

Toyota Connected Fuels Girl Scouts of Northeast Texas' STEM Ambitions as the 'E for Engineering' Patch Sponsor

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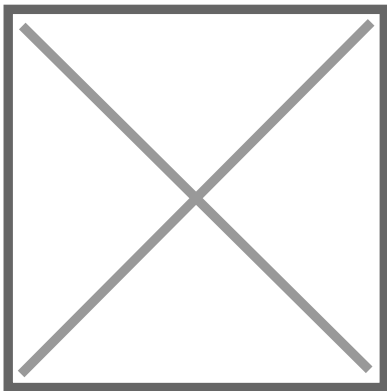


PLANO, Texas (March 27, 2024) – Acting as a catalyst to inspire and prepare the next wave of female leaders, innovators and pioneers in STEM (Science, Technology, Engineering and Mathematics), Toyota Connected North America (TCNA) today announced that it has joined forces with the [Girl Scouts of Northeast Texas](#) (GSNETX) to sponsor the “E for Engineering” patch.

“Together with Toyota Connected, we are on a mission to make Northeast Texas the best place to be a girl and address the shortage of female voices in STEM fields,” said Jennifer Bartkowski, CEO of GSNETX. “Early exposure to STEM is crucial for developing the skills and confidence our Girl Scouts need to be at the forefront of a more diverse, empowered workforce.”

“As a tech company that values diversity within our own culture, Toyota Connected recognizes the importance of encouraging young women to explore technology, and that starts with engaging girls of all backgrounds in STEM programming at an early age,” said TCNA Chief People Officer Jennifer Brown. “Toyota Connected is proud to support the ‘E for Engineering’ patch with the Girl Scouts of Northeast Texas to help cultivate tomorrow’s female leaders in engineering, technology and software.”

Coinciding with Women’s History Month, the announcement underscores a shared dedication to empowering young women in STEM so they can excel in these critical, fast-growing sectors. TCNA is supporting this vision by sponsoring the “E for Engineering” patch, whose mission it is to immerse girls in software engineering through practical hands-on learning, design thinking and skill-building.



With this sponsorship, TCNA is providing valuable volunteer touchpoints and unparalleled access to seasoned engineering professionals. TCNA plans to lead workshops using cutting-edge technology and participate in GSNETX networking and engineering-related events throughout the year, demonstrating the vast potential within the engineering field.

Despite making up more than half of all college graduates, women comprise just 16.7% of engineering and architecture professionals, according to the Society of Women Engineers¹. Along with GSNETX and other collaborators in Northeast Texas, TCNA is proud to play its part in helping increase that number.

Toyota Connected is a hub of engineering innovation, with more than 200 dedicated software engineers, data scientists and software designers ready to serve as mentors, role models and advisors. TCNA also proudly hosts its own [Women in Technology](#) group whose mission it is to provide leadership opportunities, mentorship, professional development and networking activities for its members.

The E for Engineering patch plays a key role in the GSNETX STEM Seal of Approval, encouraging Girl Scouts to engage in STEM-focused activities, attend fairs, or participate in workshops by GSNETX and its partners. For

further details on the program, please visit gsnetx.org/STEMseal.

1 [Employment – Society of Women Engineers \(swe.org\)](https://swe.org)