

# Preparing students for advanced technology and science careers

## The Ignited Portfolio

October 2022



# A Unique Mission... Careers in Every Classroom

Some careers are invisible.

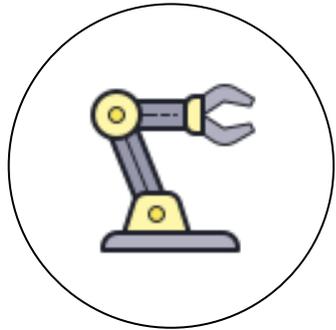
They're all around us, but advanced technology and science careers are never seen by many high school, vocational, and community college students.

These careers should be generating excitement in classrooms and inspiring students, but they never get discussed.

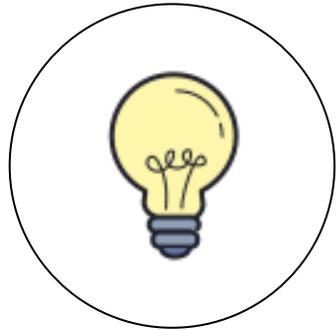
Closing this visibility gap and ensuring all students have equal access to these careers is an essential first step. That's why Ignited's mission is working with companies to bring these careers to every classroom.



# A Focus on 10 Advanced Technology and Science Careers



**Advanced Manufacturing**



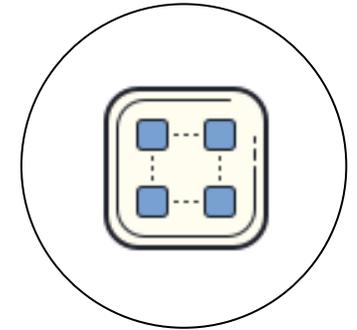
**Artificial Intelligence  
and Machine Learning**



**Autonomous Vehicles**



**Biotechnology**



**Blockchain and  
Cryptocurrency**



**Clean Tech and  
Sustainability**



**Cybersecurity**



**Data Science and  
Analytics**



**Integrated Healthcare**



**Space Tech**

# An Integrated Portfolio

### Classroom Innovation Grant

**New ideas**

- Sponsorship for bringing new ideas to students
- Promotes career awareness and understanding
- Supports local schools

← \$5K →  
No team time commitment

### StepUP Career Hub Website

**Career awareness**

- Sponsor student and teacher “one-stop-shop” that collects career content, training, and experiences
- A company profile, branding opportunities, and a Career Ambassador Program for your employees

← \$10K →  
No team time commitment

### Summer Projects

**Premium experience**

- 8-week teacher experience to complete real, hands-on projects with your employees
- Deep understanding of your company and critical careers
- Either virtual or in-person at your company
- Bring lessons from the summer back to students

← \$25K →  
Time varies, often only 1-2 hours per week

### Company Experience Weeks

**Powerful learning**

- Week-long set of tours, panel discussions, and short job shadows
- Teachers connect with your teams and learn about careers
- Low time commitment
- Teachers bring lessons back to their students
- A week covers 10 teachers and cost can be split across multiple companies

← \$35K →  
20 hours of team time

# StepUP Career Hub Website

Goal: Super-charge career awareness with centralized communities, resources, and training

## The StepUP Network and Career Hub

- 2021 seed funding from Genentech and Department of the Navy. Mid-2023 launch
- 10 advanced technology and science careers
- Collects, curates, and distributes content, teacher training, and student and teacher experiences
- Equitable access for diverse, high-needs schools across the U.S.
- Increased number of teachers promoting careers and number of students getting visibility and awareness
- Builds and diversifies local talent pools to reduce talent acquisition costs



# StepUP – Becoming a Member of The Founder’s Circle

## Founder’s Circle Benefits

- \$10K membership for team, 10 years access
- Company visibility with students and teachers
- A company profile – Featured Member
- Sponsorship and advertising opportunities
- Participation in Career Ambassador Program – Employees engage with schools and students



### Ambassador Tools

[Become an Ambassador](#) [Recommend an Ambassador](#) [Become a Member](#) [Renew Your Membership](#) [Share the Story](#)



Volunteer Matching Tool



Team Activation Toolkit



Thought Leadership Activity List

[VIEW ALL CURRENT MEMBERS >](#)

### Featured Member

This is a featured profile that one of our employers gets as part of their paid membership. These rotate in regularly and are gathered on the Members page.



**Genentech**  
A Member of the Roche Group

Genentech  
South San Francisco, CA



See their careers



# Summer Projects

**Goal:** Teachers understand your industry, company, and critical careers

## Over the summer, teachers will

- Work with your teams on real projects either virtually or in person
- Experience your company, teams, technologies, and careers
- Bring new ideas back to their students about your company and key careers

## The program

- Paid, 8-week experience for teachers
- Runs from mid-June to mid-August
- Projects are hosted by any team at your company

After the summer, your employees stay connected - visiting classrooms, volunteering for activities, and encouraging students to explore and pursue careers



School-based activities employees have participated in:

- 30-min career Q&A sessions
- Discussions on cool classroom topics
- Hands-on activities and experiments
- Science fair judges and coaches
- Real-world projects with students

November to December: Confirm team participation

Mid February: Finalize projects

End April: Teachers matched to projects

Mid June to Mid Aug: Teachers complete projects

# Company Experience Weeks

**Goal: Make your company and careers visible to hundreds of students**

## Over one week, teachers will

- Learn about your company through tours, panel discussions, and short job shadows
- Interact with employees to learn about their roles and careers
- Develop lessons and activities for their students

## The program

- Low time commitment. Easy to implement. Fully outsourced to Ignited team for implementation
- Feedback and evaluations provided

A customized week developed by the Ignited team

Time	Monday	Tuesday	Wednesday	Thursday	Friday
9-10:30	Orientation and welcome to the water industry	Job shadows: Operator and Mechanist	Green Infrastructure walking tour	Job Shadow: Laboratory Technician	Career Prep presentation – pathways to a water industry job
11-12:30	Dam tour – water storage and distribution	Wastewater Treatment Plant Tour	Biosolids Processing presentation	Solar Array Tour – Energy Generation	Teacher – Coach Team Time
12:30-1	Lunch	Lunch	Lunch	Lunch	Lunch
1-2:30	Career panel: clean water	Career panel: wastewater	Career panel: natural resources	Career panel: energy	Teacher Presentation for Hosts
2:30-4	Teacher – Coach Team Time	Teacher – Coach Team Time	Teacher – Coach Team Time	Teacher – Coach Team Time	(Free time)



75%

Teachers participating that work at high-needs schools

# Why Ignited?

We're the experts in building career awareness in classrooms

**37 years** of partnership with schools, teachers, students, and companies

**3.96 million students** – 53% under-represented in STEM fields

**4,106 teachers** from 816 middle schools, high schools, and community colleges

**100% of teachers** report positive impact on student learning and 95% report increased confidence in STEM teaching abilities

**3,409 employees** in 443 different companies, universities, government labs

**100% of employees** feel proud to work at an employer that supports their local schools and teachers





Emily Dilger, PhD  
[edilger@igniteducation.org](mailto:edilger@igniteducation.org)  
408.553.2266

Jeff Schmidt  
[jeff@igniteducation.org](mailto:jeff@igniteducation.org)  
408.916.7059