



A conference for girls, grades 8 – 11 • Science, Technology, Engineering, Math, and Management



ADVANCING THE NEXT GENERATION OF LATINA PROFESSIONALS

*AVANZANDO LA SIGUIENTE GENERACIÓN
DE LATINAS PROFESIONALES*

MAY 2, 2015

Cañada College

4200 Farm Hill Boulevard, Redwood City, CA 94061

@listasorg
#listas2015
#estamoslistas



BIENVENIDOS

Welcome to the LISTAS 2015 Conference! LISTAS (Latinas in STEM² to Achieve Success) is proud to host its second annual conference in partnership with the STEM Center at Cañada College. Today, you will have the opportunity to connect with Latina Professionals and Community Leaders from across the Bay Area as they share their story about their upbringing and professional endeavors. In addition, both students and parents will partake in great workshops that will inspire you and motivate you to continue to excel.

The Bay Area is quickly changing with new companies being formed in the areas of Science, Technology, Engineering, and Math. Today, Hispanic women makeup only two percent of the Science and Engineering workforce. It is our hope that the #LISTAS2015 Conference inspires you to be a thriving Latina Professional and shows you that as a community we have much to offer.

We ask that you make new friends, find new mentors, and develop an action plan to advance our role in the community as future Latina Professionals in STEM²!

¡Bienvenidos a la conferencia de LISTAS 2015! La organización LISTAS (Latinas en STEM² Para Lograr el Éxito — por sus siglas en inglés) se enorgullece, con el apoyo y colaboración del Centro de STEM de Cañada College, en darles la bienvenida a su segunda conferencia. Hoy ustedes tendrán la oportunidad de conectarse con Latinas profesionales, y líderes comunitarios del área de la Bahía, y aprender más sobre su crecimiento y carreras profesionales. Asimismo, ambos estudiantes y padres de familia participarán en talleres interesantes que los inspirará y motivará a continuar a salir adelante.

El área de la Bahía está cambiando rápidamente con nuevas compañías de trabajo en los campos de Ciencia, Tecnología, Ingeniería, Matemática. Hoy en día, la mujer Latina forma solamente el dos por ciento de profesionales en las áreas de ciencia y ingeniería. Esperamos que la conferencia #LISTAS2015 las inspire a convertirse en Latinas Profesionales y les demuestren que como comunidad tenemos mucho que ofrecer.

Hagan nuevas amistades, identifiquen nuevos mentores y desarrollen un plan de acción para matricularse en la universidad, graduarse de ella y ser las futuras Latinas profesionales en las carreras de STEM².

Sincerely,

2015 LISTAS Conference Leadership Team:

- Xochitl Leon, Conference Co-Chair
- Julissa Ramirez, Conference Co-Chair
- Anna Camacho, Facilities & Logistics Co-Chair
- Denise Hum, Facilities & Logistics Co-Chair
- Lila Escalante, Registration Chair
- Magaly Gonzalez, Volunteers Chair
- Janett Hernandez, Hayward Outreach Chair
- Patricia Millan, Evaluation Co-Chair
- Diana Albarran Chicas, Evaluation Co-Chair

CONFERENCE GOALS

- *Encourage and motivate* young Latina women and their families to pursue careers in historically underrepresented fields
- *Connect* young Latina women and their families with professional Latina role models in various STEM² fields who are active in their community
- *Create awareness* of local thriving companies and high skilled jobs

Metas de la conferencia

- *Inspirar y motivar* a jóvenes Latinas y sus familias a seguir carreras en áreas de estudio históricamente de baja representación para Latinas
- *Conectar* a jóvenes Latinas y sus familias con Latinas profesionales en los varios campos de STEM², profesionales que son modelos y también activistas en la comunidad
- *Crear conciencia* sobre compañías locales florecientes y de empleos altamente calificados

CONFERENCE SCHEDULE

8:00 AM – 9:00 AM	Registration
9:00 AM – 9:45 AM	Master of Ceremony: Kira Vilanova, TV Anchor, “Al Despertar” at KDTV Univiación 14 Welcome <ul style="list-style-type: none">• LISTAS Conference Co-Chairs• Cañada College’s Michelle Marquez, Vice President of Administrative Services Special Guests <ul style="list-style-type: none">• #SolveTeamDCP, Downtown College Prep Alum Rock High School Students Morning Keynote Speaker <ul style="list-style-type: none">• Mónica Feliu-Mojer, Ph.D., Vice-Director at Ciencia Puerto Rico and Program Manager at iBiology
9:50 AM – 10:00 AM	Break
10:00 AM – 11:30 AM	Student and Parent Workshops
11:30 AM – 12:30 PM	Lunch
12:30 PM – 1:50 PM	Student and Parent Workshops
1:50 PM – 2:00 PM	Break
2:00 PM – 3:15 PM	Afternoon Keynote Speaker <ul style="list-style-type: none">• Ligia Vilela, Senior Vice President, Chief Technology Officer of Digital Channel Group at Wells Fargo Bank STEM² Professional Panel
3:15 PM – 3:30 PM	Raffle & Closing



All general sessions will be held in the Main Theatre. All workshops are held in classrooms noted on pages 6 – 8.

