GIRL SCOUTING FOR TALENT: The Solution in the Next Generation

RSA CONFERENCE KEYNOTE

SYLVIA ACEVEDO // CEO // GSUSA
2019: **Only** 20% women in cybersecurity.
2021: Cybersecurity jobs. 3.5 million **unfilled**.
2021: Cybercrime **damages**. $6 trillion.
Girl Scouts to the rescue!
122 STEM badges

18 Cybersecurity
6 Programmer
15 Engineering
15 Robotics
6 Space Science
15 Science and Technology
15 Digital Arts
Girl Scout Alum: Fueling the leadership pipeline
Girl Scouts: Fueling the STEM leadership pipeline
Decoding the Digital Girl

Girl Scouts are more likely to be digital leaders

- 64% of Girl Scouts
- 50% of Boys
- 43% of Non-Girl Scouts

GIRL SCOUT RESEARCH INSTITUTE (GSRI):
girlscouts.org/research
Make a difference.
girlscouts.org