



2023 STEM INNOVATION FORUM LEARNING SESSION

STEM Workforce Readiness
for Girls: "If She Can See It,
She Can Be It."

stem  next
OPPORTUNITY FUND

WELCOME

Today's Learning Session Co-Presenters



Teresa Drew
Deputy Director,
STEM Next & The
Million Girls Moonshot



Jeni Johnson
Manager, Social
Impact STEM Programs
at Lockheed Martin



Courtenay Carr Heuer
Executive Director and
Co-Founder, Scientific
Adventures for Girls

WELCOME
Please Introduce
Yourself & Share...



**Your Name & Where
You Call Home**



**The Organization
You're Representing**



**One Current Challenge
or Hot Button Issue**

TODAY'S SESSION: GOAL & SUPPORTING STRATEGIES

Connect CSR investments to programming that build STEM career readiness for girls by:



Deploying messaging proven to be most effective in impacting perceptions of STEM careers for girls, especially engineering



Connecting STEM to socially and culturally relevant issues and everyday technology



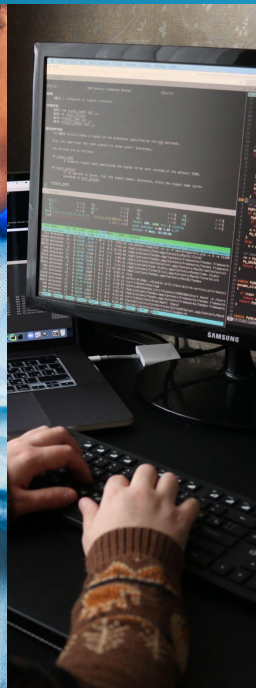
Applying key research on STEM role models and mentors, including the impact of near-peer mentors and employee volunteerism

A GROWING TALENT GAP

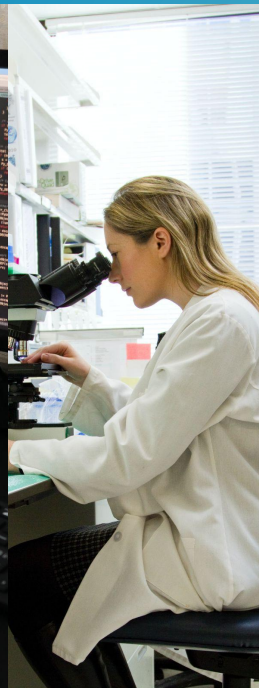
With STEM jobs growing 2x faster than non-STEM jobs, our economy needs 821,300 more workers by 2031



Engineering
& Advanced
Manufacturing



Math &
Computational
Thinking



Climate
& Science



AI, Space,
Emerging
Frontiers

& More

INVESTING IN THE NEXT GENERATION OF DIVERSE TALENT

Engaging youth **early & often** in STEM



Nationally, 62% of K-12 students are interested in STEM careers– but 33% say school is doing a bad job preparing them



In an average year, a young person spends 80% of waking hours outside the classroom



Engagement early and often is critical to sparking career interest during critical windows of cognitive development for youth

THE NEXT GENERATION OF DIVERSE TALENT

Supporting Girls in STEM

LOCKHEED MARTIN 





MILLION GIRLS MOONSHOT

A Big Collective Impact & Growing

A national initiative engaging millions more girls, youth of color and youth from low-income households in STEM learning by 2025



3 MILLION

K-12
youth reached
in 50 states



100,000+

local afterschool
& summer
programs



170,000+

educators
engaged across
all 50 states



THE NEXT GENERATION OF DIVERSE TALENT

Measuring Youth STEM Career Readiness



STEM
Interest &
Identity



STEM
Career
Interest



STEM
Career
Knowledge

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STRATEGY #1

Deploying messaging proven to be most effective in impacting perceptions of STEM careers for girls, especially engineering



Messaging Matters.

