

#STEAM THE STREETS

A dynamic initiative
to inspire underrepresented youth to pursue
STEM/STEAM career pathways

STEM + ART = STEAM

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www.STEAMtheSTREETS.org

A project of
**BIG
PICTURE**
Anthems
Youth Outreach in the Digital Age

THE GAPS

Over **1 million**

projected computing jobs will go unfilled in 2020
if we don't build the proper career pipelines

Only **25%**

of U.S. middle/high schools have high quality
computer science & coding programs

Only **5%**

of employees at top tech companies are
Black or Hispanic

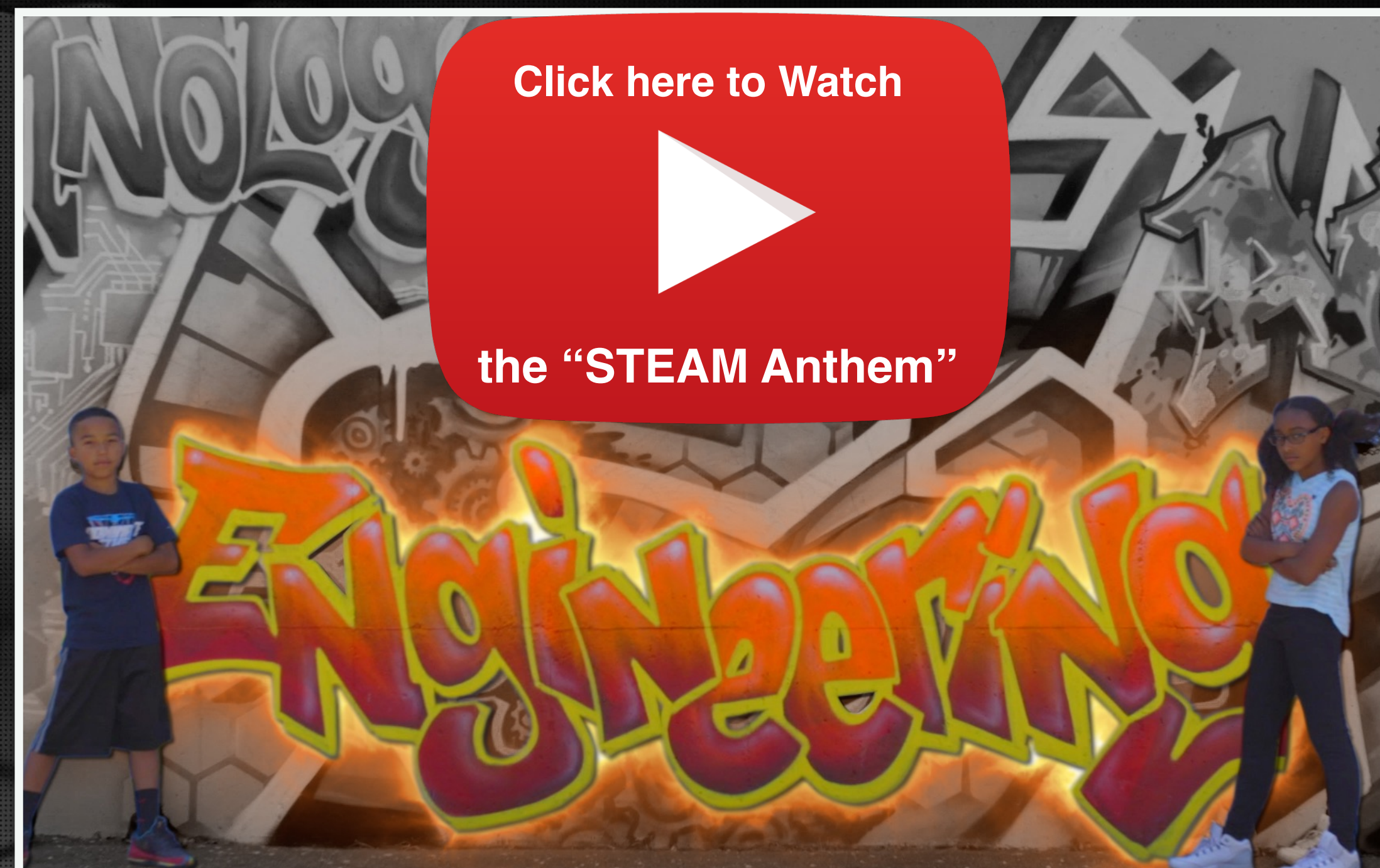
APPROACH

STEAM
#THE STREETS

Our model of youth outreach has been built over the course of two decades of experience in media outreach, youth development, and content production.

