

# NGCP Leadership Teams

## October Community Meeting

- Please introduce yourself and your Collaborative in the chat box.
- What has been your biggest 'Aha!' moment of late?



October 10, 2018

# Agenda

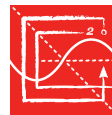
- Hands-on STEM Resources:
  - Design Squad Global: Inventing Green
  - EarthEcho
- FabFems Update
- Successes and Challenges
- NGCP Updates
- Closing



# Design Squad Global: Inventing Green



Nicki Sirriani  
Outreach and Digital Marketing  
Specialist, WGBH





# DSG INVENTING GREEN CLUB

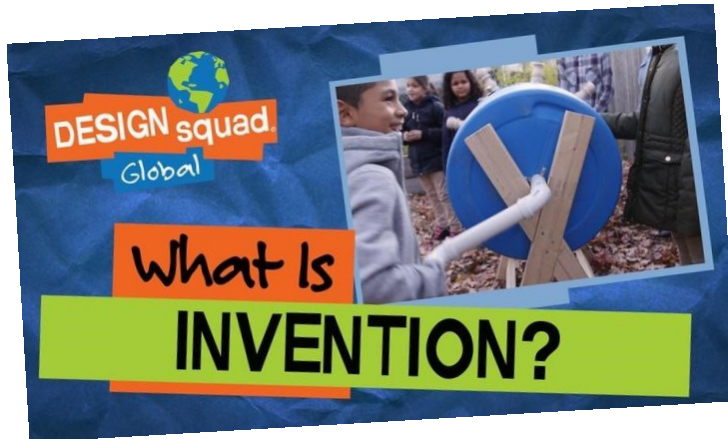
New resources to get kids thinking about engineering, invention and environmental sustainability!

Featuring 6 new activities:

- **Speedy airplanes** that conserve fuel
- **Sneakers** that won't harm the environment
- **Wind-powered devices** that lift heavy weights
- **Light pipes** that use only natural light
- **Gears** that power machines
- **Reusable tableware** made of recycled materials!



# NEW PROFESSIONAL DEVELOPMENT VIDEOS



# NEW WEB VIDEOS- *Coming Soon*





## ONLINE GAMES



New DSG game coming  
2019!



# QUESTIONS?

For more information, visit [pbskids.org/designsquad/global](https://pbskids.org/designsquad/global)





## VISION

*To foster “a world where every single child can breathe fresh air, drink clean water, and walk on green grass under a blue sky.”*

-PHILIPPE COUSTEAU SR.

## A Legacy Inspiring the Future

With award-winning films, television programs, and books, Philippe Sr. and his father—the late Jacques-Yves Cousteau—opened the world's eyes to the wonders of life on what they term “our water planet.” Today, Philippe Cousteau Jr. and EarthEcho International are evolving his family's legacy to inspire and empower youth around the world through dynamic new platforms that inspire action and positive change.

“Growing up with my father's legacy, we were always raised to think, ‘What could be better than to explore the wonders of the world and share that with people? To try and make the world a better place.’ And it stuck.”

“The goal of EarthEcho is to inspire and empower youth around the world with the knowledge and tools to take an active role in protecting critical natural resources in their own communities. We invite you to join us as we work to ignite that spark of action and curiosity among youth and their communities all around the globe.”



# MISSION



EarthEcho International's mission is to inspire young people worldwide to act **now** for a sustainable future.

*"There is no question that our environment and particularly our oceans are facing an onslaught of environmental crises. The collapse of these environmental systems threaten the health, security, and sustainability of all living creatures, including human beings. EarthEcho believes that the only way to solve that problem is to equip new generations of trailblazers and problem solvers to identify and tackle environmental challenges in their own communities and beyond."* - PHILIPPE COUSTEAU JR.



**86.5%** of YOUTH  
feel that  
IT'S NOT TOO LATE  
to FIX THE  
ENVIRONMENT.

**92%** believe CHANGE  
will only COME FROM  
THEMSELVES,  
not from their leaders.



# OUR WORK



EarthEcho International is a nonprofit organization founded on the belief that youth have the power to change our planet.



