



techgirls»
movement
FOUNDATION

Strategic Plan

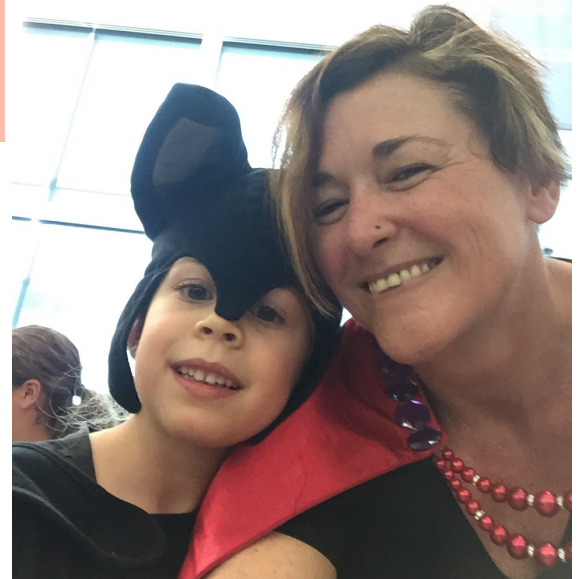


2020 -2025

www.techgirlsmovement.org

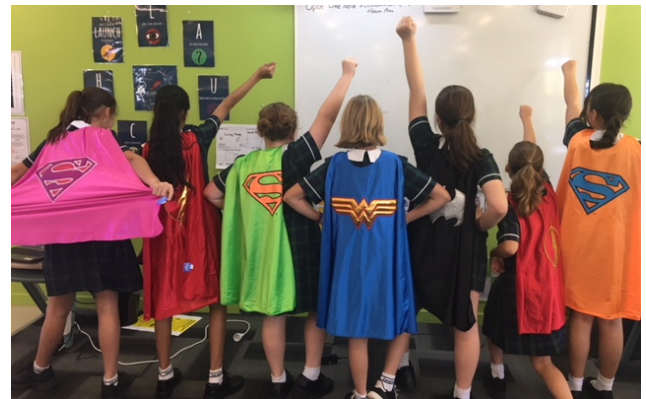
OUR VISION

A society in which girls confidently lead in STEM entrepreneurship and contribute to their community and the economy



OUR MISSION

To champion Australian school girls using hands-on learning to transform their future and encourage equity in the technology industry



Objectives

- To help girls to get excited and connected with technology in a way that is meaningful and life-changing
- To give every girl the opportunity to participate in the Tech Girls Movement Foundation and realise their potential to lead



Our Performance Measures

- Competition growth in scale and reach each year in urban and regional areas
- An increase in girls who experience leadership during the competition
- Visible growth in self-efficacy and confidence with technology
- Coaches, mentors and students who return as a techgirls competition mentor

Outcomes for Parents

We want to help parents to guide their daughters to reach their potential;

- To see the positive social impact of technology
- To look beyond their own experience of the workforce
- To understand the range of careers in technology
- To support their daughters to embrace technology careers

Outcomes for Teachers

We want to help schools deliver quality technology learning opportunities;

- To find a good and simple way to fulfil the digital curriculum requirements
- To close the digital divide by giving all teachers the confidence to teach technology
- To meet and create role models and be part of a community of support

Outcomes for Industry

We want to help the technology industry to grow and be more equitable;

- To provide a pipeline of young women to fill industry skills shortages
- To help tech professionals to give back to the community
- To help corporates to fulfil their community & social responsibilities (CSR)

Top Strategic Initiatives

- Incorporate the program into the National STEM curriculum
- Continue to expand into regional areas with the Ambassador program
- Link students to incubator opportunities
- Establish an online STEM entrepreneurship program that can be used outside of the competition
- Be a Women in Decade1 STEM Champion
- Longitudinal evaluation of the program

award winning program

10 000 girls engaged in STEM entrepreneurship through our program

- Girls have more confidence in coding
- Awareness of careers
- Ability to cope with not doing well on STEM assignments

Reporting little to no knowledge of coding
Pre: 47% Post: 20%

Coaches + mentors provide adequate support + resources

Teams work well together

Top 3 most useful lessons

Lesson 2: Defining the issue
- what problem are you going to solve?

Lesson 3: Brainstorming solutions

Lesson 8: Pitch guidelines - telling the story of your app and pitching your company

