

ITam | Women's initiative

Area Advancement Services: Engagement on a Shoestring

ITAM is a higher education institution ranked as one of the best universities in Mexico. Its core proposition is centered in academic excellence. It offers 14 undergraduate programs and has a population of approximately 4,500 students. The institution seeks to contribute to the individual's comprehensive education and to develop a freer, more just, and prosperous society. It also aims to become a community in its fullest sense, an institution of excellence and academic freedom. At ITAM, we believe education, in general, tends to improve the lives of human beings through the enrichment of their best values, their growth as individuals, the development of their awareness and the increase of their civic capabilities.

On this basis, the institution is constantly evolving, and its board of directors makes sure to work particularly on strategic plans that allow having an inclusive community. Reducing the gender breach within the academic and professional fields is a core objective for ITAM. Women's initiative is a great effort from the Institute to promote equality between male and female both at school and work. Primarily when the number of women in Mexico who direct their career towards the STEM industry is very low (Science, Technology, Engineering and Mathematics).

Women's initiative

These set of events were born on April 5th, 2019 as an initiative to promote women to study and develop a professional path in all types of careers. These events take place at ITAM's main campus in the morning and early afternoon of the day. There are 3 core events mainly for women:

1. Activities for high school students
2. ITAM alumni seminar
3. Networking session



Student recruitment - ITAM4her

The main purpose of this portion of the event is to encourage young women (high school students) to choose a professional career in areas where men tend to be majority. As mentioned before, an example of the situation is the number of women in Technology and Engineering academic programs which is particularly low.

Core audience: the most talented young students in Mexico. Although ITAM4her was designed mainly for women, any high school student – both genders – can participate. ITAM received 231 student prospects in the 2019 issue of the event.

ITAM makes all the necessary arrangements to offer different activities for prospects during ITAM4her event without any cost:

1. Young students spend time with female alumni who share their stories and explained their main professional challenges. High school students get to know better what they should expect to live while studying at ITAM and later in their professional careers.

As it can be seen in the following list, we have a talented group of female alumni participating in the event:

Exalumnas participantes

 <p>Claudia Aburto Directora del Programa de la Maestría en Economía</p> Conoce más	 <p>Marta Cebollada Coy Coordinadora Académica y Profesora del Departamento de Ciencias Políticas del ITAM</p> Conoce más	 <p>Alejandra Peralta Borja Directora de Desarrollo de Comunicación e Institucional del ITAM</p> Conoce más
 <p>Cecilia Ortiz Ahlf Directora del Programa de la Licenciatura en Administración del ITAM</p> Conoce más	 <p>Ana Diaz Directora del programa de Contaduría Pública y Estrategia Financiera</p> Conoce más	 <p>Ana Lidia Frenzoni Directora del Programa de Ingeniería en Contaduría Pública y el Programa de Ingeniería en Mecatrónica del ITAM</p> Conoce más
 <p>Isabel Flores Alcazar Coordinadora académica del programa de Licenciatura en Relaciones Internacionales</p> Conoce más	 <p>Maria Cruz Merino Sáenz Directora del Programa de la Maestría en Monadística del ITAM</p> Conoce más	 <p>Valeria Zepeda Trejo Profesora de Tiempo completo del ITAM</p> Conoce más
 <p>Claudia Gómez Profesora de Tiempo completo del ITAM</p> Conoce más	 <p>Daniela Ruiz Massieu Profesora de Tiempo completo del ITAM</p> Conoce más	

Student recruitment

2. The attendant students participated in an activity named “Finding my purpose of life” which is based on a Japanese concept: Ikigai. Your Ikigai is your reason to be. This concept refers to the belief that every person has a purpose in life that is aligned to our life story and values. It reflects our interior and allows us to live in peace. Actions and decisions made from our Ikigai are spontaneous, provide satisfaction and guidance. When you find your Ikigai, you are happy and give the world the best of yourself.¹

On this basis, ITAM prepare an exercise where a well-trained guide gives direction to participants to answer specific questions that will lead them to the finding of their Ikigai.



¹ *The Japanese Secret to a Long and Happy Life*, Héctor García.

