

STEM 4 All Press Release



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*** FOR IMMEDIATE RELEASE ***

New education coalition connects students to region's STEM "power supply"

Somewhere City, Favorite State—Students' skills development in the critical fields of Science, Technology, Engineering, and Math (STEM) will get a boost next month when STEM 4 All, a coalition of local schools, nonprofits, and industry, introduces a new network of STEM learning opportunities to all children in the region.

Educators say that student learning outcomes improve when all of the places children learn—home, school, libraries, museums, community events—work together to help them connect different learning experiences to each other.

"STEM 4 All is a coordinated effort to connect the region's STEM programs into a single integrated circuit," said program director Lisa Hawley. "Wiring these programs together will improve students' STEM education outcomes by expanding their access to critical learning resources, especially in underserved communities." STEM 4 All will power up the region's STEM preparedness by plugging more students into the infrastructure of STEM programming in the area. It will also transfer a surge of energy into local schools so that teachers can build on those extracurricular experiences in the classroom.



• Use eye-grabbing spaces—headlines, photo captions, pull quotes, subheads—as key framing opportunities. These places naturally draw attention, so even readers who skim are more likely to see them. This headline introduces the metaphor of **Wiring Learning Opportunities**, which the body of the press release then reinforces.

• Many people do not know what "STEM" stands for, so be sure to spell it out the first time it is used in order to help build their understanding.

• Use the tested value, **Opportunity for All**, early and often to prime readers to engage with the information to follow. The phrase "introduces . . . opportunities to all children" demonstrates one way to convey the idea of opportunity for all, but framing tools are adaptable by design, so be creative in the use of synonyms, images, expressions, and so on.

• Note the multiple uses of the **Wiring** metaphor in this draft: "network," "integrated circuit," and "wiring these programs together" all evoke the "wiring" concept. Repeat exposure to a frame improves its ability to displace other, less productive ways of thinking, so use the metaphor as much as possible to get the biggest bang for your framing "buck."

• Use the **Charging Stations** metaphor to offer a big-picture view of how learning gets powered up and transferred across multiple environments—and to explain why making sure we have quality generation sites located in every community is critical.



Hawley said the process of learning STEM skills can be compared to a current of electricity flowing through a machine: “STEM education really happens when all the components are wired together. Kids need opportunities to see how the building exhibit they played with at the children’s museum is connected to the tour they took at the local engineering plant and the experiments they are doing in science class at school.”

• The average member of the public lacks a deep understanding of the learning process. Help people visualize abstract concepts like integrated learning by offering a concrete example of what it might look like in practice.

As the nation’s workforce needs increasingly demand STEM skills, the number of STEM educational programs in the region is climbing. How deeply local communities and employers benefit from the STEM economy, however, depends on how many students have the opportunity to participate in these critical programs and how well the programs synch their efforts.

• This closing appeal to **Opportunity for All** reminds people of the collective value of taking action on this issue and helps to reinforce their civic-minded reasoning skills. Remember to frame STEM learning as a matter of public good, so everyone can see the shared benefits of extending to all students access to quality STEM learning.

STEM 4 All will launch at the annual education fair next month with an activities booth, several on-site STEM competitions, an interactive map of the region’s STEM programming, and opportunities for families to plug into the STEM circuit.

More information is available at www.STEM4ALL.org

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