

Center for Minority Achievement in Science and Technology



USAGraduate.com

Engage, Inform, Inspire

LAUNCH DATE
01/10/2010

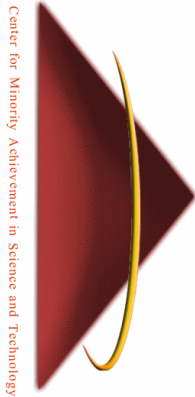
“...I don’t just want to see more college graduates; I also want to specifically see more math and science graduates, I specifically want to see more folks in engineering.” “....if you look at who our long-term competition will be in the global economy – China, India, the E.U., Brazil, Korea – the countries that are producing the best-educated work force, whose education system emphasizes the sciences and mathematics, who can translate those technology backgrounds or those science backgrounds into technological applications, they are going to have a significant advantage in the economy. And I think that we’ve got to have enough of that in order to maintain our economic strength.”

President Obama

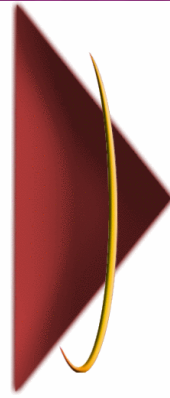
NATIONAL STEM STATISTICS



- U.S. student's rank 24th in the world in math literacy by the time they get to high school (*PISA, 2003*)
- China is graduating more than four times as many engineers as the United States (*NAS, 2006*)
- Employment in science and engineering will increase about 70% faster than the rate for all occupations (*BLS, 2006*)



- The 'Graduate Online Youth Quiz' is a free on-line educational Quiz for primary and post primary students throughout Ireland
- This program is in its 7th year in Ireland, and is focused on 'civic, social and political awareness' with students - an area which is critical in a fast changing European Union, a peaceful Ireland and a changing society
- GradNet Limited owns and operates the franchise, which in Ireland, is 'The Graduate' www.graduate.ie
- Many national public and private organizations and European institutions support the Quiz through sponsorship and the provision of prizes



OUR LEADERSHIP TEAM



USAGraduate Leadership Team



Bob Clary - Chief Executive Officer



Glen Hoffherr - Chief Learning Officer



David Orloff - Vice President, National Sales

CMAST Leadership Team



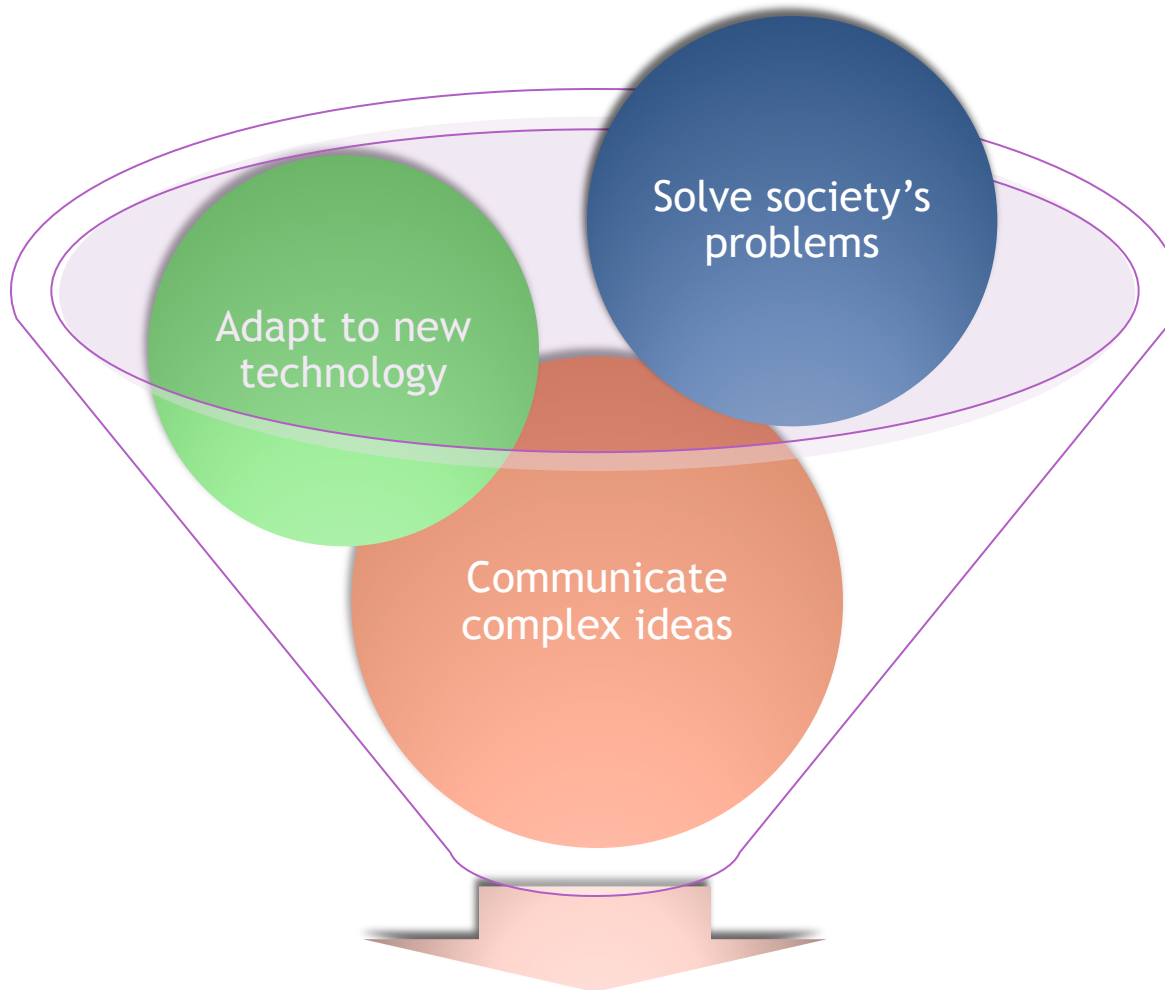
Charles Britt - Chairman, Board of Directors



