DIVERSITY SUMMIT
SUCCESSFUL MESSAGING

National Convergence Technology Center
Collin College
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Top 5 Challenges

1. Affordability and access to financial aid
2. Cultural stereotypes
3. Career stereotypes
4. Lack of role models
5. Targeted advertising and marketing collateral
Messaging needs to

- **Inform**: Increase awareness of curriculum, career opportunities and financial aid options
- **Challenge**: Challenge stereotypes and allow the person to visualize themselves as a student and professional
- **Inspire**: Inspire the person to take the next step to learn more
Best practices

- Avoid cultural and gender stereotypes
- Describe opportunity, local job prospects and earnings potential
- Feature role models: students, faculty, local professionals and tech leaders
- Use imagery that appeals to your target audience
Leverage influencers

@ncwit

@NSBE

@LatinasinSTEM

@WomenInTech

@blkintechology

@technolochicas
Technolochicas @technolochicas · Jan 27
TECHNOLOchica @FromCaliToMars, talked to over 8,000 girls at a screening of "@HiddenFigures." #NotHiddenAnymore //

L.A.'s teenage girls find representation at 'Hidden Figures.'
Thousands of students packed the Galen Center for a star-studded showing of Hidden Figures.
rossier.usc.edu

NSBE @NSBE · Jan 27
#BlackSTEMLikeMe: A Reflection of BlackExcellence. An exciting new campaign from NSBE. Learn more at blackstemlikeme.nsbe.org

Latinas in STEM Retweeted
NCWIT @NCWIT · Jan 8
Snap a pic of your crew seeing "Hidden Figures" & post to social media using #NotHiddenAnymore or #HiddenFigures. // bit.ly/2hBiFHa

ncwit.org/hiddenfigures
#firstsevenjobs

- mom
- cashier
- church volunteer
- hostess
- el centro student
- #stem scholar
- computer network professional

El Centro College’s Cisco Academy offers certificate and degree programs. Face-to-face evening and weekend classes are available. elcentrocollege.edu/programs/cisco-acad
Discussion