

Reading Your Report

This document explains parts of your report. All reports begin with a section that outlines part of the evaluation plan you received prior to response collection, this theme, question type and survey length. On the first page we outline your responses and differences in responses by group.

We use images and colours to highlight parts of your report.

Next Steps

Points beside a Ladder Icon represent something we are going to focus on in your next evaluation based on results found in your most current report.

Impactful

We highlight any revelations in data, powerful quotes, or additional explanations. We find this can be valuable for folks reading your reports quickly, or grabbing impactful nuggets to share.

Sections

Your report is broken into sections. Sections begin with a heading and a purple icon to the right.

Recommendations

Sentences highlighted in purple are questions or suggestions based on your evaluation results.



PROJECT SCIENTIST 2019 CAMP REPORT

Surveys and Report by SheLeads

Major Themes:

Views of Project Scientist
STEM Interest
Resilience

Question Type: Qualitative and quantitative

Number of Questions: 18

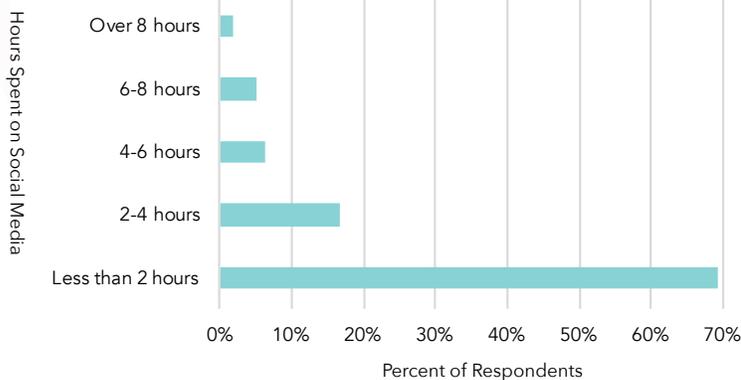
Evaluation Type: Pre-Post Survey



The Girls at a Glance

59% of all attendees are returners

SOCIAL MEDIA USE



The Sample Size

71 Usable responses (Pre)

58 Usable responses (Post)

Distribution:

28% Caltech

34% Charlotte

31% Concordia

7% Minnesota

We use social media use to understand if there are any external factors that might be influencing responses. This is particularly important in questions around gender roles, confidence and self-esteem.

There are no concerns over influence of social media use in this report.



Project Scientist Engagement | 3.7 score out of 4

Post engagement score includes rating of camp, likelihood to return and recommend.

3.7 Highest camp score | 3.5 Lowest camp score

Participants value the proven social benefit to Project Scientist.

100% of respondents who showed interest in making friends at Project Scientist reported making friends after camp completion.

12% of respondents highlighted making friends when asked how to describe Project Scientist.

Participants look up to Project Scientist team members

26% of respondents identified a Project Scientist team member when asked what leader in STEM they look up to. *

* This exceeds the SheLeads Average of 19% organization staff identification in leadership questions.

What the girls are saying.

- › People at Project Scientist were really fun, and **I liked the way they made me feel.**
- › **I love Project Scientist** because its the only place where i can do hands on stuff.
- › Project Scientist is really fun and and you can really **express your feelings towards science.**
- › It is a great opportunity to **meet role models** and new friends.
- › It encourages you if you make mistakes its okay and **everybody makes mistakes.**
- › Awesome and Fun. We got to learn and doing really cool things so it didn't even seem like we were learning.
- › **Project Scientist is a place were you can be yourself** and at the same time have fun

STEM Interest | 3.7 score out of 4

Measures overall interest in STEM activities, education and jobs.

3.8 Highest camp score | 3.5 Lowest camp score

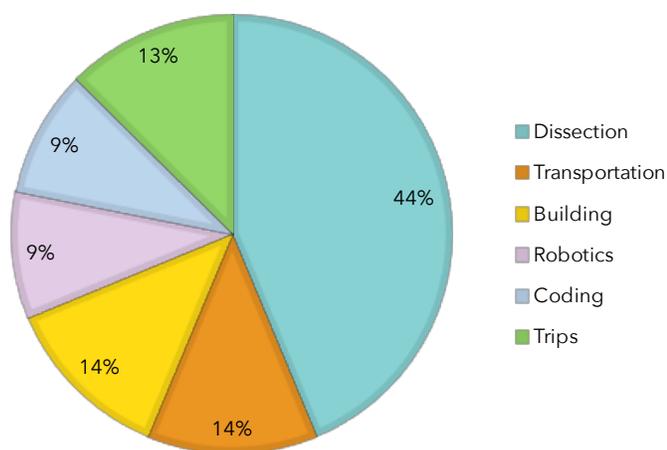
STEM Interest Score rose by 20% since Project Scientist Start. This suggests an increase in STEM interest through camp programming. This is also supported in following questions on STEM interest.

59% of respondents identify wanting to pursue a STEM career

46% of respondents identified a STEM topic as their favorite school subject

87% of respondents said they met someone in a career they admire at Project Scientist

FAVORITE PROJECT SCIENTIST ACTIVITIES



Preferred activities spanned different sections of STEM. All choices highlighted a preference for hands-on activities.

Knowledge of STEM

Results show signs that knowledge of STEM as a topic increased after Project Scientist. After Project Scientist, 85% more respondents gave the correct answer when asked to define STEM.

73% Of respondents gave a correct definition of STEM when asked to describe the term for a friend.

Gender and STEM

Results show signs that Project Scientist encourages participants to associate women with STEM jobs and roles. After Project Scientist 36% more participants identified a woman when asked to identify a leader in STEM than before camp.

79% of respondents identified a woman when asked to identify a leader in STEM they admire after Project Scientist.