Chris Frew - Vice Chairman, Board of Directors



WHY IS A WELL TRAINED STEM WORKFORCE CRITICAL?



Preparing the workforce of the future



WHY DOES USA GRADUATE FOCUS ON STEM

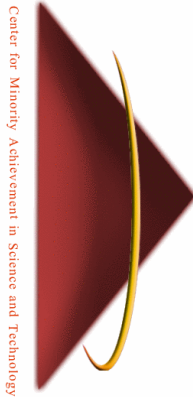


The STEM topics have been clearly identified in the USA as a major area of concern for government, education and business

STEM topics are extremely relevant to emerging issues such as developing “green” solutions

STEM education must be organic: it will live, evolve, and adapt throughout each student’s life

The STEM topics are essential for success in the future for all individuals and critical for success as a nation

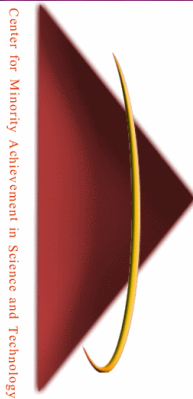


OUR GOAL

Engage, Inform, and Inspire students

Innovative on line competition

Attract greater numbers of students
to STEM careers



BENEFITS TO STUDENTS



Absolutely no costs to student or school

The students can be awarded prizes

Introduction to STEM concepts and careers

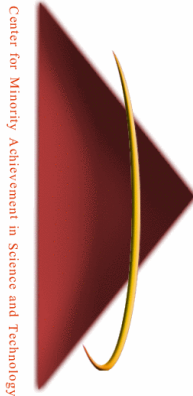
Responsible use of the Internet

Enable discovery of the importance of STEM

Recognition for winning students and schools

Insights into the broad range of career opportunities

More live involvement with applications (e.g. science)



HOW DOES IT WORK



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Username *****
 Remember me

Welcome

[USA Graduate.com](#) is an interactive platform designed to showcase STEM topics to students in 7th-12th grade. Register today for your chance to learn about exciting opportunities and win great prizes!

What is STEM?

Science, Technology, Engineering, and Mathematics (STEM) are collectively considered core technological underpinnings of an advanced society. In many forums (including political/governmental and academic) the strength of the STEM workforce is viewed as an indicator of a nation's ability to sustain itself.

Grow Your Business ...

Learn about ways to reach students and showcase your STEM opportunities. Need to hire more students in these fields? Want to engage students with your technologies? [Contact us today.](#)

sample video

you can win

- 1) ipods
- 2) laptops
- 3) online vouchers
- ... and much more

follow us

- facebook
- digg us?
- tweet with us
- promotional stuff

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DEMONSTRATION QUESTIONS - EXAMPLE



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Follow the link I have constructed [here](#)

What is the core of Dell's innovation approach?

- a) An unwavering commitment to delivering new and better solutions that directly address customer needs.
- b) Making tomorrow's technology solutions available today.
- c) Great computers, great prices.
- d) For all of your information technology needs.

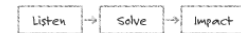
USA Graduate.com Program Website

Innovation Approach

Customer-Driven Innovation

Industry-Leading R&D Driven by Customer Needs, Cutting-Edge Solutions, and Strategic Partnerships

Print Email ★★★★★



Since the first Dell PC was introduced in 1986, Dell has continued to shape the industry, breaking new ground and pioneering critical developments in home, small business and enterprise computing. Dell's R&D efforts now span the globe, driven by some of the industry's foremost product designers and engineers. At the core of Dell's innovation approach, however, remains an unwavering commitment to delivering new and better solutions that directly address customer needs.

