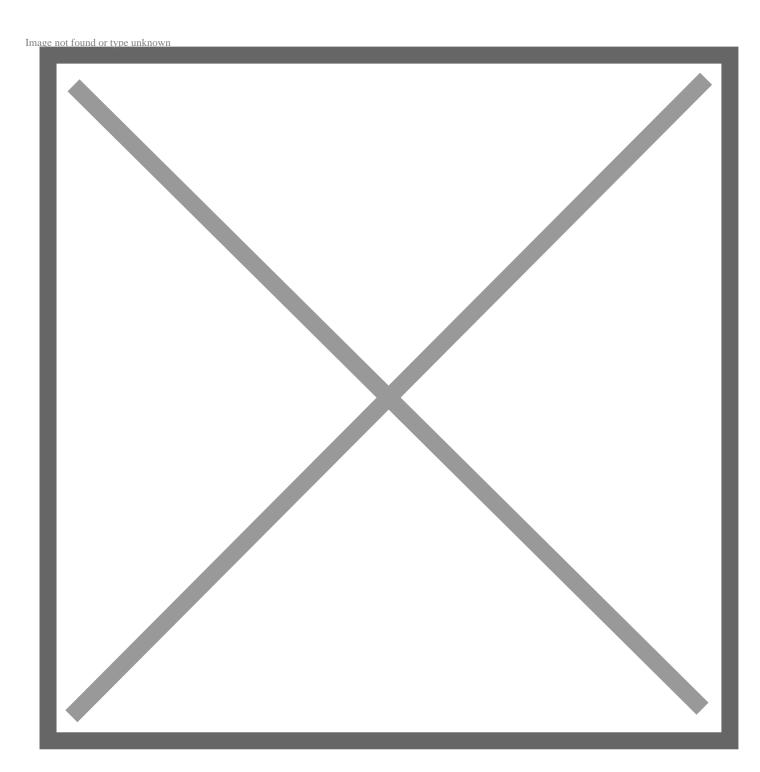# Girl Scouts Visit Toyota Connected North America to Learn from Software Engineers

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Software and cloud services company [Toyota Connected North America](#) (TCNA) doesn't just welcome more women in science, technology, engineering and math (STEM) fields; it is actively encouraging young women in the next generation of the workforce to take the reins on their careers, especially in technical fields.

Recently, TCNA welcomed members of several troops of the Girl Scouts of Northeast Texas (GSNETX) to learn about software engineering, the scientific method, hear from leaders in various fields and learn about today's Toyota and Lexus vehicles. Along the way, the Girl Scouts found mentorship from women in STEM and legal professions and earned their "E for Engineering" patches.

The Need for Women Leaders
Here are some stats for context: Women purchase more than half of all new vehicles in the U.S. and influence 85% of new vehicle purchases.

Moreover, more women than men graduate from a four-year college. Yet, with such skewed numbers, just 16.7% of engineering and architecture professionals are women, according to the [Society of Women Engineers](#).

"Women in STEM fields will help ensure technology is designed for women, too," says TCNA Chief People Officer Jennifer Brown. "Technology has allowed us to tailor our tools, from phones to cars, with personalization. Women need a seat at the table to help drive those decisions."

It's under this notion that TCNA acted on sponsoring the "E for Engineering" Girl Scout patch to accelerate inspiration for women to join more STEM fields.
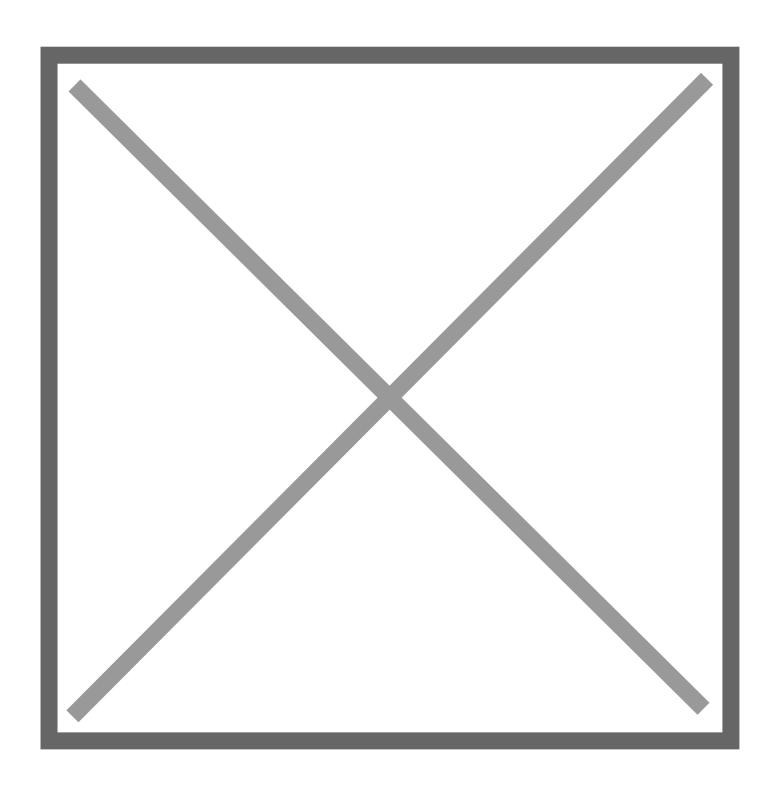
Engineering in Practice
More than a dozen girl scouts joined TCNA to learn about Toyota's telematics technologies and how Safety Connect works (with an active trial or subscription) as well as how Automatic Crash Notifications can alert first responders in the case of an accident – including the many ways data can inform call centers and emergency responders.

From there, the TCNA engineering team related the telematics system back to how Toyota aims to benefit its drivers, wherever they are and whenever they may need assistance. It was a solid reminder that no matter the tech supporting Safety Connect, there will always be a need for a human touch.

Then, the girl scouts split into teams to learn about the scientific method, thanks to Managing Engineer Crystal Edgely, Drivelink telematics service platform, and Mobility Software Engineer Joanna Borba.

After lunch, the girl scouts heard from Managing Counsel Wande Elam, TechOps Engineer Suchi Kapur, Senior UX Designer Katie Naiser and Senior Machine Learning Engineer Tori Salido on college, careers and life in general. During the panel, the girl scouts were able to ask TCNA team members how they charted their paths, from moving to the U.S. to finding success after college.

This provided a candid forum for the girl scouts to talk about their aspirations and as those who've come before them for tips of the trade to achieve their career ambitions.

The Times are Changing

For their last activity, the girl scouts looked at a car from the 1990s – a 1998 Toyota 4Runner Limited – and compared it to a 2024 Toyota Prius Prime and Lexus TX 550h+.

The 4Runner was absolutely loaded back in the day yet is basic by today's standards. No touchscreen. No backup camera. No blind spot monitoring. No parking sensors. You get the point. Today, an entry-level Corolla offers more equipment.

Both the Prius Prime and TX 550h+ are offered as plug-in hybrids. The have radar-guided cruise control, LED headlights and the plenty more Toyota Safety Sense and Lexus Safety System features that are designed to assist driver safety.

The differences couldn't be starker, and neither could the mission.

Cars aren't what they used to be. They need creativity and vision and the ability to anticipate what mobility for all truly looks like. If TCNA inspired just one young woman to ask, "What if…?" then it did its part in presenting "E for Engineering" and challenging what's always been and what should be.