

# CONECTADAS LAC: GOOGLE LAC

## INCREASING THE REPRESENTATION OF WOMEN IN ICT CAREERS IN LATIN AMERICA AND THE CARIBBEAN

Conectadas LAC provides training in technical and socio-emotional skills for 1100 young women in the Southeast region of Mexico and El Salvador to gain the confidence they need to enter and develop in ICT careers.

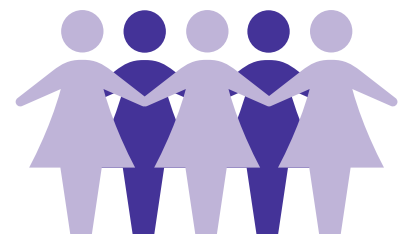
## GENDER AWARENESS IN THE INDUSTRY

In addition to the direct benefit to young women, Conectadas LAC 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 aged 16-29 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.



### KEY INFORMATION

#### Donor/donation



Google.org  
\$1,000,00.00 USD

#### Target # of beneficiaries



**1100**  
Young Women

#### Duration



July 2023  
-  
January 2025

#### Of which:

**50%**

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

#### Alliances



International Youth Foundation & Google.org

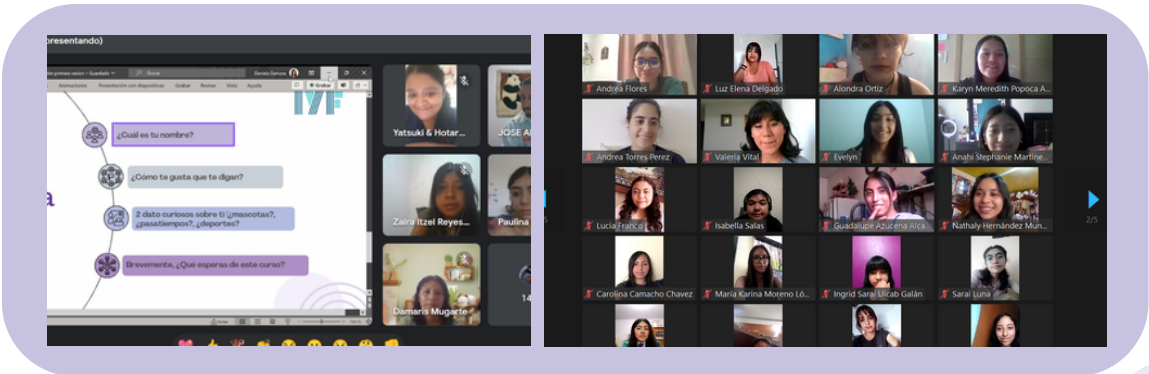
**65%**

Of fully trained beneficiaries.

#### Location



Focus on El Salvador and 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 the beneficiaries develop 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.

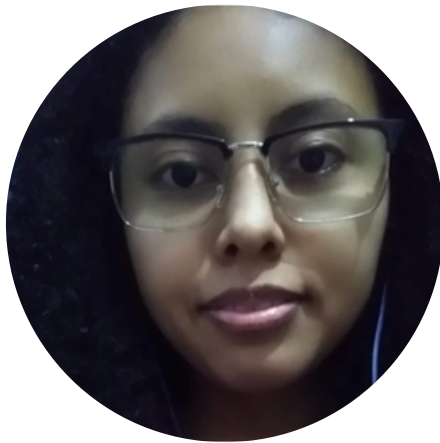
## WHAT OUR BENEFICIARIES SAY:

"The certification turned out to be absolutely more than I expected, as it not only focused on acquiring the necessary technical knowledge about IT, but also helped me learn about the steps I need to take to achieve my goals. I believe this certification has helped me overcome the fear I felt towards IT and has inspired me to continue researching and learning."



**MARIAH ROMERO**  
IT SUPPORT PROFESSIONAL CERTIFICATE  
GRADUATE

"My experience was very enjoyable and motivating because, from Module 1, I reinforced my knowledge of basic computer science and cybersecurity. My favorite moments were the motivational talks from each mentor and role model talking about their life experiences and how they got to where they are right now."



**ESTEFANÍA GORDILLO**  
IT SUPPORT PROFESSIONAL  
CERTIFICATE GRADUATE

### CONTACT:

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### MORE INFORMATION:

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