A COALITION OF INDUSTRY PARTNERS HAVE JOINED FORCES WITH DISCOVERY EDUCATION TO NURTURE A DIVERSE 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.
**Executive Summary**

**STEM CAREERS COALITION**

**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

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

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

"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**

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.

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**DIVERSIFYING THE STEM PIPELINE**

Solving the problems that matter means reaching a more diverse range of young people to drive racial equity and innovation to close the opportunity gap in the STEM workforce.

We are committed to mindfully creating a more inclusive pipeline of STEM professionals in the next 5–10 years, by focusing on equity of access and the empowerment of highly-qualified African American, Hispanic, and female students.

**DISCOVERY EDUCATION BELIEVES…**

...STEM is more than an acronym. It’s Students and Teachers Energizing Minds.

...every teacher helps define the next generation. We need tools that not only put careers in context, but allow educators 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.

...in the next 5 years, we will eliminate inequity along with access gaps by actively engaging educators and students in a diverse culture of STEM learning.

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

**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."

— Mark Coscarella, Ed.D.  
Acting Superintendent  
Lansing School District
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 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.

ALL-IN ON INCLUSION

This pioneering STEM careers initiative is designed to diversify and ensure racial equity in the pipeline of future STEM professionals and eliminate the 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.

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.

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 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.