

AAUW CAMPUS ACTION PROJECT APPLICATION

Please submit completed applications to cap@aaup.org no later than **11:59 p.m. EDT, October 16, 2009**. Word format preferred. Do not fax or mail applications. Late applications will not be accepted. CAP teams will be notified of the grant award decision by November 20, 2009.

Section I—CAP Team

Name of College/University: The University of Alabama in Huntsville (UAHuntsville)
Project Adviser/
Primary Contact: Dr. Nancy Finley
Title: Director of Women's Studies, Associate Professor of Sociology
Campus Address: 344E Morton Hall, The University of Alabama in Huntsville
City/State/Zip: Huntsville, AL 35899
Daytime Phone: 256-824-2298 Fax: 256-824-2387
E-mail:¹ nancy.finley@uah.edu

Please designate an additional project adviser who will assume leadership of project if the primary project adviser is unable to do so at any time.

Co-Project Adviser/
Secondary Contact: Dr. Kathleen Leonard
Title: Professor of Civil and Environmental Engineering
Campus Address: Olin B. King Technology Hall S243, The University of Alabama in Huntsville
City/State/Zip: Huntsville, AL 35899
Daytime Phone: 256-824-6423 Fax: 256-824-6724
E-mail: leonard@eng.uah.edu

If grant monies should be disbursed to a campus contact other than the project adviser, please provide that information:

Contracting/Financial
Contact: Gloria Greene
Title: Director, Office of Sponsored Programs
Campus Address: Von Braun Research Hall E-26, The University of Alabama in Huntsville
City/State/Zip: Huntsville, AL 35899
Daytime Phone: 256-824-2657 Fax: 256-824-6677
E-mail: greeneg@uah.edu

Please tell us about your CAP team student members:

¹ AAUW never shares e-mail addresses with third parties. See <http://www.aaup.org/policies.cfm>, section 4, for AAUW's privacy policy.

Name	Gender ² (optional)	Racial/Ethnic Background (optional)	Year in School	E-mail
Tamara Hill	F		Sr./Civil Engineering	tamathi@tgmail.com
Mary Ingram	F		Grad/Engineering	maryi1980@yahoo.com
Morgan Chamberlain	F		Jr./Civil Engineering	mec0001@uah.edu
Lacey Smith	F		Sr./Chem. Engineering	LBSmith120@aol.com
Melissa McPeters	F		Jr./Mech. Engineering	msm0003@uah.edu
Veronica Ferreira	F		Sr./History, Sociology	veronica.ferreira@uah.edu
Alexandra Stavaru	F		Jr./Civil Engineering	gluck_gorki@yahoo.com
Brenda Taylor-Moody	F		Sr./Psychology	bmm0003@uah.edu
Sara Jo Taylor	F		Sr./Chem. Engineering	sjt0002@uah.edu
Erin Reid	F		Grad/English	reide@uah.edu

Institution is an AAUW C/U member? ☒ Yes ☐ No

Institution has an AAUW student affiliate chapter on campus? ☐ Yes ☒ No

Institution is: ☐ two-year ☒ four-year ☒ public ☐ private ☐ rural ☒ suburban ☐ urban

Section II—Project Description

Please provide a summary of the project in narrative form. Please use at least a 12-point font.

Project Title: Strengthening the Chain: Using Women's Social Networks to Encourage Nontraditional Students in Engineering

Abstract: Provide a brief project abstract (100 words maximum).

The UAHuntsville project will directly address two barriers to retaining women in engineering and recruiting non-traditional students: limited campus and community support networks and limited perception of engineering's relevance to women. The project will foster connections between current students, returning women, and engineering professionals, and will encourage an understanding of diverse, relevant, and humanitarian uses of engineering. Participants will (1) organize intergenerational panel discussions, (2) participate in "Each One Reach One" recruitment through women's existing social networks in the community, (3) produce innovative public resource materials, and (4) present a STEM division at a campus social change EXPO.

