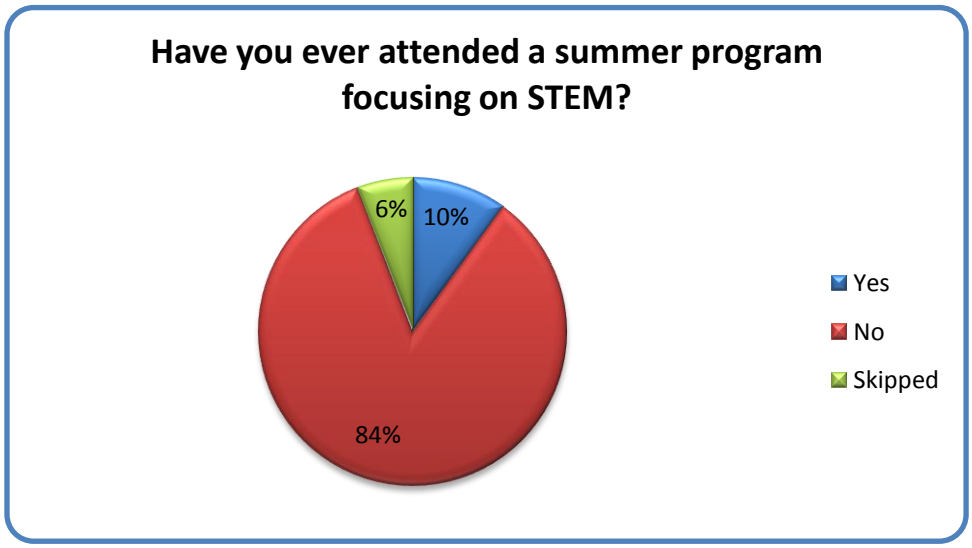
Data from 2010 - 2012. Sample size: 1 036.

*Other (occupations that were indicated by less than 10 respondents): Accountant (9); Computer Field (9); Banking, Finance (9); Graphic Designer (9); Chemical Engineer (8); Archeologist (7); Designer (7), NASA & Aviation (8); Missionary, Minister (5); Occupational Therapist (5); Math (5); Undecided (4); Nutrition Specialist (4); Speech Pathologist (3); Marketing (3); Event Planner (3); Detective (3); Flight Attendant (2); Real Estate Agent (2); News Anchor (2); Geologist (2); Librarian (2); Meteorologist (2); Travel Agent (1); Firefighter (1); Agriculture (1); Landscape Architect (1); Museum Technician (1); Truck Driver (1).

STEM Summer Programs Participation

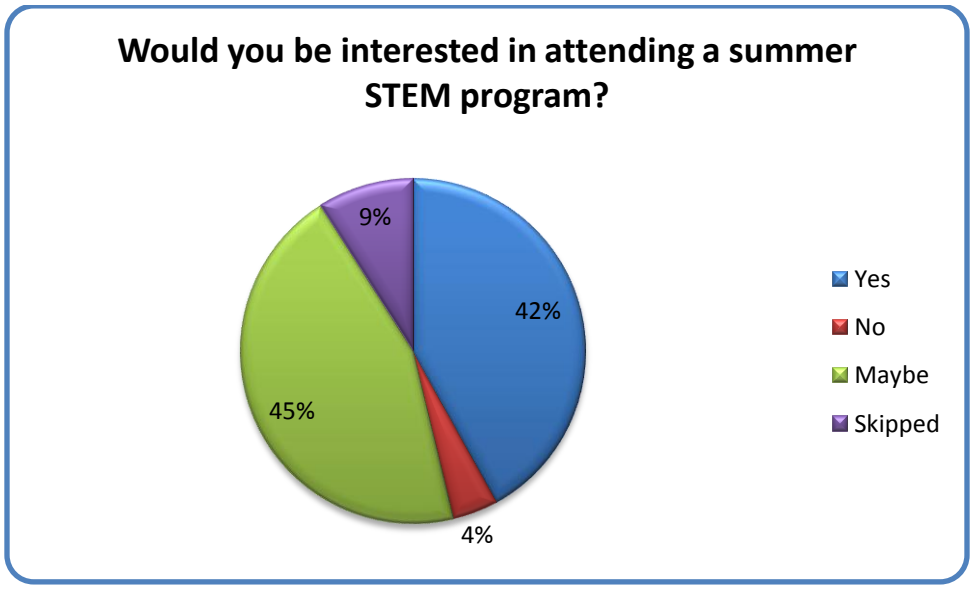
The majority of respondents (84%) did not participate in any math, science, engineering or technology programs (see *Figure 3 Science, Technology, Engineering or Math Summer Programs Participation*); however, many of them (42%) were interested in participating in this kind of activity during the summer break (see *Figure 4 Science, Technology, Engineering and Math Programs Interest*).