Student recruitment

Information from outstanding women throughout the world is used to inspire young students during the process of finding their Ikigai. Hereby you will find some biographies as examples. Attached you can find the entire document of biographies



Miriam Makeba

Cantaba en la zona de Sophiatown antes de que el gobierno del apartheid obligara a los residentes a abandonar la zona. "Cantas sobre las cosas que te rodean. Nuestro entorno siempre ha sufrido por el apartheid y el racismo que sufre nuestro país. Así que nuestra música tiene que estar influenciada por ello", dijo Makeba. Luchó por la emancipación de los negros y fundó una organización que se dedicaba a recaudar fondos para proteger a las mujeres sudafricanas. Trece años más tarde, se levantó una ley que prohibía la venta de sus discos en Sudáfrica. Pasó a ser reconocida como "Mamá África". Finalmente, falleció el 10 de noviembre del 2008 por un paro cardíaco, después de dar un concierto contra el racismo y la mafia en Italia.



Coco Chanel

¿Alguna vez te has preguntado quién fue Gabrielle Bonheur? Esta legendaria mujer, conocida como "Coco Chanel", revolucionó el mundo de la moda. Ella no solo creó hermosos vestidos, elegantes bolsos y sofisticados perfumes, también fue la encargada de transformar la imagen de la mujer del siglo XX. A muy temprana edad, Coco empezó a trabajar en La Rotonde. Fue allí donde comenzaron a llamarla: "petite Coco", el apodo con el que se convertiría en una leyenda. Coco lanzó su propia línea de moda y abrió su primera tienda en la rue Cambon. Descubrió que los nuevos tiempos exigían un estilo deportivo y funcional.



María Merino

Actualmente es Directora de la Maestría en Mercadotecnia del ITAM y Profesor e Investigador de tiempo completo. Anteriormente desempeñó como ejecutivo de Mercadotecnia en Procter & Gamble, Sanwa Bank y en el Instituto Español de Comercio Exterior. Es licenciada en Derecho y Administración por la Universidad Pontificia de Comillas (Madrid, España), tiene una Maestría en Dirección Internacional del ITAM y un Doctorado en Mercadotecnia por la Universidad de Texas en Austin. La profesora Merino ha publicado en revistas de investigación en las áreas de Mercadotecnia, Psicología y Economía. Es miembro del Sistema Nacional de Investigadores.

Student recruitment

Almost at the end of the activity, the following questions should be answered:

Ikigai “Purpose of life”

- What is that I love doing?
- What am I good at?
- What is what the world needs?
- What is that for what I could get paid?

Finally, the following points are determined:

My passion in life is...

My profession is...

My vocation is...

My mission in life is...

Therefore, my purpose of life is:

An Ikigai booklet was designed in order to facilitate the execution of this exercise and complete it in an organized manner. Each participant gets a printed booklet (please find attached the electronic version for your reference).



Student recruitment

3. IN 2019, female students gathered in 77 3-people groups and participate in a rally with 11 challenges:

7 academic tests (about the following sciences: Administration, Accounting, Politics, International Relations, Economics, Engineering and Applied Mathematics)

- 1 task related to sports
- 1 task related to the arts
- 1 student lifestyle test
- 1 mystery activity

In addition to the good time derived from the entertaining and fun activities, winners received appealing prizes – electronic devices like iPads, headphones and speakers.

Bottom line, these actions allow young students to learn useful applications of the knowledge they will acquire while studying at ITAM.

All the information about ITAM4her can be found in the following link which is available to general public before the event: www.4her.itam.mx .



Student recruitment



ITAM alumni

On that same day, the Alumni Office offers the “Women: talent and development” seminar. The objective of this meeting is to analyze the importance of fostering active participation of women in the core decision making areas in corporations, academia and social sector. Another important question placed on the table of this seminar is: why do women tend to keep their professional career away from the STEM world?

Core audience: female alumni that have a particular interest in topics such as gender equality, women success in business, technology, finance, amongst others.

Speakers of this meeting are outstanding professionals in different sectors: corporate, consultancy and academia.



