



“Championing Change: UCU Supports Women in STEM and Emerging Industries”

Urdaneta City, Philippines — Urdaneta City University (UCU) has launched a new campaign last May 9, 2022 to actively encourage more women to apply to programs where they are traditionally underrepresented, such as criminology, engineering, information technology, and certain areas within the sciences. This initiative reflects UCU’s commitment to promoting diversity in all fields of study and supporting women in exploring a wider range of academic and career opportunities.

A Commitment to Gender Diversity in All Disciplines

UCU’s efforts to encourage women’s participation in fields where they have historically been less represented aim to create a more inclusive academic environment. The university has identified specific disciplines with lower female enrollment and is taking targeted actions to address these disparities.

Dr. Sonny Soriano UCU’s Director of External Affairs and Linkages, explains the importance of this campaign: “We believe that every field of study benefits from diverse perspectives. By encouraging women to pursue degrees in underrepresented subjects, we are fostering a more balanced and innovative academic community that reflects the diversity of our society.”

Initiatives to Support Women’s Applications in Underrepresented Subjects

To achieve this goal, UCU has implemented several key initiatives aimed at attracting and supporting female applicants in fields where they are traditionally underrepresented:

- **Outreach and Awareness Campaigns:** UCU has launched targeted outreach initiatives that highlight the benefits of pursuing careers in STEM (science, technology, engineering, and mathematics) and other fields where women are underrepresented. Through partnerships with local high schools, the university is connecting with young women early, encouraging them to consider these fields as viable and rewarding career paths.
- **Scholarships and Financial Aid:** UCU offers scholarships specifically for women applying to underrepresented programs, helping to remove financial barriers that may otherwise discourage them from enrolling in these fields.
- **Mentorship Programs:** Female students in these fields are paired with mentors, including faculty and industry professionals, who provide guidance, support, and insight into navigating their chosen discipline. These mentorships aim to create a sense of community and empower women to succeed in traditionally male-dominated areas.
- **Workshops and Career Fairs:** UCU hosts workshops and career fairs focused on promoting opportunities for women in STEM and other underrepresented fields, offering insights into the career paths and successes of women in these industries.

A Broader Vision for Gender Equity

This initiative is part of UCU’s larger commitment to gender equity, aligning with global standards such as the United Nations Sustainable Development Goal #5, which emphasizes gender equality and empowerment. By promoting women’s representation across all disciplines, UCU is working to ensure that gender diversity becomes a norm in every academic department.





Looking Forward

UCU's campaign to increase women's enrollment in underrepresented fields represents a forward-thinking approach to education. By challenging gender norms in academia and encouraging more women to pursue diverse fields, UCU is not only enriching its own academic community but also preparing a new generation of women to lead and innovate in their chosen professions. As the university continues to expand this initiative, it hopes to inspire lasting change and serve as a model for other institutions aiming to achieve greater gender diversity in higher education.