Figure 3 Science, Technology, Engineering or Math Summer Programs Participation



Data from 2010-2012. Sample size: 1 036.

Figure 4 Science, Technology, Engineering and Math Programs Interest

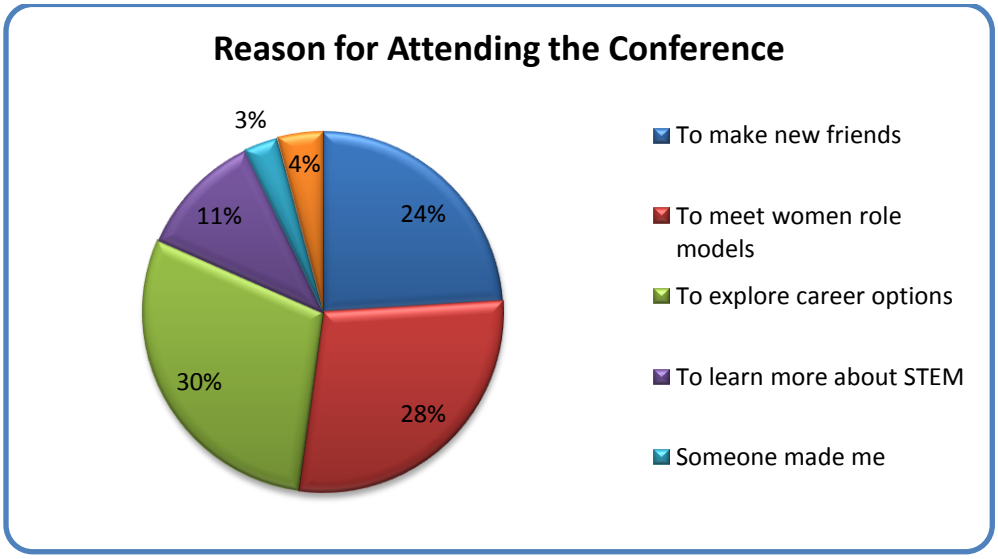


Data from 2010-2012. Sample size: 1 036.

Reasons for Attending the Conference

The main reasons for attending the GoP Conference were: to explore career options, to meet women role models and to make new friends (respectively 30%, 28% and 24% of respondents). Moreover, 11 % of girls attended the GoP Conference because they wanted to learn more about STEM.

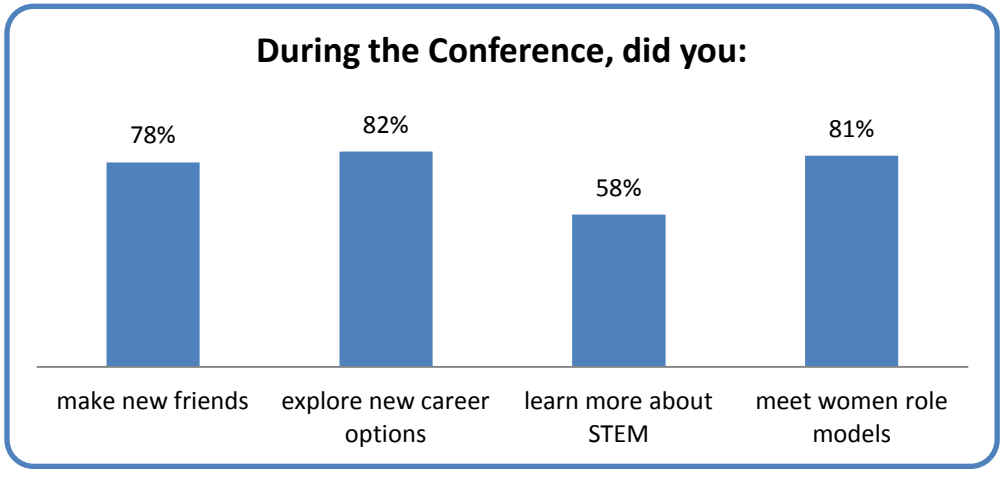
Figure 5 Reason for Attending the GoP Conference



Data from 2010-2012. Sample size: 1 036.
Open-ended question - often more than one response was provided.

