THE FUTURE IS STEM
BUILDING A DIVERSE AND ROBUST STEM TALENT WORKFORCE
We bring together universities, colleges, organizations and the world’s largest STEM-fueled companies to build strategies and programs to attract, retain and sustain a diverse STEM workforce.

**THE STEM IMPERATIVE**

STEM powers the economy. The U.S. will have an additional 10.7 million STEM jobs by 2029. The STEM talent crisis is real with too few STEM-skilled workers pursuing STEM careers. It is estimated that over 2 million STEM jobs go unfilled each year.

**OUR COMMITMENT TO DIVERSITY, EQUITY AND INCLUSION**

We believe a diverse and inclusive company can be more innovative and successful than one driven by people with homogeneous views and experiences. That’s why we value and embrace diverse perspectives, cultures, and experiences at STEMconnector. The STEM workforce as a whole is currently lacking in diversity and equity in many areas and we are on a mission to provide up-to-date data and actionable insights for our members to help bridge these gaps. Working together, we can level the playing field and help create a more diverse, inclusive, and equitable future for everyone in STEM.

**THE FUTURE IS STEM**

The Bureau of Labor Statistics estimates that the US economy alone will see an additional 10.7 million STEM jobs by 2029. We are in a STEM talent crisis with too few STEM skilled workers to meet the demand.

In the US, the STEM economy supports 67% of American workers and it is estimated that over 2 million STEM jobs go unfilled every year.

Students do not see themselves in STEM jobs. Communities are struggling to equip the next generation with STEM skills. As a result, companies cannot hire or retain enough STEM workers to meet their needs.
STEMconnector provides a comprehensive, proven approach to STEM workforce development.

**STEM NETWORK**
The STEMconnector network includes thought-leaders from Fortune 50 companies, federal government agencies, leading public research universities, national nonprofit organizations and cutting-edge K-12 public school districts with a shared interest in growing a diverse STEM-ready workforce. A STEMconnector membership provides access to this influential network of STEM professionals committed to developing a diverse and robust STEM talent workforce.

**STEM ASSESSMENT**
STEMconnector’s STEM Assessment helps your organization align on STEM workforce development needs and strategies. Over a series of facilitated sessions, your organization will align on workforce development goals, current STEM activities and talent gaps to arrive at a results-driven strategy and action plan. The STEM Assessment is included with Membership and is the foundation for ongoing engagement with STEMconnector.

**STEM WORKFORCE DEVELOPMENT**
STEMconnector’s Workforce Development Programs provide K-12 and postsecondary students with interactive brand experiences and project-based learning activity that incorporates important principles of STEM knowledge, design thinking, problem solving, communication and teamwork as well as a way to engage employees in local communities.

**BRAND AMPLIFICATION**
Amplify your STEM initiatives and opportunities to targeted audiences including K-12, postsecondary and nonprofit organizations through our content development and distribution programs including social media campaigns, custom landing pages, ebooks, blogs and more.

**A STRONG STEM NETWORK, POWERED BY POD**
Our mission is to maintain the world’s leading network of STEM-fueled organizations committed to working together to develop strategies and programs that build, attract and retain a sustainable and diverse STEM workforce. Working with pioneering leaders across over 200 organizations, our overall goal is to inform, stimulate and connect leaders with a passion for and vested interest in growing a STEM-ready workforce.

Our technology platform and mobile technology connects you with the leaders in the public and private sector who are collectively re-envisioning the STEM workforce. The STEMconnector Web App provides a platform for brand amplification, job postings to highly targeted audiences, access to STEMconnector content and connecting with the STEM community.

Join STEMconnector and thought-leaders from Fortune 50 companies, federal government agencies, leading public research universities, national nonprofit organizations and cutting-edge K-12 public school districts in ongoing conversations on growing a diverse, STEM-ready workforce.

**STEM MAP OF AMERICA**
STEMconnect’s framework for assessing STEM workforce needs and gaps, ensures your STEM strategy delivers tangible outcomes for developing the STEM workforce needed for success.

Our experienced team of consultants help you take your organization through the STEM assessment process using our proven tools, research and frameworks including:

- State of STEM (assessing the STEM talent gaps)
- Shaping the Future of STEM (H.S. internship blueprint)
- Roadmap to Results (selecting effective solutions)
- Upskilling & Reskilling (solutions for existing workforce)
- Presentation Builder (data and insights at the ready for your internal presentations)

Programs will be customized to meet the goals of your organization. An example of this type of engagement is STEMconnect’s Day of Design programs that connect 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.

Another example of this type of engagement is Million Women Mentors which is a national and global movement that connects local communities and girl-serving institutions to state leaders, corporations, and a national movement to build momentum in STEM and drive for local efforts.

