

Women Constitute 50 Percent of US College-Educated Workforce, but Only 25 Percent of STEM Workforce

GE, Google, IBM, Microsoft and Verizon Join Forces to Empower Young Girls to Pursue Science, Technology, Engineering and Math (STEM) in New Ad Council Campaign

Campaign developed by McCann and an unprecedented group of partners including Facebook, Google, MTV, Playbuzz and Twitter

NEW YORK, September 10, 2018 – In a groundbreaking effort to encourage girls to pursue their interests in science, technology, engineering and math (STEM), the Ad Council convened an unprecedented coalition of partners, including GE, Google, IBM, Microsoft and Verizon, to launch *She Can STEM*. The national public service campaign includes digital and social creative content, as well as television, print and out-of-home advertising that showcases the achievements of female STEM role models to reinforce the idea that STEM is cool, unexpected and inspiring. Beginning today, the campaign will be activated by leading media partners and platforms, including Facebook, Google, MTV, storytelling platform Playbuzz and Twitter, and an unparalleled assembly of talent, including popular digital talent Karina “Slime Queen” Garcia, Sara Dietschy and the GEM Sisters (Giselle (15 years old), Evangeline (10), and Mercedes (11)), content creator Kamri Noel, actress Jenna Ortega, actress Riele Downs, actress Reiya Downs, Disney star Olivia Rodrigo, actress Lidya Jewett, actress and content creator Tessa Netting, 15-year-old astronaut-in-training Alyssa Carson and Mari Takahashi (@atomicmari) from Smosh Games.

Women make up half of the total college-educated workforce in the U.S., but they only constitute 25 percent of the STEM workforce, according to the U.S. Department of Commerce.¹ Research shows that many girls lose interest in STEM as early as middle school, and this path continues through high school and college, ultimately leading to an underrepresentation of women in STEM careers.

“When girls don’t feel encouraged and empowered in STEM, we see serious consequences not only for girls and women, but also for the future of innovation in our country,” said Lisa Sherman, president and CEO of the Ad Council. “If we want women at the forefront of the next generation of STEM leaders, we must show young girls that it is possible. If they can see it, they can be it. This empowering creative, and our extraordinary coalition of partners, will have a significant and long-lasting impact on girls, women and society.”

She Can STEM aims to challenge obsolete stereotypes and help middle school girls overcome their perceptions of what STEM isn’t by surprising them with what it is. The new campaign creative, developed pro bono by McCann, spotlights the achievements of seven inspiring and accomplished women to give STEM a new sense of relevance and an emotional connection with tween girls. The PSAs feature:

- Lisa Seacat DeLuca, Distinguished Engineer at IBM
- Tiera Fletcher, Structural Analysis Engineer at Boeing
- Maya Gupta, Research Scientist at Google

¹ U.S. Department of Commerce: Women in STEM: 2017 Update. Available at: <https://www.commerce.gov/sites/commerce.gov/files/migrated/reports/women-in-stem-2017-update.pdf>

- Danielle Merfeld, Chief Technology Officer at GE Renewable Energy
- Nicki Palmer, Chief Network Engineering Officer at Verizon
- Bonnie Ross, Head of Microsoft Halo Game Studio
- Lucianne Walkowicz, Astronomer at the Adler Planetarium

“To work with these incredible brands, and some of their most inspiring female leaders, is an incredible opportunity,” said Sean Bryan, McCann NY co-chief creative officer. “McCann has long championed the importance of STEM and the entire team, from day one, was honored to be part of this project that has the power to shape all our futures.”

The campaign directs audiences to @SheCanSTEM on Instagram, where girls can find campaign content featuring STEM role models, complete with resources from partners and nonprofits. Additionally, the campaign website, SheCanSTEM.com, engages parents, teachers, organizations, nonprofits, and others influential in girls’ lives. The site includes information about the campaign, resources from partners and nonprofits, and other information to help girls get involved in and stay in STEM.