Over half of the respondents (58%) claimed that they learned something about STEM. The Conference turned out to be an opportunity to explore new career options for 81% of the respondents. Many participants made new friends (78%) and met women role models (81%).

Figure 6 What did you do during the Conference?

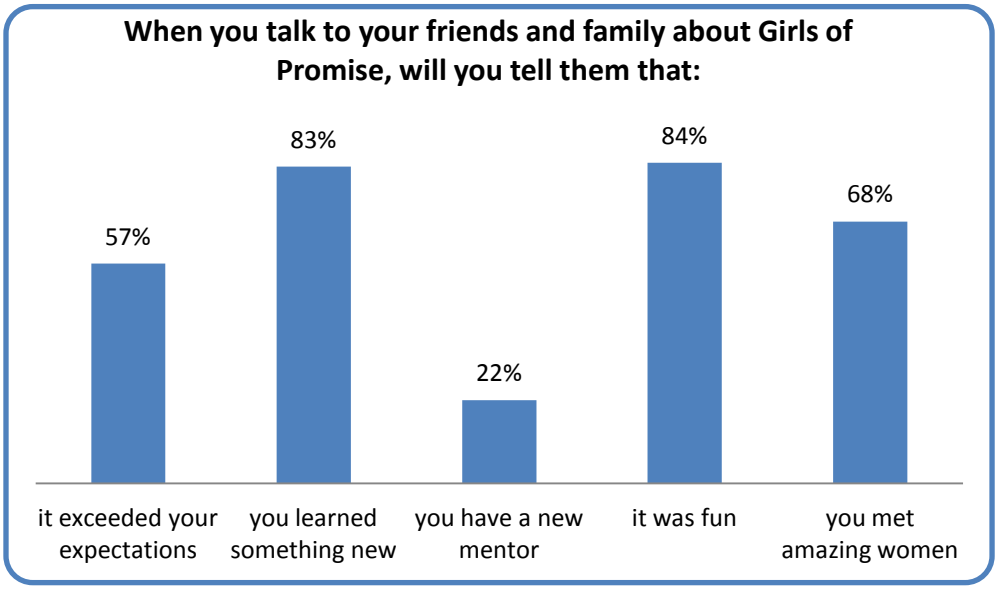


Data from 2010-2012. Sample size: 1 036.
Open-ended question - often more than one response was provided.

What will you tell your family and friends about the Conference?

The majority of respondents (84%) said that the Conference was a fun experience, and another 83% admitted that they learned something new during the Conference. Over 2/3 of respondents (68%) will tell their family and friends that during the Conference they met amazing women. More than half of respondents (57%) indicated that the Conference exceeded their expectations. Many girls (22% of respondents) found new mentor during the conference.

Figure 7 What will you tell your family and friends about the Conference?



Data from 2010-2012. Sample size: 1 036.
Multiple-choice question - often more than one response was provided.

What did you like most/least about Girls of Promise?

According to the respondents an opportunity to meet other girls, interesting break-out sessions, and goodie bags were the best elements of the Conference (73%, 74%, and 72% of respondents respectively). The least favorite part of the Conference was the keynote speaker. In 2010, the selection of the main speaker did not meet the expectations of 12% of the respondents. In 2012, over 27 % of the respondents did not enjoy the keynote speaker.

What will you remember most about the Conference?

Meeting new people was the most memorable thing about the Conference (198 respondents). Many girls will also remember the break-out sessions and fun activities that were organized (131 respondents). Many felt inspired by the successful women they had an opportunity to meet (125 respondents) and motivated to study and work hard to succeed in the future (142 respondents). The Conference opened the eyes of many girls to different career options (133 respondents).

Below are some of the comments that the respondents provided in answer to this question:

I will remember that being a woman will never limit me out of doing what I want.
2010 GoP Conference Participant from Knoxville

I will remember all the great role models. All the people were great. This was an excellent experience.
2010 GoP Conference Participant from Dardanelle

I will remember the wide range of careers I learned about and all of the amazing activities we did.
2010 GoP Conference Participant from Sherwood

I will remember the strong confident independent women.
2011 GoP Conference Participant from Forrest City

I will remember all the great people I met and all the great career opportunities I have.
2011 GoP Conference Participant from Dardanelle

I will remember most that I had a really great time and I wish that I could do it again.
2012 GoP Conference Participant from Nashville

I will remember how special it made me feel that all these women took the time to do this for me along with other girls.
2012 GoP Conference Participant from Little Rock