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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.

**STEMCONNECTOR DAY OF DESIGN**

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

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**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. 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.

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*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
Million Women Mentors is the premier network dedicated to encouraging girls and women around the world to pursue, persist, and succeed in STEM careers.

TODAY, WOMEN MAKE UP...

- 52% of the college-educated workforce
- 29% of the STEM workforce
- 50% of women in STEM careers drop out of their field within the first 12 years

MENTORING
Mentoring is one of the most effective levers to propel and support women and girls on STEM pathways. Research shows individuals with mentors have improved academic, social, and economic prospects. For women in STEM fields, this becomes increasingly important as young women look to role models to help them gain their confidence and increase opportunities.

CORPORATE ENGAGEMENT
Demonstrate commitment, shift the narrative and amplify your commitment to promoting Women in STEM.

GLOBAL INITIATIVES
Working with corporate leaders, nonprofit and postsecondary partners, and the US State Department, our movement is going global.

Join the group of leaders across sectors who work to activate the movement in the state and find ways to connect the movement to existing and growing efforts to support women and girls in STEM.

Champion Women in STEM
Million Women Mentors is the premier DEI workforce development program of STEMconnector designed to connect your organization with local communities, girl-serving institutions, state leaders, and corporations with an interest in advancing women and girls in STEM. MWM has grown to become a global movement active in over 40 states and 6 countries including Pakistan and Turkey.

Participation in the MWM movement connects your organization and employees to a global network committed to diversity, equity and inclusion in the workforce and provides an opportunity for your brand and employees to engage with other companies, non-profits, and higher education to support girls and women in STEM through mentoring.

In addition to being a respected and established platform movement, Million Women Mentors has been a platform for numerous partnerships and DEI STEM initiatives championed by global brands in the financial, insurance and consumer good sectors.

Today, women make up ...

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Mentor Relationships
30+
States
With MWM Communities
7
Countries
With MWM Communities
1B
Media Reach Annually

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AMPLIFY YOUR BRAND WITH STEMCONNECTOR

Position your company as a STEM employer of choice through custom content and social media amplification. The STEMconnector communications team will work to get your story and student opportunities in front of the right STEM audiences to drive engagement and outcomes.

Examples of our programs include:

- Co-branded Publications
- Blog Posts
- Social Media Amplification
- Virtual Events
- Co-created Op-Eds
- Ebooks
- STEMdaily, a premier news source for the STEM community.

Leverage the strength and breadth of the STEMconnector network and communications offerings. We lend a trusted, independent voice to amplify your STEM and DEI initiatives.

THE FUTURE IS STEM

STEMconnector’s Ebook series, is an ongoing digital content series highlighting STEM-fueled industries, companies, and careers. Ebooks are designed to engage, inform, and inspire K-12 students and educators in order to increase the number of students who pursue STEM pathways.

- Primary Audiences: K-12 Students, Post-Secondary Students
- Secondary Audience: Educators and STEM-fueled organizations of all kinds

YOUR BRAND + NEXT GEN STEM WORKFORCE

Our ebooks help elevate the importance of STEM and the world of opportunities for individuals who pursue STEM education and training. Each ebook focuses on a STEM-fueled industry or topic highlighting the companies, careers, and learning pathways to opportunities within the field. Personal profiles and inspiring stories of real people demonstrate the accessibility and STEM potential in all individuals.

A sample table of contents includes:

- Industry Overview
- Data & Interesting Facts
- STEM-Fueled Companies and Careers
- Learning Pathways
- Education Pathways
- Personal Profiles
- STEM Resources

REACH AND INFLUENCE

Each ebook is promoted and distributed to a targeted audience including STEMconnector members, STEMdaily subscribers, K-12 and post-secondary education contacts through our social media and PR amplification program.

Our distribution platform reaches hundreds of thousands of STEM influencers who leverage our content directly with students or within an existing program. Based on our research, our target audience uses ebook content as an engaging resource to educate and inspire students, inform faculty on STEM opportunities, and to enhance their own programs and curriculum.

"I downloaded it as a resource to share with students... We have a few students who come to us knowing they’re interested in Plant Science, Soil Science, Ag, but many of them are unaware of the opportunities in these fields." — Reynolds Community College

"We are planning to use it with some of our summer programs for K-12 students and show it to the teachers in our professional development program." — Rice University Office of STEM Engagement

"I am always looking for relevant, current and interesting materials for the students. Your resource can be used in my Agriculture Survey, CAD, Metals, and Environmental Science classes. Thanks." — Lakeside Lutheran HS/FFA
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