



ADVISORY COUNCIL

February 7, 2018 | 9:00 a.m.

Welcome, Roll Call & Updates

- ☐ Senator Sharon Hewitt
- ☐ Vernon Dunn, LaSTEM Coordinator

Coordinator Updates

- ☐ LaSTEM Council Report submitted w/ revisions 1/31/2018
- ☐ VEX Robotics Initiative
 - ☐ *35 schools approved, including entire Lafayette Parish*
 - ☐ *Teacher training held January 23-24, 2018*
- ☐ LaSTEM Website



About LaSTEM

The Louisiana **Science, Technology, Engineering, and Mathematics** Advisory Council (LaSTEM) under the auspices of the Board of Regents is tasked to coordinate and oversee the creation, delivery, and promotion of STEM education programs, to increase student interest and achievement in the fields of STEM, to ensure the alignment of education, economic development, industry, and workforce needs, and to increase the number of women who graduate from a postsecondary institution with a STEM degree or credential.

ACT 392

ACT 392 creates the LaSTEM Advisory Council to oversee the creation and delivery of STEM programs in Louisiana.

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LaSTEM Advisory Council Members

LaSTEM Advisory Council Member Biographies

[LEARN MORE »](#)

Upcoming Council Meeting Dates

The LaSTEM Advisory Council meets monthly.

[LEARN MORE »](#)

Presentations

Access previous LaSTEM presentations.

[LEARN MORE »](#)

Fundraising & Sustainability



- ☐ Senator Sharon Hewitt
- ☐ Vernon Dunn



Fundraising & Sustainability

■ Subcommittee Members: **Chair – Senator Sharon Hewitt**

- *Dr. Calvin Mackie, STEM Governor's Appointee*
- *Kristin Reeves, STEM Governor's Appointee*
- *Jamie Williams, STEM Governor's Appointee*
- *Michael Gaudet, LABI Designee*
- *Dr. Mahyar Amouzegar, UNO System*
- *Tom Yura, BASF*
- *Sara Haneline, BASF*
- *Carrick Inabnett, CenturyLink*
- *Ken Tucker, Boeing*
- *Susana Schowen, LED*
- *John White, LA Superintendent*
- *Jada Lewis, BESE*
- *Dr. Randy Duran, LSU System*
- *Dr. Stanton McNeely, LAICU*
- *Rep. Stephanie Hilferty, LA House*
- *Chris Roe, California STEM Network*
- *John Hightower, Public Affairs*
- *Kelly Taylor-White, LA WIC*
- *Amanda Hill, LA Workforce Development*
- *Vernon Dunn, BoR*



Fundraising & Sustainability

LOUISIANA'S REGIONAL LABOR MARKET AREAS (RLMAs) DEFINED

New Orleans RLMA: Jefferson, Orleans, Plaquemines, St. Bernard, St. Charles, St. James, St. John the Baptist, St. Tammany

Baton Rouge RLMA: Ascension, East Baton Rouge, East Feliciana, Iberville, Livingston, Pointe Coupee, St. Helena, Tangipahoa, Washington, West Baton Rouge, West Feliciana