She Can STEM includes eight participating non-profits in the STEM space: Black Girls Code, ChickTech, Girls Inc., Girl Scouts of the USA, Girls Who Code, National Center for Women & Information Technology (NCWIT), the New York Academy of Sciences and the Society of Women Engineers. These non-profit organizations have provided valuable resources that will be featured on Instagram and on SheCanSTEM.com to help girls learn more about science, technology, engineering and math.

The campaign brand partners, GE, Google, IBM, Microsoft and Verizon, will be supporting *She Can STEM* by promoting content across their channels at launch and throughout the duration of the campaign. In addition to funding the campaign, brand partners will show their support through online and offline activations during relevant STEM touchpoints throughout the year. As an example, women from each of the leading technology companies, along with STEM influencers, will post pictures of their younger selves with a note on how “if she can STEM, so can you,” describing how they got to where they are today, and a call-to-action for other women to share their own STEM stories.

She Can STEM will also be supported through activations from digital talent that are popular with the campaign’s target audience of middle school girls. Instagram creators will be sharing original content on their own channels to support the campaign. Popular digital talent Karina “Slime Queen” Garcia, Sara Dietschy and the GEM Sisters (Giselle (15 years old), Evangeline (10), and Mercedes (11)), content creator Kamri Noel, actress Jenna Ortega, actress Riele Downs, actress Reiya Downs, Disney star Olivia Rodrigo, actress Lidya Jewett, actress and content Creator Tessa Netting, 15-year-old astronaut-in-training Alyssa Carson and Mari Takahashi (@atomicmari) from Smosh Games have committed to amplifying the *She Can STEM* message.

Per the Ad Council’s model, the new creative assets will be distributed to media outlets nationwide and run in donated media time and space. Leading media and social media platforms and publishers including, Google, Facebook, MTV, Playbuzz and Twitter, have committed to support the campaign beginning at launch. Twitter will be supporting the new work through donated media. Twitter has also dedicated resources to building and optimizing the media to ensure *She Can STEM* reaches girls across its platform. UM has donated their services to support the campaign with strategy and outreach.

Through a partnership with Facebook Anthology, MTV will support *She Can STEM* through a video series on the network’s IGTV. The digital series will feature a celebrity host who visits diverse STEM women in

their places of work to learn about what they do, what drives them and how they can inspire young girls to get excited about STEM.

Storytelling platform Playbuzz will also be supporting *She Can STEM* through creating custom, interactive branded stories focused on busting STEM-related stereotypes directed at women and girls. The company – whose branded solutions perform in the top 10% of all Digital Brand Effect campaigns globally according to Nielsen – will then distribute the stories on key publisher sites that reach the campaign’s target audience, with the goal of shifting perceptions and breaking down commonly used “girls can’t” notions.

To learn more, join the [@SheCanSTEM](#) community on Instagram or visit the *She Can STEM* website.

The Ad Council

The Ad Council is a private, non-profit organization with a rich history of marshaling volunteer talent from the advertising and media industries to deliver critical messages to the American public. To learn more about the Ad Council and its campaigns, visit www.adcouncil.org, like us on [Facebook](#), follow us on [Twitter](#) or view our PSAs on [YouTube](#).

McCann Worldgroup

McCann Worldgroup, part of the Interpublic Group (NYSE: IPG), is a leading global marketing services company with 24,000 employees in more than 100 countries, comprising McCann Erickson (advertising), MRM//McCann (digital marketing/relationship management), Momentum Worldwide (total brand experience), McCann Health (professional/dtc communications), CRAFT (global adaptation and production), UM (media management), Weber Shandwick (public relations), FutureBrand (consulting/design), and PMK-BNC (entertainment/brand/popular culture).

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She Can STEM Quote Addendum

This document contains additional quotes from campaign partners and supporters.

Partner Quotes

Linda Boff, Chief Marketing Officer, GE:

Creating programs like *She Can STEM* is crucial to raise awareness about the ongoing gender imbalance in science, technology, engineering and math. We're thrilled to collaborate with The Ad Council and like-minded companies to encourage and inspire the STEM leaders of tomorrow.

Kathleen Hall, Corporate Vice President – Brand, Advertising, Microsoft:

We are proud to partner on this campaign because we are committed to the power and value of diversity in technology. We hope that young women who are good at math and science will know we are waiting for them to come help change the world.

