



Day of Design is a service that connects corporations to their future workforce and positions them as a STEM employer of choice, offering opportunities for local connections as well as a national presence.

Day of Design offers real-world learning experiences to all learners and brings essential STEM skills to life. The mission of this program is to encourage students to create like an innovator by employing critical thinking, teamwork, and an entrepreneurial mindset while innovating a solution to the problem.

Day of Design's Core Components

- Provides K-12 and college students with a project-based learning activity that incorporates important principles of STEM knowledge, design thinking, problem solving, communication, teamwork and more
- Utilizes a media campaign to showcase the sponsor's brand as committed to STEM education and STEM talent development
- Provides the vehicle for employee engagement in sponsor's target communities

“ It's an opportunity to create learning experiences where kids can be a part of a team. They can work collaboratively. They can also work individually and each child has the ability to show their area of expertise.

It teaches processes. Not just the content, not just the objective, but it helps our kids learn how to think, to be problem solvers. ”

Denise Huebner
Associate Superintendent for
Special Education and Student
Services, Prince William
County Schools (PWCS)





Walmart Design Challenge

In 2020, Walmart partnered with STEMconnector to create 2020 Walmart's National Day of Design Mission, Virtual Voyagers: Boldly Navigating Security and Virtual Collaboration. The purpose of this program is to encourage students to employ critical thinking skills, teamwork, STEM (Science, Technology, Engineering, Math) principles, and an entrepreneurial mindset to create a solution to a real-world, relevant challenge.

USCellular STEM Competition

USCellular collaborated with JASON Learning and STEMconnector to present the Connected Storm

Sanctuary Design Thinking Challenge. The mission began in 2018, however, since 2020, the program has pivoted to a virtual experience.

More than just learning the hows, the students are asked to be the problem solvers and ask the whys. They asked questions and received answers to help them to be the next generation of digital problem solvers.

NASA Career Day

NASA's Day of Design: Shooting Stars connects students to female scientists and engineers making an impact in space. This program is a series of virtual events designed to provide education and mentoring to young students about career possibilities at NASA.

“What a treat this was for the kiddo's. After a year away from school, Tessa Rundle's presentation was so much fun and informative. Now they ALL want to work at NASA when they are older.”

*Kelly Ann Sassone,
K-2 Teacher, DaVinci Connect*

