

SHE IS STEM:

INVESTING IN A BRIGHT FUTURE





IMAGINE A WORLD WHERE...

- Every **middle school girl** in Washington is aware of and able to explore STEM careers
- Every **high school girl** who is interested in STEM has access to and help navigating career pathways to a job in the STEM industry
- Every **woman pursuing postsecondary education in STEM** is prepared for and has access to STEM internships and jobs

In this world, we see more girls exploring and pursuing STEM. We see a stronger, more creative STEM workforce; a workforce we talk about for their innovations and accomplishments; a workforce to be reckoned with because all voices are being represented, heard, and valued. In this world, scientific inquiry will be guided by a broader array of experiences, creating products, services, and solutions that are better designed for all users.

This world inspires us.

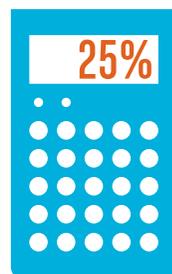


WHY GIRLS?

A high-quality STEM education creates opportunities for students to enter our flourishing economy and contribute to creative solutions to the complex issues our society faces. We believe all students deserve the opportunity to explore, access, and pursue STEM careers.

Yet, middle school and high school girls are opting out of STEM educations, and women pursue STEM degrees at a lower rate than men. Although women perform half of all jobs in the U.S. economy, they hold less than 25 percent of STEM jobs. Women of color are dramatically underrepresented in STEM fields, making up fewer than 1 in 10 employed scientists and engineers.

What if we could unleash and empower the curiosity that exists in those girls and support them in pursuing and staying in a STEM career?



“Girls who choose careers in STEM fields will make sure we have ongoing great talent driving us forward in this competitive global environment.”

~Mary Wagner,
retired, Starbucks
Coffee Company



EARLY INTERVENTION IS KEY

Research shows that early intervention is important for encouraging girls to pursue STEM. In a 2014 study released by Google, they found that encouragement, career perceptions, self-perception, and academic exposure accounted for 95 percent of a girl's decision to pursue a career in STEM.