Houma RLMA: Assumption, Lafourche, Terrebonne

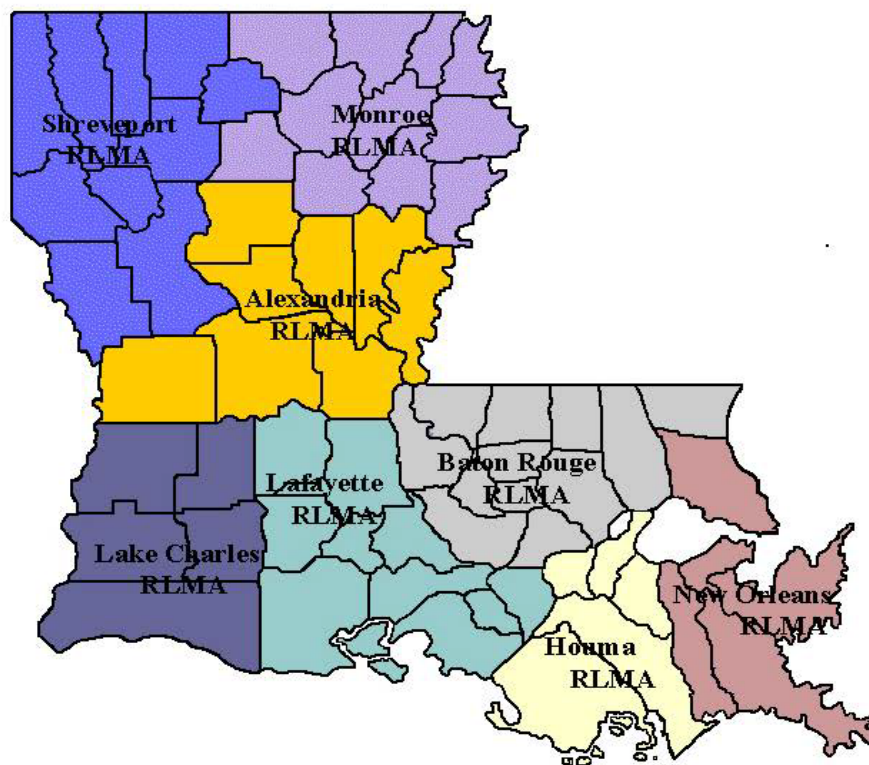
Lafayette RLMA: Acadia, Evangeline, Iberia, Lafayette, St. Landry, St. Martin, St. Mary, Vermilion

Lake Charles RLMA: Allen, Beauregard, Calcasieu, Cameron, Jefferson Davis

Alexandria RLMA: Avoyelles, Catahoula, Concordia, Grant, LaSalle, Rapides, Vernon, Winn

Shreveport RLMA: Bienville, Bossier, Caddo, Claiborne, DeSoto, Lincoln, Natchitoches, Red River, Sabine, Webster

Monroe RLMA: Caldwell, East Carroll, Franklin, Jackson, Madison, Morehouse, Ouachita, Richland, Tensas, Union, West Carroll



Fundraising & Sustainability

As funding allows, the Fundraising Subcommittee will:

1. **Establish Regional STEM Centers:** To form/support a geographically regional labor market. Serve as a clearinghouse for STEM work in region (similar to how United Way is a clearinghouse for other charities).
 - Provides fiduciary oversight for donors.
 - Ensures that donors are getting results for their investments
 - Allows dollars to be bundled and leveraged to access Federal funding or funding from Foundations/grants
 - Directly facilitates development of workforce for the industries in the region by building the pipeline of talent from K - workforce
 - Delivers STEM support that is tailored to the region and the industries in that region
 - Establishes some "equity of resources" being provided in a region
 - Strategies include encouraging more women to go into the STEM workforce
 - Intent is NOT to takeover or dismantle existing STEM programs



Fundraising & Sustainability

As funding allows, the Fundraising Subcommittee will:

1. Establish Regional STEM Centers: (Contd.)

- Use donated funds to hire Director for each Regional STEM Center and establish a site for the Regional STEM center at a University, Community/Technical College, Chamber of Commerce, etc.
- Portion of funding to be allocated to resources and staff at the state level
- Could sell naming rights to Regional STEM Center or particular programs/incentives



Fundraising & Sustainability

LaSTEMprint Sponsorship Packages

LaSTEM Champion Diamond Sponsor

(\$1,000,000 & above for 3-5 year commitment)

What this buys:

- o Training for your workforce:
 - > LaSTEM Student Internships with your company (Summer and/or Semester)
 - > LaSTEM Teacher Externships or 1-year Residencies. (Prof. Development)
 - > (Company Name) Teacher Fellowships
- o Access to statewide tracking and resource platform
 - > STEM Premier® subscription for all statewide institutions (33 licenses)
- o STEM pipelines/pathways (Curriculum/Education)
 - > Support for existing K-12 After School Programs, Experiential Weekend programs, or create new programs
 - > Support for FIRST (LEGO League Jr., LEGO League, Tech Challenge, and Robotics Competition)
- o STEM Resources and Materials
 - > Technology improvements: Laptops for schools, computer lab improvements that include company logos
 - > Curriculum development materials (examples)
- o Sponsorship for annual LaSTEM Annual Summit.