² In principle and practice, AAUW values and seeks a diverse membership. There shall be no barriers to full participation in this organization on the basis of gender, race, creed, age, sexual orientation, national origin, disability, or class.

Project Description: Briefly describe your project objectives, activities (include a timeline), and anticipated outcomes. What is the specific need/problem you seek to address, what is the target audience(s), and how many participants do you hope serve (400 words maximum)?

While UAHuntsville has strong engineering curricula, women's enrollment remains low, and no programs specifically serve non-traditional students. The project's main objective is to stimulate recruitment and retention of women in engineering by strengthening supportive links among current students, prospective non-traditional students, and engineering professionals and by widening women's perceptions of engineering's relevance.

Four activities will be planned December 2009 and implemented January-May 2010.

(1) *"Strengthening the Chain" Luncheon Panel Discussions.* Four monthly sessions for current students, prospective students, and professionals will improve intergenerational campus support networks, offer practical advice, and expand understanding of engineering careers. Each panel will include community professionals, students, and faculty to share personal perspectives and lead discussion. Themes include: (a) Building intergenerational support networks (e.g. study groups); (b) Choices and resources for non-traditional women students (e.g. balancing family commitments); (c) *April* Women's experiences in engineering; (d) Innovative and humanitarian applications of engineering.

(2) *"Each One Reach One" Community Networking.* Using women's existing social networks in the community, students will disseminate public resource materials, invite prospective students to the luncheons and EXPO, and host them at both events. Each luncheon participant will bring one prospect to the next luncheon, so that attendance grows exponentially.

(3) *Public Resource Materials.* CAP participants will produce innovative digital and print media, offering diverse, relevant, and humanitarian views of engineering and practical information for returning students.

(4) *STEM Division at "Charged! for a Change" EXPO.* Presented by Women's Studies, the CAP team, and other campus organizations, the April EXPO will highlight innovative ways that disciplines and interests effect social change. CAP participants will organize booths that represent diverse and socially beneficial applications of STEM disciplines, underscoring their relevance to women.

Overall outcomes include:

- Increased social and academic support among current women engineering students and potential returning students
- Increased awareness of engineering's diverse and socially beneficial applications of interest to women
- Increased skills for current women students in leadership, networking, and organization
- Increased interaction between students and faculty in engineering and across disciplines
- Increased efforts by the college to retain women students and recruit non-traditional students in a way that sustains the seed work of the project.

With participation of 10 students at the initial discussion, outreach networking can host 80 or more returning women throughout the series. The EXPO, positioned in the student center and aggressively marketed, can reach hundreds of undergraduates and community attendees.

Implementation Plan: How will you coordinate and monitor the progress of your project? Who will be responsible for the different project tasks? Specifically, what role will your student team members play? Are you aware of any existing or potential factors that will either advance or impede the progress of the proposed project activity (300 words maximum)?

Project team leaders are highly motivated engineering students determined to stimulate a more supportive environment for women on campus through assisting returning women to consider the field of engineering. Students will organize the luncheons, invite panelists, and coordinate outreach networking to prospective students. They will assist in developing resource materials and online networks, organize the STEM division at the EXPO, and recruit current students to participate in the luncheons and EXPO.

A talented group of women faculty and professionals, desiring to strengthen the environment for women in engineering, will support project activities. Dr. Rose Norman, English Department Chair and AAUW Campus Liaison, will help coordinate tasks, attend team meetings, facilitate student training, and enlist collaborations with community women's organizations. Dr. Kathleen Leonard, Professor of Civil and Environment Engineering, and Dr. Dawn Bardot, Assistant Professor of Mechanical and Aerospace Engineering, will advise students in planning and implementing the panels and EXPO division. Erin Reid, Administrative Assistant for Women's Studies and a graduate student, will coordinate public resource materials and facilitate organization and assessment of campus events. Dr. Sandra Shattuck, Director of the Writing Center, will help prepare resource materials and engage broader student involvement. Dr. Nancy Finley, Director of Women's Studies, will oversee organization of the EXPO and work with other organizations in that major event. Dr. Finley and Dr. Leonard will monitor overall progress.