Through culturally relevant methods; music, art, and video, we are engaging youth in the conversation about their society and their future.

Through profiling a plethora of STEAM careers, we are educating youth about the current landscape, and exposing them to a vision of what they can become.



Watch our Video to get a feel for our Approach

www.STEAMtheSTREETS.org

AUDIENCE

Target Demographic

Underrepresented Youth
ages 10-18

5 SCHOOL DISTRICTS

HAVE
GENERALLY
NOT BEEN EXPOSED
TO STEAM
CAREER PATHS

HEAVILY
INFLUENCED
BY MUSIC, CULTURE
AND SOCIAL MEDIA



WHAT WE HEAR FROM YOUNG PEOPLE



“Im not smart enough to be an engineer.”

“That job is for nerds.”

“I don’t even know what they do in their jobs.”

“When will I ever use this Algebra in real life?”

“My guidance counselor told me I could either be a Math teacher or an accountant.”

THERE'S A SCIENCE TO IT...



Our campaign aims to:

Spark youth's interest through music, video and cultural relevancy

Connect the real world to Math and Science students are learning in school

Inspire students with professional role models in the field

Expose youth to career options & "The Possible"

Network with the positive forces reconstructing the tech. pipeline

Challenge youth to envision & design their future through interactive tools

Expand the pipeline through e-mentoring and community building

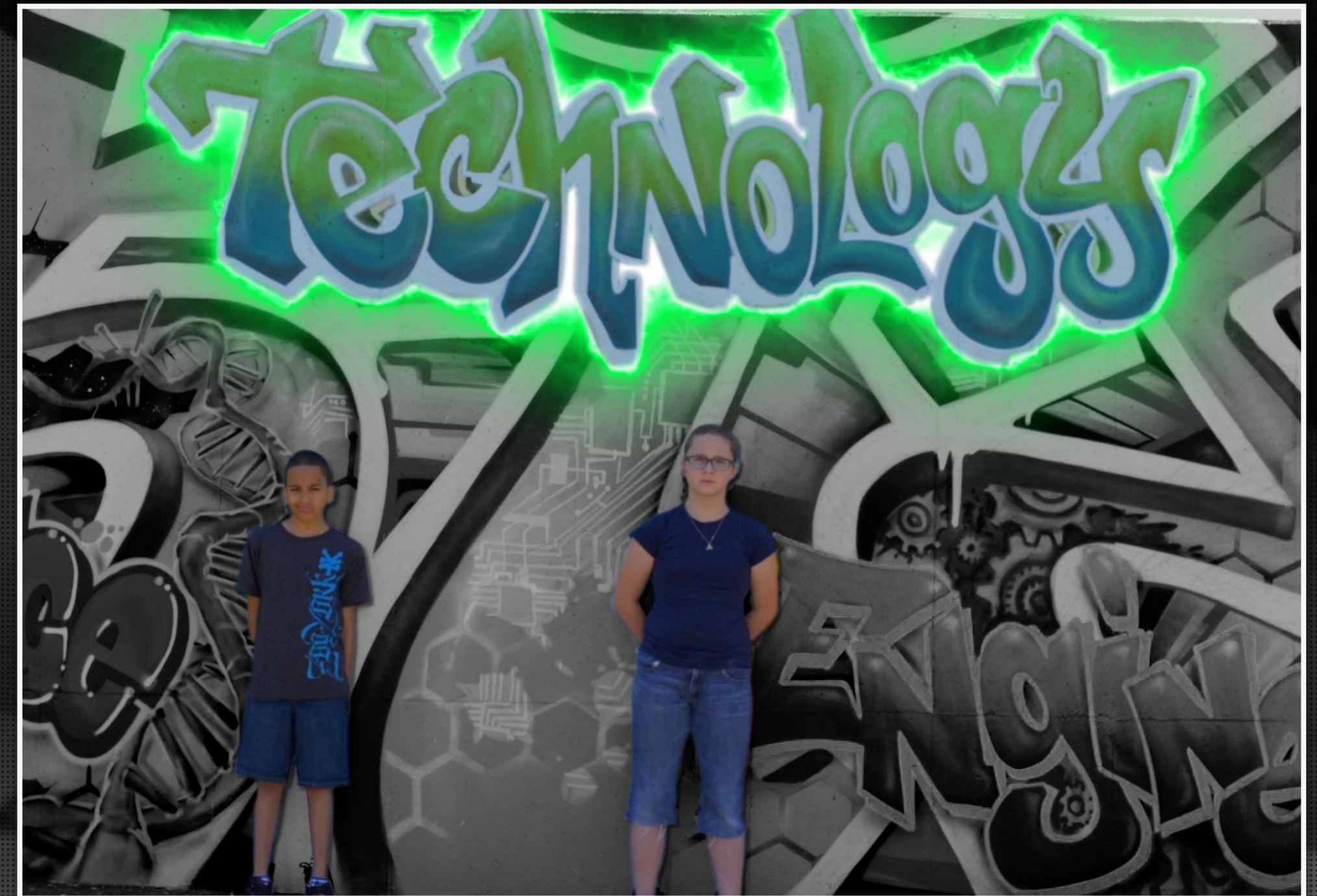
LOCAL TO NATIONAL



Phase I of #STEAMtheStreets

includes the following:

1. Production of the video profile series "STEAM Powered"
2. In-School Programs
3. Production & distribution of engaging STEM-infused music video content.



VIDEO PROFILE SERIES

“STEAM POWERED”

#STEAM
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Our goal is to inspire underrepresented youth with diverse role Models in the field

- Produce profiles of professionals sharing their stories and what they do in their jobs
- Profiles of rock-star students building and designing (apps, websites, games, robots, rockets)



“STEAM Powered” VIDEO Series

Sharing the Stories of Diverse STEM/STEAM Professionals



“I look at data and see patterns. I then write mathematical equations to describe those patterns.”

-Jorge Fernandes
Data Analyst, Pratt & Whitney

Putting a Face to the Job.

