

***Femmes et filles  
de science et technologie***

**Women and Girls  
in Science and Technology**

<http://cern.ch/femmesdescience>



**Scien**scope UNIGE

**EPFL**

**LAPP**

**Presentation IPPOG  
11.05.2023**

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Mélissa Samson  
CERN Events Operations

# 01 Project

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# Overview

**11 February**

International Day of Women and Girls in Science

## Goal

Change the perception of pupils towards the scientific, technology and engineering professions, providing them with female role models.

## Format

Offer talks given by female with a STEM related profession in local schools during a week around the 11 February.



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# Key dates

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2017

Initiative from the Diversity task force of CERN Education, Communication and Outreach group

2019

Partnership with EPFL and UNIGE ScienScope to address the many requests from schools

2021

New name “Women and Girls in Science *and Technology*” and new visual identity

2022

Partnership with the Laboratoire d’Annecy de Physique des Particules (LAPP)

2023

7th edition

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# Timeline



## Mid Nov. – Mid Dec.

Registration for  
volunteers and classes



## 1st week of January

Validation of the schedule  
of interventions by the  
volunteers & updates



## 3rd week of January

Briefing sessions  
for volunteers

## Mid Dec. – End Dec.

Creation of the schedule  
of interventions according  
to the requests of  
volunteers and classes



## 2nd week of January

Contact between  
volunteers and teachers



EVENT  
A week around 11th Feb.

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# 02 Registration process

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# Registration for schools

## Communication channels

- Article on the institutions' websites
- Newsletter sent to teachers who have subscribed to the CERN mailing list (~600 teachers)

## Conditions

- 1 hour presentation
- Talks in French (90%) or in English
- Schools within a 30-km radius of GE (CERN-EPFL-UNIGE), Annecy (LAPP)
- Maximum 30 pupils per class (for future editions: increase this quota)
- Pupils aged 7 to 15 years old (primary & secondary schools)
- Possibility to register more than one class per teacher
- It is up to the teachers to: prepare their pupils for the scientist's visit & provide a projector

## Teacher's personal data

Name

E-mail address

Phone number

## Class

Name and location of the school

Age and number of pupils

Language

Location of the classroom

## Availability

Lundi 30 janvier 2023 | Monday 30 January 2023

☐ Matin | Morning

☐ Après-midi | Afternoon

Mardi 31 janvier 2023 | Tuesday 31 January 2023

☐ Matin | Morning

☐ Après-midi | Afternoon

Unnotified availability changes may probably cause a cancellation

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# Registration for volunteers

## Communication channels

- Article via the internal channels of each institution
- E-mail sent to volunteers from previous editions who have subscribed to the WIST mailing list

## Conditions

- Registration is open to all women working in a profession connected with STEM, as well as computer science, communication or education
- Women must be affiliated to CERN, the University of Geneva, EPFL or LAPP
- Presenters are required to attend a briefing session
- Participation is on a voluntary basis

## Volunteer's personal data

Name	<input type="text"/>
E-mail, phone	<input type="text"/>
Description of your job	<input type="text"/>
Language(s) spoken	<input type="text"/>

## Location

Area(s) where I can give my talk	<input type="text" value="Choose an option"/>
Preferred locality(ies)	<input type="text"/>

## Availability

Monday 30 January 2023	Matin   Morning	Après-midi   Afternoon	Tuesday 31 January 2023	Matin   Morning	Après-midi   Afternoon
	<input type="checkbox"/> 08h00-09h00	<input type="checkbox"/> 14h00-15h00		<input type="checkbox"/> 08h00-09h00	<input type="checkbox"/> 14h00-15h00
	<input type="checkbox"/> 09h00-10h00	<input type="checkbox"/> 15h00-16h00		<input type="checkbox"/> 09h00-10h00	<input type="checkbox"/> 15h00-16h00
	<input type="checkbox"/> 10h00-11h00			<input type="checkbox"/> 10h00-11h00	

N° of talk(s) per school	<input type="text" value="1, 2, 3 in a row"/>
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Max n° of talk(s) over the week	<input type="text"/>
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*Depending on the school break times, these schedules may be modified to the nearest half-hour. Please tick only the times where you can show such flexibility.*

