



GMSP will connect girls with mentors and their peers in innovative a new ways, often led by the girls themselves.

- By 2012, BrainCake.org will have a significant international presence, with 15,000 users. It will be considered the model for combining sciences, popular culture, and a desire to “make change happen” for teen audiences. It will actively deliver scholarships and feature virtual mentoring corps of 65 or more extraordinary women. Over one-third of these will have a GirlTalk Radio feature associated with their searchable profile.

Activities in 2008:

1. Bring 15 more virtual mentors onto the BrainCake.org website and utilize new voice/storytelling software to enhance the culture of community on the website.
2. Publish 10 new girl blogs.
3. Give away six new scholarships for participation in math and science summer programs for girls 11 – 17.

GMSP will create programs focused on the subjects where girls are the most underrepresented.

- By 2012, a core menu of programming (10 programs minimum) on engineering, computer programming, mobile technology, digital media, architecture/design, and the environment is academically robust, innovative, and packaged for dissemination to other educational outlets.

Activities in 2008:

1. Conduct four “Movie Making with Alice” computer programming workshops for 20 girls each.
2. Develop a new Design Squad/Engineering class for 300+ girls in conjunction with the TV show.
3. Nationally lead a multi-museum effort of six museums for the second annual “NOLA goes back to school” school supplies drive for New Orleans teen girls and exceed the previous total of 1200 pounds of school supplies shipped.
4. Develop a new workshop on making biofuels and a prototype with 75 girls.
5. Conduct two “We’re Getting our Nails Done” workshops with Habitat for Humanity and Carnegie Mellon University Department of Architecture.



GMSP will establish other sites across the country that can deliver its unique programs for girls.

- By 2012, Click! will become a nationalized program in museums at six satellite locations and engage 1000+ girls per summer.

Activities in 2008:

1. Implement GMSP two satellite pilot programs in museums around the nation.
2. Partner with educational catalogs to sell The Girl Solution nationally.
3. Develop the BrainCoke location-specific Web pages for new satellite museum partners and incorporate all new programs from their museum into the BrainCoke database.
4. Train two new museums on Click! Level 1 programming.

GMSP will greatly enhance the discourse around gender equity in formal and informal education about what techniques and methods work with girls.

- By 2012, The Girl Solution: A Gender Equity Toolkit will be the most effective methodology for engaging girls in STEM in schools or in informal/after school settings.
- By 2012, two new “toolkits” will be created using the Relationship Science Method – one for parents, one for teen girls.
- By 2012, The Girl Solution: A Gender Equity Toolkit will be used with 30 organizations doing educational workshops. Each site will be trained on a curriculum designed by regional afterschool program coordinators in collaboration with GMSP.

Activities in 2008:

1. Begin the systemic effort in the Pittsburgh Public Schools with the school board, lead administrators, and science heads to incorporate gender equity awareness and strategies at each phase of classroom training for its staff.
2. Conduct trainings for 50 educators at regional sites to adopt The Girl Solution: A Gender Equity Toolkit.
3. GMSP will work directly to build relationships with national providers, such as Girl Scouts USA, Expanding Your Horizons, and Girls, Inc. and other national programs. These collaborations will directly result in newly scheduled trainings or marketing opportunities for their constituencies in 2009.
4. The Girl Solution will be featured in three national science education or museums publications (e.g. ASTC Dimensions, NSTA publications).



GMSP will be effective advocates and champions for girls, raising awareness and resources toward eliminating barriers for girls in math & science.

- By 2012, GMSP has taken on a yearly public campaign that involves science, technology, and/or barriers to girls pursuing a career in STEM for a total of seven advocacy campaigns.
- By 2012, GMSP has raised significant awareness among girls 11 – 17, teachers, parents, business stakeholders and the regular public that science literacy, competency, and that career opportunities for girls is paramount to overall global competitiveness.

Activities in 2008:

1. Conduct six or more public outreach programs reaching 3,500 girls, teachers and parents.
2. Host an advocacy and awareness event around “The Gender Chip Project” documentary film for 150 parents and teachers.
3. Launch the second annual advocacy campaign with the newly themed design contest around green chemistry and safe cosmetics.