



Value

# Collective Prosperity

Why does it matter? What's at stake?



## The story you're telling:

STEM subjects power our economy and advance our society, building our shared prosperity.



Strategically redirects thinking away from patterns such as:

• Consumerism • Global Competition • Individualism



### Concepts and ideas included in this frame element:

- Prosperity is both **social** and **economic**.
- Prioritizing STEM learning will result in a common good that **benefits us all**.
- Sense of urgency: **A bright future** depends on the priorities we set now.
- STEM builds the skills **our nation needs to thrive in the information age**.



### User Notes:

- Avoid slipping into a Global Competition frame, as it cues fear rather than hope.
- Avoid slipping into an Individual Gain frame (for instance, by focusing on the higher salaries associated with STEM careers). Stick to collective benefits that accrue at the community, regional, or national levels.