Tara Walpert Levy, Vice President, Agency and Brand Solutions, Google:

Google is thrilled to work together with our partners on this campaign to promote awareness around women who have established successful careers in STEM. We have long been committed to providing students around the world with quality STEM education and access to opportunities in tech, and we need to support diverse groups, as well as those who may find easier access.

Shachar Orren, Chief Storytelling Officer, Playbuzz:

Widespread content fatigue and an influx of ads that deprioritized the user experience have made it increasingly difficult for brands to achieve meaningful message penetration and, ultimately, shifts in perception. At Playbuzz, our goal is to help brands create a dialogue with their audiences, and provide consumers with immersive, truly engaging branded experiences that users choose to consume. The Playbuzz-powered campaign for *She Can STEM* encompasses those qualities, with the keen understanding that interactive content enhances content memorability and is crucial when educating audiences on such an important message.

Sylvia Acevedo, CEO, Girl Scouts of the USA:

For over a century Girl Scouts has provided innovative programming for girls, including in STEM subjects—in fact, one of our first badges, introduced in 1913, was the Electrician badge. We are proud to continue inspiring more girls to pursue STEM by making some of Girl Scouts' research-backed programming available through the *She Can STEM* campaign. These resources help girls and parents not only explore her STEM potential and transform ideas into action, but also see that STEM can take her anywhere she wants to go. With Girl Scout troops in virtually every zip code in the country, we have the ability to bring STEM to life for every girl. Find out more at www.girlscouts.org.

Karen Horting, Executive Director and CEO, Society of Women Engineers:

So many young girls show an interest in math and science at a young age, but aren't encouraged to pursue it and turn it into what could be an incredibly interesting and rewarding career. Further, girls often do not associate STEM as a career path that allows them to help people, and they also lack confidence in STEM skills as compared to their male counterparts. We need to change the perception of what an engineer or technologist looks like and inspire girls to further explore these amazing career opportunities.

Lucy Sanders, CEO & Co-founder, National Center for Women & Information Technology (NCWIT):

Girls and women in the U.S. are avid users of technology, but they are significantly underrepresented in its creation. Participating in this campaign will show youth how their strengths, interests and prior experiences align with a variety of meaningful computing careers. Providing diverse, relatable portrayals of computing professionals, on the media channels where they are already tuned in, can inspire young women to see themselves as innovators.

Judy Vredenburg, President & CEO, Girls Inc.:

Girls Inc. is thrilled to be a *She Can STEM* campaign partner. We all play a critical role in developing girls' enthusiasm for STEM while simultaneously dispelling the stereotypes that girls are not good at or interested in STEM. We must also expose girls to role models who show them what they can achieve in these fields. The future of STEM is bright and it *is* female.

Talent Quotes

Olivia Rodrigo, Disney Star:

It is so important for girls to realize that they truly can do anything, even in male dominated fields like STEM. You should feel free to pursue any career path you feel passionate about. Girls can change the world!

Tessa Netting, Actress and Content Creator:

I think it is extremely important for young girls to not be afraid to outwardly show and be proud of the things that they are passionate about. If a girl shows an interest in a STEM related activity, we as a society should try harder to encourage and inspire her to pursue it. These girls are our leaders, our inventors, our backbone, our future, and they deserve to be celebrated.

Karina “Slime Queen” Garcia, Content Creator:

From slime to DIY projects, that’s all STEM! Some of my Craft City products have STEM stamps on them to remind girls that they’re doing STEM activities while they also do fun projects. Through my work I hope to inspire girls and show them that they can STEM, too!

Sara Dietschy, Content Creator:

I play basketball. I play electric guitar. I was an electrical engineering major. I create videos on YouTube focused on tech and creativity. I hope I can show girls there are no limits on what you can be.

Kamri Noel, Content Creator:

By having girls participate in STEM activities, we are showing them that they have a voice. Women bring important qualities to the work atmosphere, and when we show them that it is OK for girls to have a voice in STEM professions, we are breaking the stereotypes and changing the future.