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SCHOOL OUTREACH



Our school outreach strategy is derived from two decades experience in engaging students through multimedia, mentoring and relationship building.

I. Spark Interest

School Assemblies - we engage students through a mix of dynamic video content, live performance, and interactive lecture by dynamic educator Angel Diaz. Our profile videos and music videos are screened, with the goal of introducing students to the STEM/STEAM career landscape. We utilize a culturally responsive approach connecting careers to students' interests.



SCHOOL OUTREACH



II. Dig Deeper

The next step of the program is classroom visits by diverse industry professionals sharing their story and occupation. This presents an opportunity for meaningful discussions with students. Speakers demonstrate their work, explore salary range, and talk about how they use Math and/or Science in their jobs. Through this process, our facilitators are able to connect students with concrete next steps including local and online resources.



**The precedent for this is "DIGITS," a program that engaged students in STEM with similar methods from 2009-13. It was brought to 229 schools in 127 cities and towns in Massachusetts.*

“BLACK MADE THAT”
OUR ANTHEM ABOUT BLACK INVENTORS

#STEAM
THE STREETS

**BLACK
MADE THAT**

Click here to Watch

“Black Made That”

BIG PICTURE Anthems
PRODUCTION HIP OUTREACH CAMPAIGNS TO IMPACT YOUTH

Education Through Entertainment
SCHOOL YARD RAP

Seeing is believing.
We utilize content to engage students at school assemblies.

CAMPAIGN PHASES



- I. Video Profile Series & In-School Programs**
Production of STEM-infused engaging music video content
- II. Online Platform**
- III. National Outreach with social influencers & young talent**

ACTIVITIES



Phase III. Online Platform

A one-stop shop, providing a platform for career exploration, mentoring, and concrete next steps.

The APP will allow youth to:

- Explore STEAM careers with corresponding profile videos.
- Earn badges by reaching field-specific milestones.
- Connect with a STEAM mentor who can guide essential career steps.
- Find coding programs, maker spaces, hack-a-thons nearby.
- Get on the radar of tech partners recruiting talent.

