

“STEAM THE STREETS”

A National Youth Awareness Campaign
to Bridge the Diversity Gap in Technology

Executive Summary

What is it?

A national public outreach campaign to bridge the diversity gap in the technology sector by inspiring the next generation of workforce talent through music, video, and exposure to STEAM career pathways.

National Need

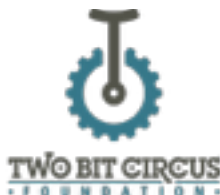
An estimated 9.5 million STEM/STEAM jobs will exist in the United States in 2018. Currently, less than 20% of college attendees are enrolled in STEM majors. At this rate, there will be more than one million of those jobs that will remain unfilled due to lack of qualified applicants. Many suburban districts are addressing this crisis by providing programs, but inner cities are still far behind the curve. Only 25% of U.S. middle/high schools have high quality computer science programs. Only 5% of employees at top tech. companies are Black or Hispanic. If this continues, there will be a vast underrepresentation of talent of color in our nation’s brightest occupations.

Campaign Components

- Partnership with a celebrity ambassador - a musical artist with a young fan base reflective of the target audience..
- National Youtube contest - a call to action is put out to young artists to upload a video of a written musical verse inspiring their peers to pursue STEAM. The winners will get chosen to be a part of the project with our celebrity ambassador.
- STEAM Anthem - our celebrity ambassador and selected youth are brought together to create the Anthem and music video, which will be the centerpiece of the campaign.
- Launch - video will be released in full partnership with our celebrity ambassador and partners.
- Additional Content - shared during pre-release build-up and post-release in order to educate our audience about the various STEAM opportunities they can access.
- Mobile Web App - Once youth are inspired, they can access the APP. which will provide a platform for career exploration, gamification, connecting with STEAM mentors, and next steps.

Target Demographic

Youth of Color across the United States ages 10-21 (23.9 Million total). We are inspired by our partner Yes We Code and their goal of connecting 100,000 underrepresented minorities to careers in technology.



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Desired Goal

- After the STEAM Anthem video is released, positive press and publicity is garnered, raising awareness on a national level about the golden opportunity of plugging into these career paths.
- Millions of underserved youths' curiosity is peaked and they are inspired to enter the STEAM pipeline via online or local opportunities, and utilize the mobile web app for pursuing next steps.
- Ultimately, the national demand for more feeder programs and education is built.

Business Model

- This project is non-profit in nature and is fiscally sponsored by the Community Foundation of Southeastern Massachusetts.
- Sponsorship - We are looking to align with brands who directly benefit from a more technologically aware workforce. This campaign will ultimately help provide a bigger talent pool to choose from. Aside from workforce cultivation, sponsorship of a good-will partnership is crucial publicity for an industry that has come under fire for not being diverse enough.
- Grants - Our team is currently pursuing grants to help fund the project.

Background

This model has been developed through Big Picture Anthems' founder and executive producer Ben Gilbarg's 18 years of experience in utilizing music and video to communicate social messages and inspire action. Ben's work with 3rd EyE Unlimited, the National Park Service's Youth Ambassador Program (YAP!), and the STEAM Carnival, has informed this project, along with thesis development in Boston University's Media Ventures Master's Accelerator program.

Work Samples

“We Run This” (With Pride) - “New Be, New Me” Campaign
<https://www.youtube.com/watch?v=ujxoZvGv1pU>

National Park Service Centennial Anthem - “Find Your Park” Campaign
<https://www.youtube.com/watch?v=b0qegey1DZk>

STEAM Carnival - Youth Impact Segment
<https://www.youtube.com/watch?v=6ZaOSqWIs54>

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