

CONECTADAS SURESTE: GOOGLE RENEWAL

INCREASING THE REPRESENTATION OF WOMEN IN ICT CAREERS IN MEXICO

Conectadas Sureste provides technical and social-emotional skills training for 2,300 young women in the Southeast region of Mexico to gain the confidence they need to enter and develop in ICT careers.

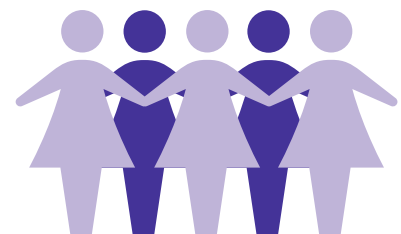
GENDER AWARENESS IN THE INDUSTRY

In addition to the direct benefit to young women, Conectadas Sureste seeks to:

- Raise awareness among their families, industry employers and civil society in general.
- Reduce gender-biased and culturally biased hiring practices.
- Generate a network of allies that encourage the participation of women in non-traditional areas.
- Increase women's labor participation in IT.

TARGET POPULATION:

Young women between the ages of 16 and 29 with an interest in ICT, prioritizing young women who have not completed a 4-year higher education program and/or high school graduates who lack opportunities to enter higher education, as well as participants who are unemployed or underemployed earning minimum wage, below 5,000 pesos per month.



KEY INFORMATION

Donor/donation



Google.org
\$2,000,00.00 USD

Target # of beneficiaries



2,300
Young Women

Duration



July 2022
-
July 2025

Of which:

65%

Must be connected to a job and/or ICT-oriented opportunity.

Alliances



International Youth Foundation & Google.org

75%

Of fully trained beneficiaries.

Location



Focus on the Mexican Southeast region, in the states of Campeche, Chiapas, Oaxaca, Quintana Roo, Tabasco, Puebla, Veracruz and Yucatan.



PROGRAM STRUCTURE AND COMPONENTS

The program is delivered virtually in groups of 25 to 35 participants and integrates training in technical, social-emotional, vocational and job-readiness skills, as well as group integration activities, mentoring and role models.

- **TECHNICAL EDUCATION**

The program includes the Google IT Support Professional Certificate from Google Grow with Google, which has a technical curriculum path that is highly regarded in the technology industry and lasts for 12 weeks.

- **SOCIOEMOTIONAL TRAINING**

Through the Passport to Success® program, beneficiaries develop life skills that are in high demand in the labor market. All within a positive and safe learning environment that encourages group reflection.

- **COMPLEMENTARY ACTIVITIES**

To ensure that the beneficiaries are prepared to enter the labor market, the program offers workshops on insertion and transition to a professional career.

- **MENTORSHIPS**

To help beneficiaries build their confidence, define a clear career path and persevere through difficulties, among other personal and professional development issues, the beneficiary population will receive personalized support through mentors who act as positive role models.

WHAT OUR BENEFICIARIES SAY:

"I consider the IT Support Certification very effective, practical and with a lot of knowledge that will be an important part of my professional life. My favorite moment of the whole certification was when we did teamwork exercises and listened to the team's opinions. Most of all, I appreciated the teacher's support and dedication."



**GUADALUPE MOO - YUCATAN
IT SUPPORT PROFESSIONAL
CERTIFICATE GRADUATE**

"Google and Conectadas Sureste showed me that there are projects that build realities, today thanks to this I can say that I have accomplished one more goal as a woman and as a professional. I want my testimony to serve as an inspiration for women and girls who every day prepare themselves and dream of changing their lives. I know we will succeed."



**NANCI GARCIA - OAXACA
IT SUPPORT PROFESSIONAL
CERTIFICATE GRADUATE**

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