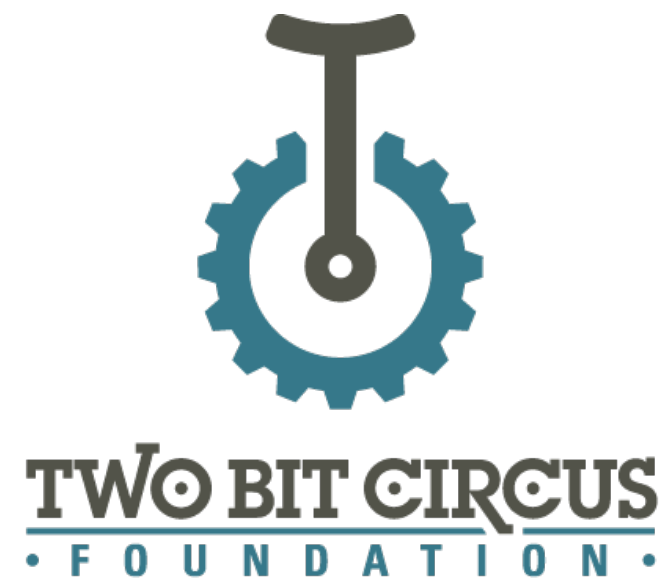
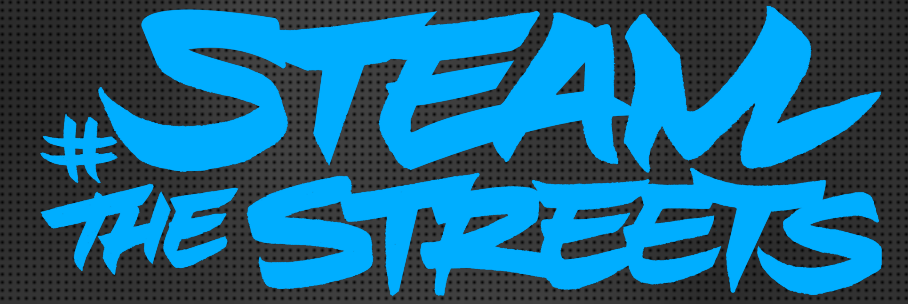
ACTIVITIES



PHASE IV. NATIONAL OUTREACH WITH STEAM AMBASSADORS

- Join forces with musical artists and social influencers.
- Youtube Contest - Young singers, rappers & poets compete to be stars of the “STEAM Anthem” by uploading their recordings.
- Compelling Collaboration - Ambassadors and contest winners record the “STEAM Anthem” V.2 song and video together as a rewarding mentorship experience.
- The Anthem becomes a viral hit, crystallizing the diversity in tech. movement.
- The APP is promoted as the call to action.
 - Goal - Hundreds of thousands of youth join the movement and rebuild the STEM/STEAM pipeline.

PARTNERS



Fiscal Sponsor



Producer of
"STEAM the
STREETS"



Video Production & Project
Management



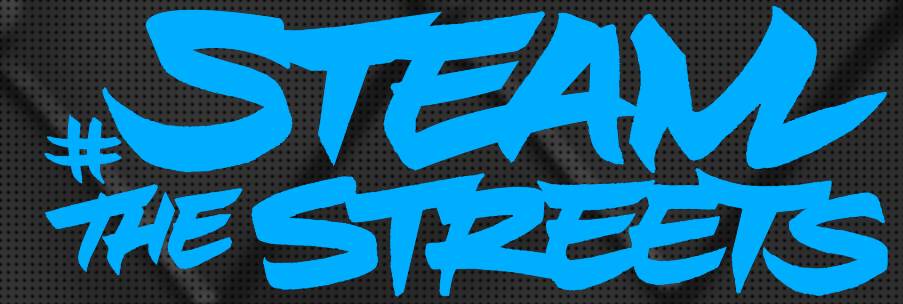
coloring your innovation
PR and Social
Media



THE FRANCHISE GROUP

Creative Partner

THE TEAM



BEN GILBARG

EXECUTIVE PRODUCER

Ben has 19 years experience in producing and directing dynamic communication campaigns that impact underserved communities. He has worked alongside thousands of at-risk teens and has the pulse on what they respond to. Ben has produced successful campaigns for the National Park Service, the city of New Bedford, and the University of Rhode Island. His work has been heralded by Michelle Obama's letsmove.gov.



TYSON MOULTRIE

PUBLIC RELATIONS and SOCIAL MEDIA

One-half of the partnership who run Why Blue Matters?® Hybrid Creative Agency + Publication specializing in Strategic Branding, Marketing Innovations, Social Media, Creative Consulting & PR. Tyson is a Forbes 30 Under 30 Nominee for 2017, and started the first ever Snapchat TV Network. Brand Ambassador for brands such as Sharp AQUOS, Hylete, LD West & Mophie.



Justine Medina

School Outreach

Justine is a mother, wife, and an educator of 14 years. She was born in New Bedford and is a proud Cape Verdean. She is currently the principal of Carlos Pacheco Elementary School in New Bedford. She's passionate about the children of her city and is invested in helping them reach their greatest potential. "If our children don't know even what careers are out there, how can they know what they can become."



ALYCE PINA

OUTREACH ASSOCIATE

Alyce Pina is a 23 year old student at Bridgewater State University. She is a sociology major and her passion for helping others and bettering her community has led her to pursue a career in social work. She is of Mexican and Cape Verdean descent and proudly identifies as such. Alyce currently works as a writing tutor at Bristol Community College where she just graduated from in Spring 2017.

