Casting a Wider Net: Promoting Gender and Ethnic Diversity in STEM. Anne Jefferson

Identify successful online and offline programs and their commonalities for recruiting diverse participants into stem activities and

Draft a set of recommendations for individuals employers and stem organizations for supporting diver scientists and science students through social media.

Diversity: gender, ethnicity, disability, sexuality, employment sector, socio-economic status

- Age, philosophy or creed, geography (urban, rural)

Benefits of increasing diversity in STEM: different viewpoints, variation in problem solving, "science is eleventy million times more fun if it's diverse"

Lyndell Bade: GK-12 Program (NSF) – focus on ecology and evolution, guppy project, avian ecology, summer research opportunities, high school internship, F.E.A.R. Future Ecologists As Researchers. Ecology and Conservation Group (themed-units/week, discussion groups, research projects, Colorado Research Blog,) Girls went from afraid of touching birds to naming them. Group became integrated from segregated.

Evelyn Lynge: AAUW & Breaking Through Barriers (American Association of University Women), founded in 1881 by 17 women with college degrees, 1920 women right to vote (AAUW raise money for Curie research radium), 1964 Civil Rights (AAUW support civil rights act), 1987 first male member, 2009 Lilly Ledbetter Fair Act (Obama), aauw.org,

Suzanne Franks: Fostering Community, no one starts from scratch (know your history), no community builders are rich (be creative), no community is an island (build webs in space and time), Diann Jordan "Sisters in Science: Conversations with Black Women Scientists on Race, Gender, and Their Passion for Science", Jane Margolis "Stuck in the Shallow End: Education, Race, and Computing", how to start a support group (chips, soda, and a volleyball net, recruit two volunteers), few dollars (network, newsletter, leadership skills, and friendships), K-State (k-state.edu), WEPAN (wepan.org), mentornet (mentornet.net), chronicle forums (chronicle.com/forums), ADVANCE Portal (portal.advance.vt.edu), MIT Report Initiative for Faculty Race & Diversity)

Anne Jefferson: Blogs as a resource and support network for women geoscientists, performed research to determine the effect of women-supporting blogs, women in geoscience don't just blog about geosciences and they don't just read about geosciences but have a wide variety of interests, Benefits of reading blogs: make experience more normal, explains what work of geoscientists is like, more interest in academia not in industry, Feel connected within field and other women scientists, Why are women in government and industry neutral or negative on blogs, while academics and students are more positive about them?

Discussion: Should and How Should individuals, employers, funding agencies, and professional societies support diverse scientists and science students through social media? What lessons can we learn from off-line communities and apply to online environment?

Librarian: Connect with library to digitally archive student's work/research. Allows other students to google each other's work and connect.

Person working in Industry: coworkers are all women, it seems that academia is where the disparity exists (Myself: Coast Guard is mostly women programmers, African Americans are well represented)

Are Academics Unintentionally looking down on non-academics?

Online no one knows your race, gender, etc. Promote working online to encourage diversity.

Claim: Biological science has done a better job of recruiting diversity???

Link to Clerical Culture affects women in science. Makes it a masculine pursuit. Biology is less linked.

Question: Supporting students who aren't at the university anymore, build trust in the network, keep students on facebook and follow their lives, role-models, overcome the authoritarian nature of student teacher

Disconnect: Online community anonymity where identification doesn't matter and idea of supporting a community with role-models and identifiable leaders, "white people voice" (Like Woody Allen's Zellig). Is no identity a bug or a feature? What's better for diversity? What if people aren't comfortable being role-models? Don't push them just to be demonstrating diversity. (Rambosmurf), Assumptions about people online (Anecdote about commenters who keep calling Doctor "He). Non-Sequiter comic about "bitchy" corporate memo.

Outdoor Afro – non science blog