SciGirls is an Emmy Award-winning transmedia TV and web series designed to advance informal STEM learning. SciGirls’ half-hour episodes follow a group of real middle school girls as they investigate their own STEM questions with a female professional mentor. Based on available Nielsen audience measurements, we estimate SciGirls has garnered nearly 15 million gross viewer impressions. With our strategic partners, we have provided SciGirls tools and trainings to over 1,000 educators, reaching tens of thousands of girls in SciGirls outreach programs nationwide.

SciGirls Goals

1. To employ the broad reach of television and new media technologies to foster a greater interest in STEM among girls ages 8 to 13 and their parents, with girls from diverse communities as our highest priority;
2. To connect girls to existing, quality STEM education opportunities in their communities;
3. To enhance existing research-based programs by providing educators with videos, professional training, online tools and print resources, so that any leader can guide a group of girls through authentic and rewarding STEM experiences;
4. To inspire an increase in the quality of girls’ science encouragement programs nationwide; and
5. To contribute to the growing body of research to deepen our understanding of the most effective ways to engage girls in STEM activities and encourage them to pursue STEM careers.

SciGirls皑 Professional Development and Outreach Workshops for Girls in STEM

One hundred SciGirls Partner Organizations located in schools, museums, community organizations and universities host SciGirls clubs, camps and afterschool programs for girls across 30 states, reaching over 10,000 girls a year. SciGirls CONNECT provides mini-grants, leader training and educational resources to SciGirls Partner Organizations. Through our partner, the National Girls Collaborative Project (ngcp.org), we have networked organizations hosting SciGirls programs with dozens of female role models using the FabFems database (fabfems.org).

SciGirls Educational Activity Guides

SciGirls Educational Activity Guides are hands-on extensions of the projects featured in the TV shows, aligned with our SciGirls Seven framework, and current science standards. In an evaluation of the guides, users reported that the activities present a good balance of open-ended and guided investigations, and the embedded links to the SciGirls Seven are especially valuable. Educators liked the introduction to scientific inquiry included in each volume and the extension activities in science topics and the humanities.

SciGirls Online

In addition to the unique transmedia ties to the TV show, the SciGirls website is the first safe social network for children (iubkids.org/scigirls). The site averages 300,000 unique visits each month. SciGirls episodes and educational resources are online at our companion educator site (scigirlsconnect.org) and at PBS LearningMedia (pbslearningmedia.org/collection/scigirls). SciGirls episodes are also available on iTunes, YouTube, and Twin Cities Public Television (tpt.org).

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