THE TEAM

#STEAM
THE STREETS



NICK FRANCIS

STRATEGIC PARTNERSHIPS

Nick is Chief Visionary Officer & Founder of The Franchise Group, an award-winning digital agency focused on event creative & production, video, web & audience development. Nick has had films screened at Cannes as well as the Savannah Int'l Film Festival. A member of the Young Entrepreneurs Council as well as a non-profit organization based in the city of New Bedford focused on grooming civic minded leaders through programs all with an at-risk youth focus.



TEM BLESSED

CREATIVE FACILITATOR &
YOUTH DEVELOPMENT SPECIALIST

Tem Blessed has over 16 years experience inspiring youth around issues of personal transformation, critical thinking and global responsibility through his live performances and presentations. Tem has worked with hundreds of urban youth to use their voices to be music messengers and leaders in their communities.



JESSICA ROSS

INTERDISCIPLINARY ED.
CONSULTANT

Jessica Ross is a Project Manager and researcher on the Agency *by* Design initiative at Project Zero, a research center at the Harvard Graduate School of Education. Agency *by* Design is a multiyear research project investigating the promises, practices, and pedagogies of maker-centered learning experiences. Prior to this role, Jessica taught grades 5-8 humanities.



CLIFFORD CHEN

STRATEGIC ADVISOR

Cliff is the founder and creative director of LOCUS, a branding and product innovation firm with worldwide clientele including the Grand Ole Opry and the Los Angeles LGBT Center. He helps organizations find their soul, using the power of storytelling to clarify purpose and set strategies that inspire and move masses.

SPONSORSHIP BENEFITS



Highlights

- Brand integration within video content created throughout the campaign
- We'll produce video profiles of diverse employees within your company
- Guest speakers from your company engage with schools to expose youth to career options
- Branding on social media and press throughout the campaign

***Sponsorships are tax deductible

For full sponsorship packages, contact Ben@BigPictureAnthems.com or (508)965-1132

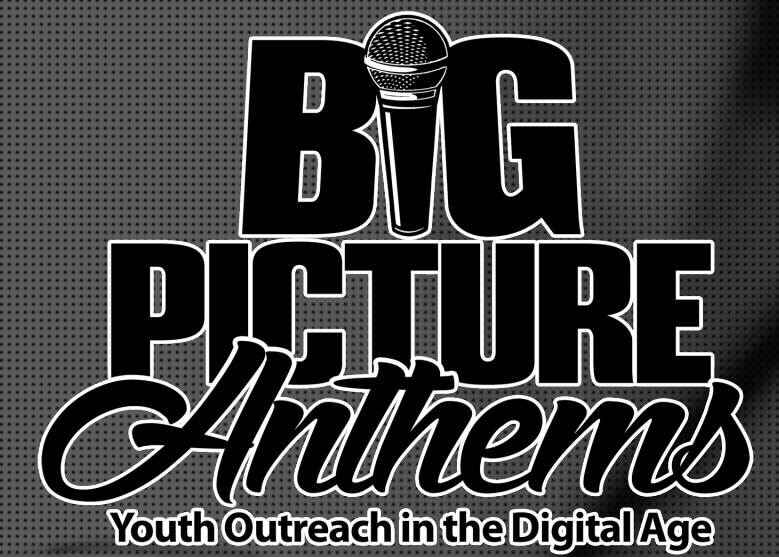
ABOUT THE PRODUCER



Big Picture Anthems produces dynamic outreach campaigns fueled by music, video, and the passion for social impact. Our differentiator is authenticity, which draws from two decades of experience. **We reach youth where they're at.**

To view our work go to:
www.BigPictureAnthems.com

VISION



To build an
effective
national model
for awakening
and engaging
at-risk youth...

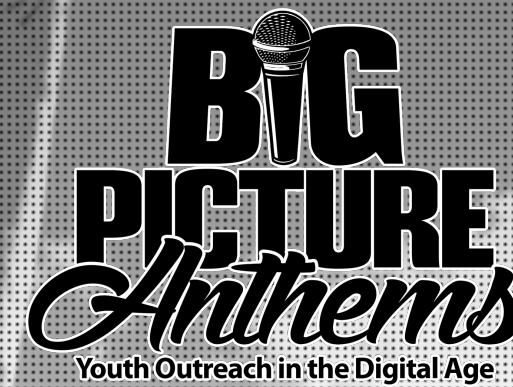
to their full future potential
to the power of self-
determination
to important societal issues

Learn more at:

www.BigPictureAnthems.com

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**For more info, contact:
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Executive Producer
(508)965-1132
Ben@BigPictureAnthems.com
STEAMtheSTREETS.org**



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