The project will draw on the expertise of numerous women engineering professionals in Huntsville, which houses NASA, Redstone Arsenal, and the nation's second largest university research park. The only potential impeding factor is the project's dependence on non-traditional students arranging their already overloaded schedules to participate. Awareness of this challenge may help us organize in a way that will minimize its effect and serve as a model for other programs seeking to serve non-traditional students.

Gaining Visibility: How will you promote the project to gain visibility for your work throughout the campus/local community? What strategies will you use to engage your target audience(s) and attract participants (300 words maximum)?

Two major project activities are specifically aimed at gaining visibility and engaging women on campus and in the community: *"Each One Reach One" Community Networking* (#2) and *Public Resource Materials* (#3). In activity #2 each current engineering student will bring one potential returning student to the next luncheon, so that meetings grow exponentially. Students will use existing social networks of women, such as churches, day care centers, hobby groups, gyms, work groups, PTA, etc., to identify and encourage women to return to school and focus on engineering or other STEM fields. In activity #3 students, faculty, and administrative support will develop (a) a pamphlet (print and digital versions), highlighting diverse, relevant, and humanitarian views of engineering opportunities and real practical survival strategies for success in college, to be distributed to potential students through community networking, at the EXPO, via the website, and in the university's Women's Resource Center; (b) an online networking site via Facebook, Ning, or LinkedIn; (c) a website with project details, public events, and resources; and (d) a new STEM section in the Women's Resource Center.

Additional promotional activities will include: distribution of posters and flyers in the campus and community; public service announcements on the local public radio station; articles and advertising in the city newspaper, student newspaper, and in the Women's Studies print and online newsletters; interaction with existing student clubs in engineering and women's studies (e.g. Society of Women Engineers); campus email networks; press releases (particularly for the culminating EXPO event); university-wide newsletter, website, and public relations outlets; coordination with faculty in engineering for student promotions in courses; and interaction with professional community organizations that promote women and girls in engineering.

Project Impact: How will the proposed activities impact the target audience(s) and help break through barriers so that all women have a fair chance? How will the results be measured, used, disseminated, and/or publicized? If applicable, how will the project be sustained after the funding period has expired (300 words maximum)?

Even though UAHuntsville has curricular strengths in engineering, women compose only 19% of undergraduate engineering majors. Two impediments to retention of women students and recruitment of non-traditional students are (1) lack of support networks for women students, particularly non-traditional, and (2) limited perceptions of engineering and its relevance to women, beyond the regionally traditional applications in space and defense. Our project directly addresses these needs.

Project activities, particularly the panel discussions, will stimulate supportive interaction among women engineering students and professionals, raise their visibility to university administrators and departments, and promote retention by fostering a campus culture that sustains women students. Early stages of conceptualizing the project have already increased intergenerational interaction as women students and faculty identified educational barriers and proposed solutions. Current students' outreach to prospective students will strengthen campus and community networking, boost the university's efforts at recruiting and retaining women in engineering or other STEM fields, and build ongoing leadership skills for women students. Our sustainability goal is to promote continued outreach networking and luncheon panel discussions sponsored monthly by STEM departments.

The STEM division at the EXPO and public resource materials will aid recruitment by widening perceptions of engineering's diverse and humanitarian applications and relevance to women's lives and interests. Because it involves numerous student organizations, the EXPO will further strengthen a supportive campus environment for women in engineering by exposing them to other efforts to support women on campus.

Women's Studies and Engineering faculty may use this project as a model for promoting future collaborations to benefit diversity in STEM. Project results will be publicized in the Women's Studies newsletter (with a readership of over 1,000 in the North Alabama community), in the AAUW state and local newsletters, in internal campus media and the university's website, and in press releases to local news outlets.

Project Evaluation: What are your criteria for success? How will you determine if your project objectives were met and if your project had the intended impact on the audience and community? Describe the specific tools or strategies you plan to use—surveys, interviews, journals, etc.—to determine if your project was successful in meeting its goals or desired outcomes (300 words maximum).

