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
Elevate career opportunities inspiring students to tackle the exciting, innovative work of the future
Empower teachers to create a STEM culture in their classrooms
Close the inequity and access gaps to STEM education

THE CURRENT STATE OF STEM EDUCATION

47% “While women comprise 47% of all workers in US., they represent only 24% of the STEM education workforce.”
— 2020 Bridging the Gender Divide

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

20% “Nearly 20% of American students attend rural schools. Students attending schools in rural areas face several unique barriers to accessing a STEM education not felt by their urban counterparts.”
— 2020 Bridging the Gender Divide

TESTIMONIALS FROM OUR PARTNERS

“STEM invites students to tackle real world problems that allow them to be creative, collaborative, and engaged in their learning.

The partnership that the Lansing School District has with great companies like American Petroleum Institutes and Discovery Education provides equity in access to STEM educational resources.

This partnership helps level the playing field and gives our students a chance to Dream Big.”

“We have an opportunity and a responsibility to address challenges that limit our collective potential. Kids today already want to change the world. We just need to give them the technology and the training to do it.”
— Dan Ayoub, General Manager, Education Microsoft

WE ARE UNIQUELY POSITIONED TO SCALE IMPACT
Committed to equality in education, leveraging the power of digital pathways to close the access gap.

We partner with public, private, charter, DoDEA, homeschool and tribal community schools to create dynamic, digital learning environments that accelerate achievement.

The largest networked educator community of its kind and trusted voice and thought leader in education.

We are the leader in Science and STEM digital curriculum.
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 is being 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 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

3. THOUGHT LEADERSHIP
   Multi sector leadership joining voices together to elevate a national STEM conversation

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

5. RESEARCH & IMPACT
   Impact, optimize, and measure STEM engagement and career awareness by harnessing quantitative and qualitative insights.

TWO-PHASED LAUNCH
To ensure meaningful and sustainable impact, we have implemented 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.

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

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BUILDING THE COALITION

DISCOVERY EDUCATION IS SEEKING SIGNATURE PARTNERS WITH A LEGACY OF STEM LEADERSHIP AND COMMUNITY IMPACT

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.

Early 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.