



EngineerGirl!

EngineerGirl! is a website that was created in 2001 to bring widespread attention to the exciting opportunities that engineering can offer girls and women. By informing, inspiring, and supporting all students (with a special focus on middle school girls), EngineerGirl! can encourage them to consider the rewards of an engineering career. The website is a service of the National Academy of Engineering (NAE), and reflects NAE's commitment to increasing diversity in the engineering workforce and improving public technological literacy.



EngineerGirl! Essay Contest

The cornerstone of the EngineerGirl! website is its annual essay contest which has grown to almost 1,000 entries in 2012. This contest has been a great way to engage grade school boys and girls, their teachers, and their parents with the website, and drives much of the website traffic. The contest encourages girls and boys to see how engineering impacts their own lives, asking them to write about engineering in relation to food products, energy, disaster relief, health and medicine, and more.

“Thanks for the contest! It motivated me to find out more about the profession.”

– High School Girl

2012 EngineerGirl! Website Redesign

The site was launched in 2001 with input from a specially selected Girls Advisory Board – bright, energetic girls from all over the United States and Canada. In 2012 a new Girls Advisory Board was instituted in order to re-design the site for a modern audience. Since launching the newly redesigned website in October of 2012, we have already seen a marked increase in the retention of EngineerGirl! web visitors. The time spent on our website has increased by 70%, and the number of pages viewed per visit has increased by 40%. The redesigned website offers visitors who may have come to the site looking for information about the essay contest the opportunity to explore interviews and profiles of women engineers, different engineering topics and careers, and current engineering news.



“At first, I didn't even know the definition of ‘engineer’. Now, I am so much more interested, especially since engineering is something for people of both genders, and not just men.”

–Middle School Girl

Corporate Sponsorship

An investment in EngineerGirl! is a long term investment in a vibrant engineering profession. By sponsoring EngineerGirl!, your organization can help us strengthen and diversify the engineering pipeline for the future. In exchange for your generous contributions, EngineerGirl! can offer our corporate sponsors the opportunity to build their brand recognition among the students, parents, and teachers who most often visit our website. Please see the next page to learn how your organization can be incorporated into EngineerGirl!'s website, providing helpful information for girls considering an engineering profession while increasing exposure to your brand.