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Howard’s ADVANCE-IT Launches “Rooted in STEM” Campaign
To Keep Women Faculty in the STEM Field
-- Addresses Gender and Racial Biases; Proposes Solutions--

Washington, D.C. – Howard University’s ADVANCE Institutional Transformation project (HU ADVANCE-IT) announces the launch of their “#Rooted in STEM” social media campaign, which highlights their commitment to advance the careers of women faculty in science, technology, engineering and math (STEM) disciplines despite challenges faced.

Principal Investigator Sonya T. Smith, Ph.D., professor of the Mechanical Engineering department, remains excited about the opportunity to promote diversity and retention at the University. “As a woman of color faculty member in STEM, I am keenly aware of the challenges and rewards of being a part of this small group. The ADVANCE-IT award helps the University expand its efforts, while focusing the world’s attention on our contributions, service, and scholarship to our respective fields of study and mankind,” says Dr. Smith.

In 2014, three women STEM Faculty—Dr. Cynthia Winston, Dr. Chunmei Liu, and Dr. Claudia C. Marin-Artieda—received promotions at Howard University; Dr. Angela Cole was appointed 1st female Chair of the Department of Psychology; and Dr. Dara Norman, the HU ADVANCE-IT 2015 Faculty Fellow, is 1 of 5 black, female astrophysicists in the U.S.

A recent study released by Harvard Business Review shows that when it comes to STEM fields, women of color are discriminated against the most in the workplace. HU ADVANCE-IT’s “Rooted in STEM” campaign will capture, document, and make permanently visible the significant contributions women in STEM have historically made to their respective fields. Through video archives, HU ADVANCE-IT faculty will share personal experiences that attracted them to STEM, and what has kept them firmly planted in the field across Facebook, Twitter, and Instagram. The public can add their voice to the campaign by using hashtag #RootedinSTEM.

“Our campaign is about changing the way we think, feel and act in support of women and people of color in STEM—by raising visibility today about what can be, we inspire the next generation of innovators,” added Smith.
In 2012, Howard University received a $3.4 million dollar ADVANCE Institutional Transformation award from the National Science Foundation (NSF) to advance the careers of women faculty in STEM. HU ADVANCE-IT has a mission to education, advocate for, and empower women faculty in the STEM disciplines at Howard University. Its goal is to increase the number of women faculty (recruit, retain, and promote) in full professorships and administration. For more information about HU ADVANCE-IT, please visit www.huadvanceit.howard.edu/

About Howard University:
Founded in 1867, Howard University is a private, research university that is comprised of 13 schools and colleges. Students pursue studies in more than 120 areas leading to undergraduate, graduate and professional degrees. Since 1998, the University has produced two Rhodes Scholars, two Truman Scholars, a Marshall Scholar, 30 Fulbright Scholars and 11 Pickering Fellows. Howard also produces more on campus African-American Ph.D. recipients than any other university in the United States. For more information on Howard University, call 202-238-2330, or visit the University's Web site at www.howard.edu.

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