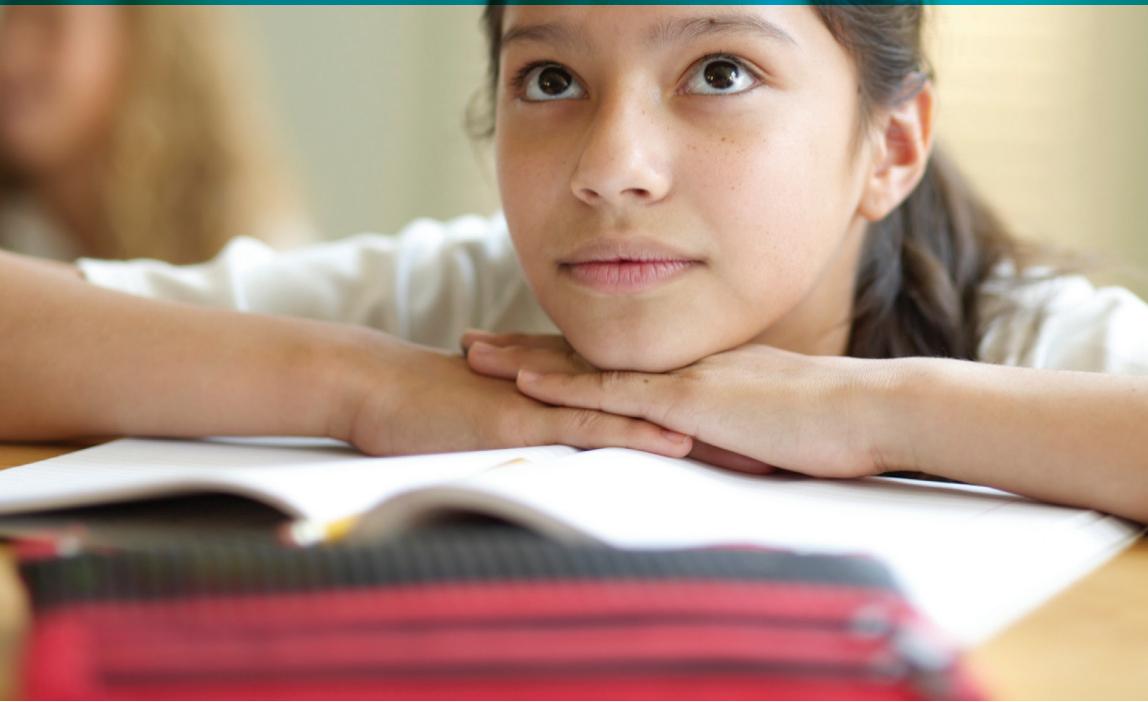


WE ALL BENEFIT FROM MORE (WOMEN AND) GIRLS IN STEM

Each girl who opts into the field is another future problem solver and business leader. They are dreamers and innovators. There are endless possibilities for what they can discover and create.

Many technical decisions are based on the experiences, opinions, and judgments of only men. Early voice-recognition systems were calibrated to typical male voices, leaving female voices literally unheard. Similar examples exist in other industries where male-dominant engineering has led to one dimensional solutions, from car bags to prescription medications.

As more girls become interested in STEM, we will see the difference their additional perspectives make in influencing design and innovative ideas. The increased creativity fueled by the diversity of perspectives these girls will bring as adults to their careers will continue to fuel tomorrow's innovations and solutions.





“I lead a team that explores emerging technologies. It’s essential to include diverse perspectives in the work we do to get the best results that work for the most people. That’s one of the reasons I’m proud to support women in STEM.”

~Steve Heck, SVP, Chief Innovation Officer,
Getty Images

IMPACT ON INDUSTRY

A wealth of research over the past decade consistently demonstrates that companies that hire and retain a more diverse and inclusive workforce often experience:

- Improved operational and financial performance
- Enhanced company reputation
- Increased innovation
- Higher levels of employee satisfaction

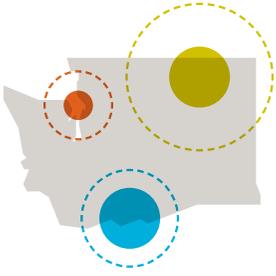


BUSINESS PARTNER HIGHLIGHT:

STARBUCKS STEM CAREER DAY AND LEADER WORKSHOP



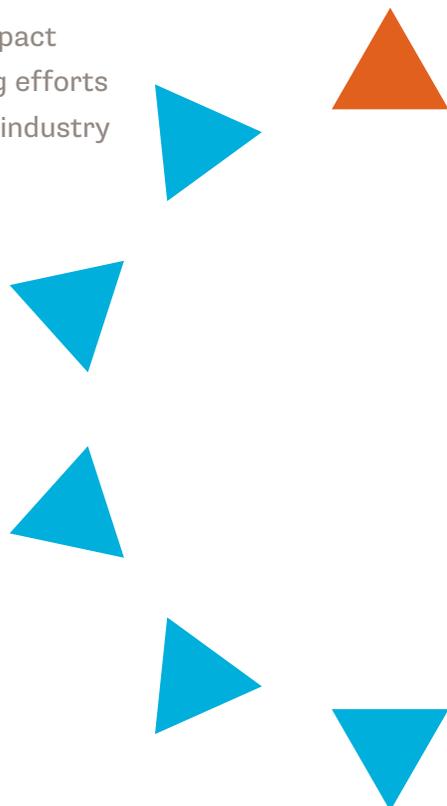
On March 11, 2016, Starbucks hosted a STEM Career Day and workshop where industry leaders gathered to discuss how they could empower girls in STEM through four major focus areas: Mentorship, Connection and Engagement, Opportunity Creation, and Growing the Momentum. This collaborative brought forth ideas on how companies could unite their individual efforts to create a consortium of STEM efforts in the Seattle area and address the gaps that exist in supporting women and girls in STEM.



WHAT ARE WE DOING RIGHT NOW TO CHANGE THE FACE OF STEM?