1. Listen

We gather requirements directly through tens of thousands of customer interactions daily, organized events, social media venues, and customer panels. Partnerships with a wide variety of key industry software, hardware and component suppliers give us a uniquely broad perspective on the computing landscape.

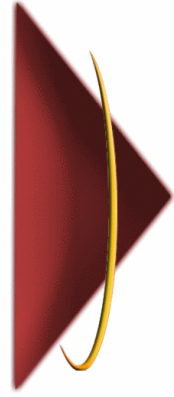
2. Solve

Many innovations begin in-house, led by a global team of top engineers, product designers and technical experts. Others begin as a team effort with Dell's strategic partners. The mission is to deliver innovative and cost-effective solutions that meet today's real-life customer challenges and work seamlessly in existing environments and with other products.

3. Impact

Dell is uniquely positioned to impact industry trends. We maintain strong internal development capabilities. We partner, rather than compete, with top industry technology suppliers and original development manufacturers. We steer enabling industry standards and technologies through industry groups and strategic partners. In this way, Dell spurs innovation and delivers value to customers.

Sponsor Website



CAREER EXAMPLE



Medical Technologists work in many industries including: pharmaceutical, biotechnology, cosmetic, health care and crime labs. One of the tests some medical technologists run is an ABG. What does ABG stand for?

- A Arterial Blood Gas
- B Antibody Gas
- C Analytical Biological Gas
- D Analytical Benzene Gas

I have researched the information for you [here](#)



Profile - Medical Technologist





Prizes

- Prizes can include laptops, iPods, and gift certificates
- Certificates of accomplishment are awarded to participants

Themes

- Questions focus on STEM topics
- Real world focus on STEM occupations

Support

- Teachers receive reports on their students
- Teachers are invited to provide additional questions

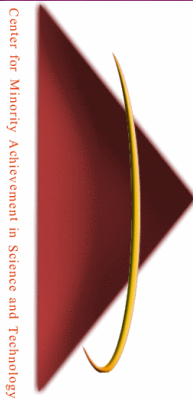
QUESTION DEVELOPMENT

Created
by
sponsors,
teachers,
and staff

Presented
in
multiple
formats

Focused
on STEM
careers
and
content

Validated
by
educators



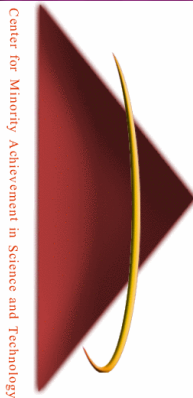


The program is innovative and collaborative

We clearly build the connection between classroom instruction and real world applications and opportunities

We will stay ahead with the latest technologies and build a distinct brand identity

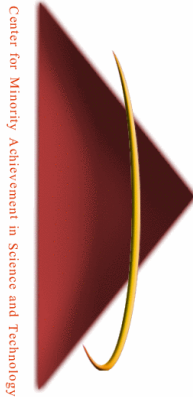
There is a unique opportunity to build partnerships with sponsors and schools



PHASE 1 & PHASE 2 PILOT PROGRAM RESULTS



- Between both pilot phases, over 25,000 students in elementary, middle, and high school levels have participated in the program
- 55% of participants were male and 45% were female
- Over 46 school districts had registered students, with over 120 specific schools participating
- Over 200 teachers have signed up for the program



BENEFITS TO SPONSORS

Connect with students in a fun and engaging manner

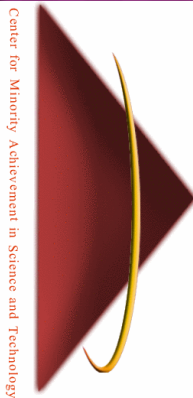
Focus on local markets

Create brand awareness and highlight career opportunities

Receive positive media publicity through your involvement

Achieve corporate social responsibility goals

Program content designed specifically around your company



OUTREACH



A strategic email marketing campaign will promote the program



A comprehensive social media campaign will involve student-targeted profiles



Text message capabilities will be added to the program



Promotional partnerships will be developed on a local, regional and national level



Promotional website partnerships will be developed

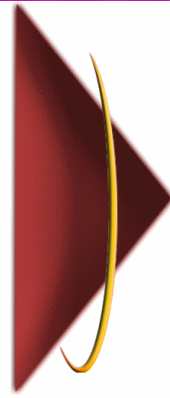


In each market, the program will be marketed to students through a local media outlet



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LONG TERM TACTICAL PLAN

