As a career and technical education school, the Delaware Area Career Center has a number of programs that have been traditionally dominated by males and lead to careers that are also traditionally dominated by men. The girls who do enroll in these programs wanted to speak out about the stereotypes they see and empower other women to enter into these types of careers.

The goal of the campaign was to spark conversation about these stereotypes, show younger girls that they can succeed as a female in these industries, and encourage them to begin their career journey at their local career center.

The girls who participated helped brainstorm stereotypes that they encounter and we came up with a funny or sarcastic way to turn that stereotype into a strength and a reason why girls are needed in these fields. We chose to call out the stereotypes in such a loud manner in order to grab our audience's attention and spark debate and commentary.

From February to May of 2021, we highlighted a series of seven female students and told their stories. After capturing our audience’s attention with the headline highlighting the stereotype, we shared what motivates these women, inspires them, and what they want to achieve in life.

The campaign was more successful than we could have imagined. On Facebook alone, the posts reached 19,244 people and 2,480 people engaged with the posts. Between Facebook, Instagram, Twitter, and LinkedIn, the campaign reached roughly 18,000 people and garnered 1,800 engagements (those who commented, reacted, or shared the posts).

Women who saw the posts reached out to find out how they can get involved with the school to mentor our female students. Others commented that they wish they were supported like this when they were in school.

The female students who participated were proud of the strength they showed in putting themselves out there to the public. They were also excited to see how much conversation and debate the posts generated. Finally, they were proud to say that they served as a role model for younger girls who also want to enter STEM fields.

*Note that the campaign was created during the COVID pandemic and masks were required at the Delaware Area Career Center at that time.*