



A Report of Progress;  
An Examination of Needs  
*June 2021*

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## Table of Contents

<b>Executive Summary</b>	<b>3</b>
Teacher Externship	4
Asset Mapping	5
Community Visibility and Outreach	5
Needed Resources	6
Appendix A	7
Visual summary of the DreamSTEM work as of Mid-June 2021.	7
Appendix B	7
DreamSTEM Advisory Committee Rosters	7



## Executive Summary

The DreamSTEM design team met during early Spring 2021 and developed a multi-phased plan for improving the visibility and accessibility for STEM careers for students and families in the Northeast Ohio region.

The team, made up of partners from business, industry, higher education, K-12, non-profits and after-school providers, also includes students and their families. The group engaged in deep conversations and formed a series of goals and then formed working groups to accomplish those goals.

The three working groups that launched immediately are:

- Mentorship - The initial work of the mentorship group is to launch and then iterate and replicate a summer teacher externship. The 2021 pilot is in place for five area educators at three area organizations. The next step will be to talk to existing mentoring organizations about developing a STEM-focused training for mentors.
- Asset Mapping - A tool, STEMMAP.ORG, has been selected and finalized and data collection is set to begin in mid-June 2021.
- Communications - Key message drivers as well as strategies for delivering those messages have been developed and testing will begin in late June 2021.

The DreamSTEM team is cognizant of the heavy lift involved in launching - and sustaining - the work developed here and is working on a plan to secure the needed resources to ensure ongoing success and viability of the work.

A visual and detailed summary of that work can be viewed [here](#).



## Teacher Externship

### **Three Local Organizations To Host Educators for Summer Externships *DreamSTEM Seeks to Increase Numbers of Black & Latinx Students in STEM***

Three local organizations will host five Northeast Ohio educators for a month-long externship program as part of the NeoSTEM Ecosystem's [DreamSTEM initiative](#).

Invacare Corporation, the Northeast Ohio Regional Sewer District and Synthomer will provide select educators an immersive, hands-on experience intended to heighten and deepen knowledge of available careers in Science, Technology, Engineering and Math (STEM). The educators will take what they learn back to the students and families they work with to increase awareness of and pathways to the many and varied STEM careers in Northeast Ohio.

The inaugural summer 2021 DreamSTEM summer externship program will begin with five educators from the region, serving as a pilot for a larger program to begin in Summer 2022.

The five teachers are being interviewed June 3 with final decisions to be announced the week of June 7.

A committee made up of about ten area education, business and non-profit leaders have been developing the program and will stay closely connected to the initiative to help iterate it for Summer 2022.

### **Final Presentation Planned for Early Fall**

We will invite all DreamSTEM team members to a Fall presentation where the educators share what they learned and what they're taking back to their students. The teachers will offer a brief report-out at the next big DreamSTEM team meeting scheduled for 9 a.m. to 11 a.m. on Thursday, July 29.



## **Know of An Organization Who Might Want to Host a Summer 2022 Externship Program?**

We are looking for companies and organizations that employ STEM-trained workers and who might be willing to host educators for a Summer 2022 externship.

Please encourage any interested parties to reach out to Alyssa Briggs at [AlyssaBriggs@TiesTeach.org](mailto:AlyssaBriggs@TiesTeach.org).

## **Asset Mapping**

The team working on asset mapping was charged with finding a tool to collect data about existing STEM opportunities for students and families in Northeast Ohio. The team has chosen [STEMMAP.Org](http://STEMMAP.Org) and has developed a plan for gathering data from area STEM providers and then publicizing the existence of the database.

NeoSTEM is launching DreamSTEM in June 2021 with heavy emphasis on gathering data. We will move to recruiting users once data has been entered. We are aiming for September 2021.

Check out the [one-pager](#) describing the asset mapping work.

## **Community Visibility and Outreach**

### **DreamSTEM Outreach Messages Come Together**

DreamSTEM's advisory committee members and thought leaders are hard at work formulating the initiative's key messaging concepts and delivery strategies.

DreamSTEM will move forward with three primary outreach messages:

1. The "I am STEM" campaign will profile individuals in STEM careers.
2. The "Why STEM" campaign will focus on the idea that STEM skills lead to vibrant career opportunities.
3. The "STEM Needs You" campaign will highlight key statistics regarding the STEM opportunities in Northeast Ohio, such as available STEM jobs, the number of unfilled STEM jobs, and STEM industry employee retention rates.



Each message will be accompanied by the primary call to action “Find Your Future in STEM,” and will direct to a website offering general STEM-related content and information on specific career pathways. Messaging concepts will be finalized by June 11, and will be presented to a focus group shortly thereafter.

### **Initial Website Development Underway**

Initial website development is underway, with the hope that the bulk of the development work will be undertaken by Cleveland- and Akron-area students and completed later this Summer.

### **Calling for Individuals to Profile**

We would like to develop a pool of individuals in STEM, in both traditional careers and emerging industries, willing to be profiled for the community outreach campaign.

If you or someone you know would like to be profiled, please contact John Roszczyk at [john.roszczyk@gmail.com](mailto:john.roszczyk@gmail.com).

### **Needed Resources**

The NeoSTEM team will anchor the DreamSTEM work. Its human and financial resources are limited, however, and NeoSTEM is still driving other work, including its Wir’ED initiative and regular monthly engagements.

- Financial Needs - To date, NeoSTEM has raised a total of about \$25,000 of the projected \$150,000 annual need to keep all DreamSTEM work moving forward. Numerous grant requests are pending, but DreamSTEM is still seeking additional support.
- Staffing Needs - NeoSTEM is staffed with a part-time director, a part-time communications director and several consultants. It is in need of a full-time data manager to help manage STEMMap.org.



## Appendix A

[Visual summary](#) of the DreamSTEM work as of Mid-June 2021.

## Appendix B

DreamSTEM Advisory Committee Rosters

Learn about the many dedicated volunteers leading this important work.

The entire DreamSTEM [team](#).

The asset mapping [team](#)

The teacher externship program [team](#)

The community visibility and outreach [team](#)