



THE FUTURE IS  
**STEM**  
BUILDING A DIVERSE  
AND ROBUST STEM  
TALENT WORKFORCE



WE BRING TOGETHER  
THE THOUGHT  
LEADERS OF THE STEM  
COMMUNITY

We believe challenges are better solved collaboratively.

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.

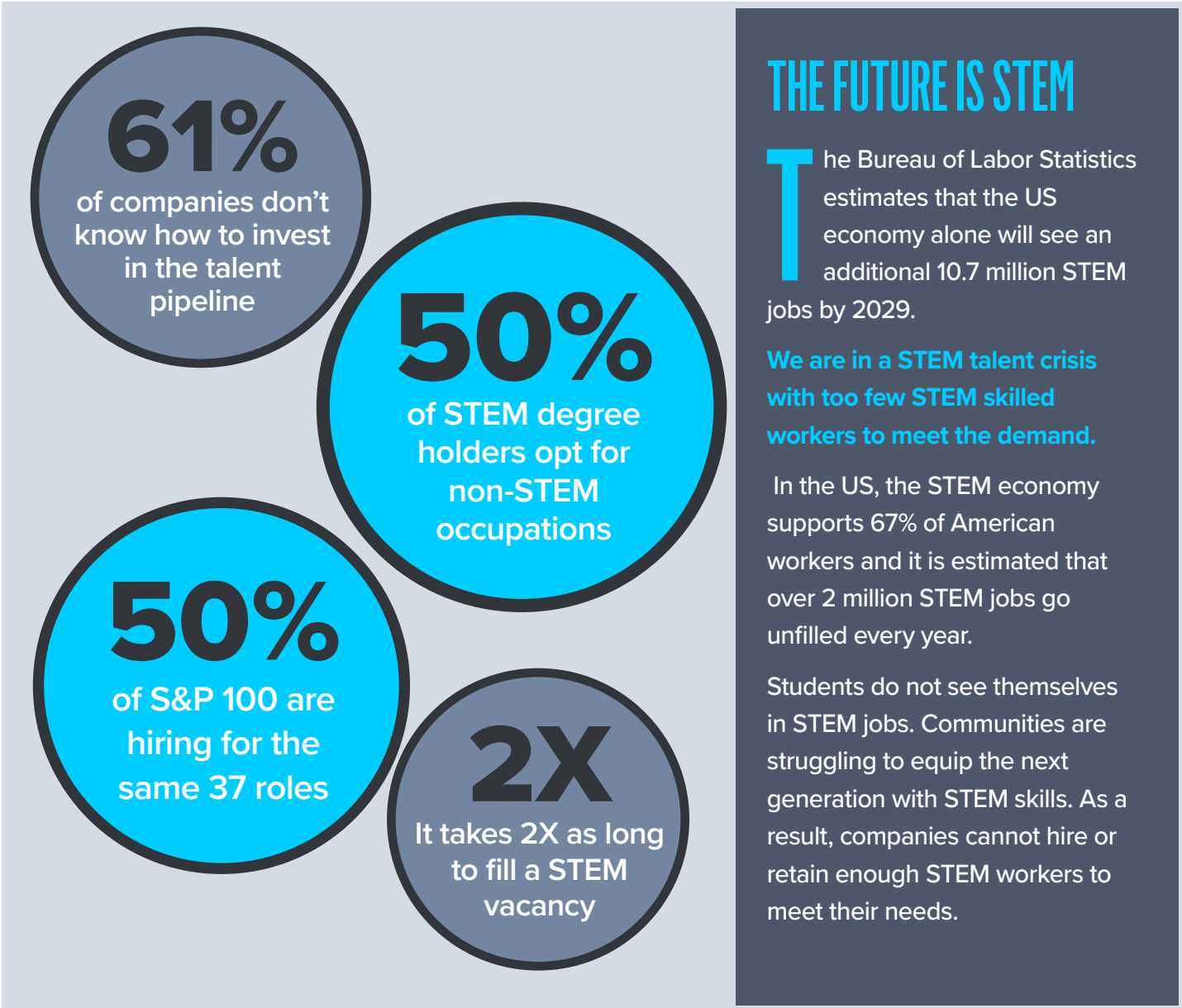


THE STEM IMPERATIVE

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

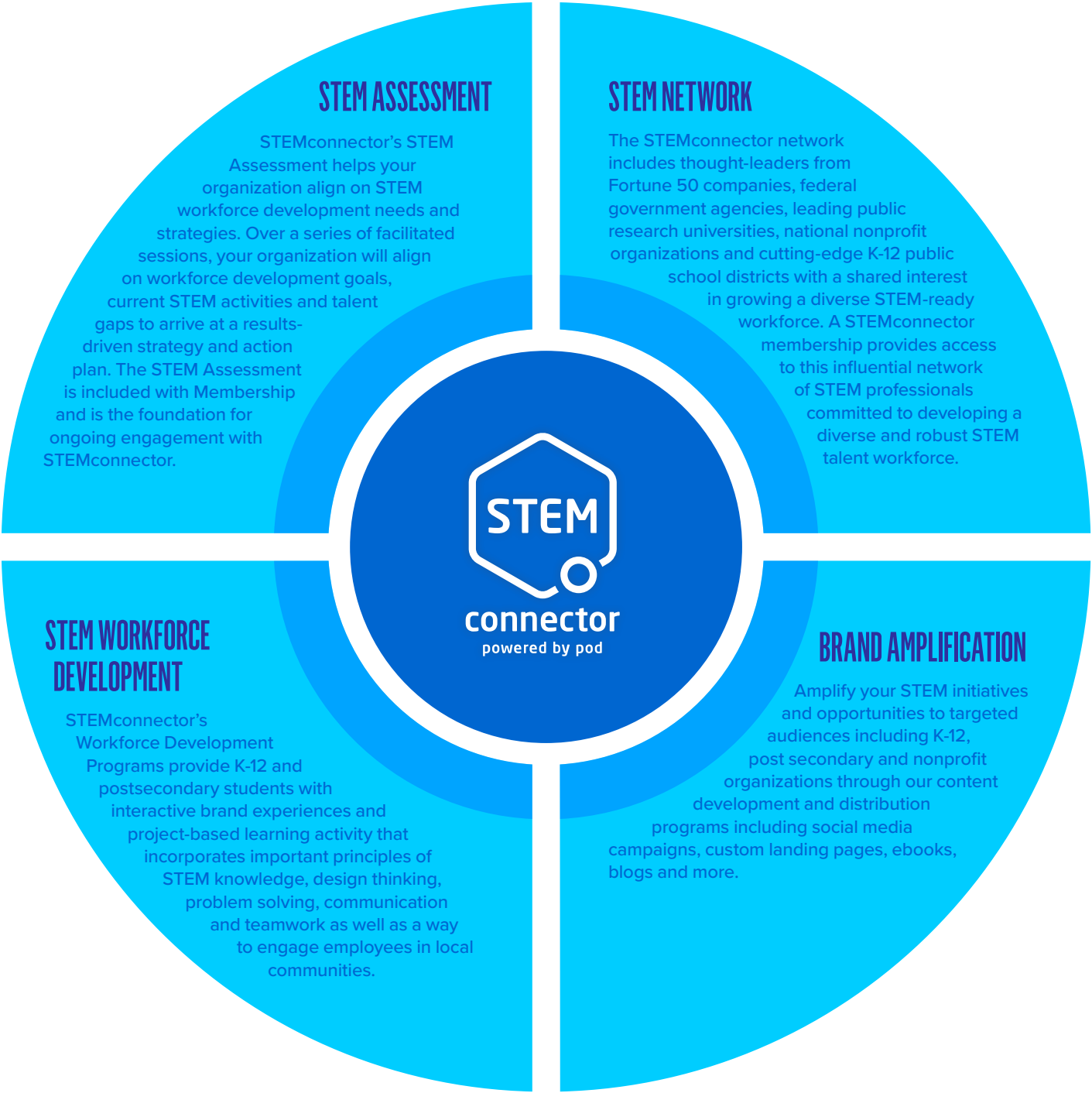
We believe a diverse and inclusive company can be more innovative and successful than one driven by people with homogeneous views and experiences. That’s why we value and embrace diverse perspectives, cultures, and experiences at STEMconnector. The STEM workforce as a whole is currently lacking in diversity 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.





STEMCONNECTOR  
ENGAGEMENT MODEL

STEMconnector provides a comprehensive, proven approach to STEM workforce development.



