# Nomination of The Girl Project Ada at the Norwegian University of Science and Technology for the 2018 Minerva Informatics Equality Award

## Contact details:

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## A brief summary

The Girl Project Ada at the Norwegian University of Science and Technology works to recruit more girls to the ICT studies and prevent dropouts. To increase the recruitment of female students, the project organizes several national recruiting events tailored to girls at high school around the country. An 89% of the attendees to the Technology Camp for girls in 2016 applied for a STEM study at the university. Additionally, The Girl Project Ada also cooperate with ICT companies in running career networks. These career networks, as well as working on social networking help prevents drop-outs among female students. The program has lasted for 20 years and 1000 girls have participated since project started.

## Description of the initiative:

The Girl Project Ada is a project that is working to increase the number of female student's graduating with a Master's degree within Information and communication technologies at The Norwegian University of Science and Technologies. The project was started in 1997 and has grown ever since.

This one-minute video sums up what the Girl Project Ada has done the last 20 years:
https://www.youtube.com/watch?v=qoB6Fz0uvsM

The Girl Project Ada is an NTNU project that aims to promote the education of more female engineers and master's graduates from the Faculty of Information Technology and Electrical Engineering at NTNU.

The project includes the study programs Computer Science, Electronic System Design, Informatics, Communication Technology, Mathematical Sciences and Cybernetics and Robotics.

Ada works towards this goal in two ways: through targeted recruiting events, so that more women apply for the programs, and by contributing to help students who start one of our programs to complete their studies.

## The vision of The Girl Project Ada

To make ourselves redundant!

## Recruitment initiatives

To increase the recruitment of female students, Ada works actively to provide information about our programs of study and to market them to girls in upper secondary schools. The Technology Camp and Girls' Day are two of Ada's most important recruitment initiatives. Girls from upper secondary schools all over Norway are invited to Trondheim to get information about the programs of study and Trondheim as a student city as well as to get to know NTNU. All the participants' expenses for travel and accommodation are covered. Read more about the Technology Camp and Girls' Day. (In Norwegian only: https://www.ntnu.no/camp and https://www.ntnu.no/jentedag )

|  | Girl's Day | Technology Camp |
|---|---|---|
| Target Group | Girls from **last year of high school**. From all around the country. Majoring in scientific mathematics | Girls from the **second last year AND the last year of high school**. From all around the country. Majoring in scientific mathematics |
| Length of event | 2 days | 3 days |

| | | |
|---|---|---|
| **Number of participants each time** | 250 | 200 |
| **Study programs marketed** | All STEM studies | Mainly ICT-studies (Informatics, Computer Science, Communication Technologies, Cybernetics, Electronics |
| **Content of event** | Presentations, meeting study programs on stands, meeting with students | 3 hours long workshops, Presentations, meeting study programs on stands, meeting with students |
| **First Year organized** | 1997 | 2010 |
| **Number of girls that have attended since event started** | Approx 3 000 | Approx. 1 000 |

## Activities for students

Ada organizes various academic and social events throughout the semester. These activities help to increase the students' enjoyment of their student days, and help them to build up a good network, both socially and academically. This in turn increases the chances that as many as possible will complete their studies. The Girl Project Ada also runs the computer study room for women: The Cybele room. This computer room is reserved for the female students in the project. We also run Kammerset, which is a group room for female students studying cybernetics and robotics as well as electronic system design.

The Girl Project Ada works in close cooperation with companies and individuals from the business community. Contact with business and industry helps women to start building a network right from their student days. One benefit is that this kind of contact makes it more tempting to complete your studies. Another benefit is the advantages of a network when you apply for your first job or summer job. For the business community, this cooperation is valuable at many levels:

Companies gain first-hand knowledge of what is happening in the student communities. At the same time, they have an opportunity to meet future employees.

The Career Network is an important part of our cooperation with the business community. Every year, 25 companies are invited to participate in the Career Network for a nominal registration fee. This is used to cover the expenses for the four network gatherings we hold every year. At the network gatherings, students and company representatives meet for professional and social contact. These gatherings are the most important regular contribution to networking with business and industry.

Activities the last Year – autumn 2017 and spring 2018

| Activity | Number of participants on event (last year) |
|---|---|
| Welcome day for new female students at ICT | 150 |
| Calling to applicants (that have applied to our ICT studies) | 300 |
| Networking lunches between students | 300 |
| Career-network gatherings between students and company representatives | 600 |
| Student flown to Oslo for company visits | 130 |
| CodeHubs | 200 |
| Company visits in Trondheim | 80 |
| Social events (film-viewing, bbq, visiting chocolate factory, game-evening, examl lunch, pizza evening) | 300 |
| Celebration of The Girl Project Ada 20 years | 450 |
| Female ICT students taking part in recruiting events and marketing events promoting tech to girls at primary and secondary school | 30 students – 500 pupils |

## Budget and organization

The project is run by a project manager who is a permanent employee and 10 students in part-time positions. The project has a budget of about NOK 3 million and is financed by NTNU's equal opportunity funding, the Faculty of Information Technology and Electrical Engineering at NTNU and sponsorship from the private sector.

