The Girl Project Ada

Recruiting Girls to ICT-studies

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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

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<th>2005</th>
<th>2020</th>
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<td>7%</td>
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<td>35%</td>
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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=qoB6Fz0uvzM
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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