STEMCONNECTOR  
RESEARCH

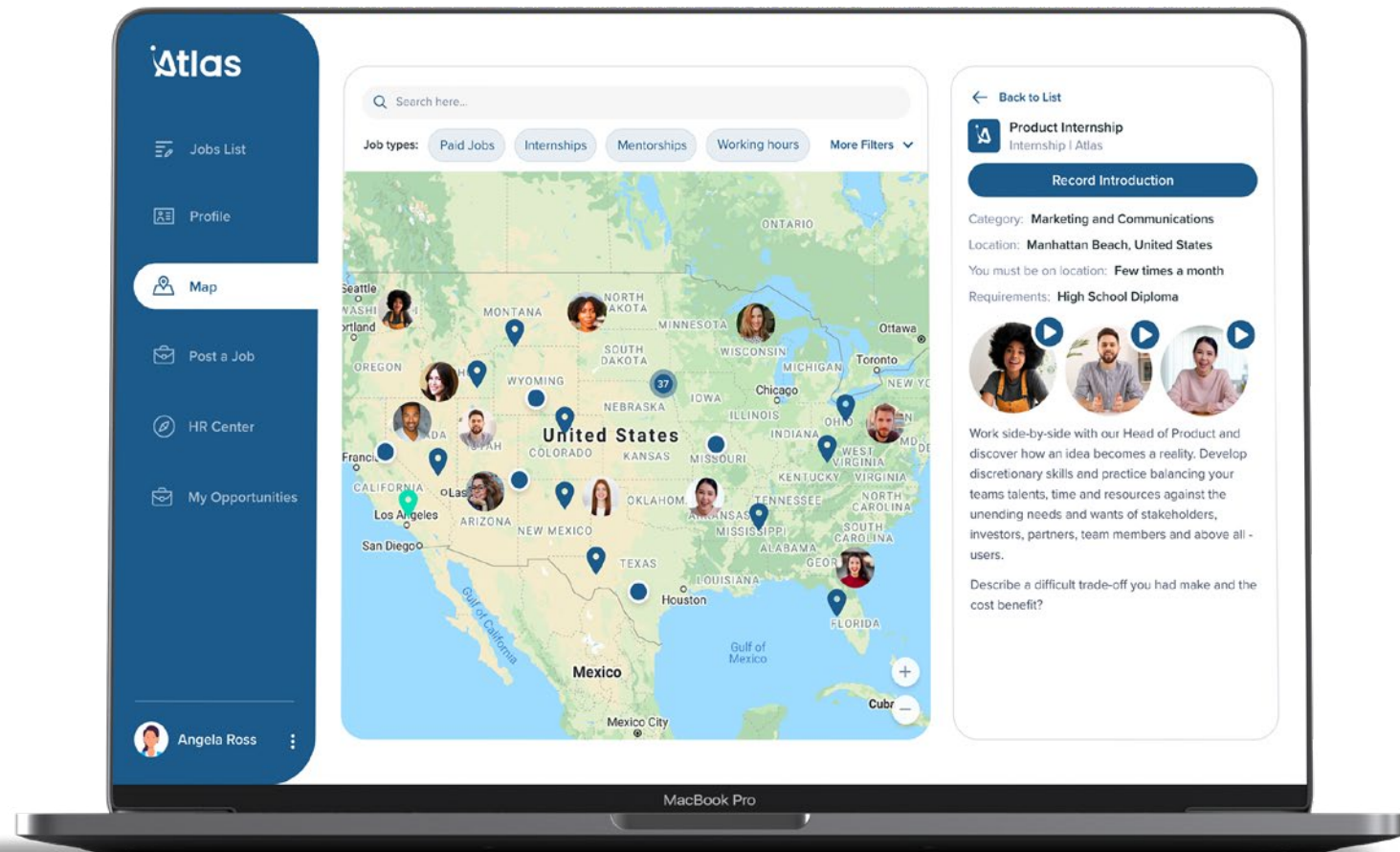
STEMconnector research offers cross-sector perspectives and cross-functional applications through an employer lens, delivering actionable insights and a platform for best practice.

STEMconnector's framework for assessing STEM workforce needs and gaps, ensures your STEM strategy delivers tangible outcomes for developing the STEM workforce needed for success.

- 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)







## ATLAS JOBS THE NEXT-GENERATION PLATFORM FOR ENGAGING WITH STEM TALENT

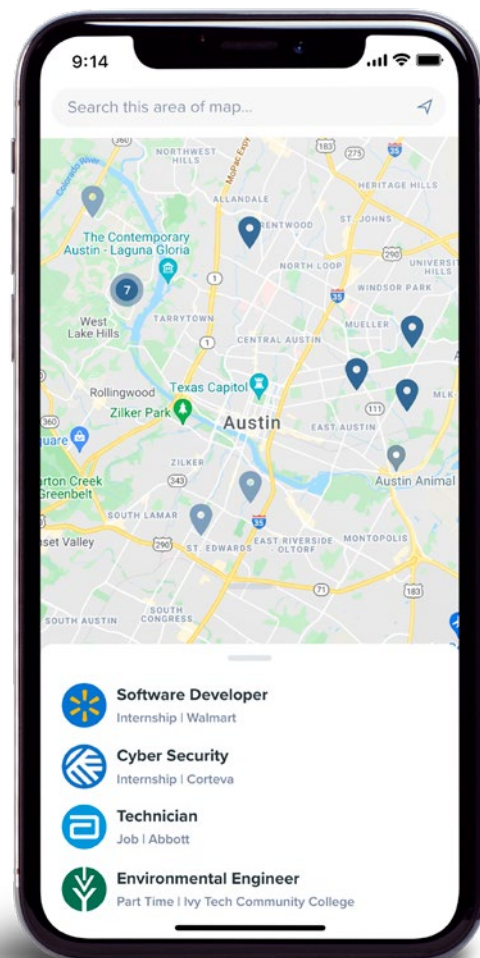
STEMconnector members have exclusive access to the new Atlas Jobs platform as a member benefit.

