How the Rutgers School of Engineering Ambassador Program Impacted Me
About Me

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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?

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

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

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

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."
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

- Ambassador Alternate
- New Ambassador
- Returning Ambassador
- Senior Ambassador
- Ambassador Alternate
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)
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
Thank you!

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