



**SheLeadsEdu PARTNERS TO BRING CAREER EXPLORATION SOFTWARE TO  
EMPOWER FEMALE EDUCATORS ADVANCING THEIR CAREER**

NEW YORK, NY, March 12, 2021 – SheLeadsEdu, an international organization committed to supporting women who work in, support, or otherwise contribute to preK-12 education, today released details about upcoming career exploration opportunities for women in education. WOKEN, an innovative career exploration platform, officially became a sponsor of SheLeadsEdu providing funding to empower educators and educational professionals with resources and tools they need to clarify their direction and advance their careers.

“As data continues to suggest, women hold the majority role as teachers but lack representation for both school and especially district leadership roles,” said Dr. Jody Britten, co-founder of SheLeadsEdu. The WOKEN sponsorship will include providing 10 She Leads professionals with their unique career exploration process and tools to learn about various career pathways and identify their ideal direction as well as pursue an efficient job search to land their next role. WOKEN will also run several large-scale workshops for female educators around realizing and landing the jobs you want.

“We know that men apply for a job when they meet 60% of the qualifications, while women only see themselves as potential candidates if they meet 100% of sought-after qualifications. In education this shows, and we know we can do better,” said Melissa Emler, co-founder of SheLeadsEdu.

Research demonstrates that there are over 3.5 million teachers serving in education and the majority of those educators are between 10 and 20 years of service. The WOKEN platform and strategies can help educators to identify their interests and strengths, areas of the industry where their skills can shine, what jobs exist that welcome their knowledge and skills, and where they will be most fulfilled, energized, and impactful.

“I love thinking about the second order effects from our partnership with SheLeadsEdu. If we can help get these highly capable women into the right seats, the benefits will be both clear and immense. Each woman will realize a more fulfilling career path, but they will also increase their innovation and impact on the world of education for learners, communities, and society at large,” said Rachel Serwetz, founder of WOKEN.

The SheLeadsEdu team is currently reviewing applications from educators to accept them as the first WOKEN@SheLeadsEdu cohort and taking reservations for participation in four online events where the WOKEN team will share their collective strategies for women in education who are seeking opportunities to advance their career and broaden their contributions to the field. Learn more about the partnership and apply/register to participate at: <http://www.sheleadsedu.com/welcome-to-woken/>

**About SheLeadsEdu ([www.sheleadsedu.com](http://www.sheleadsedu.com))**

SheLeadsEdu is a grassroots startup that actively supports women in education. The organization focuses its efforts on empowering, supporting, and connecting women in education (regardless of their role). Through private funding, SheLeadsEdu has created a virtual space where over 6,000 women in education are already actively connecting.

**About WOKEN ([www.iamwoken.com](http://www.iamwoken.com))**

WOKEN has guided hundreds of professionals to answer the age-old question, “what should I do with my life?” by utilizing the fundamentals behind effective coaching -- ensuring the process is open-ended and user-driven, that way the results actually resonate with each client. An easy-to-use website leads clients through a novel, practical, action-based, self-paced exploration process. With a one-step-at-a-time approach, WOKEN teaches users how to approach each step effectively, providing a space to track career options, learnings, and reflections.

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