



FOR IMMEDIATE RELEASE
Feb. 28, 2017
Two images sent as attachments
Photo caption below

CONTACT: Kathy Jacobson
231.777.5200
Jan Jenkins, Publicom, Inc.
517.487.3700/cell 517.898.2858
JanJ@Publicom.com

**Baker College opens Muskegon campus to eighth graders
for first Michigan Girls in ICT Day April 27**

Event to highlight careers in information, communications technology

MUSKEGON, Mich. – Registration is open for 40 eighth-grade girls to attend the first International Girls in Information and Communications Technology (ICT) Day in Michigan, set for Thursday, April 27, 8:30 a.m. to 3 p.m. It is hosted by Baker College of Muskegon, 1903 Marquette Ave., and open to eighth-grade girls who attend schools located in Muskegon County.

The free event will introduce the girls to information technology through hands-on projects and speaker presentations and encourage them to consider careers in one of the many ICT fields. Registration is accepted on a first-come, first-served basis. The registration deadline is Friday, March 24.

“Worldwide and locally, there is relatively low female participation in ICT college programs and careers,” said Lee Coggin, J.D., Baker College of Muskegon president. “We want to increase the number of women IT professionals locally by showing these young women the great career opportunities available and to empower them to follow their dreams.”

Area businesses are supporting Baker College in this outreach by helping sponsor the event so it is free for attendees. Sponsors include cPanel Inc., Arconic and ADAC Automotive.

Event speakers will be women who have excelled in ICT careers and a Baker College student earning a bachelor's degree in information technology and security. They will also join the girls in groups to assemble GoPiGo robotic minicar kits, program the robot minicars, run them on an operating system and control them wirelessly.

Mark Verhoeven, BCS, MBA, program director of networking and security at Baker College of Muskegon, has spearheaded the event and is energized to see Baker College take the lead in Michigan.

"Baker College is a perfect fit for Girls in ICT Day because of the programs we offer in computer science and information technology and security," Verhoeven said. "IT is one of the fastest growing careers and offers many excellent opportunities for women."

For more information about the April 27 event or to RSVP, contact the student's school counselor or Mark Verhoeven at mark.verhoeven@baker.edu or 231.777.5349.

According to the U.S. Department of Labor, employment of computer and information technology occupations is projected to grow 12 percent from 2014 to 2024, faster than the average for all occupations, adding about 488,500 new jobs.

The median annual wage for computer and information technology occupations was \$81,430 in May 2015, which was higher than the median annual wage for all occupations of \$36,200.

For information about Baker College programs, contact Kathy Jacobson in the admissions office at kathy.jacobson@baker.edu or 231.777.5200, or visit www.baker.edu.

The largest private college in Michigan, Baker College is a not-for-profit higher education institution accredited by the Higher Learning Commission. Founded in 1911, Baker College grants doctoral, master's, bachelor's and associate degrees, as well as certificates in diverse academic fields including applied technology, business, education, engineering, health science, information technology and social science. Baker College has on-ground campuses throughout Michigan and offers online programs that can be completed 100 percent online without ever visiting a campus. In 2016, the Online Learning Consortium recognized Baker College Online with the OLC Quality Scorecard Exemplary Endorsement, the highest ranking for online higher education programs. For

information, visit www.baker.edu or follow Baker College on Twitter, @bakercollege, or on Facebook, www.facebook.com/bakercollege.

About International Girls in ICT Day

International Girls in ICT is an initiative of the United Nation's specialized agency for information and communication technologies, the International Telecommunication Union (ITU). The initiative is a global effort to raise awareness on empowering and encouraging females to consider studies and careers in ICT. The day is annually celebrated and commemorated on the fourth Thursday of April. It is an opportunity for girls and young women to see and experience ICTs in a new light, encouraging them to consider a future in technology. Since 2011, International Girls in ICT Day has been celebrated in 160 countries with more than 7,200 events and participation of more than 240,000 girls and young women.

#

Photo caption

Baker-GirlsInICTDay.jpg – Baker College senior Danielle Goodman, of Muskegon, performs tests on a robot minicar – the same version that will be assembled by eighth-grade students at the Muskegon County International Girls in the ICT Day, April 27. Goodman will be a speaker at the event and assist a group of the girls in assembling and operating the minicar.