What you get:

- o Public rollout event at company's Louisiana headquarters or site. Event to be coordinated by BoR staff and attended by special invited community members and guests. Local news outlets to attend and live stream event.
- o Premier sponsor for LaSTEM Annual Summit.
 - > Sponsored workshop, opportunity to be a keynote speaker at the summit
- o Advertising on all LaSTEM promotional materials. Valued at:
 - > Personalized company banner on display at all LaSTEM meetings.
 - > Company logo on LaSTEM website
 - > Public acknowledgement in LaSTEM media advisories and recaps as well as at annual STEM summit
 - > Quarterly website showcase (Company Highlights)
 - > Distribution of organizations publication materials at meetings

LaSTEM Innovator Gold Sponsor

(\$350,000 - \$1,000,000 for 1-3 year commitment)

What this buys:

- o Training for your workforce:
 - > LaSTEM Student Internships with your company (Summer and/or Semester)
 - > LaSTEM Teacher Externships or 1-year Residencies. (Prof. Development)
 - > (Company Name) Teacher Fellowships
- o Access to statewide tracking and resource platform
 - > STEM Premier® subscription for all statewide institutions (33 licenses)
- o STEM pipelines/pathways (Curriculum/Education)
 - > Support for existing K-12 After School Programs, Experiential Weekend programs, or create new programs
 - > Support for FIRST (LEGO League Jr., LEGO League, Tech Challenge, and Robotics Competition)
- o STEM Resources and Materials
 - > Technology improvements: Laptops for schools, computer lab improvements that include company logos
 - > Curriculum development materials (examples)
- o Sponsorship for annual LaSTEM Annual Summit.

What you get:

- o Public rollout event at company's Louisiana headquarters or site. Event to be coordinated by BoR staff and attended by special invited community members and guests. Local news outlets to attend and live stream event.
- o Advertising on all LaSTEM promotional materials. Valued at:
 - > Personalized company banner on display at all LaSTEM meetings.
 - > Company logo on LaSTEM website
 - > Public acknowledgement in LaSTEM media advisories and recaps as well as at annual STEM summit
 - > Biannual website showcase (Company Highlights)



LaSTEM Leader Silver Sponsor

(\$5,000 - \$350,000 for 1-3 year commitment)

What this buys:

- o Training for your workforce
 - > LaSTEM Teacher Externships (Prof. Development)
- o Access to statewide tracking and resource platform
 - > STEM Premier® subscription for phased incorporation into statewide institutions (5-10 initial licenses)
- o STEM Resources and Materials
 - > Curriculum development materials (examples)
- o Sponsorship for annual LaSTEM Annual Summit.

What you get:

- o Advertising on all LaSTEM promotional materials. Valued at:
 - > Company logo on LaSTEM website
 - > Public acknowledgement in LaSTEM media advisories and recaps as well as at annual STEM summit
 - > Annual website showcase (Company Highlights)



Fundraising & Sustainability

Draft Brochure

- Proposed categories
 - Diamond: \$1M & above, over a 3 - 5 yr commitment
 - Gold: \$350K - \$1M, over a 1 - 3 yr commitment
 - Silver: \$100K - \$350K, over a 1 - 3 yr commitment
 - Bronze: \$25K - \$100K
 - Patron: \$5K - \$25K
 - Member: Less than \$5K
- Clearly describe benefits of various categories