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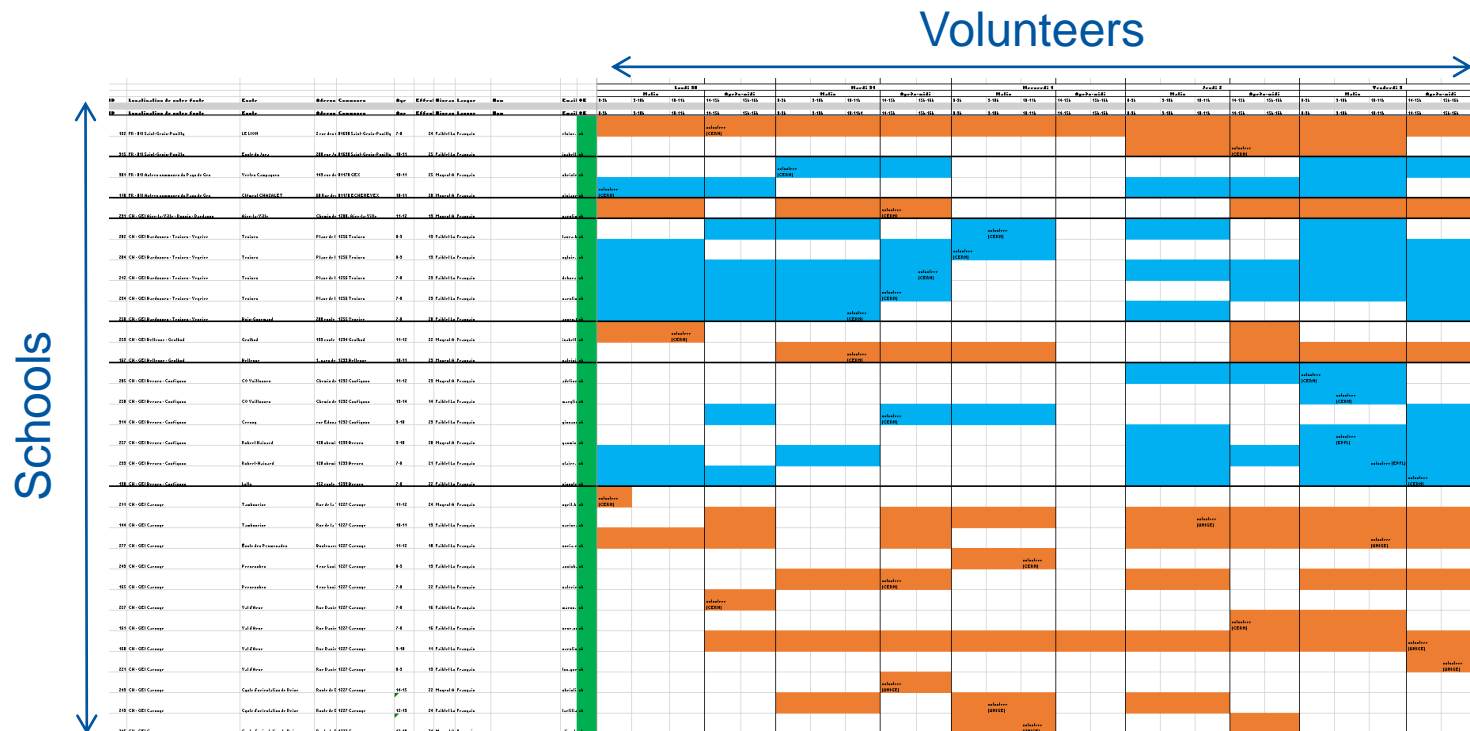
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# Requests / Volunteers matching



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# 03 Contact between volunteers and teachers

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# Set up all practical details with teachers

Subject: Women and Girls in Science and Technology – Schedule and contact

To: teacher

Cc: volunteer

- **About the volunteer** (name, e-mail, institution, description of her job)
- **About the talk** (date, time, language)
- **Reminders on the conditions of participation** (30 pupils, beamer, etc.)
- **Resources to prepare the talk** (links)
- **Next steps** (set up all practical details)



**Malina SAMSON** – Events coordinator  
On behalf of the Women and girls in Science and Technology organizing committee  
education.team@cern.ch  
<http://cern.ch/WomenandGirls>

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Send



## Exact time of the presentation

Depending on the class' break times, the time may be adjusted (+/- 30').



## Technical details

Material in the classroom (laptop, beamer, cables) and the presentation software.



## Access

Most suitable public transport or parking options.



## Meeting point

School address and location of the classroom.

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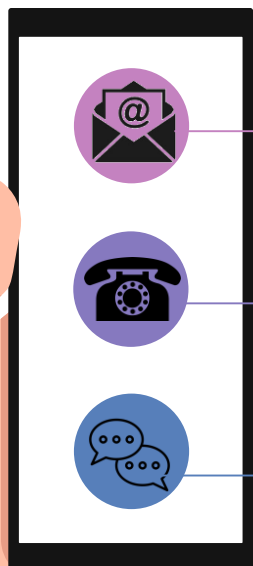


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# Communicate with teachers



## Emails

Check the junk email box regularly!  
Emails sent by teachers are often found in spam.

## Phone

Teachers may not be too reactive by email.  
Do not hesitate to call them.

## Contact

Make sure they had a contact (email or phone) with the teacher before going.  
If they still haven't had contact the day before their visit, do not go to school.