ABOUT LISTAS— EMPOWERING OUR COMMUNITY

LISTAS (Latinas **I**n **S**TEM² **T**o **A**chieve **S**uccess) is an organization headquartered in the Bay Area that encourages and motivates girls to prepare for professional careers that they have traditionally been underrepresented in — particularly because of the growing number of technology-related jobs in the Bay Area. LISTAS is making a concerted effort in encouraging young girls to enter the fields of STEM² (science, technology, engineering, math, and management).

We encourage professional Latinas to be role models for the future generation of Latinas by serving as examples of how they can thrive and professionally excel while living in two cultures and to motivate them to set high professional goals and be leaders in their communities.

LISTAS means READY, SHARP & ALERT in Spanish, and as such, we want our girls to be LISTAS to succeed!

Mission

Our mission is to encourage and motivate young women and their families to pursue careers in historically underrepresented fields through partnerships with local colleges, universities, and organizations. **LISTAS** ultimate goal is to advance the next generation of Latina professionals and build a pipeline of future leaders that will positively impact the communities we live in.

Vision

To increase the number of Latinas in STEM and management fields by creating a pipeline of Latina role models that will empower and motivate younger Latinas to join the professional ranks while being agents of change in their community.

SPEAKERS

Kira Vilanova

Host/Producer Al Despertar — Univisión 14



With a degree in broadcast journalism and over a decade of marketing experience at Univisión, Kira Vilanova is an EMMY®-winning journalist who is uniquely talented both in front of and behind the camera. As a native of El Salvador who is fully multicultural and bilingual, Kira has a passion for the livelihood of our Latino community. “Half Salvadoran and half Dominican”, Kira is committed to contributing to every Latino’s balanced quality of life, including her own, which she believes comes from self-sufficiency and validation of who they are. Al Despertar, Univisión’s leading morning program for the Bay Area, airs Monday through Friday, 6 to 7 a.m., on KDTV Univisión 14.

Michelle Marquez

Vice President, Administrative Services, Cañada College



Michelle Marquez serves as Vice President of Administrative Services at Cañada College in Redwood City. Michelle has worked in the community college system for eight years supporting administrative functions, working with college governance groups, and participating in local, regional, statewide, and national initiatives. Ms. Marquez earned a dual Masters of Business Administration/ Public Administration from the University of Phoenix, and a Bachelor’s Degree in Psychology from Fresno State. Ms. Marquez also has post-graduate work in program evaluation, planning, forensic accounting, stakeholder analysis, and organizational assessment.

Dr. Mónica Feliu-Mojer, Ph.D

Vice-Director at Ciencia Puerto Rico and Program Manager at iBiology



Dr. Mónica Feliu-Mójer is the vice-director for Ciencia Puerto Rico, a Yale-based non-profit organization that leverages a social networking platform to connect a geographically dispersed Hispanic scientific community and to engage them with social impact initiatives. She is also science outreach program manager with iBiology, a UCSF-based non-profit that engages the world’s leading biologists to produce educational open-access videos. She also holds a PhD in neurobiology from Harvard University. As an outreach scientist, Monica is focused on building bridges between those who are doing research and those who may benefit from it. Mónica has received numerous awards and recognitions, including a graduate research fellowship from the National Science Foundation (NSF) and the COPUS Paul Shin Memorial Award (2013) for her efforts to increase public understanding of science among Hispanic audiences.

Ligia Vilela

Senior Vice President, CTO/CAO Line of Business — Digital Channels Technology, Wells Fargo



With over 25 years of technology experience, Ligia is the Chief Technology Officer supporting the Digital Channels Group. Ligia leads a group that maintains and supports high quality products for the millions of active customers for Wells Fargo Online and Mobile. Ligia joined Wells Fargo in 1991 and has held positions of advancing technical and leadership responsibilities in various technology groups across Wells Fargo. Ligia values accountability, innovation, collaboration, high quality, team development, and leading by example. Before joining Wells Fargo, Ligia worked in the technology field at US Sprint and Bank of America. Born in Nicaragua, Ligia now lives in the San Francisco Bay Area and is a married mother of two grown children.

STUDENTS HANDS-ON WORKSHOPS

Ciencia a tu Alrededor: Exploring Biology with Household Items

Building 17, Room 207

Mónica Feliú-Mójer — Vice-Director, Ciencia Puerto Rico and Program Manager, iBiology

Biology: In this workshop attendees will learn about how they can do biological experiments with things they can find at home (e.g. extracting DNA from strawberries using salt, dishwashing liquid, and rubbing alcohol).