I will remember all my friends today. I will also remember how I got over my shyness.
2012 GoP Conference Participant from Poplar Grove

I will remember that being a female doesn't stop you from becoming the person you want to be!
2012 GoP Conference Participant from Dumas

I will remember the awesome experience and learning about all the cool ways I can seize my future to better myself and the world.
2012 GoP Conference Participant from *Benton*

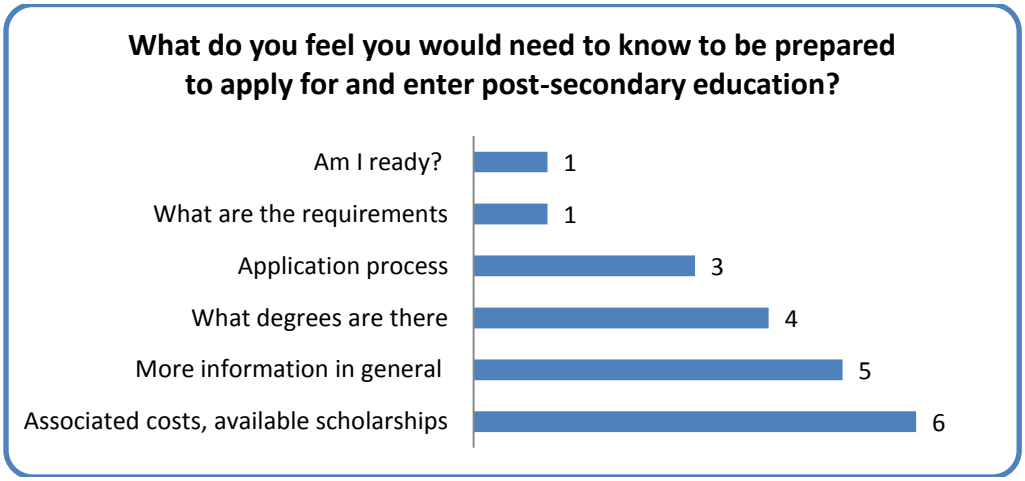
I will remember the girls I've met and the wide range of opportunities that have been opened to me.
2012 GoP Conference Participant from Star City

Alumnae Survey 2012

In 2012, the WFA created an opportunity for Girls of Promise Conference alumnae to come to the Conference once again. Twenty girls participated in the Alumnae Meeting and fill out the *Alumnae Track Morning Survey* and *Alumnae Track Reflection Survey*.

The alumnae came to the Conference because they thought the meeting will be helpful (13 respondents); they wanted more information about preparing for the college application process (15 respondents) and they were trying to get all the information they can to have a stellar college application (15 respondents).

The alumnae admitted that their interest in ESTEM has continued over the last two years (15 respondents). Many (12 respondents) researched on possible college fields in ESTEM. However, they would like to learn more about available colleges, possible scholarships, and about college application process in general.



Data from 2012. Sample size: 20.
Open-ended question.

None of the alumnae has started the application process but they have talked with a teacher or school counselor about applying for college (12 respondents) and have looked at one or more magazines/websites (12 respondents). Several respondents have researched a few colleges and have found one or more colleges they intend to apply to (16 respondents). After the meeting, all respondents admitted that they feel more confident about applying to and entering a post-secondary program.

According to the respondents the topics were timely (for 10th grade), helpful and interesting (19 respondents). All respondents admitted that the 1/2 day format of the meeting was good – they got lots of information in a short amount of time and would recommend that this be offered to more girls.

Appendices

Appendix 1 List of Schools

School Name	City	# of participants 2010-2012
Academics Plus Charter School	Maumelle	5
Alpena Junior High School	Alpena	4
Alpha Junior High School	Searcy	10
Anderson Middle School	Anderson	1
Armorel High School	Armorel	2
Atkins Middle School	Atkins	2
Bald Knob Middle School	Bald Knob	15
Barton Junior High School	El Dorado	17
Batesville Junior High School	Batesville	1
Beebe Junior High School	Beebe	9
Benton Junior High	Benton	5
Benton Middle School	Benton	5
Bentonville High School	Bentonville	6
Bergman Middle School	Bergman	11
Berryville Middle School	Berryville	3
Blytheville Junior High School	Blytheville	1
Blytheville Middle School	Blytheville	29
Bob Courtway Middle School	Conway	1
Bradford High School	Bradford	1
Carl Stuart Middle School	Conway	1
Carlisle High School	Carlisle	1
Cave City Middle School	Cave City	18
Cedarville Middle School	Cedarville	21
Clarksville Junior High School	Clarksville	2
Cloverdale Magnet Middle School	Little Rock	5
Columbia Christian School	Magnolia	4
Covenant Keepers College Prep. Charter School	Little Rock	6
Cutter-Morning Star High School	Hot Springs	5
Danville School	Danville	2
Dardanelle Middle School	Dardanelle	35
Dumas Junior High School	Dumas	6
Dunbar Magnet Middle School	Little Rock	3
Earle High School	Earle	10
Elkins Middle School	Elkins	1