# 04 Briefing sessions for volunteers

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# Presentation format

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- +/- 60 minutes
- This order can be adapted



Presentation  
of your  
institution

10-15 min

Presentation  
of your profile  
and career

10-15 min

Small activity  
or experience

05-15 min

Q&A  
session

15-25 min

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# Presentation features

## Accessible

Do not have prior knowledge  
Adapt your vocabulary  
Speak slowly and clearly



## Interactive

Keep a high level of interactivity  
Answer and ask questions  
Seek for feedback every 2-3 slides



## Personalised

Make your presentation your own  
Add photos when you was young  
Insist on your professional career



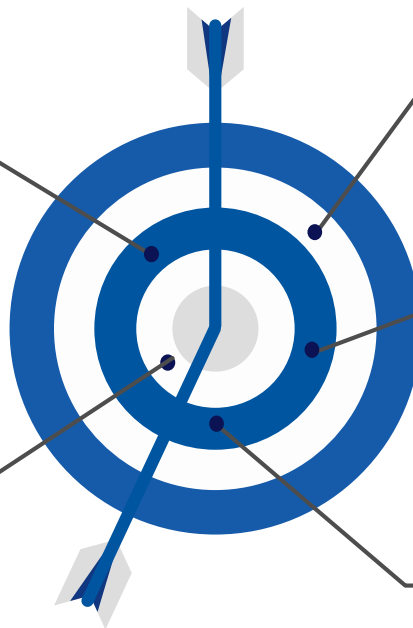
## Short

Reduce the size of your presentation  
Reduce the number of topics  
Take breaks and take your time



## Engaging

Use visual resources, objects...  
Plan an activity, experiment, quiz...  
Change the activity to keep attention



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# Volunteers internal website

## Activities

(Ideas of experiments, workshops, etc.)



<http://cern.ch/fds-interne>



## Presentations

(Templates with different formats)



## Material for loan

(Beamer, VGA/HDMI cables and adapters)



## Feedback

(Reports from past editions and results of surveys)



## Audiovisual

(Pictures, videos, etc of women in STEM)



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# 05 Last edition (2023)

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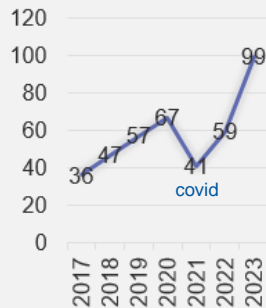
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# Results - 2023

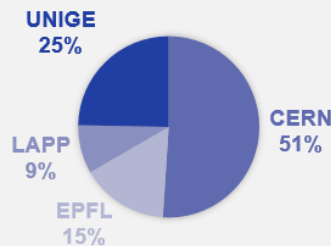
## Volunteers

- **99 volunteers** (60% from CERN)
  - CERN: 62
  - EPFL: 6
  - UNIGE: 22
  - LAPP: 9

N° of volunteers



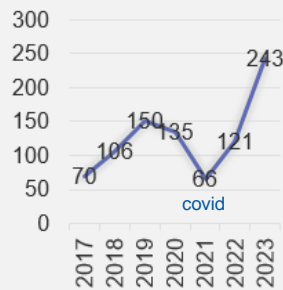
% of talks



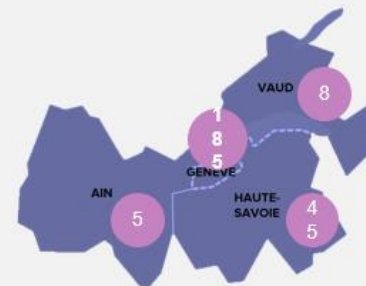
## Schools

- **243 classrooms**
  - FR: 50
  - CH: 193
- **5221 pupils** (average age: 10-11 y/o)

N° of classrooms



N° of classrooms per area



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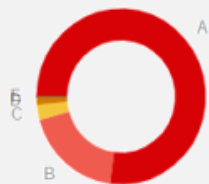
# Achievements - 2023

## General

- All requests from schools answered positively
- Relying on a huge community of volunteers

## Volunteers' satisfaction rate (70 replies out of 99 volunteers)

How satisfied were you with the project organisation ?



A/ Very satisfied – 54 (77%)  
B/ Satisfied – 13 (18%)  
C/ Neither satisfied or dissatisfied – 2 (3%)  
D/ Dissatisfied – 1 (1%)

How satisfied are you with your participation in this outreach project?



A/ Very satisfied – 57 (81%)  
B/ Satisfied – 12 (17%)  
C/ Neither satisfied or dissatisfied – 1 (1%)

## Teachers' satisfaction rate (150 replies out of 243 classrooms)

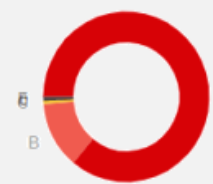
Was the content of the presentation appropriate for the age and level of the pupils?



A/ Too simple – 2 (1%)  
B/ Adequate – 143 (95%)  
D/ Too complicated – 5 (3%)

*Δ In 2019 and 2020, 25% of the teachers thought that the presentation was too complicated for their pupils.*

How satisfied are you with your participation in this outreach project?



A/ Very satisfied – 129 (86%)  
B/ Satisfied – 19 (13%)  
C/ Neither satisfied or dissatisfied – 1 (0.5%)  
D/ Dissatisfied – 1 (0.5%)

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# 06 Conclusion

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# To sum up

01

## Define conditions of participation for schools and volunteers

- Geographic area
- Format of talks

02

## Build a huge community of volunteers

- Find partners
- Make it easy to engage (templates ready to use, material provided, first contact done by the organisers)

03

## Optimize the schedule of interventions

- Understand the schedule of schools in the defined geographic area (break times, etc.)
- Gather several presentations in one school for the same volunteer

04

## Be flexible

- Find replacements at the last minute
- Postpone talks

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