

Problem Statement

Among the efforts to increase the representation of girls of color in computer science there has been the development of academic enrichment programs, however, there continues to be an underrepresentation of girls of color participating in STEM programs (Lord & Camacho, 2013). STEM academic enrichment programs are designed to encourage the participation of underrepresented minorities, however there continues to be underrepresentation. This project considers the efficiency of recruitment materials used in these kinds of programs. The purpose of this project is a practical recruitment guide tailored for programs such as ChickTech, with a focus on the recruitment of Latina women and efforts for Latinas to become STEM students or professionals. The STEM discipline that this project will focus on is computer science.

Computer science academic enrichment programs such as ChickTech are designed to provide hands-on opportunities and the experience of technology through website building, robot programming, circuit development etc. Typically, ChickTech holds events for participants that are held after-school and over the weekends. ChickTech also holds reoccurring annual events to encourage multi-year participation. The events are primarily created and funded by non-profit organizations, corporations, and foundations outside of the public-school system. Some examples of programs with similar missions are Girls Who Code and Black Girls Code (Barker, McDowell, & Kalahar, 2009).

Even with the existence of STEM academic enrichment programs, Latina women only make up one percent of the computing workforce (National Science Foundation, 2015). It is estimated that by 2024, there will be at least 4.6 million high-wage jobs in computer science and related fields (Bureau of Labor Statistics) but not enough people trained to fill these critical positions. Moreover, STEM career fields have more stable employment rates and higher initial pay for women and underrepresented racial/ethnic groups (Perez-Felkner, 2018). Broadening

participation in STEM fields therefore bears relevance for economic competitiveness (Augustine 2005 as cited in Perez-Felkner, 2018) as well as equity, for women of color and minority groups who remain economically disadvantaged compared to White men (DeNavas-Walt & Proctor, 2014 as cited in Perez-Felkner, 2018). This recruitment guide is created and tailored for ChickTech to develop better recruitment materials, with no stereotypes and biases. Although tailored to ChickTech it may also be used for other STEM academic enrichment programs seeking to increase Latina participation.