



STEM Careers Coalition

EXECUTIVE
SUMMARY

CONNECTING STEM FROM K TO CAREERS



A COALITION OF INDUSTRY PARTNERS WILL JOIN FORCES WITH **DISCOVERY EDUCATION** TO IMPACT THE CULTURE OF **STEM EDUCATION** IN K-12 SCHOOLS NATIONWIDE.

OVER THE NEXT FIVE YEARS, WE AIM TO PREPARE A GENERATION FOR THE FUTURE OF WORK.

IN THE NEXT 5 YEARS, WE WILL

Empower teachers to teach STEM effectively.

Focus on equity and access to reimagine STEM learning in K-8 classrooms.

Elevate career pathways for high school students, parents, and guardians.

DISCOVERY EDUCATION BELIEVES...

...**STEM** is more than an acronym. It's **S**tudents and **T**eachers **E**nergizing **M**inds.

...we can engage all learners—including an intentional focus on girls and students of color—if we reframe the STEM conversation around helping others and solving the problems that matter.

...**EVERY** teacher plays a critical role in preparing the next generation. We need tools that not only put careers in context but allow teachers to meet today's academic standards.

...when we nurture STEM cultures and the 4Cs (Creativity, Collaboration, Critical Thinking, and Communication), we unlock students' future potential.



THE CURRENT STATE OF STEM EDUCATION

52% (of students) say they don't know someone with a job in STEM.

— 2017 Randstad STEM Study and Insights report

"Young women aren't giving up or being excluded from pursuing STEM studies, many opt out because they don't think those careers can serve humanity."

— Journal of Psychological Science

56% (of students) say knowing how STEM subjects relate to the real world would make STEM classes more interesting.

— 2017 Randstad STEM Study and Insights report

"Problem-solving was the most in-demand workplace skill, followed by collaboration, communication, critical thinking and creativity. 'Employers are crying out for those skills.'"

— The Economist

76% (of students) said they don't know very much about what an engineer does.

— 2017 Randstad STEM Study and Insights report

"The skills gap may leave an estimated 2.4 million positions unfilled between 2018 and 2028."

— 2018 Deloitte and The Manufacturing Institute skills gap and future of work study

WE ARE UNIQUELY POSITIONED TO SCALE IMPACT

- We serve 100% of public, private, charter, homeschool, tribal, and independent school students.
- The largest networked educator community of its kind.
- A trusted voice and thought leader in education.
- We are practitioners, not vendors. We consult and develop solutions for school districts.
- **Committed to equity in education, leveraging the power of digital to close the access gap.**

10M STUDENTS | 5000 SCHOOLS

ONE VISION

TO BUILD THE NEXT GENERATION OF SOLUTION SEEKERS

With a focus on diverse careers and underrepresented segments of the workforce, investments from the corporate community will change the education experience of millions.

A FIRST-OF-ITS-KIND STEM INITIATIVE

This STEM careers initiative addresses the STEM workforce and inspiration gap by bridging industry and classrooms at unprecedented scale.

It will be powered by a coalition of corporate leaders and anchored in schools by Discovery Education—a curriculum partner trusted by teachers and school administrators.

A 5-PRONGED APPROACH

- 1. DIRECT INVESTMENT IN SCHOOLS**
Meaningful investment in K-12 STEM career resources, STEM Connect access and professional development for under-resourced schools
- 2. EMPLOYEE ENGAGEMENT**
Mobilize the current STEM workforce at scale to inspire and connect with tomorrow’s employees through engaging classroom experiences
- 3. THOUGHT LEADERSHIP**
Multi sector leadership joining voices together to elevate a national STEM conversation and then put an implementation plan in place
- 4. CAREERS PORTAL**
A dynamic careers destination for schools, parents, press, and the public that tells the story of the people and future needs of critical industries and the companies leading the way
- 5. RESEARCH & IMPACT**
Impact, optimize, and measure STEM engagement and career awareness by harnessing quantitative and qualitative insights. McREL is serving as a trusted educational research and evaluation partner.



OUR SIGNATURE PARTNERS

Discovery Education is partnering with respected industry leaders to elevate the conversation and ensure impact is sector wide.



TWO-PHASED LAUNCH

To ensure meaningful and sustainable impact, we will implement a strategic, phased approach:

① PILOT YEAR 2019-2020:

Collaborate with select industry partners to pilot and measure program impact as we prepare to scale strategically.

② SIGNATURE INITIATIVE 2020-2025:

Scale our coalition of corporate supporters and industry partners to align critical education and career resources at scale in schools and communities that most need support, in alignment with a proven model.

CAREERS CONTINUUM



K-5 INSPIRATION

Introduce students to the problem-solving skills that power manufacturing careers



6-8 PARTICIPATION

Help students develop underlying career skill sets with hands-on learning



9-12 PERSISTENCE

Empower students to connect their skills and passions to real-world manufacturing opportunities



POSTSECONDARY + CAREERS

Connect talent directly to industry



BUILDING THE COALITION

DISCOVERY EDUCATION IS SEEKING 4-6 ANCHOR PARTNERS WITH A LEGACY OF STEM LEADERSHIP AND COMMUNITY IMPACT TO JOIN AS GROUND FLOOR PARTNERS IN A MULTIYEAR INITIATIVE.

ANCHOR PARTNER BENEFITS INCLUDE:

Premier partner position with exclusive benefits for all 5 years of the initiative—ahead of other organizations.

Direct investment in schools—Launch foundational STEM curriculum that brings careers in context for students. Support teachers with professional development.

Early input in top career categories/power skills the full initiative will highlight.

First access for employee engagement and volunteer resources.

National visibility and thought leadership as an industry leader backing first-of-its-kind research.

Unique access to national STEM thought leaders.

Access to district leaders (including visits to school to see pilot in action).

Local visibility and branding in directly supported school districts.