PEOPLE REACHED



COUNTRIES



ORIGINAL ASSETS

Supporting future change makers with what they need most:



STEM EDUCATION  
& CAREER READINESS



CREATIVE PROBLEM  
SOLVING TOOLS



















COMMUNITY & CORPORATE  
VOLUNTEERISM

# FOUR PILLAR PROGRAMS



Through EarthEcho's signature programs, youth, educators, and community leaders identify local needs, develop plans, and are inspired to take action.

	 STEMEXPLORE	 WATER CHALLENGE	 YOUTH LEADERSHIP COUNCIL	 EXPEDITIONS
STEM EDUCATION + CAREER READINESS				
CREATIVE PROBLEM SOLVING				
COMMUNITY & CORPORATE VOLUNTEERISM				

# ABOUT STEMEXPLORE



EARTHECHO  
INTERNATIONAL

A dynamic portal featuring a broad spectrum of STEM career profiles and virtual events, reaching over 200,000 students annually



**30+ CUSTOM CAREER PROFILES**

**SORT BY CAREER OR DISCIPLINE**

**DIVERSITY DRIVEN**

**VIRTUAL CAREER FAIRS**

UNLOCK THE CURIOSITY CABINET  
[WWW.STEMEXPLORE.ORG](http://WWW.STEMEXPLORE.ORG)



Unique opportunities fuel the STEM pipeline, spotlighting dynamic and diverse careers within a given industry or organization

Branded Videos	Classroom Downloads	Virtual Field Trips	Featured Placements	On-air Promotion
<p>One-minute segments <b>profile partners as leaders</b> in STEM &amp; innovation</p>	<p><b>Co-branded content</b> designed for teachers to <b>deepen classroom engagement</b></p>	<p>Virtual visits to <b>partner HQs</b> simultaneously connect classrooms across the U.S. to <b>STEM in action</b></p>	<p><b>Partner videos &amp; logos</b> online and on non-profit partner platforms</p>	<p><b>Custom produced 30-second spot</b> featured during the Emmy-nominated TV show <i>Xploration Awesome Planet</i> - (750k viewers)</p>





### Telling Their STEM Story Through Cutting-Edge Content

With a vested interest in STEM education to fuel future careers, United Technologies (UTC) turned to EarthEcho to tell and promote their story of diversity and innovation.



- Video career profiles showcasing dynamic UTC professionals in action
- On-air promotion, driving students online
- Virtual fieldtrip series focusing on STEM and girls in underserved communities
- Employee engagement touchpoints

# STEMEXPLORE

WHAT'S NEXT...



EARTHECHO  
INTERNATIONAL

## STRATEGIC GOALS OVER THE NEXT 18 MONTHS

Showcase under-represented groups in STEM,  
starting with women of color

Transform from a video-based platform  
to an interactive destination

Leverage expertise and efficiencies to build custom  
resources on behalf of corporate partners



# LOOKING TO THE FUTURE

## STRATEGIC GOALS OVER THE NEXT 18 MONTHS



Build on global reach and popularity

Expand employee volunteer participation

Provide more opportunities for classrooms to learn from employee volunteers



Showcase under-represented groups in STEM, starting with women of color

Expand content to include virtual livestream events

Leverage expertise and efficiencies to build custom resources on behalf of corporate partners