Effective **messages & communication tactics** to reach tomorrow's innovators:

Diverse, First-Person
Human Interest Profiles



STEM Careers are
Lucrative & Stable



Families are Critical
Advisors for Youth



DISCOVER
ENGINEERING

GSG
GLOBAL STRATEGY GROUP

stemnext
OPPORTUNITY FUND



SPACE IMPACT WEEK

October 2-6, 2023







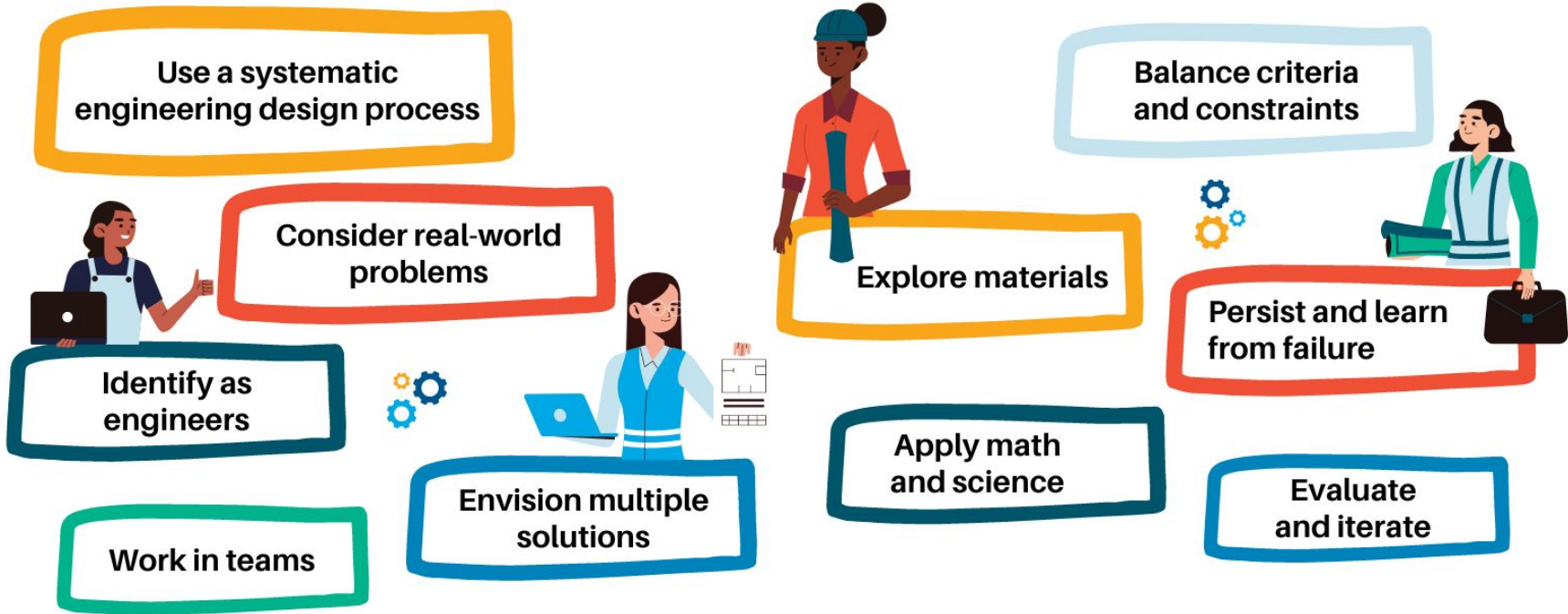
STRATEGY #2

Connecting STEM to socially and culturally relevant issues and everyday technology



THE NEXT GENERATION OF DIVERSE TALENT

Fostering an **Engineering Mindset**







STRATEGY #3

Applying key research on STEM role models and mentors, including the impact of employee volunteerism and near-peer mentors





STEM ROLE MODELS & MENTORS

Volunteer Engagement Thought-Starters

- Serve as a female role model and visit classes
- Build or supply STEM kits for our afterschool programs
- Be a panelist for an SAfG Women Who Lead event
- Provide curriculum and project ideas for STEM programs
- Donate equipment or STEM materials needed for classes
- Volunteer to help during in-person Family STEAM Nights
- Serve on the Board of Directors or Advisory Board
- Volunteer weekly or throughout the year in classes

FLIGHT CREW

MILLION GIRLS MOONSHOT



STEM ROLE MODELS & MENTORS

Engaging Employees as Role Models, Mentors & Community Volunteers





Thank You!

Together, let's reimagine who can build,
who can engineer, who can create.

