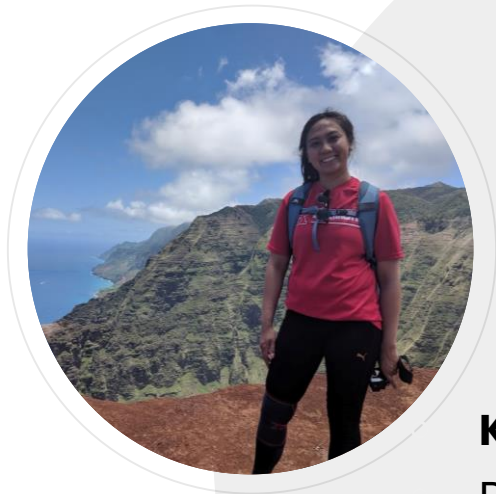




How the Rutgers School of Engineering Ambassador Program Impacted Me



About Me

Kristene Aguinaldo

Rutgers '19 Graduate

B.S. Electrical & Computer
Engineering, B.A. Computer
Science

Johns Hopkins Applied Physics Lab

Fun fact: *I was a student ambassador for the School of Engineering.*

At Rutgers

25.64% of engineering students are women (2018), while the national average is **20%**

At the university level nationwide

Only **7.9%** of female freshmen intend to major in STEM

In the workforce

Only **30%** of women who earn bachelor's degrees in engineering are still working in engineering **20 years later**



**Women believe they have a low
aptitude for STEM**

RU the next Engineering Ambassador?

Inbox x



Jesenia

to Jesenia ▾

Greetings Engineering Students,

SoE Undergraduate Education is currently seeking the next generation of Engineering Ambassadors. Based on your academic record, you have been pre-selected to apply for the hourly position of SoE Student Ambassador.

Kristene Aguinaldo

to Angeline, J ▾

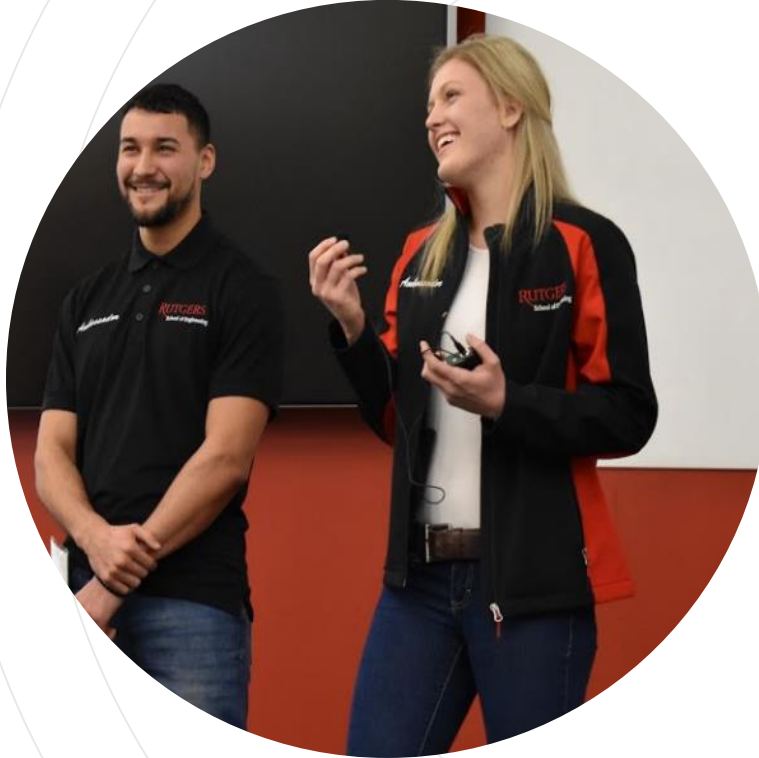
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2016 emails

Rutgers School of Engineering Ambassador Program

- Started in 2014
- A diverse group of 30 engineering students that serve as representatives for the School of Engineering
- Student leaders within the community



- Ambassadors give **campus tours** to prospective **high school students** and speak on **panels**
- Ambassadors plan and organize **large-scale** recruitment and engagement events

Rutgers School of Engineering Ambassador Program

To build and inspire a diverse community of future engineers that strives to exemplify the highest level of collaboration, intellectual curiosity, and social conscientiousness.

