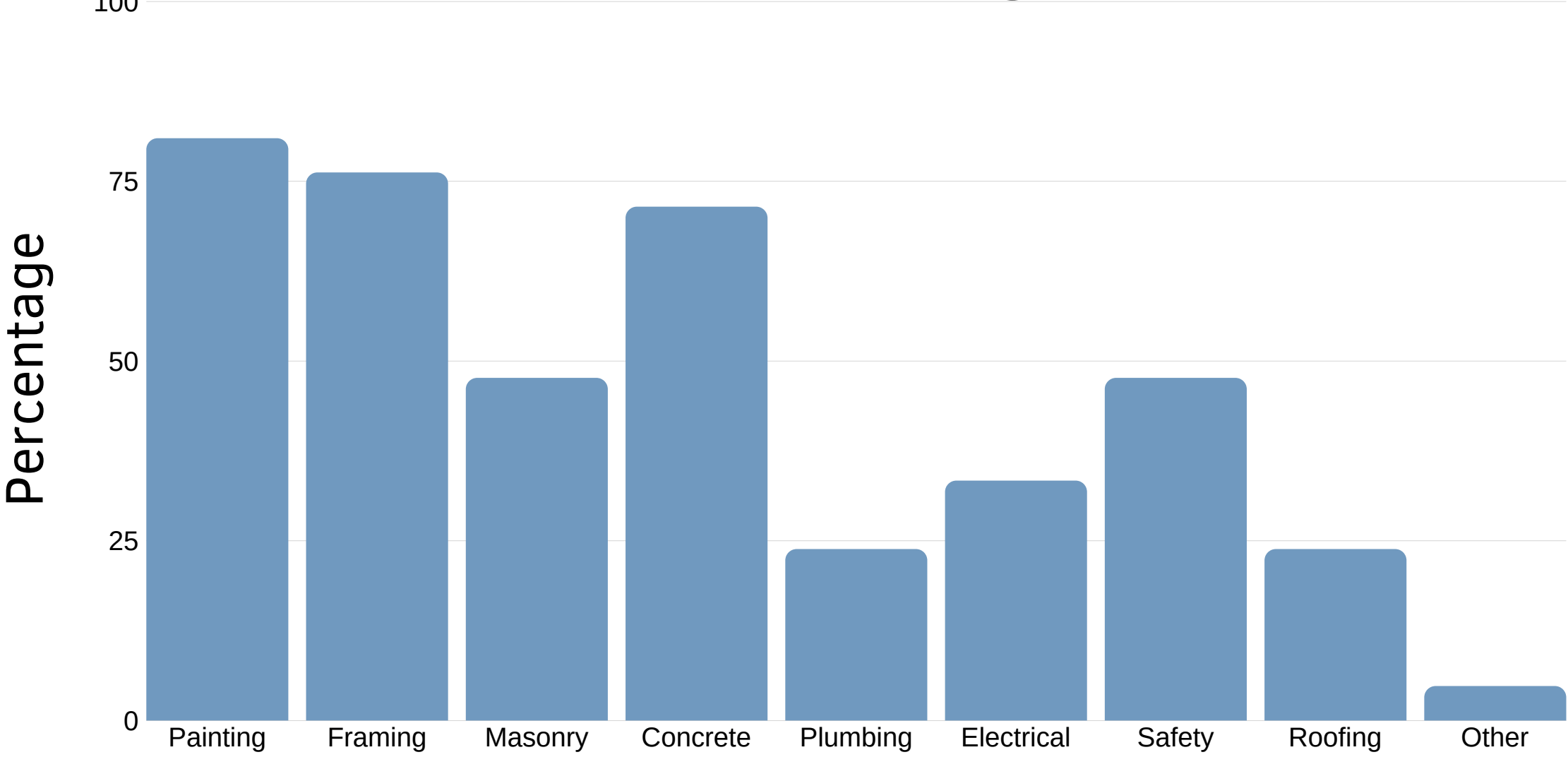


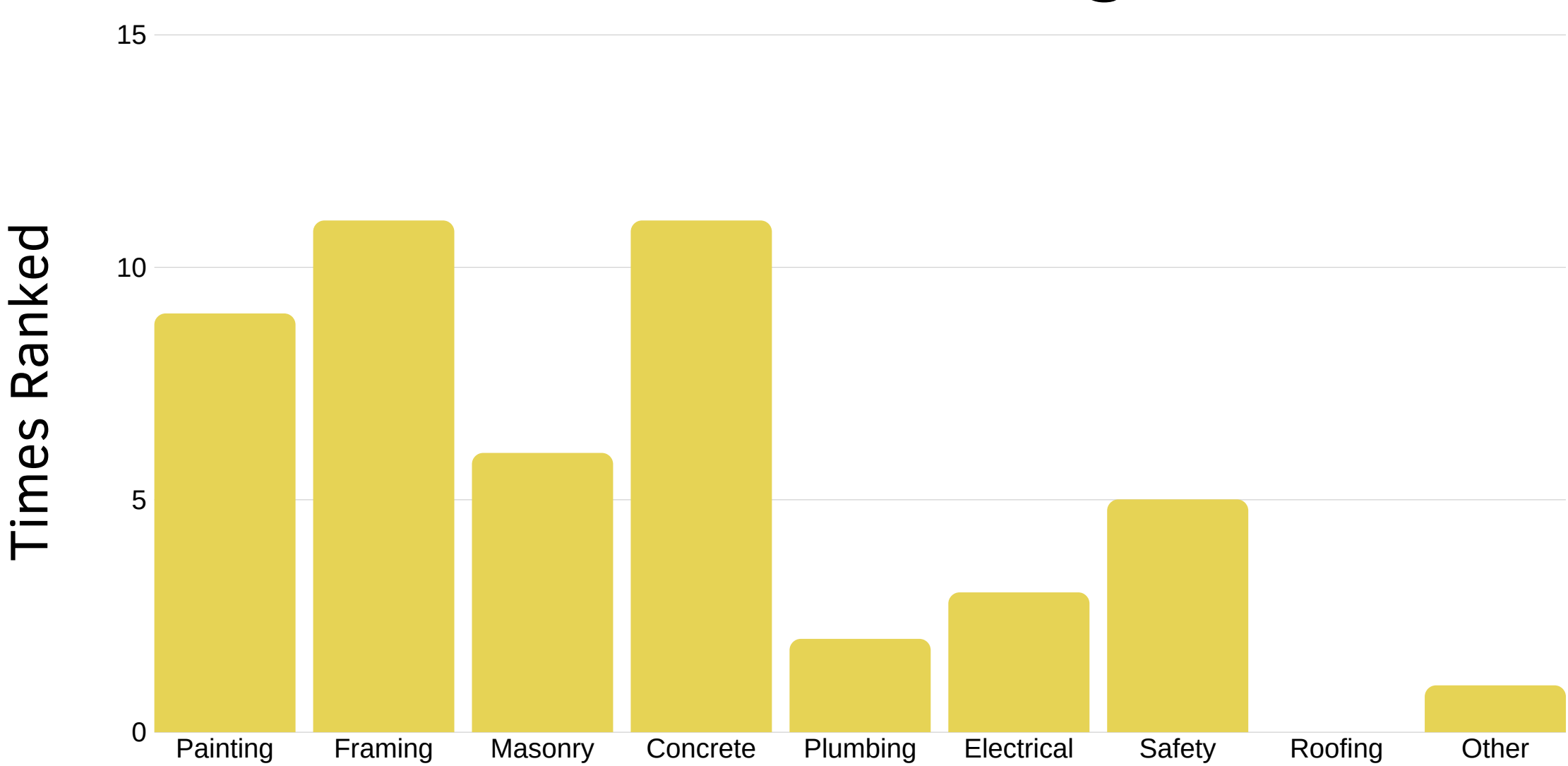
# Construction Outreach Event with Girl Scouts of the USA and Cal Poly Women in Construction