The criteria for project success are that discernable progress has been made in strengthening the networking links for women students in engineering, that outreach to new returning students has encouraged women to attend campus events and consider pursuing an engineering degree, that public resource materials have been disseminated in appropriate and widespread forums, and that women in engineering participate visibly at the social change EXPO.

The four major project activities will be evaluated using strategies appropriate to their role in fulfilling the overall project objectives of enhancing women's networks and widening perceptions of engineering's relevance.

- (1) *Networking.* At each luncheon discussion, our goal is to have a panel of at least one professional, one engineering faculty, and one current student interacting with attendees in a way that stimulates relevant discussion and ongoing networking around issues that involve women. Assessment surveys will be provided to all attendees and participants, requesting input on the utility and impact of the panel discussions.
- (2) *Outreach.* Each attendee at luncheon discussions will be encouraged to invite a woman from her social networks outside campus to attend the next luncheon. Ideally, this outreach would be successful if the participant numbers at succeeding luncheons doubles the number of participants of the preceding luncheon. Given possible attrition, our target goal is to increase participation at successive luncheons by at least 55% throughout the series.
- (3) *Public Resource Materials.* Our target is to distribute 100 promotional pamphlets to women in the community and 200 at the EXPO, to increase registrations on the online networking site and visits to the project's website, and to increase STEM materials in the Women's Resource Center.
- (4) *STEM Division at EXPO.* Our target is to have at least three booths of exhibits that highlight diverse and out-of-the-ordinary applications of engineering and other STEM fields.

Section III—AAUW Liaison

AAUW Adviser/Liaison: Briefly describe how you will involve your local AAUW liaison. Appropriate liaison roles include participating in team meetings, speaking at an event, providing AAUW materials, and assisting with the implementation of the project (200 words maximum). You must contact an AAUW member to become a liaison before you submit your application.

Dr. Rose Norman, Chair of the English Department and AAUW Campus Liaison, has been involved in conceptualizing the project and will help coordinate tasks, attend team meetings, assist with training students for interpersonal networking, and facilitate collaborations with community women's organizations, including AAUW. Dr. Norman will share AAUW materials and resources with students, promote attendance at NCCWSL, and build student interest in AAUW membership and initiatives.

AAUW State/Branch Name:	AAUW Huntsville, Alabama Branch	
Primary Contact:	Dr. Rose Norman	
Position/Title:	AAUW Corporate Representative, Chair of the English Department	
Address:	222 Morton Hall, The University of Alabama in Huntsville	
City/State/Zip:	Huntsville / AL / 35899	
Daytime Phone:	256-824-2373	Fax: 256-824-2387
E-mail:	rose.norman@uah.edu	

Section IV—Budget

An itemized budget for the project must be included with the application. Please follow the five-column format provided below to report your proposed project budget.

Funds are available for, but not limited to, the following project-related expense categories:

- Postage, shipping, courier service
- Photocopying, duplicating
- Office supplies
- Audiovisual materials
- Project-related telephone costs
- Transportation and professional fees or honoraria for speakers (should be no more than half of grant request)
- Meals, food, beverages for project-related activities
- Advertising, publicity, graphic design
- Equipment purchases
- Temporary, hourly clerical help
- Field trips/travel for project participants

Funds are not available for

- Salaries or stipends for project directors, students, or other participants
- Tuition
- Higher education scholarships for students/participants
- Building funds, construction, or renovations
- Travel expenses for activities not within the scope of the project
- Overhead or general operating expenses for any organization
- Personal expenses, shelter, life or medical/health insurance
- Previous expenditures, deficits, or loans
- Creating or providing grants to other organizations
- Copyright or attorney fees
- Fundraising activities
- Conference fees or costs
- Funds may not be used for lobbying or religious purposes

SAMPLE BUDGET (Please replace these line items and figures with those appropriate to your proposal. **Do not** include costs of attending AAUW's student conference.) If you will be able to fund your CAP program solely with the CAP grant, you do not need to fill out columns three or four.

