

Overcoming Stereotypes

Dana Cabbell, P.E., BSEE— Director, Integrated System Strategy, SCE

Antonella Sciortino— Interim Associate Dean for Academic programs, CSULB

Dana Cabbell, Director Southern California Edison

- BSEE, Cal Poly, SLO
- Professional Engineer, Electrical
- Career Path
 - * Southern California Edison
 - * 3-year summer intern
 - * Full-time upon graduation
 - Power System Planning Engineer to Director
- Current
 - * Integrated System Strategy:
 - **designs executable system strategies** that transform the electric system to proactively achieve SCE's strategic objectives
 - **develop roadmaps** that translate system strategies into the steps necessary to achieve those objectives
 - anticipate system needs through **comprehensive system planning and analysis** and drive innovative activities informed by the analyses

Antonella Sciortino, Interim Associate Dean, CSULB

B.S. (Laurea) Civil Engineering, Hydraulic Engineering emphasis, Polytechnic of Bari, Italy

M.S. Civil Engineering, UCLA

Ph.D. Civil Engineering, UCLA

Registered Professional Engineer (Italy)

Fulbright Scholar

- Career Path

- * Consultant , Project Engineer, Visiting Researcher (Italy)
- * Assistant Professor, CSULB
- * Associate Professor, CSULB
- * Full Professor, CSULB
- * Department Chair, CSULB

- Current

- * Interim Associate Dean for Academic Programs, CSULB:
 - Supervise all undergraduate programs in the College of Engineering
 - Supervise the activities of the Engineering Students Success Center
 - Lead the ABET accreditation for the College
 - Handle students and faculty issues

Creating a Level Playing Field

- Stereotypes:
 - * Widely held, generalized beliefs about people, acting as cognitive shortcuts when processing information -- leading to **bias**, or errors in decision-making
- Ways gender stereotypes create bias against women
 - * Creates a harsher standard for women -- Stereotypes can lead us to doubt women's expertise
 - * As a result, their performance is more heavily scrutinized, and they are required to repeatedly prove their competence
 - Creates a backlash for women who do not meet our stereotypical expectations
- SIX STRATEGIES TO REDUCE BIAS
 - * Educate yourself and decision makers on bias. Raising awareness can reduce reliance on stereotypes
 - * Establish clear criteria in advance of making decisions
 - * Scrutinize the criteria being used. Are these the right criteria for the decision? Or, do they unintentionally screen out certain candidates or outcomes?
 - * Hold decision makers—and yourself—accountable
 - * Be transparent in progress toward goals. Post numbers and keep track of progress
 - * Vouch for the competence of all women, especially women leaders
 - Talk about their accomplishments, skills and contributions to counter bias

Gender Equality – Unconscious Biases

If You Have A Brain, You Have a Bias

- Go to “Creating a Level Playing Field” YouTube Video: Shelley Correll, Professor, Stanford University
- Discuss
 - * What are your reactions to the video?
 - * What resonated most with you from the video, and why?
 - * What challenges are you facing regarding bias?
 - * What strategies could help navigate these challenges?

“I raise up my **voice**-not so I can shout but so that those without a **voice** can be heard...we cannot succeed when half of us are held back.” — **Malala** Yousafzai

Together = Change

- Wrap-up
- Action Plan— join organizations that provide a support community
 - * SWE
 - * FairyGodBoss.com
 - Where women empower women
 - *Discover jobs, connect and get advice on the most powerful career platform for free.*
 - * Become an Ally
 - * CSULB 100+ Women Strong

Thanks for Attending!

- We hope you enjoyed connecting with industry partners and each other.
- Thanks to our presenters for sharing their experiences and wisdom.
- Please fill out the **brief post-event survey** that will pop up when leaving the workshop to help us plan future events
- Also be sure to enter **your mailing address** to receive a Pentel mechanical pencil and other swag
- Interested in getting involved? Fill out the form at <https://bit.ly/wie-workshop>
- Next 100+ Women Strong Workshop Scheduled for April 30th