Support ongoing summits and events

Increase scale, supporting more members globally

Provide mentoring opportunities as YLC members matriculate from the program



Highlight new communities across the U.S. & the globe

Inspire more Fellows by increasing the number of annual Expeditions

Expand global Expeditions beyond Australia and Japan

THANK YOU



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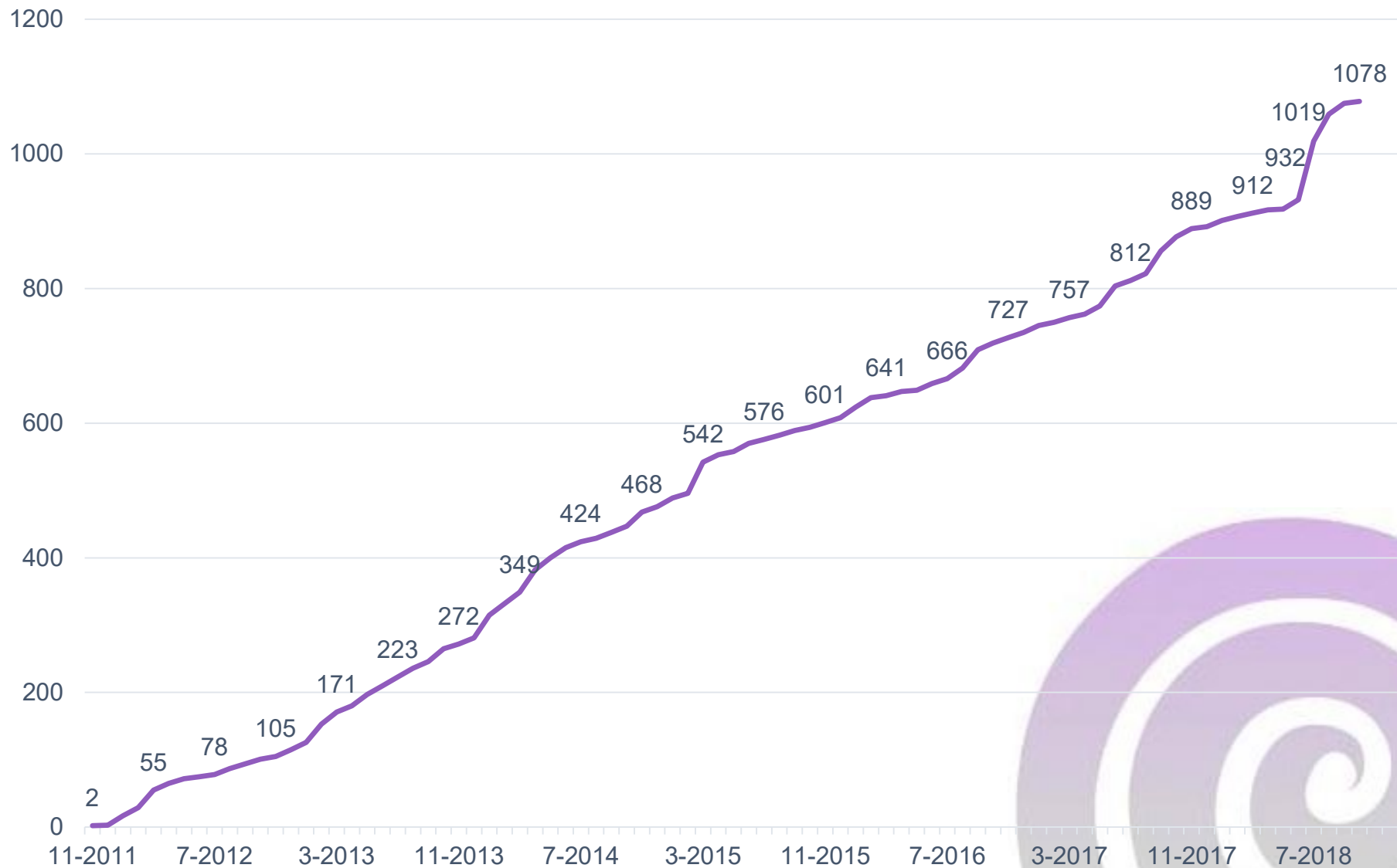