**Construction Topics that Students Find Interesting**



Construction Topics

**Construction Topics that Students Ranked as Most Interesting**

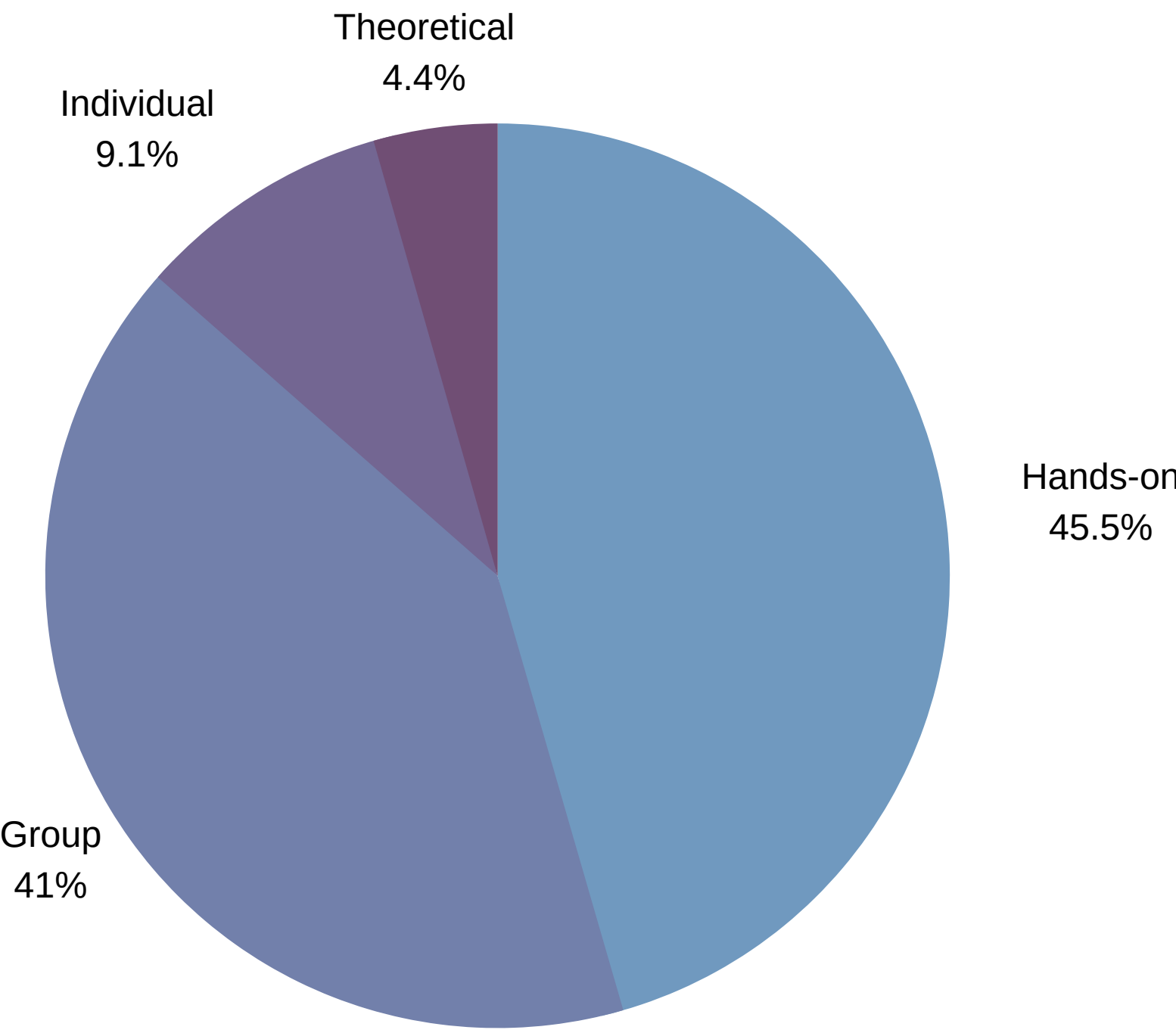


Construction Topics

For an industry that is struggling to find enough workers, the limited amount of women entering construction is proving to be a significant issue. Some of the major reasons for this are social norms and stereotypes that discourage young girls from entering traditionally male careers. Outreach events that present girls with more positive messages about their potential for starting a career in construction are beneficial for both the girls and the construction industry. Cal Poly's Women in Construction Club (WIC) and Girl Scouts of the USA are two organizations that can aid this cause and inspire more girls to consider a construction career. This paper aims to determine an event that WIC can organize for Girl Scouts that will be successful in showing girls there is a place for them in construction. Interviews were conducted with several individuals with experience organizing Girl Scout events and a survey regarding volunteering interest and event specifics was sent to construction management majors at Cal Poly. In general, the event should target elementary-aged Girl Scouts and consist of several 30 minute, hands-on activities each covering a basic construction topic. The major goals of the event include providing the girls with a positive experience, getting them excited about construction, and helping them visualize themselves in the construction industry.

**Key Words:** Outreach, Girl Scouts, Construction Education, Women in Construction, Women in STEM

**Formats for Activities**



**Major Goals of Event**

- Build confidence and interest in construction through fun activities
- Help girls picture themselves in construction careers through female role models
- Support them with parent education
- Convey positive messages about women in STEM