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# CONECTADAS: Google Impact Challenge

## Increasing female presence in ICT careers in México

### PROGRAM SUMMARY

**Conectadas** aims to provide technical, life, and job-readiness skills training, along with mentorship and wraparound support that will equip 750 young women with highly-relevant industry skills and the information and confidence they need to embrace and persevere in ICT career pathways.

### PROGRAM STRUCTURE

The program works with underrepresented communities like low-income young women to provide them with highly-relevant industry skills in IT support, cybersecurity, or programming (Python), recognizing that ICT training and careers are regularly very far out of reach for them. On top of that, and acknowledging the stereotypical challenges that stop women from venturing into ICT career pathways, **Conectadas** includes a mentorship component so beneficiaries can work on their career goals and confidence under the guidance of a positive role model.

The online program integrates technical, socio-emotional, vocational, and job readiness skills training, as well as a mentorship and role-modeling component, and integration activities, in either an 8-week or a 12-week course, depending on the technical track chosen. Program beneficiaries share this journey in groups of approximately 25 young women, and each group has a tutor that helps them deepen their technical knowledge.

### Technical content and skills

Beneficiaries can choose from 3 different technical curriculum pathways that are highly-regarded in the Industry:

### QUICK FACTS

#### Project type

Young women aged 16-29 with interest in ICT, prioritizing youth that have not completed a 4-year higher education program and/or high school graduates lacking opportunities to enroll in higher education, as well as participants who are unemployed or underemployed earning minimum wage.

#### Funder/funding

Google.org / \$900,00.00 USD

#### Project Location

Across México with a focus on the southern region of the country

#### # of target beneficiaries

750 young women

#### Timeframe

January 2022- June 2023

#### Partners

International Youth Foundation & Google.org

- [Google IT Support Professional Certificate](#) by *Grow with Google*
- [Introduction to Cybersecurity](#) by *Cisco Networking Academy*
- [PCAP: Programming Essentials in Python](#) by *Cisco Networking Academy*

## Socio-emotional and vocational skills

Through the program Passport to Success®, beneficiaries develop life skills that are highly demanded in the workplace, such as creative problem-solving, responsibility, time management, and ethical behavior; within a positive and safe learning space that drives group reflection.

## Job readiness skills and integration activities

To ensure that beneficiaries are prepared to enter the labor market, the program provides workshops on resume-building, searching for opportunities in job boards, and having successful job interviews. Additionally, the program includes ludic activities that aim to help beneficiaries test and reinforce their technical knowledge while creating meaningful connections with their peers.

## Wraparound Support

To help beneficiaries focus on completing the program and eliminate barriers to completion, the program offers customized support plans like stipends and other benefits, in agreement with other partner organizations.

## Industry gender awareness

Besides directly beneficiating 750 young women, the initiative aims to sensitize industry employers and decrease gender-biased recruitment practices by conducting round table discussions and launching an awareness campaign.

## PROGRAM GOALS

1

Enroll **750** young women in the program

2

**75%** completion rate of fully trained beneficiaries

3

**65%** of end beneficiaries are connected to a job placement and/or IT oriented opportunity

4

Launch a **gender awareness** campaign

## Mentorship and role-modeling

Throughout the program, female mentors will connect with small groups of beneficiaries to act as positive role models and inspire the young participants. Mentors will lead structured sessions to help beneficiaries build their confidence, define a clear career path, deal with failure and persevere through hardships, among other personal and professional development topics.

