



Implicit Bias: What Gets in the Way of Creating an Equitable and Inclusive Environment

Beth Holloway

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College of Engineering, Purdue University

**Materials
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3:30 pm Snacks

3:45 pm Presentation

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Abstract: Implicit bias is a cognitive shortcut that all people can use when making judgments. This seminar will increase your awareness of what implicit bias is as it relates to gender, and how and when gender-based implicit bias is manifested, particularly in academic STEM environments. Research on the impacts on the target of bias will be presented, as well as strategies to become aware of our biases and reduce our use of them.

Biography: Dr. Beth Holloway is the Leah H. Jamieson Director of Women in Engineering and Assistant Dean for Diversity and Engagement in the College of Engineering at Purdue. She has a courtesy appointment in Mechanical Engineering. An advocate for research-informed approaches to engineering education, equity, and policy, as well as student recruitment and retention efforts, Holloway has made significant contributions nationally as well as at Purdue University, where she has spent her academic career. Her research areas include women and leadership, particularly in male dominated careers; differential retention issues for women across engineering disciplines; engineering admissions practices; and diversity and equity.

She is a fellow of the American Society for Engineering Education (ASEE), and is a current member of the ASEE Board of Directors. She was president of the Women in Engineering ProActive Network (WEPAN) in 2006-07 and served on WEPAN's Board of Directors from 2005 – 2008. Holloway believes in student engagement, and has served as the advisor to the Purdue Society of Women Engineers (SWE), which has over 700 members, since 2001. She is also the advisor for the Alpha Chapter of Phi Sigma Rho, a national engineering sorority.

Holloway's honors include the 2015 ASEE William Elgin Wickenden Award, as lead author, for the outstanding research publication of the year in the Journal of Engineering Education, the 2016 WEPAN Founders award, the 2016 and 2018 Purdue Panhellenic Advisor of the Year, the 2013 Purdue Helen B. Schleman Gold Medallion Award, the 2012 SWE National Outstanding Faculty Advisor Award, and the inaugural Phi Sigma Rho National Sorority Lifetime Achievement Award in 2009. Holloway received B.S. and M.S. degrees in Mechanical Engineering and a Ph.D. in Engineering Education, all from Purdue University. Prior to joining the staff at Purdue, she spent nine years as a research and development engineer at Cummins, Inc. While at Cummins, she was a recognized corporate engine lubrication system expert, with specialties in piston cooling nozzle and lubrication pump performance.