School of Engineering Ambassador Strategic Plan Goals



Outreach



Engagement



Accessibility



Knowledge



Communication

How the Ambassador Program Encourages Women in STEM

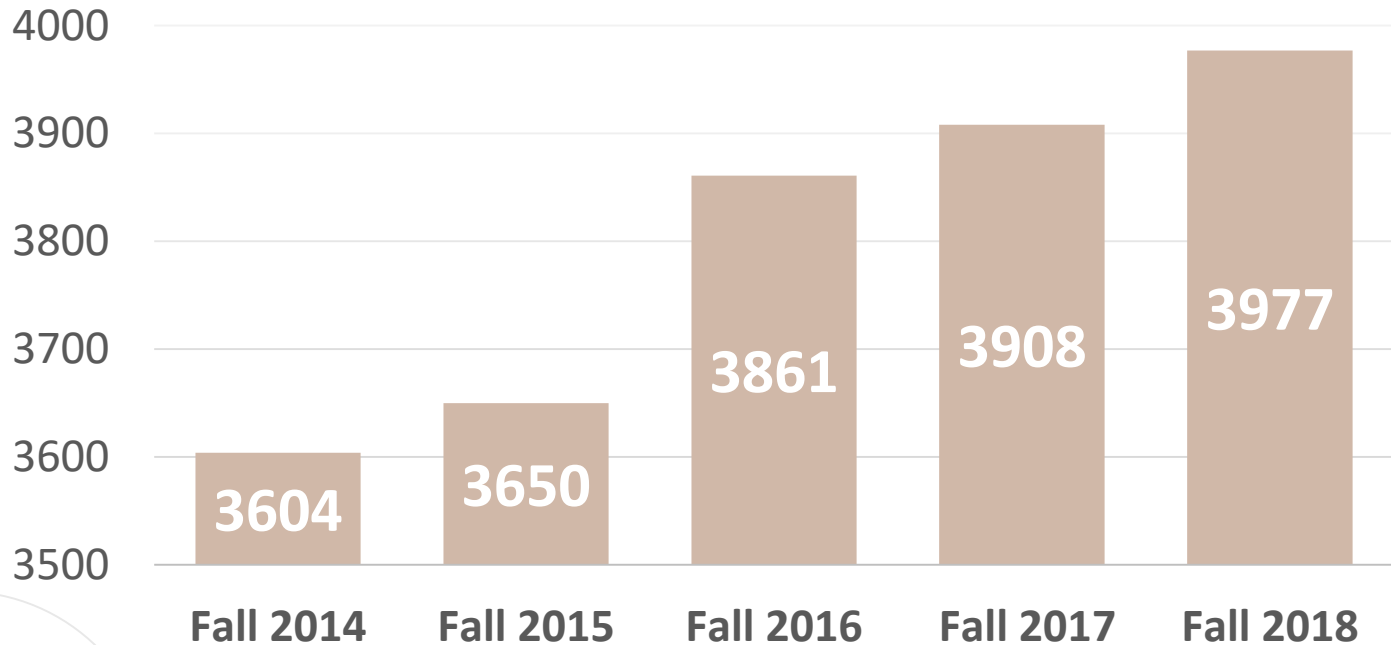
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Intentional female representation on the team

Our audience is primarily high school students!

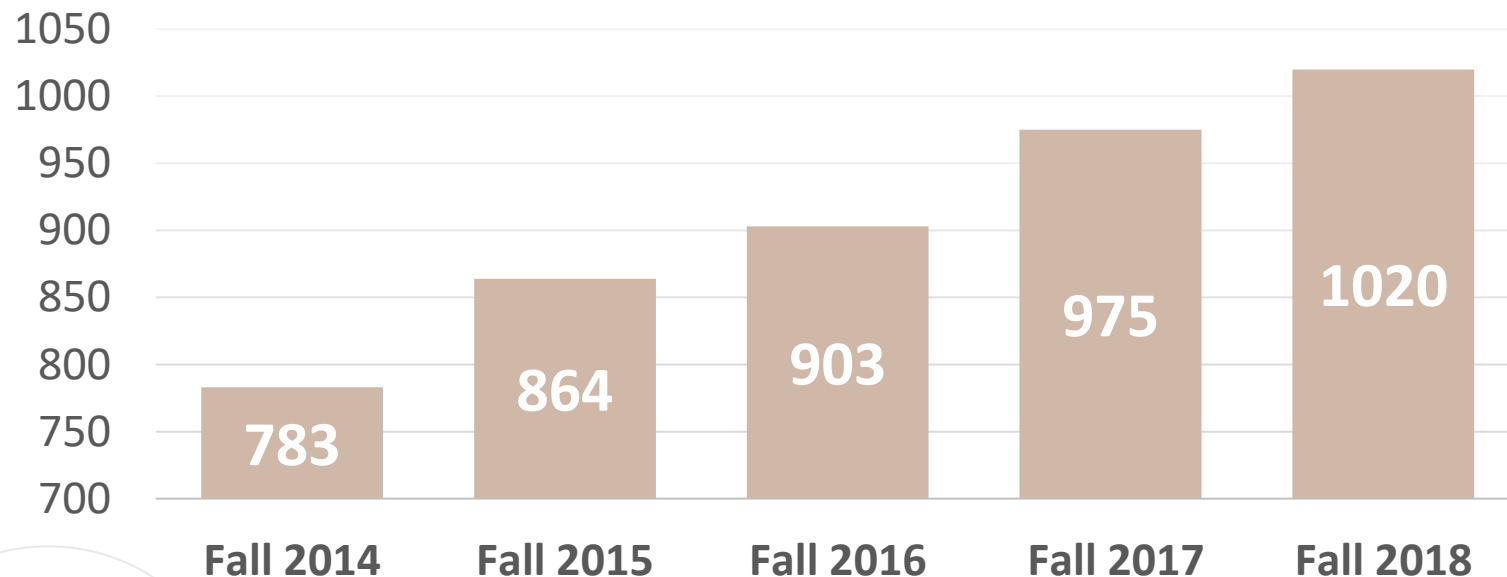
RU Engineering Undergraduate Enrollment 2014 - 2018

