



Corporate  
Social  
Responsibility

# STEMconnector

STEMconnector is the connecting and convening force for “who is doing what” in STEM education and workforce development



## The issue

The United States has fallen behind other countries in efforts to educate future employees for work in the science, technology, engineering, and math (STEM) fields



STEMconnector is helping disparate organizations understand their roles in the national, state, and regional STEM infrastructure to improve the effectiveness and reach of their programs

STEMconnector® is the first effort to identify, inventory, classify, and analyze thousands of STEM organizations across the United States. STEMconnector and its website—STEMconnector.org—are increasing communication and collaboration among thousands of disparate STEM organizations, particularly those addressing minorities and women in STEM. STEMconnector recognizes achievement and leadership, conducts original research, and convenes various stakeholders in STEM education and workforce development. Through careful analysis, STEMconnector shows which programs have proven effective in advancing STEM education, training, and career progress. Many organizations see STEMconnector as the de facto source of best practices.



## Networks

### Human Networks:

Academic institutions, Cisco leaders, foundations, government leaders, policy-makers, professional societies, trade associations, corporations

### Technology Networks:

Cisco WebEx® solution, Cisco TelePresence® technology, Voice Over IP, blade servers, Unified Computing System, wireless bridges, antennas, routers, switches, and video-enabled education and training



# 54x

growth in STEMdaily subscribers – from 200 in March 2012 to 11,495 in June 2013



# 1062

participants in a February 2013 Town Hall on Women in STEM



# 62%

increase in STEM entities profiled on STEMconnector website since 2011



# 985,000

impressions on Twitter for #STEMResults through March 2013

you + networks = impact<sup>x</sup>



## The Issue

Jobs in computer systems, a field dependent on high-level math and problem-solving skills, were projected to grow 45 percent between 2008 and 2018; and 71 percent of new STEM jobs in 2018 will be in computing fields. However, computer skills are not being taught to students in at least 43 states. This will create a shortfall in the United States of as many as 3.4 million high-skills workers, and an under-prepared workforce of this magnitude places the country in economic jeopardy. In response, thousands of organizations have developed programs to increase interest in and access to STEM education. Yet many are unaware of each other; don't understand their roles in the national, state, and regional STEM infrastructure; and lack data that show the effectiveness of their programs.

## Human Networks

STEMconnector launched the STEMconnector.org website, with Cisco support of cash grants and products, in November 2011. This web portal serves as a “one-stop shop” for those who encourage STEM education across disciplines and distances—program directors, government agencies, K-20 education providers, and industry partners. STEMconnector helps stakeholders advance ideas and projects to improve STEM education; share strategies and best practices; and measure return on public investments, outcomes, and results.

“STEMconnector’s leadership is making a difference every day in STEM education.”

– U.S. Senator Kirsten Gillibrand (NY)

## Technology Networks

Since 2011, Cisco’s donation of US\$1.6 million in cash and product grants have helped STEMconnector fill a vital need and realize explosive growth in all its platforms, products, and collaborations among stakeholders. Cisco’s donation of equipment and technology helped establish a secure IT environment, enabling STEMconnector to provide content to an array of STEM organizations, to improve its ability to conduct research and data mining, and to produce such landmark studies as the “Where are the STEM students? What are their Career Interests? Where are the STEM Jobs?” Cisco WebEx and TelePresence technology convenes thousands of thought leaders in Town Hall Conference Calls. And Cisco ICT products help STEMconnector staff inform stakeholders of breaking news through the STEMdaily® electronic news subscription service and EdTech Weekly™, a report on evolving macro-trends in education technology.

## More Information

To contact Cisco about its partnership with STEMconnector, please visit:

[csr.cisco.com/contact](http://csr.cisco.com/contact)

## Impact\*

Cisco’s support of STEMconnector is part of a comprehensive, long-term corporate social responsibility (CSR) strategy to keep younger students in school, give them academic support for STEM subjects, and show them what careers are possible. This strategy includes supporting other educational nonprofits and social enterprises. Through the STEMconnector alliance, these partner organizations could work to leverage each other’s programs, technologies, and best practices. STEMconnector has experienced explosive growth: from 200 STEMdaily subscribers to more than 11,000 in one year, and 300 participants in the inaugural STEM Town Hall Conference Call on Cisco Web to more than 1,000 in the latest edition.

[csr.cisco.com](http://csr.cisco.com)



## Cisco Corporate Social Responsibility

We believe that businesses have a responsibility to operate in ways that respect and ultimately benefit people, communities, and the planet we live on; we call this Corporate Social Responsibility (CSR). Our core CSR philosophy is that impact multiplies whenever human and technology networks combine to solve a problem.

This is why we approach CSR the same way we approach business—by applying our technology, employee expertise, and partnerships. We are focused on four primary goals: improving the well-being of people and communities around the world, reducing our environmental impact and helping our customers do the same, conducting our business ethically, and creating a workplace where our employees thrive.