Fundraising & Sustainability

Next Steps

- Identify key industries and contacts in each Region (LED, LWC, LABI, Hewitt)
- Identify universities, technical/community colleges, and school districts in each region (BoR, DoE)
 - Perform a high-level scan of Foundations with a STEM or education focus (**Duran, Roe**)
 - Document existing funding sources through Department of Education (**John White??, Jada Lewis??**)
 - Develop a plan to pursue funding through Department of Defense via meetings with military base Commanders, Stennis Director, Michoud Assembly Facility / NASA, etc. (**Hewitt, Duran**)
 - Put dollar value on naming rights
 - For state, for region, for areas. Ex: Technology Association of Georgia (statewide initiative around technology) (**Vernon**)



Fundraising & Sustainability

Next Steps: (Contd.)

- Establish an **Industry Task Force** and setup one-on-one or small group meetings to visit with regional leaders about:
 - Regional STEM Center concept
 - Current STEM work in region
 - Projected workforce demands
 - Level of interest and financial support from industry
 - Timing of donation decisions and process for requesting funding (summer?)
 - Interest in naming rights
 - Seed money

Fundraising & Sustainability

- Task Force members:

Sen Sharon Hewitt

Dr Randy Duran, LSU

John Hightower, Public Affairs Counsel

Vernon Dunn, Board of Regents

Chris Roe, California STEM Network

Dr Calvin Mackie, STEM Nola

Susie Schowen, LED ??

Others?

- Task Force responsibilities

- Prepare presentation materials (Vernon)
- Perform a high-level scan of Foundations with a STEM or education focus (Duran)
- Meet with regional leaders in all 8 Regions (see above) (Hewitt et al.)
- Establish a timeline for fundraising efforts



Overview of Process

- Overview of SMART objective development
- Review and Refinement LaSTEM Goals
- Comments from PR Subcommittee Chair

Comprehensive SMART Objectives Review

- ☐ LaSTEM Coordinator Objectives
 - ☐ *Vernon Dunn*
- ☐ PK12 Education and Teacher Training Subcommittee
 - ☐ *Dr. Jeanne Burns*
- ☐ High School – Postsecondary Education Subcommittee
 - ☐ *Dr. Lupe Lamadrid (Phoebe Rouse)*
- ☐ Workforce Subcommittee
 - ☐ *Dr. Lisa Vosper*
- ☐ Fundraising Subcommittee
 - ☐ *Senator Sharon Hewitt*



LaSTEM Goals

(For Review: 1 of 2)

- ☐ Create a culture that advances STEM excellence and promotes the value of STEM education
- ☐ Advance the perspective that STEM principles are woven into every aspect of daily life and not to be feared
- ☐ Increase the STEM literacy of the population such that Louisianians have the ability to compete and excel in the global economy
- ☐ Promote STEM-oriented integrative and experiential learning activities starting in early childhood and extending through adulthood

LaSTEM Goals

(For Review, 2 of 2)

- ❑ Improve the size, alignment, level of mastery, and diversity of the pipeline of workers well-qualified for specific high-priority STEM jobs
- ❑ Develop a comprehensive communication strategy that helps to demystify STEM & build positive perspectives about STEM-intensive careers
- ❑ Expand access to high quality STEM education and employment opportunities for women, rural populations, people with special needs, under-represented communities and other targeted populations
- ❑ Create a clear set of metrics and an accountability framework to ensure the success and sustainability of the Council's work
- ❑ Remove barriers that prevent education systems from recognizing STEM coursework for diploma requirements and postsecondary opportunities and responding to emerging STEM needs



Other Business & Wrap Up

- ❑ Send feedback, suggestions and questions to lastem@regents.la.gov
- ❑ Next meeting: **Tuesday, March 13th** at **9:00 a.m.**

Topics include:

- Final Review & Approval of SMART Objectives
- STEM Diploma Endorsement
- LaSTEM Website Update



Educate

ELEVATE

Innovate

Louisiana