# FabFems Updates

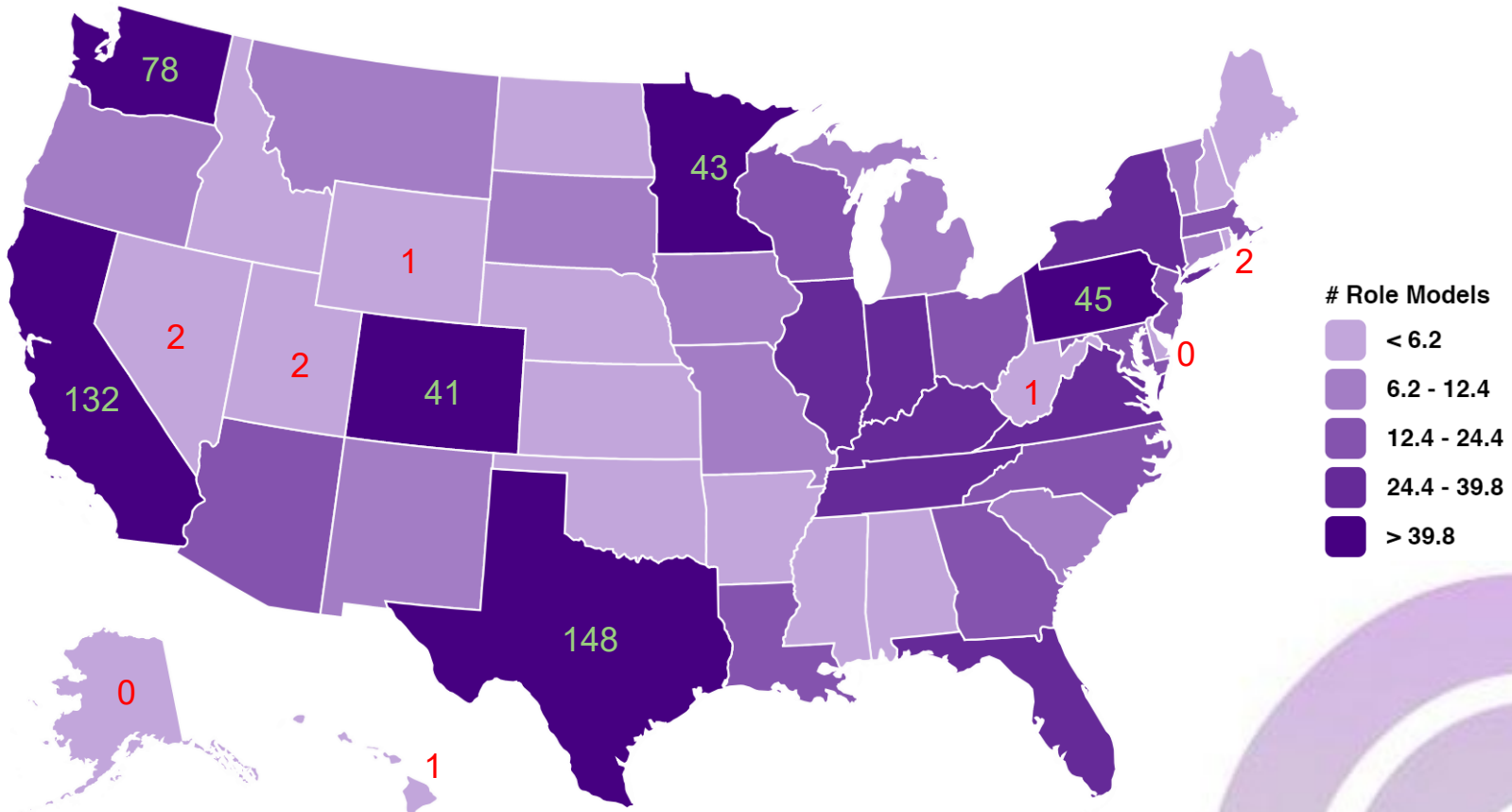




## # of FabFems



## By State



## Target States

- Alaska
- Delaware
- Hawaii
- West Virginia
- Wyoming
- Rhode Island
- Nevada
- Utah



## **State Leadership Team Updates**

- Updated state lists
- Connections with engaged FabFems
- Monthly newsletter

**What else would help you engage FabFems?**

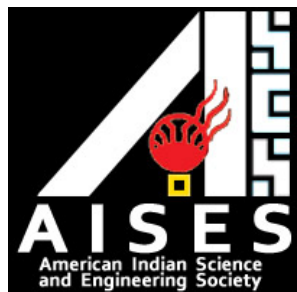




# FabFems Focus Group



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**SMITHGROUP**

Hispanic Heritage  
FOUNDATION



NATIONAL GIRLS COLLABORATIVE PROJECT

# Next Steps

- Who's missing from the conversation?
- Advisory Group





# FabFems Focus Group

- Any questions?
- Does anyone have suggestions for next steps or areas of focus?





# Successes and Challenges



Please share any successes or challenges you have had as a Collaborative.

# NGCP Updates

- Sharing from Association of Science and Tech Centers (ASTC) Conference
  - SciGirls Reception
  - National Champions Board meeting
- Collaborative Leadership Team Features



# Next meeting



Next Collaborative Leadership Teams Meeting:  
**November 14, 2018**