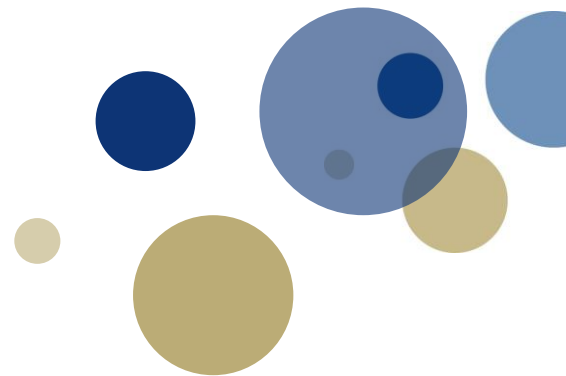# NTNU

Norwegian University of
Science and Technology

The Girl Project Ada

Recruiting Girls to ICT-studies

Line Berg
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8 minutes

1. Recruiting events for more girls in ICT work

2. Important to collaborate

3. Also good for the boys

The Girl Project Ada

- Started 23 years ago
- Graduate more females in ICT
- Recruit and retain female students

Five-fold increase in 15 years

2005	2020
7%	35%

Development of average female %-share in 5-years integrated Masters of:
- Computer Science
- Communications Technologies
- Cybernetics and Robotics
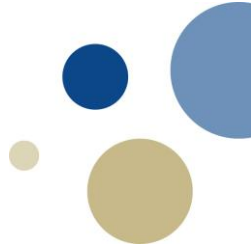- Electronic System designs and Innovations

Technology Week for girls

- Girls invited from all over Norway
- 3 days
- 450 participants
- Presentations and workshops
- Personal meetings with role models
- Meeting students
- Breaking down stereotypes
- Hands-on experiences

What else?

- Social Media

- Welcome Days

- Get-to-know-each-other lunches and dinners

- CodeHubs

- AI events

- Social networking

- Company networking

- Happy students recruit more students

- Film Girl Project Ada 20 years

  https://www.youtube.com/watch?v=qoB6Fz0uvsM

Cooperate

And How is this good for the boys?

Increasing share of women - positive effect on the retainment of male students

- Research about to be published

- The last 20 years
- 17 five-year long integrated Master of Science and Technology studies

- When female share increases with 10 percentage points

- =>
- drop out of male students down with 3 – 8 percentage points

- We found a significant correlation between the probability of men's dropout and the share of women in all study programs.

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