<i>Expense Items</i>	<i>CAP Grant Request</i>	<i>Other Funds (identify sources)</i>	<i>In-Kind Contributions (identify sources)</i>	<i>Total Amount Required</i>
Luncheon Panel Discussions	\$2,750			\$2,750
Pamphlets	\$600			\$600
Materials for EXPO display	\$750			\$750
Women's Resource Center STEM Materials	\$350			\$350
Publicity/Web	\$550			\$550
Administrative	\$0		\$8,296 (University)	\$8,296
Facilities	\$0		\$3,924 (University)	\$3,924
Total Project Cost	\$5,000		\$12,220	\$17,220

Budget Narrative

List each budget expense line item for which you are requesting funding and give a brief (no more than one or two sentences) description of the expense and how it is related to your project activities and/or goals (200 word maximum).

Funding will be used to cover expenses related to project activities:

- *Luncheon Panel Discussions.* This lunch-time series offers complimentary light meals to encourage current students, prospective students, and professionals to participate within their tight schedules. Estimate calculates for hosting costs and exponential growth in participation.
- *Pamphlets.* High-quality, full-color pamphlets, highlighting engineering's diverse fields and practical information for returning students, will be distributed to women in the community. CAP participants will develop content, and administrative assistant will design.
- *Materials for EXPO display.* CAP participants will develop a visually-pleasing, interactive multi-media display for the STEM division at the EXPO with appropriate, visible signage and public resource materials. Display design supported by administrative assistant.
- *Women's Resource Center STEM Materials.* Engineering and other STEM faculty will identify crucial resources benefitting women in STEM fields to house in the Women's Resource Center.
- *Publicity/Web.* Funds will be used for print and digital media publicity related to the luncheon panel discussions and the STEM division at the EXPO, including posters, flyers, newspaper advertising, and web design. Web page will detail project activities and opportunities for student and community participation and will link to the digital pamphlet.



Original Instructions

2009-10 Campus Action Project
Breaking through Barriers in STEM for Women and Girls
Phone: 202-785-7719 | Email: cap@aauw.org

Campus Action Project Request for Proposals

AAUW is pleased to announce our 2009-10 Campus Action Project (CAP) grants, *Breaking through Barriers in STEM for Women and Girls*. This year's CAP program focuses on the issues raised by AAUW's upcoming 2010 research report, *Breaking through Barriers: Women and Girls in Science, Technology, Engineering, and Mathematics*. The report will highlight key findings from recent research on women and girls in STEM in three areas: middle and high school, college and university, and the workplace. Although women and girls have made significant progress in STEM, they are still underrepresented in certain fields, and barriers to their full participation remain.

The objective of this year's CAP grant is to provide a platform for campus programming that is informed by this research. We anticipate that projects will address some of the barriers that girls and women encounter in STEM fields in school, college, and the workplace, and that the outcomes of the projects will help to increase the number of young women entering and pursuing those fields of study.

AAUW invites proposals for CAP grants from U.S. colleges and universities for campus-based teams composed of students and a campus professional serving as the project adviser. Eligibility for funding is limited to projects that address some of the educational barriers faced by girls and women who want to enter the STEM fields. Each team will be required to work with an AAUW state or branch member serving as the community adviser/liaison. One member of each team will be funded to present the project at the June 2010 AAUW/NASPA National Conference for College Women Student Leaders, in Washington, D.C. Grants typically range from \$1,000 to \$5,000. AAUW expects to disburse approximately \$50,000 in CAP grants in 2009. This program is made possible by contributions to AAUW Leadership Programs. A special thanks to the Mary Ann Ahrens/Iowa State Giving Circle.

The CAP program presents a special opportunity for student leaders on campus to engage with girls and women in their community and provides an excellent platform for ongoing leadership training and support of student leaders.

Please review the enclosed request for proposals. AAUW looks forward to your potential partnership on breaking through barriers in STEM for women and girls.

Sincerely,

Linda D. Hallman, CAE

Linda D. Hallman
Executive Director, AAUW