# 2019 EXPO IMPACT SNAPSHOT

## SUMMARY

On September 28, 2019, our inaugural Girls Rising Expo welcomed 65 girls and 33 parents. During this fun-filled day of small group activities, the girls rotated through five developmentally-appropriate sessions led by experts from the Winston-Salem community. Each session was aligned with the mission of LEAD Girls of NC and addressed topics that are especially relevant to middle school girls: Leadership and Teamwork, Self-Image and Body Language, Decision Making, Social Media Issues and Your Digital Footprint, and Women in STEM. We are happy to report that 90% of the girls who attended our Rising Expo learned something new and 77% stated that they would use what they learned in everyday life. More student feedback is provided below.

In addition to providing programming for girls, the Girls Rising Expo hosted a session for parents which featured an expert panel on topics related to raising happy and healthy girls. We had parents, grandparents, and mentors in attendance. All of them agreed the panel was useful. Almost everyone (94%) reported that the session made them think of something they had not realized, and that they would do something different to benefit the girls in their care. Parents also expressed interest in attending future parent sessions that provide resources and information about academics, school, health and wellness, and relationship building.

## Self-Image and Body Language
- 91% better understand what self-image means
- 86% better understand how spoken words impact self image
- 88% stated their image “reflects a healthy me”

## Leadership & Teamwork
- 89% better understand what leaders do
- 82% see themselves as strong leaders
- 93% plan to use what they learned to be a better leader

## STEM (Science, Tech, Engineering, Math)
- 70% better understand what is included in STEM
- 52% better understand the scientific method and problem solving
- 1 in 3 now have a greater interest in STEM after attending the session

## Social Media Issues & Digital Footprint
- 88% better understand how to safely navigate social media
- 98% better understand how social media posts can impact their future
- 89% better understanding of how race and gender are noticed online

## Decision-Making Project: Make & Take
- 81% better understand how to make good decisions
- 80% plan to use the tools learned to make decisions
- 91% plan to think ahead about the outcomes of their decisions

---

*Percentages reflect how many students “absolutely” or “mostly” agreed with the statements*