



## URDANETA CITY UNIVERSITY CHAMPIONS WOMEN'S PARTICIPATION IN UNDERREPRESENTED FIELDS

Urdaneta City, Philippines — Demonstrating its strong commitment to gender equality and inclusive education, Urdaneta City University (UCU) continues to champion women's empowerment through initiatives that encourage female students to pursue academic programs where they are traditionally underrepresented.

In line with Sustainable Development Goal (SDG) 5 – Achieve Gender Equality and Empower All Women and Girls, UCU has launched a university-wide effort to support women in exploring disciplines such as criminology, engineering, information technology, and the sciences, where female participation has historically been lower. This campaign underscores UCU's dedication to promoting diversity, innovation, and equal opportunity across all fields of study.

### Promoting Gender Diversity Across Disciplines

UCU recognizes that diversity of perspectives strengthens both education and innovation. By actively encouraging women to apply to programs in STEM (Science, Technology, Engineering, and Mathematics) and other emerging industries, the university aims to cultivate a more inclusive learning environment that reflects the evolving needs of society.

Dr. Sonny Soriano, UCU's Director for External Affairs and Linkages, emphasized the significance of this initiative:

"We believe that every academic field benefits from the inclusion of diverse voices. By supporting women in pursuing degrees in underrepresented disciplines, we are not only empowering individuals but also enriching the entire university community through greater balance and creativity."

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### Targeted Support for Women in Underrepresented Fields

To ensure meaningful participation, UCU has rolled out several strategic programs designed to attract, support, and retain female students in these disciplines:

- Outreach and Awareness Campaigns – UCU partners with local high schools to encourage young women to consider careers in STEM and other nontraditional fields, highlighting their potential for leadership and innovation.
- Scholarships and Financial Assistance – The university provides scholarships specifically aimed at female applicants in underrepresented programs, helping eliminate financial barriers that may hinder access.
- Mentorship and Guidance Programs – Female students are paired with mentors from among faculty members, alumnae, and industry professionals who offer guidance, career advice, and encouragement.
- Workshops and Career Fairs – UCU organizes specialized events to connect women with successful professionals and employers, promoting visibility and networking opportunities within their chosen fields.

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### Advancing a Broader Vision for Gender Equality

These initiatives form part of UCU's broader gender equity framework, which aligns with national and international standards for educational inclusivity. Through sustained action, the university strives to create an academic environment where gender diversity is celebrated and women are empowered to lead, innovate, and contribute meaningfully to their professions.

### Looking Ahead

UCU's ongoing campaign represents more than just an institutional initiative—it's a movement toward lasting change. By breaking gender barriers and supporting women in nontraditional disciplines, Urdaneta City University is paving the way for a more inclusive future in higher education. As the university continues to expand these programs, it stands as a model for other institutions committed to advancing equality and empowering women to succeed in every academic and professional arena.

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## MEMORANDUM

URDANETA CITY UNIVERSITY

Office of the Director for External Affairs and Linkages

MEMORANDUM No. 2 s. 2025

TO: All Faculty Members, Department Heads, Outreach Coordinators, and Administrative Staff

FROM: Office of the Director for External Affairs and Linkages

SUBJECT: Strengthening Women's Participation in Underrepresented Academic Fields

DATE: January 2024

In line with Urdaneta City University's Commitment to SDG 5 – Gender Equality and Women Empowerment

As part of Urdaneta City University's (UCU) ongoing commitment to Sustainable Development Goal (SDG) 5: Achieve Gender Equality and Empower All Women and Girls, the University continues to strengthen its initiatives that encourage and support women's enrollment and participation in fields where they remain underrepresented.

This advocacy reflects UCU's dedication to fostering a diverse, inclusive, and equitable academic environment where women are empowered to pursue their chosen fields without barriers. In particular, UCU aims to promote greater participation of women in Science, Technology, Engineering, Mathematics (STEM), Criminology, and other emerging industries that are essential to national and global development.

### Key Strategies and Actions

To realize this goal, all academic departments, outreach coordinators, and faculty members are encouraged to integrate the following strategies into their respective programs and outreach activities:

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## MEMORANDUM

### 1. Awareness and Outreach Campaigns

- Conduct community-based and school outreach initiatives to inspire young women to pursue degrees in STEM, Agriculture, Criminology, and other nontraditional fields.
- Highlight the achievements of successful UCU alumnae and women professionals as role models during school visits and information drives.

### 2. Mentorship and Guidance Programs

- Establish mentoring relationships between female students and UCU faculty members, alumni, or professionals in related industries.
- Promote participation in the Women's Mentoring Scheme, which supports women's personal growth, academic achievement, and leadership development.

### 3. Scholarships and Financial Assistance

- Promote available scholarships, grants, and access programs designed to support women pursuing studies in underrepresented disciplines.
- Collaborate with the Financial Aid Office to ensure that prospective students are aware of financial support opportunities.

### 4. Collaborative Events and Skills Development

- Partner with local organizations, women's advocacy groups, and industry experts to host workshops, seminars, and career fairs focused on gender diversity and women's empowerment in STEM and related fields.
- Integrate discussions on inclusivity, leadership, and professional growth in these events.

### 5. Early Engagement and Career Exploration

- Strengthen partnerships with high schools and youth organizations to introduce young women to STEM and other emerging disciplines through interactive learning experiences, laboratory visits, and orientation programs.

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#### Call to Action

All faculty, department heads, and outreach coordinators are encouraged to actively promote this initiative as part of their academic and extension efforts. Your participation is vital in ensuring that UCU remains a leader in advancing gender equality and empowering women through education.

Let us continue working together to build an academic community where diversity is celebrated, opportunities are equal, and every woman is inspired to lead and succeed.

For coordination and assistance in organizing related outreach or mentoring activities, please contact the Office of External Affairs and Linkages at [externalaffairsandlinkages@ucu.edu.ph].

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