Elmwood Junior High School	Rogers	1
Elmwood Middle School	Rogers	47
Emerson High School	Emerson	5
Estem Middle School	Little Rock	5
Eureka Springs Middle School	Eureka Springs	6
Flippin Middle School	Flippin	10
Foreman High School	Foreman	8
Forest Heights Middle School	Little Rock	12
Forrest City Junior High School	Forrest City	31
Fountain Lake High School	Hot Springs	4
Fuller Middle School	Little Rock	1
Gary E. Cobb Middle School	Texarkana	4
Genoa Central Middle School	Texarkana	2
Gentry Middle School	Gentry	16
George Junior High School	Springdale	3
Gravette Junior High School	Gravette	4
Gravette Middle School	Gravette	15
Greenbrier Junior High School	Greenbrier	9
Greenbrier Middle School	Greenbrier	1
Hamburg Middle School	Hamburg	5
Hampton High School	Hampton	3
Harding Academy	Searcy	3
Hector High School	Hector	10
Henderson Magnet Middle School	Little Rock	13
Home school		1
Horace Mann Middle School	Little Rock	2
Jacksonville High School	Jacksonville	1
KIPP Delta College Prep. School	Helena	37
Kirksey Middle School	Rogers	48
Lafayette County High School	Stamps	4
Lakeside Middle School	Hot Springs	7
Lakewood Middle School	North Little Rock	16
Lamar Junior High School	Lamar	8
Lamar Middle School	Lamar	9
Liberty Eylaus High School	Texarkana	1
Lincoln Junior High School	Bentonville	19
Lingle Middle School	Rogers	3
LISA Academy	Little Rock	2
Lonoke Middle School	Lonoke	24
Mabelvale Magnet Middle School	Mabelvale	10
Magnolia Junior High School	Magnolia	7

Malvern Junior High School	Malvern	7
Mann Magnet Middle School	Little Rock	3
Maumelle Middle School	Maumelle	2
Mayflower Middle School	Mayflower	17
Maynard High School	Maynard	7
McGehee Junior High School	McGehee	1
Morrilton Junior High School	Morrilton	12
Mountain View Middle School	Mountain View	4
Nashville Junior High School	Nashville	8
Nettleton Junior High School	Jonesboro	14
Norman Junior High School	Crossett	1
Norphlet High School	Norphlet	2
Oark High School	Oark	1
Osceola Middle School	Osceola	10
Ouachita High School	Donaldson	3
Pangburn High School	Pangburn	7
Paulette Smith Middle School	Fouke	3
Pea Ridge Middle School	Pea Ridge	3
Pineville Elementary	Pineville	1
Pottsville Junior High School	Pottsville	5
Prairie Grove Junior High	Prairie Grove	6
Pulaski Heights Middle School	Little Rock	4
Quitman Junior High School	Quitman	11
Randall G. Lynch Middle School	Farmington	22
Riverside Junior High School	Riverside	37
Riverview Junior High School	Searcy	21
Riverview Middle School	Searcy	1
Rose Bud High School	Rose Bud	5
Rose City Middle School	Rose City	23
Rural Special School	Fox	2
Russellville Junior High School	Russellville	44
Searcy High School	Searcy	1
Sheridan Middle School	Sheridan	2
Smackover High School	Smackover	3
Southwest City Elementary	Southwest City	4
Southwest Junior High School	Springdale	3
Star City Middle School	Star City	3
Strong Junior High School	Strong	1
Stuttgart Junior High School	Stuttgart	5
The Anthony School	Little Rock	3
Timbo High School	Timbo	2

Valley View Junior High School	Valley View	4
Warren Middle School	Warren	8
Washington Junior High School	Bentonville	10
West Fork Middle School	West Fork	1
West Side High School	Greers Ferry	10
Westside High School	Jonesboro	1
Woodland Junior High School	Fayetteville	1
Yerger Middle School	Hope	4