(up 373 students)



RU Women Engineering Enrollment 2014-2018

(up 237 people)





"My role as an ambassador gave me a platform to advocate for more women of color. I am a visible representation that it [engineering] is possible."

- Aliyah (BME'19)



How the Ambassador Program Encourages Women in STEM

2

*Female-focused
recruitment and
engagement events*

Annual Admitted Women's Day

- Over 100 attendees every year since inception in 2017
- Personal engagement with female engineering students
- In conjunction with Society of Women Engineers



"Once a girl told me how comfortable I made her feel about coming to such a large school. It is validating and exciting to see the effect I can have giving tours as an ambassador."



ALEX

How the Ambassador Program Encourages Women in STEM

3

Extensive personal development opportunities for female ambassadors

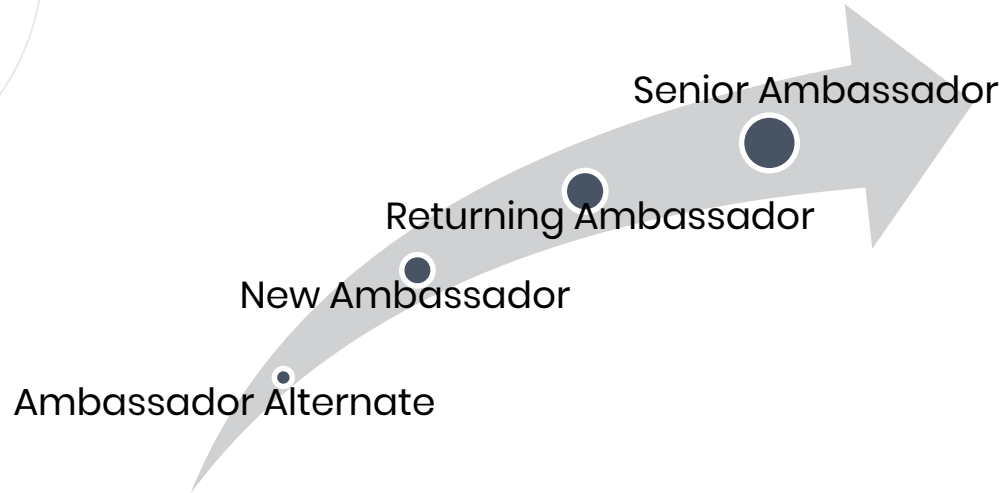
Each Ambassador receives over 10 hours of training in:

- Communication
- Networking
- Marketing
- Problem-solving
- Project planning
- On-the-spot thinking



Rutgers School of Engineering Ambassador Program

Roles



How the program impacted me

My perceived weaknesses were actually my strengths

- Extraverted
- Gain insight from my gut and emotions
- Comfortable with uncertainty





"Being a Senior Ambassador has expanded my mindset by forcing me to think about longevity, purpose, and vision in each of my actions and decisions. This program has developed my leadership skills and thought process."

- Kristene (ECE'19)

"Being part of this community has showed me what it means to take a genuine interest in others and has changed my outlook on life."
- Erika (ECE'20)

"Public speaking has never been my strong suit, but being an ambassador has helped me become more comfortable in my own skin when talking to large groups."
- Jillian (MechE'20)

AMBASSADOR QUOTES

New Female-Focused Initiatives: Strategic Plan

- Gather feedback from women, international, and out-of-state SoE students for targeted Instagram and blog post content
- Increase in-person experiences for prospective students by offering both small group and one-on-one lunch hosting
- Develop women-focused networking lunches before or during prospective student tours

Careers of Female Rutgers Engineering Ambassadors



The **NJ Space Grant Consortium**
enables the School of Engineering
Ambassador program to succeed
**by funding leadership and
experiential training** for female
ambassadors.

Conclusions

- Students can be both teachers and learners
- Share your STEM story
- Don't underestimate the power of personal interactions



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Thank you!

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