Industry and community leaders, with the support of Washington STEM, are coming together to form a movement to ensure a continuum of support for girls throughout their educational and career experiences.

- Maximizing access through STEM programs and promoting equity across the STEM sector
- Increasing awareness of women in STEM, and opportunities in STEM, so that young girls can see themselves in the field and have role models
- Raising funds to invest in existing high-impact programs to dramatically increase existing efforts to provide a lasting positive impact on the industry





LONG-TERM INVESTMENTS WILL PRODUCE RESULTS FOR YEARS TO COME



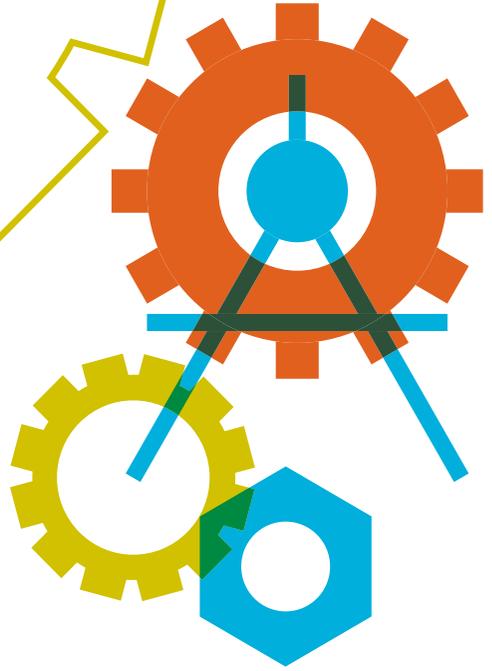
1-3 years Middle and high school girls have more opportunities to explore STEM careers, understand career pathways, and establish connections with STEM professionals as mentors and role models

3-5 years More females pursue postsecondary education or technical training in STEM related work

5-10 years Changes impact the STEM industry, helping to build a more creative and diverse workforce

“I believe a child’s educational success is a community effort and I’m delighted to be that role model for a promising student.”

~Elizabeth Vela Stephens,
Pacific Northwest National
Laboratory

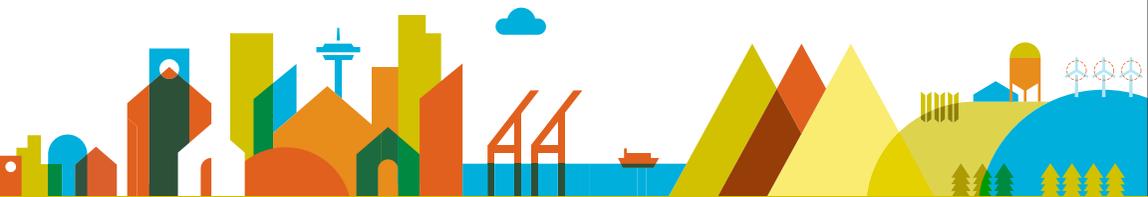




HOW CAN YOU HELP?

Take action today and invest in girls and women. Join our movement to build the diverse and flourishing STEM workforce of tomorrow.

- Attend a Washington STEM event to learn more
- Advocate and share your support of STEM education for all with your elected officials
- Engage your business in the effort
- Ask others to join you in making a difference
- Invest in this bright future and support ongoing **She is STEM** projects



WHAT IS STEM? WHY NOW?

A high-quality education in STEM creates “future ready” community members: individuals with the technical and creative skills needed to thrive in today’s jobs and position them for the jobs of the future. Pursuing a career in STEM is far from just a path to economic security, but an opportunity to join a sector that exemplifies creativity and innovation, creating shared prosperity for our communities.

At the heart of Washington STEM’s work is a focus on equity in STEM education to promote equity across industries. We’re committed to improving opportunities for girls and young women to be future ready and explore, access, and pursue a career in STEM.

We’re happy to meet with you and explore how you or your business can join the movement.

Contact us to learn more.

info@washingtonstem.org
206.658.4320

