Dear xxxxxxx

Re: ***Ha Movilot***: HIT’s STEM Leadership Program for Women

The gaping chasm between men and women pursuing academic degrees and careers in STEM disciplines is a known and documented fact. **While 58% of Israeli undergraduate students are women, they have the lowest representation in mathematics, statistics, computer sciences (26%) and engineering (29%).** At the high school level, more boys than girls take the bagrut (matriculation) examination at the 5 study-unit level, with the biggest gap being in computer science. There is a 30% difference between girls and boys taking the 5-unit math matriculation; and a 60% difference in female representation in computer science matriculations. This gender gap is further exacerbated during military service. Due to their lesser background in STEM subjects, women in the IDF lose out on opportunities to join elite technology units.

.....And so the cycle goes on.

**At the Holon Institute of Technology, while signigicant inroads have been made in our quest to achieve gender equality, at present only 23% (690) of the almost 3,000 students pursuing degrees in Engineering, Computer Science, Mathematics and Technology Management are female.**

But at HIT, we are not daunted or deterred by this reality. Instead, we have become more determined to ‘beat the odds’ by launching a unique incentive program which will attract and nurture female students in the STEM disciplines.

We have named this program ***Ha Movilot - The (female) Leaders*** – designated to attract young women with high STEM potential into HIT’s acclaimed technology programs. HIT will support these students at all levels – financially, culturally, socially and academically.

The ***Movilot Program*** consists of the following components:

* **Financial Support** – Through the President’s Office, **incentive scholarships** of $USD 1,000 during each year of their degree program, irrespective of further support for socio-economic needs.
* **Cultural Support** – Through the Division of Gender Equality, special training programs designed to **break the culture of gender bias** for women in STEM, building confidence and skills which prepare these women to assume their rightful place in the hi-tech industry.
* **Social Support** – Through development and implementation of projects which aim to improve our community and society
* **Academic Support** – Through the Dean of Students Office, to offer special tutoring and remedial studies for those who require it, as well as career development skills.

**The goal of the *Movilot Program* in its initial stages: to increase the enrollment of female students in HIT’s STEM disciplines from 690 to 810 talented women, or approximately 18%.**

In a bold and unprecedented move, **HIT has decided to assume the funding of the first year of the cycle, at a level of NIS 3,000 for each student,** in the hopes that Institute’s Friends in Israel will take up the challenge and continue the funding for the completion of the full cycle (an additional 3 years). To this end, we are taking this opportunity to enter into partnership with you by supporting these talented students throughout their degree.

Giving Options:

NIS 3,000 Sponsors a student for one year

NIS 6,000 Sponsors a student for two years (this will allow Computer Science students to complete their 3 year B.Sc

NIS 9,000 Sponsors a student for three years (this will allow Engineering and Technology Management students to complete their B.Sc

The donations can be made in a single year, or in the case of multiple years of support, each respective year

We will be happy to update you about the student you are supporting, and encourage you to meet them and share in their personal experiences as future technology leaders.

*HIT, now celebrating its Jubilee Anniversary, is considered one of Israel’s premier institutions of design and technology. With 4,500 students studying in five faculties – Engineering, Sciences, Technology and Industry Management, Instructional Technology – and the only Faculty of Digital Medical Technology in Israel which was launched just one week ago – HIT is committed to applying its knowledge management expertise in technology disciplines to train Israel’s next generation of industry leaders, and we do not stop there. HIT aims to create a cadre of well-rounded graduates who fully understand their social and communal responsibility, as well as the human and cultural values that must guide them along their career paths.*

We look forward to your sponsorship of the Movilot program, and value your partnership in a transformative venture which will help nurture the next generation of female technologists in Israel.

Sincerely