Resilience | 3.2 score out of 4

Measures self-esteem and resilience - traits associated with STEM success.

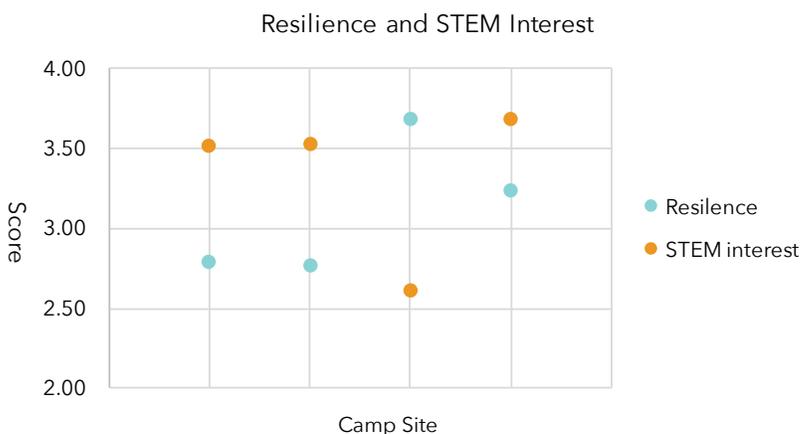
3.6 Highest camp score | 2.9 Lowest camp score

Resilience levels dropped by 8% after camp completion, this can be due to difficulty of STEM topics and frustration that can occur as a result.

This hypothesis is further proven by levels of frustration reported when completing difficult tasks.

51% of respondents reported they get frustrated when tasks are difficult.

How might Project Scientist encourage determination and celebrate challenges?



The relationship between resilience and STEM interest was shown in survey results. We found a positive relationship of 0.5 between resilience levels and STEM interest.

While below statistical significance, it suggests a positive relationship considering the smaller sample size.



PROJECT SCIENTIST PARENTS

Surveys and Report by SheLeads

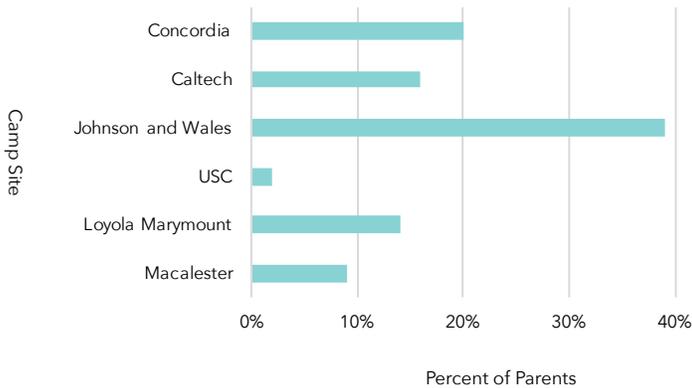


The Parents at a Glance

56% of parents reported sending their daughter to a STEM themed extracurricular previously.

55% of parents were from returning families.

Parent Distribution

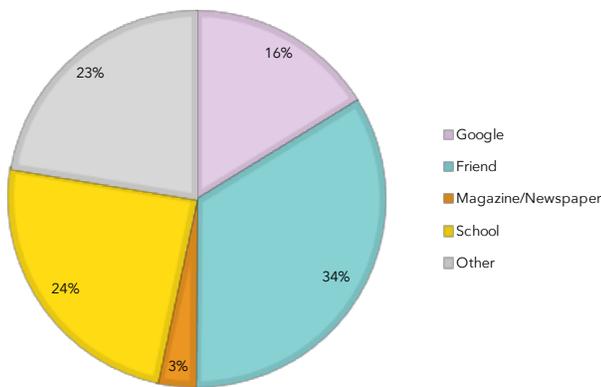


The Sample Size

63 Usable responses
93% Requested a t-shirt

School and friend referrals drive Project Scientist enrolment

HOW DID YOU FIND OUT ABOUT PROJECT SCIENTIST?



Other sources mentioned:

- › Facebook post on military spouse magazine page
- › Camp Fair at UCLS
- › Children's Fair in Tustin
- › Caltech
- › Co-worker
- › Charlotte mommy group
- › Summer Camp Guru
- › Passport Connect for Charity Fundraiser
- › Minnesota Public Radio

Project Scientist Parents value STEM education

92% of parents say it is important that their daughter is interested in STEM

39% of parents chose Project Scientist to get their daughter interested in STEM

40% of parents chose Project Scientist to complement their daughter's studies

Project Scientist Approval | 3.5 score out of 4

Approval score includes satisfaction, likelihood to return, likelihood to refer, perceived value and interest shown by child at home.

Parents believe Project Scientist had a positive impact on their daughters

83% of parents report their daughter seems more motivated to pursue a STEM education after Project Scientist

89% of parents reported their daughter's STEM knowledge increased after Project Scientist

89% of parents report their daughter made new friends at Project Scientist

Project Scientist turns parents into advocates

92% of parents would recommend Project Scientist to other parents

89% of parents would enrol their daughter in a Project Scientist program again

What the parents are saying.

- › It is a fantastic program that has opened my daughters eyes to the world of STEM She has had amazing experiences meeting world class STEM Superstars and touring companies that are leaders in their field
- › There are three benefits to the program exposure to women who are leaders in STEM fields, chance to make new friends, and learning science
- › This camp is great. They do REAL science projects document what they have learned and tie it all together with career modelling my daughter absolutely loves it
- › A brilliant encouraging program which helped inspire my daughter to try new things
- › **Not just a camp** but priceless enrichment and empowerment for my daughter.
- › An amazing opportunity to introduce to and spark an interest in your daughter a variety of STEM activities fields concepts and careers.
- › **My daughter has never come home so excited about learning.** Thank you