Legos Robotics

Building 17, Room 103

Gabriel Alatorre — Senior Software Engineer, IBM Almaden Research Center

Engineering & Programming: You will work with one other student using LEGO Mindstorms to build a robot that will move in several directions on a flat surface. The robot will autonomously drive around the classroom.

Programming Your Favorite Board Game

Building 17, Room 107

Claudia Galvan — Senior Director, Anita Borg Institute for Women and Technology

Programming: Review of fundamental programming concepts and then jump into playing a programming board game! This workshop will give you a basic understanding of programming concepts that will improve your problem-solving and thinking skills.

Carbon Dioxide and It's Magical Powers

Building 18, Room 319

Jeanette Medina — Chemistry Instructor, Cañada College

Chemistry: One of the challenges of chemistry is making the invisible world of gases seem real and relevant. This workshop will give you a closer look to the behavior and application of gases by constructing a simple air bag prototype.

Resumé Building and Personal Branding

Building 17, Room 203

Luz Gonzalez — Head of Partnerships and Business Development, SchoolMint

Professional Development: Interested in getting an internship or creating a resumé? Wonder how you can meet more professionals and find great mentors? Come learn about negotiations, networking, looking for internships, and professional development.

Astronomy in Action

Building 16, Room 106

Courtney Hadsell — *Physics Program Services Coordinator, Cañada College*

Atilla Elteto — *Astronomy and Physics Educator, Cañada College*

Physics & Astronomy: We will cover a variety of activities to give a better feel for our local “neighborhood,” our solar system, and more about our closest “neighbor,” the moon. There will be a variety of activities to map out the scale of the solar system and look at the phases of the moon.

Rockets, Airplanes, and Aerospace Engineering

Building 17, Room 205

Ali Guarneros Luna — *Aerospace and Systems Engineer, NASA Ames Research Center*

Jose Cortez — *System Engineer, NASA Ames Research Center*

Engineering & Chemistry: We live in a world of fluids, i.e., substances that can flow. Unlike solids, fluids have no definite form but instead assume the shape of their containers. Learn about Aerospace Engineering by understanding fluid dynamics, rockets, airplanes, and cubesats.

Mirror Neurons and You

Building 17, Room 209

Daniela Somarriba — *Neurophysiologist, Nielsen Neuro*

Cognitive Science & Neuroscience: In the past decade researchers have grown fascinated by mirror neurons, otherwise best summarized as the set of cells responsible for, “monkey see, monkey do,” behavior. How did scientists find these cells, how do they apply to our everyday social interactions? Join me as we dive into the brain and discover ourselves in the process.

Wearable Devices — Where Tech Meets Fashion

Building 17, Room 109

Giselle Agosto — *SoC Validation Engineer, Apple*

Engineering: In this workshop from sewelectric.org, you will learn about electric circuits and micro-controllers in order to design and build your very own wearable device. You'll be making a glowing bracelet with an LED that flickers, fades, or blinks—your choice! You'll experiment with a small sewable computer chip called the LilyTiny and learn how programmable components like the LilyTiny allow you to create custom electronic wearable designs.

Maximizing Your Personal Strengths to Make a BIG Impact

Building 9, Room 206

Natalie Chavez — *Stanford University Ph.D. Candidate, W. James Nelson Lab*

Camille Petersen — *Stanford University Ph.D. Candidate*

Professional Development: Interactive workshop on identifying your personal strength and offering models for maximizing those strengths in society. We will highlight general trends in matching of strengths to STEM occupations.

PARENT WORKSHOPS

(TALLERES PARA LOS PADRES)

10:00 AM – 11:30 AM

Como apoyar a mi hija/o durante el proceso de admisiones para la universidad

Room 22-114

Elizabeth Paniagua — School Counselor, Oakland International High School

Este taller enseñara los cursos y exámenes fundamentales para la admisión a las universidades públicas y privadas fuera o dentro del estado de California. También se discutirá como puede uno apoyar a sus hijos emocionalmente para que estén listos para matricularse y graduarse de la universidad y se conviertan en grandes líderes en su comunidad.

Supporting My Child Through College Admissions

Room 6-111

Ade Villaseñor Melgoza — High School Counseling Training Coordinator, The Puente Project, University of California Berkeley

This workshop will cover the basics of being academically prepared for public and private college admissions, in or out of California. We will review subject requirements and college admissions testing. We will also discuss best practices to emotionally support your child so they can be ready to enroll and graduate from college and be future leaders in the community.

