WHY SHOULD WE ADVOCATE FOR WOMEN IN STEM?

FACTS
- 80% of girls 8-15 years old want to be scientists, but by age 15, only 20% of girls are pursuing STEM careers.
- Females account for 25% of all STEM workers in Ireland.
- Despite this, only 30% of secondary schoolgirls have attended an event or discussion on STEM careers.

Channels
- Radio
- Podcast
- Social media
- Print media

Market of studying in Social media video hosting platforms

Our background research involved using preliminary research to identify a niche in the market that can be filled by a WISTEM podcast.

Preliminary Research
- Our design and research involved reviewing secondary school research and studies to identify 3 key points:
- 1. Females account for 25% of all STEM workers in Ireland.
- 2. Despite this, only 30% of secondary schoolgirls have attended an event or discussion on STEM careers.
- 3. Females represent 80% of all STEM workers in Ireland.

Methods
- After deciding on a research methodology, we analyzed existing research and stakeholders to identify 3 key points:
- 1. Females account for 25% of all STEM workers in Ireland.
- 2. Despite this, only 30% of secondary schoolgirls have attended an event or discussion on STEM careers.
- 3. Females represent 80% of all STEM workers in Ireland.

Findings
- Over 200 respondents from a wide variety of backgrounds.
- 62% of respondents have listened to a WISTEM podcast.
- 98% of respondents said yes to listening to our podcast.
- Over 100 respondents answered YES to listening to a WISTEM podcast.

Podcast Branding
- We come up with the name STEMPress by combining STEM with Pinterest, which reflects in our logo, font, and tagline.

Key Activities
- Interviewed women and a podcast from a wide range of background.
- Related to WISTEM.

Market
- The primary demographic would be women who are interested in STEM.

Sample Podcast Feedback
- Our sample feedback included 3 key points:
- 1. The podcast is motivating.
- 2. The podcast is informative.
- 3. The podcast is engaging.

Customer Segments
- 80% of respondents have listened to a WISTEM podcast.
- 98% of respondents said yes to listening to our podcast.
- Over 100 respondents answered YES to listening to a WISTEM podcast.

Channels
- Radio
- Podcast
- Social media
- Print media
- Email newsletter

Feedback
- Overall, we received great constructive feedback on the content and improvements needed to make the podcast more enjoyable.

Conclusion
- Nearly 90% of respondents said yes to listening to our podcast, which indicates a successful launch.

Key Resources
- MITEF: Marketing and branding.
- NISTEM: Research and development.
- Podcast Press: Soundcloud.
- Social Media: Twitter, Facebook, Instagram.

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