ITAM hosted 340 guests during the seminar – 323 women and 17 men. As a reference, other alumni main seminars at ITAM receive 379 guests in average (both genders).

Networking session

Attendees to the seminar are also invited to a networking session where they can establish a mutually beneficial relationship with other ITAM alumni professionals. This meeting also strengthens the bond of alumni with their alma mater – ITAM.



Communication strategy

For the prospect students' portion of the event, The Recruitment Office sent 900 personalized invitations to high schools that have a close relationship with ITAM because of their high academic standards and the significant number of students they periodically "provide" to our Institute. Additional 2,300 electronic invitations were sent to prospects registered in our database in the past year. This applies for schools and prospects in the Mexico City Metropolitan Area and close foreign states - Puebla and Morelos.

The text of the invitation overall conveys the following message:

This is your opportunity to meet inspiring women

ITAM4her is an event carefully designed for female committed and active students from the best high schools in Mexico. Here, you will be able to propel your talent and find your passion.

In 3-people teams you should be able to succeed in 11 challenges within our campus in order to get great prizes.

During the event,

- You will be able to talk to outstanding women who are ITAM alumni*
- Get to know interesting stories of successful women around the world*
- Get to know more about university and labor challenges and opportunities*

Don't forget to wear comfortable clothes and come with your best attitude.

Communication strategy

For the alumni's seminar and the networking session of the event, The Alumni Office sent 23,000 invitations to alumni in our database.

Additional communication strategies include:

- Telephone calls to high schools
- ITAM4her website (www.4her.itam.mx)
- Banners in ITAM website (www.itam.mx)
- Facebook and Google paid advertising campaigns
- Social media
- Local popular radio station (Radio Disney)
- Internal communication vehicles within campus (mega screens and www.eventos.itam.mx)

Examples of electronic invitations



High school career advisers invitation
<http://flyers.itam.mx/aspirantes/2019/4her/o/>



Prospect students
<http://flyers.itam.mx/aspirantes/2019/4her/n/>

Examples of electronic invitations

The screenshot shows a mobile-optimized landing page for ITAM. At the top, the ITAM logo is displayed with social media links (Facebook and Twitter). The main title 'ITAM4her' is prominently shown in large, colorful letters, with 'CHANGE THE WORLD' underneath. A pink banner below the title reads '¡Nos hiciste falta!'. Below this, a text block describes an event where students participated in a dynamic 'Ikiga' about goals and projects, featuring Alejandra Peralta, Director of Development and Communication at ITAM, and notable alumnae. A photograph shows two women at a table, possibly participating in an activity. A pink button at the bottom left says 'Ve las fotos del evento'.

Finalmente, nuestras invitadas de las mejores preparatorias de México se divirtieron en un rally con actividades artísticas, deportivas y culturales.

Entendemos que se te complicó venir, sin embargo, aún estás a tiempo de integrarte a la comunidad ITAM. ¡No dudes en ponerte en contacto con nosotros para gultarte en el proceso!

Closure material: We missed you
<http://flyers.itam.mx/aspirantes/2019/4her/hiciste-falta/>

The screenshot shows a mobile-optimized landing page for ITAM. The top features the ITAM logo and social media links. The main title 'ITAM4her' is in large, colorful letters, with 'CHANGE THE WORLD' underneath. A pink banner below the title reads '¡Gracias por vivir esta experiencia con nosotros!'. A text block expresses gratitude for participating in the 'Ikiga' event, mentioning Alejandra Peralta and alumnae. A photograph shows three women at a table, possibly participating in an activity. A pink button at the bottom left says 'Ve las fotos del evento'.

Esperamos que nuestra dinámica *Ikiga* ITAM haya agregado nuevas reflexiones y conocimientos para seguir tus metas y que la presencia de nuestras destacadas exalumnas te haya inspirado. Nuestras exalumnas disfrutaron compartir contigo sus experiencias y escuchar sobre ti y tus sueños.

Finalmente, nuestras invitadas de las mejores preparatorias de México se divirtieron en un rally con actividades artísticas, deportivas y culturales.

Entendemos que se te complicó venir, sin embargo, aún estás a tiempo de integrarte a la comunidad ITAM. ¡No dudes en ponerte en contacto con nosotros para gultarte en el proceso!