12:30 PM – 1:50 PM

Ayuda financiera para el exito escolar de mi hija/o: Becas, prestamos y otros temas financieros

Room 22-116

Benigno Salazar — Marketing Analytics Consultant, Educational Financial Services, Wells Fargo Bank

Es muy importante entender los costos de la Universidad y el tipo de ayuda financiera que su hija puede obtener. En este taller aprenderá sobre becas, préstamos y diferentes técnicas financieras para asegurarse de que su hija se gradúe con el menor nivel de préstamos. Hay muchos recursos financieros, lo importante es emezarse a preparar hoy.

Financial Aid for the Academic Success of My Child: Scholarships, Loans, and Other Financial Topics

Room 6-112

Wells Fargo Bank Representative

It is very important to understand the costs of attending college and the financial aid that your child can qualify for. In this workshop, you will learn about scholarships, loans, and various financial techniques to ensure that your child graduates with the least amount of debt. There are a lot of financial resources; the most important thing is to begin preparing today.

FAMILY PLEDGE TO PURSUE STEM² FIELDS

We, the _____ family, pledge from this day forward to do our very best to assure that we receive the best possible education by working together in all aspects of schooling and by supporting our daughter's pursuit of college and the possibility of a career in a STEM² field.

STUDENT

I, _____
as a student pledge to...

EXCEL academically and get the necessary help needed when I find myself not understanding and struggling in school.

EXHIBIT curiosity about how the natural world and things work. I will be inquisitive and ask questions!

EXPAND my knowledge about STEM² related topics that interest me by going to local museums and libraries.

BUILD things, put things together, and take them apart!

ATTEND STEM² and leadership related summer camps, conferences, internships, volunteer opportunities, and/or school-based programs.

FIND a female role model and mentor in a STEM² field.

GO to college and pursue a STEM² related major/career.

UNDERSTAND that if I try really hard at something, I know I will succeed.

BELIEVE that whatever boys can do, girls can do, too!

Signature: _____

PARENT

I, _____
as a parent pledge to...

MODEL good work ethic.

ENCOURAGE interest in reading, learning, problem solving, and asking questions about the world by visiting local museums and going to the library.

NURTURE interest in knowing how things work, building things, putting things together, and designing technologies.

STIMULATE curiosity and inquisitiveness through creative play and experimentation.

EXPOSE her to STEM² fields through summer camp experiences, conferences, internship/volunteer opportunities, mentorship, and school-based programs.

EXPECT and PRIORITIZE a college education; considering STEM² careers when planning for the future.

RECOGNIZE and CELEBRATE her achievements along the way!

INSTILL confidence by telling her she is smart enough!

Signature: _____

PROMESA FAMILIAR DE FOMENTAR CARRERAS EN STEM²

Nosotros, la familia _____, promete desde este día, hacer lo mejor posible para asegurar que recibimos la mejor educación, al trabajar juntos en todos los aspectos de la enseñanza, por medio de apoyar a nuestros hijos a que vayan al colegio, así como a la posibilidad de una carrera que hay en los campos de STEM².

ESTUDIANTE

Yo,

_____ como estudiante prometo...

SOBRESALIR académicamente y adquirir la ayuda necesaria cuando me doy cuenta que no entiendo o me esfuerzo por aprender algo.

EXHIBIR la curiosidad sobre el mundo natural y como funcionan las cosas. Seré inquisitivo y hacer preguntas.

EXPANDER mi conocimiento acerca de los tópicos relacionados con STEM que me interesan.

CONSTRUIR, armar, y desarmar cosas.

ENCONTRAR un modelo de role femenino y mentor en el campo de STEM.

IR al la universidad e iniciar un carrera en STEM.

INTENDER que si me esfuerzo realmente en algo, yo tendré éxito!

CREER que todo lo que los hombres puedan hacer, las mujeres también!

Firma:

PADRES DE FAMILIA

Yo,

_____ como padre o madre prometo...

MODELAR buena ética de trabajo.

MOTIVAR el interés en la lectura, aprendizaje, resolviendo problemas, haciendo preguntas acerca del mundo.

TENER interés en como funcionan las cosas, edificando, armando cosas y diseñando tecnologías.

ESTIMULAR la curiosidad por medio de juegos creativos y experimentación.

EXPONERLOS a los campos de STEM, a través de los campamentos de verano, conferencias, oportunidades de trabajo voluntario, guías de instructores, y/o programas basados en la escuela.

ESPERAR y dar PRIORIDAD a la educación universitaria y cuando se planea el futuro considerar las carreras de STEM.

RECONOCER Y CELEBRAR sus éxitos durante su trayecto.

INCLUCAR confianza diciéndole que si es inteligente!

Firma:

NOTES

Share your experiences with family and friends!



@listasorg



#listas2015

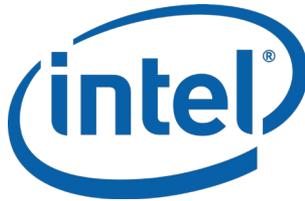
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