Atlas Jobs is the only HRTech platform built exclusively for STEM talent with an emphasis on engagement with a diverse and equitable workforce. The platform connects STEM-driven companies with diverse, entry-level STEM talent from colleges, universities, and trade schools.

Provide access to your internships, apprenticeships, and entry-level opportunities

to students on the map in a closed, STEM-only ecosystem. Drive engagement with STEM students and job seekers using video resumes, student challenges, polls, targeted push notifications, and more

From early interaction during college to robust engagement opportunities after graduation, Atlas Jobs helps companies virtually attract and connect with a broad and diverse STEM talent pool, replacing the need for costly and limiting on-campus recruiting.




## STEMCONNECTOR WORKFORCE DEVELOPMENT

Putting the STEM Strategy in action, this service involves the execution of tactics and programs to tangible outcomes.

Programs will be customized to meet the goals of your organization. An example of this type of engagement is STEMconnector'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.





“ 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)

## STEMCONNECTOR DAY OF DESIGN


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

## 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





# MILLION WOMEN MENTORS

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

2M+

Mentor Relationships

30+

States With MWM Communities

7

Countries With MWM Communities

1B

Media Reach Annually

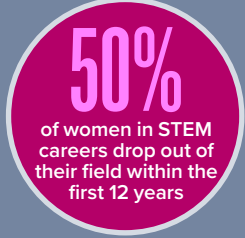
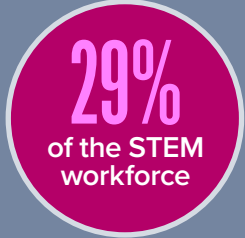
## CHAMPION WOMEN IN STEM

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...



## 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.

## STATE INITIATIVES

Join the Movement to Champion Women and Girls in STEM. Active in about 40 States, MWM state teams aggregate and promote MWM efforts

locally with the support of state leadership. **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.





“ 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

# 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.

- 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.



## 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



“ 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



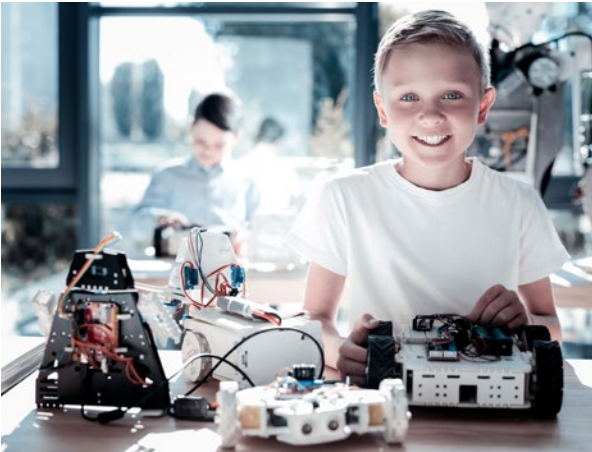
STEM MAP OF AMERICA



STEMCONNECTOR MEMBERSHIP OPTIONS

Silver	Gold
<ul style="list-style-type: none"><li>STEM Strategy Program</li><li>Research and Resources</li><li>Facilitated Sessions</li><li>Gap Analysis</li><li>Custom Engagement Plan</li><li>Web App</li><li>STEM Map</li></ul>	<ul style="list-style-type: none"><li>STEM Strategy Program</li><li>Research and Resources</li><li>Facilitated Sessions</li><li>Gap Analysis</li><li>Custom Engagement Plan</li><li>Web App</li><li>STEM Map</li><li>Concierge Networking</li><li>Client Services &amp; Consulting</li><li>Thought Leadership &amp; Best Practices</li><li>PR &amp; Op-Ed Endorsements</li></ul>

STEMCONNECTOR CORPORATE PROGRAMMING



**Workforce Development**

- Day of Design: K-12
- Day of Design: Post secondary
- DEI Initiatives including Million Women Mentors Program
- STEM Talent Pipeline Development

**Brand Amplification**

- Ebooks | Custom Content
- Social Media Promotion
- Content Distribution
- Brand Amplification Campaigns
- Sponsored Research