Sin duda alguna, tu participación en las actividades de pintura, deportes, cultura e ingenio hicieron de ITAM4her el evento más concursado por alumnas de preparatoria en la historia del ITAM.

¡Esperamos verte nuevamente!

Felicitamos a los equipos ganadores:

- 1.- Mujeres Maravilla del Colegio Francés del Pedregal
- 2.- Flat Earthers Society del Colegio Vista Hermosa
- 3.- Aloaps del Instituto Cultural Copán Campus Fuentes

Nos encantaría conocer tu opinión. Te invitamos contestar la siguiente encuesta o envíanos tus comentarios y sugerencias a informes@itam.mx

Responde la encuesta

Closure material: Thank you for coming
<http://flyers.itam.mx/aspirantes/2019/4her/gracias/>

Results

The prospect students' activities derived in the following numbers:

Before the day of ITAM4her, 277 prospect students registered on-line for the recruitment activities:

- 83% of registered students, showed up at ITAM the day of the event (71% from these young adults came from private schools)
- Hereby, you can find the funnel analysis of the event. From the 231 attendees to the event,
 - 9% started a registration process at ITAM
 - 8% got an admittance into ITAM
 - 6% matriculated to ITAM

These numbers are in “better shape” than the ones resulting from the funnel analysis of similar recruitment events at ITAM (e.g. Maratón, www.maraton.itam.mx and Brainquest, www.brainquest.itam.mx):

- The 83% of registered students who actually attended to ITAM4her, can be compared to a 65% of female prospect students who participated in Brainquest; and also, to a 67% that went to Maratón
- The conversion rates of matriculated/admitted female students look as follows:
 - ITAM4her = 81%
 - Brainquest = 71%
 - Maratón = 57%

Which indicates that ITAM4her efforts yield to a better result in terms of entries to the university.

Qualitatively, the opinion of participants about ITAM4her went in the following direction:

Verbatims - “It was a nice activity where we get to know better the university and its academic programs in an entertaining manner. I loved to talk to female alumni whose opinion helped to broaden our expectations.”

“I will recommend others to attend to the event because I learned a lot and had fun.”

Results

The [alumni seminar](#) and networking session in the frame of the ITAM4her event in 2019, had the following results:

ITAM Alumni Seminars 2019 – Benchmark								
	Economics Seminar		Marketing Seminar		Social Programs Seminar		Women Seminar	
	%	Attendees	%	Attendees	%	Attendees	%	Attendees
Female	23%	113	60%	205	60%	178	95%	323
Male	77%	385	40%	135	40%	118	5%	17
Total	100%	500	100%	340	100%	296	100%	340

As it can be seen in these numbers, with a single gender event, we manage to maintain the level of attendance of our core alumni events.

Some comments or verbatims about the event:

“Excellent initiative! Congratulations and thank you ITAM!”

“This event is an excellent opportunity to make women more visible in any field of her own professional interest.

Cost

In terms of investment, ITAM4her implied the following cost in 2019:

In USD (1USD = \$20 Mexican Pesos)

Stationary shop and seminar video production = \$4,170

Food = \$1,710

Transportation for prospect students = \$185

Gifts for speakers of the seminar = \$2940

Streaming of the seminar = \$75

Speaker transportation (flight) = \$2,035

TOTAL = USD\$11,115

Cost wise, ITAM4her throws better numbers than other similar events as it does not require to use massive media nor Facebook ADS. Brainquest and Maratón use massive media promotion – radio and social media investment:

Radio = USD\$6,000

Facebook ADS = USD\$7,500

Wrap-up

As it has been shown previously, ITAM4her is an innovative and versatile event which effectively contributes to the achievement of three core objectives of the Advancement and Promotion Direction:

- Promote the knowledge and development of young female students in specific academic areas such as: Technology, Finance, Engineering, amongst others.
- Strengthen the bonds between ITAM and its female alumni whilst providing strategic information about gender equality, female development and professional growth.
- Foster networking possibilities among ITAM alumni.

ITam

www.itam.mx