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COMPLETE

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Page 2: Tell us who you are!

**Q1 Contact Information**

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Page 3: Award Categories

**Q2 Select a category.** **Special Achievement/Innovation**

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Page 7: Special Achievement/Innovation

**Q21 Project Title**

"Engineer it, Girl!"

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**Q22 What was the overall goal of project, problem it sought to solve or opportunity it sought to leverage? (suggested word count 100-250)**

The overall goal of "Engineer it, Girl!" was to empower girls at a young age to feel confident in their interests in STEM and give them a cost-free opportunity to participate in Engineering and PBS Kids themed workshops. This was so that no matter their economic status, the girls (and boys) could learn, explore and experiment without their parents worrying about the price.

The problem this program hopes to solve is the disparity of women in STEM careers. Currently, women comprise 48% of the workforce overall, but only 24% of STEM workers. By empowering girls in STEM earlier in life with these workshops, the hope is that percentage grows.

With a captive audience watching STEM shows on PBS Kids, it was the perfect opportunity to engage kids' attention about the workshops by featuring one of their beloved PBS Kids shows, Peg + Cat.

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## 2019 Development Awards - Application Form

**Q23** Describe the activity, what it achieved, and why it was successful. (suggested word count 200-400)

The engineering workshops were themed around the PBS Kids STEM show, Peg + Cat which features a female lead and whose main objective is to solve problems; perfect for tiny engineers! The target age of the workshops coincides with the target grade of Peg + Cat, K- 3 graders.

At the workshops, parents and children met a real-life female engineer, created two engineering projects, and met the life size characters from the show Peg + Cat at each workshop. Each workshop location featured a different type of engineering such as Civil, Environmental, Chemical, etc. Parents learned alongside their kids and saw their child's potential, which is why parents are required to stay with their child throughout the workshop duration. Each workshop had the capacity for 150 kids plus their parents, but the best workshop size was 70 kids.

At the end of each workshop, kids were asked what they learned, and each child was able to tell their parent what "engineering" meant. It also inspired some kids to go home and modify the projects they built. In one case, a grandmother who had brought her granddaughter told us that they went home and had a sleepover with her granddaughter's friends and they all recreated one of the projects that was made at the "Engineer it, Girl!" workshop they attended. The impact of the program reached to kids beyond those that attended.

This "Engineer it, Girl!" model was successful because of the PBS Kids show Peg + Cat and the lack of access to free STEM camps/programs here in the Central Valley of California. We have some of the poorest communities in the nation and families are always looking for free educational opportunities for their kids. The fact that ValleyPBS is able to provide that for them is a gift.

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**Q24** Tell us any metrics or benchmarks that show the success of project. Please consider quantitative and qualitative data. (suggested word count 100-250)

Over a 2.5 month period (September 2018 - November 2018), the workshops served over 280 kids plus their parents in 5 different rural communities in the Central San Joaquin Valley of California (Coalinga, Huron, Mendota, Firebaugh and Fresno). Most of these families heard about the program through their local elementary school, Migrant Head Start, Social Media and on-air spots. Chevron was a presenting sponsor for the workshops and was featured on the ValleyPBS family of channels.

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**Q25** Tell us how the project leveraged national or local content (primetime, KIDS, pop-out, etc). (suggested word count 100-250)

"Engineer it, Girl!" was themed around the PBS Kids show "Peg + Cat" because of their keen ability to count and problem solve. At each workshop, the kids watched a couple episode of "Peg + Cat" and after they completed their projects for the day, they got to meet both characters Peg and Cat. It was neat to see the girls' faces light up when they made the connection that Peg + Cat were there. That truly made it a PBS Kids event.

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**Q26** Do you have any supporting materials or items to upload? (optional) **Yes**

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Page 10: Additional Items

**Q31** Please upload all materials as a single document.

**ValleyPBS Engineer it Girl Pictures pdf.pdf(7.2MB)**