

## LEARNING OUTCOMES 2015 UPDATE

### 100 PERCENT OF GIRLS IN OUR PROGRAMS:

**INTERPRET** DATA TO SOLVE PROBLEMS THAT BALANCE SCIENCE, ETHICS, MATH & DESIGN.

**LEARN** REAL-WORLD APPLICATIONS FOR SCIENCE & MATH.

#### We give girls this challenge:

**“With Design as Your Tool, How Will You Make the World a Better Place?”**

AS A RESULT, GIRLS —

**DESIGNED** THE LIGHTING FOR A HABITAT FOR HUMANITY HOME FOR A SINGLE MOTHER & HER CHILDREN. **THEIR DESIGN CHALLENGE?** *Increase safety & aesthetics while maintaining simplicity & affordability.*

**CREATED** TECHNOLOGY THAT ADDRESSED COMMUNITY PROBLEMS AND THE PEOPLE AFFECTED BY THOSE PROBLEMS. **THEIR GOAL?** *Stop adolescent self-harm.*

**BUILT** MICROCONTROLLER CIRCUITS AND BLENDED THESE WITH TEXTILES. **THEIR FOCUS?** *Safer runners and cyclists.*

**MASHED UP** MATH, PHYSICS, SUSTAINABILITY, DESIGN & MORE. **THEIR OBJECTIVE:** *Design apparel with messages the world needs to hear now.*

**95% OF GIRLS IN PRETTY BRAINY ENGINEERING DESIGN PROGRAMS GAIN SELF-CONFIDENCE IN THEIR STEAM ABILITIES.**

**WHAT'S THE BIG DEAL?** Research funded by the National Science Foundation shows a girl's interest in science & math is tied to her confidence that she can do science & math.

### WE DESIGN STEAM CURRICULA THAT EMBRACE HOW GIRLS EXPERIENCE THE WORLD.

**WHY?** We are living in the digital age, and yet . . .

- \* FROM 2000 TO 2008, THE NUMBER OF YOUNG WOMEN INTERESTED IN MAJORING IN COMPUTER SCIENCE DROPPED 79%.
- \* 44% OF GIRLS SURVEYED AGREED WITH THIS STATEMENT: “THE SMARTEST GIRLS IN MY SCHOOL ARE NOT POPULAR.”
- \* GIRLS WHO TAKE THE AP COMPUTER SCIENCE EXAM: 19%.
- \* BACHELOR'S DEGREES FEMALES EARN IN ENGINEERING AND ENGINEERING TECHNOLOGIES: 23%.

Source: American Association of University Women. (March 2010.) *Why So Few? Women in Science, Technology, Engineering, and Mathematics*. Retrieved Aug. 3, 2014, from <http://www.aauw.org/research/why-so-few/>.

**OUR VISION: BY 2025 PRETTY BRAINY WILL HAVE EMPOWERED 2 MILLION GIRLS TO DEVELOP THEIR STEAM IDEAS AND ABILITIES SO THEY MAY POSITIVELY IMPACT THEIR COMMUNITIES AND WORLD.**



50% NUMBER OF GIRLS IN SPRING 2015 WHO SAID THEY LEARNED MORE OR THOUGHT THEY LEARNED MORE ON ALL-GIRL TEAMS.

95% NUMBER OF GIRLS FROM 6/2013 - 6/2015 WHO SAID THEY MADE NEW FRIENDS & WOULD TELL OTHERS TO JOIN PRETTY BRAINY.

WHY SHOULD YOU CARE? NEUROSCIENCE SHOWS THAT RELATIONSHIPS ARE A #1 CONCERN FOR ADOLESCENT GIRLS.