## What Ada is not

In no way do the girls studying technology and science subjects at NTNU stand back for men, and academically they do not need any special treatment. The Girl Project Ada does not provide special teaching, extra teaching or anything else intended to make the academic work easier.

# Evidence of impact

When we go through the list of who applies to STEM studies at NTNU and who attended the Technology camp for girls we see that **89%** of the attendees of Technology Camp end up applying for a STEM study at the Norwegian University of Science and Technology. The list of quotes from students quoting that "I would never have been here to study ICT if it had not been because of the Technology camp" is very long.

# Female applicants (first choice)

Computer Science — Informatics — Cybernetics
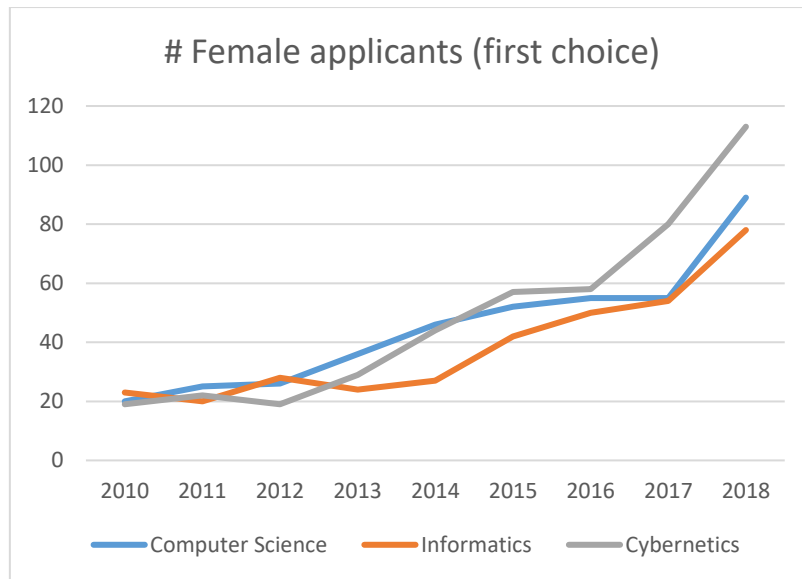
See film from Technologycamp – with English subtitles here:
https://www.youtube.com/watch?v=VWXKCg3X-XQ

See film "NTNU working for more girls in STEM here:

**https://www.youtube.com/watch?v=oA8IuCsbuEU**

**The %-share of female students starting in the ICT studies is going up.**

| %-share female starting | 2011 | 2014 | 2017 |
|---|---|---|---|
| **Computer Science** | 15,9 % | 15,5 % | 25,7 % |
| **Informatics** | 9,1 % | 11,5 % | 16,4 % |
| **Communication Technologies** | 21,4 % | 40,4 % | 49 % |

Quote from Silicon Labs, one of the companies in the Girl Project Ada's career network:

"I just have to tell you that for the summer 2017 we have hired 8 interns in the Norwegian office. For the very first time the gender balance is 50-50. From the 4 girls we have hired – 3 of them write in their applications that they know us from their company visit organized through the Girl Project Ada's career network"

Åslaug Tveiterås, Human Resources Director, Silicon Labs

At the Technology camp in 2017 we had representatives from Chalmers university and Aalto university visiting to observe the Technology Camp. Both Chalmers and Aalto university have decided to copy the idea of a Technology Camp for Girls and are planning their own. In 2016 we had representatives from KTH and Luleå university visiting us as observers during the Technology Camp for Girls. Luleå and KTH university did go through and organized their own Technology camp for girls in 2017 (https://www.kth.se/profile/gabher/page/the-campaign-giants)

## Reference List:

Ercim News 104, January 2016
https://ercim-news.ercim.eu/en104/r-s/the-girl-project-ada-a-successful-project-for-recruiting-female-students-to-the-ict-studies-at-ntnu

Films:

1. NTNU recruiting girls to STEM: **https://www.youtube.com/watch?v=oA8IuCsbuEU**
2. Technology Camp for Girls– (with English subtitles): https://www.youtube.com/watch?v=VWXKCg3X-XQ
3. The Girl Project Ada at NTNU – 20 years https://www.youtube.com/watch?v=qoB6Fz0uvsM

Media coverage (in Norwegian):

https://www.dn.no/nyheter/2018/02/07/2224/Arbeidsliv/bedrifter-star-pa-venteliste-for-a-kapre-disse-studentene

https://www.adressa.no/pluss/nyheter/2018/02/08/Her-finner-Finn.no-direkt%C3%B8ren-fremtidens-ansatte-16052082.ece?rs48515

https://www.adressa.no/nyheter/innenriks/2016/11/08/Til-NTNU-for-%C3%A5-leke-med-lego-13754906.ece

https://www.universitetsavisa.no/student/2018/02/09/Bedrifter-p%C3%A5-kvinnejakt-flyr-studenter-fra-NTNU-til-Oslo-71975.ece

https://www.universitetsavisa.no/campus/2018/01/16/9-av-10-s%C3%B8kte-seg-til-NTNU-71356.ece

https://www.universitetsavisa.no/politikk/2017/02/22/KTH-og-NTNU-l%C3%A6rer-av-hverandre-64138.ece