

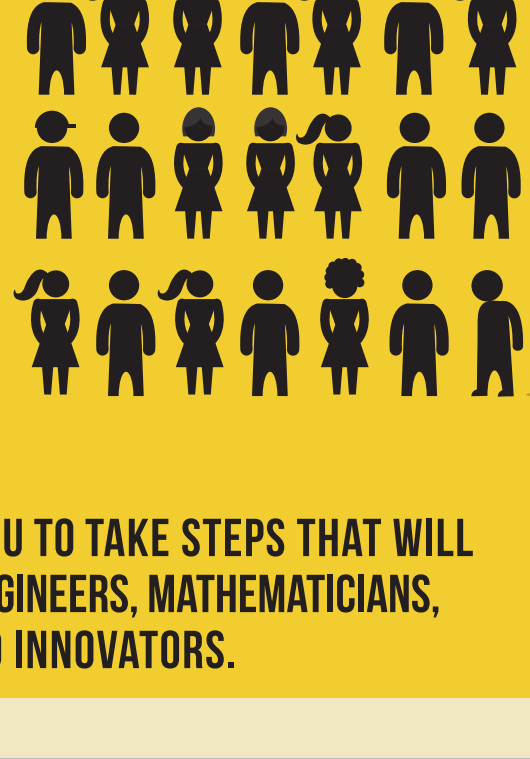
THE ROADMAP TO GETTING MORE DIVERSE YOUTH Excited About STEM

So you're interested in getting more diverse youth excited about STEM?

Welcome to the club! At Rockwell Automation, we've been committed to inspiring more young people to get involved with STEM for the last 15 years. Whether it's a commitment to gender diversity, racial/ethnic diversity, or abilities - we understand and believe that diversity and inclusion in STEM is one of the key ways that STEM can continue to push society forward and elevate the lives of many.

We know that attracting and inspiring youth to become more interested in STEM can feel like a daunting task. But we also know that it doesn't have to be a struggle. It can be both enjoyable and rewarding for organizations and their employees to get involved. This is why we've developed a roadmap that organizations, professionals and community members can use to better understand what steps they can take to get more diverse youth excited about STEM.

The benefits of creating and living in a world where more diverse youth are excited about STEM cannot be understated. A future where STEM is more inclusive is a future where projects have fewer biases, innovation is more common, adaptability is augmented, there is a larger pipeline for talent, and there is opportunity for more diverse communities to find financial advancement.



WE HOPE THIS ROADMAP CAN HELP INSPIRE YOU TO TAKE STEPS THAT WILL ULTIMATELY INSPIRE THE NEXT WAVE OF ENGINEERS, MATHEMATICIANS, SCIENTISTS, TECHNOLOGISTS AND INNOVATORS.

START

STEP 1

IDENTIFY THE COMMUNITIES YOU'RE TRYING TO REACH

The first step to getting more diverse youth excited about STEM is to identify the communities you want to reach. Diversity is a broad term and could be used to reference diverse:

- ✓ genders
- ✓ sexual orientations
- ✓ races
- ✓ class
- ✓ ethnicities
- ✓ cultural backgrounds
- ✓ abilities
- ✓ religious backgrounds

THIS JOURNEY IS ABOUT EQUITY. IT'S IMPORTANT TO PROVIDE ACCESS TO RESOURCES THAT ARE NOT READILY AVAILABLE IN OUR NEIGHBORHOODS. IT IS NOT ONLY IMPORTANT TO PROVIDE FINANCIAL RESOURCES, EQUIPMENT AND MATERIALS, BUT TO ALSO LOOK AT BARRIERS. IT'S ABOUT LEVELING THE PLAYING FIELD.

GOALS:

IDENTIFY THE DIFFERENCE YOU WANT TO MAKE

As you think about your own goals for diversity and inclusion, take the time to truly understand what you're doing today and what you aspire to achieve tomorrow. Doing so will make it all the more easy to strive for, measure and achieve your goals. It's this focus on actual metrics that will show youth and the rest of the community that you're serious about these efforts.

IN 2017, ROCKWELL AUTOMATION RECEIVED THE CATALYST AWARD FOR INITIATIVES IN WOMEN'S INCLUSION AND ADVANCEMENT IN THE WORKPLACE. ACCOMPLISHMENTS LIKE THIS ARE ONLY POSSIBLE WHEN YOU IDENTIFY THINGS THAT YOU WANT TO IMPROVE AND INVEST THE TIME TO IMPROVE THEM.

STEP 3

RESEARCH LOCAL PROGRAMS & GROUPS

It's likely that there are already some organizations doing great work in your local community. Take the time to use Google, search on social media, and talk to your team about what organizations they're aware of that are doing STEM-related work or that are helping inspire diverse youth to succeed.

A FEW EXAMPLES OF K-12 IN-SCHOOL AND AFTER-SCHOOL PROGRAMS SUPPORTED BY ROCKWELL AUTOMATION ARE:

- FIRST** PROVIDES MENTOR-BASED ACTIVITIES TO INSPIRE YOUNG PEOPLE WORLDWIDE.
- PROJECT LEAD THE WAY** PROVIDES HANDS-ON PROGRAMS INCLUDING CURRICULUM SHARING, CREATIVITY AND INNOVATION.
- STEM MATH** PROVIDES GAME-BASED MATH LESSONS TO IMPROVE PROBLEM-SOLVING WHILE HAVING FUN.

STEP 4

CONNECT WITH COMMUNITY PUBLIC SCHOOLS

Public schools are where the majority of youth education happens and are a great place to start. Reach out to public schools to see what opportunities exist and how you can help. Science teachers often invite professionals into their classrooms to speak, or there may be an even larger opportunity to develop and get the students to participate in an after-school program.

WORKING WITH OUR STEM PARTNERS IS HOW WE, HERE AT ROCKWELL AUTOMATION, MADE OUR WAY INTO LOCAL PUBLIC SCHOOLS. THESE IN-SCHOOL AND AFTER-SCHOOL DEVELOPMENT PROGRAMS HAVE REALLY HELPED TO GET STUDENTS ENGAGED AND EXCITED ABOUT STEM INDUSTRIES AND POTENTIAL CAREER PATHS.

* YOU CAN ALSO IDENTIFY ANY LOCAL AFTER-SCHOOL PROGRAMS THAT ARE IN YOUR COMMUNITY ALREADY AND CONNECT WITH THEIR ADMINISTRATION TO SEE IF THERE ARE ANY WAYS IN WHICH YOU COULD OFFER ADDITIONAL SUPPORT AROUND STEM EFFORTS, TRAINING AND TUTORING.

CONNECT WITH PROFESSIONAL ORGANIZATIONS

STEP 6

CONNECT WITH COMMUNITY NON-PROFITS

Identify and reach out to local non-profits that are already making an impact on youth and are looking for volunteers. It's possible that these organizations will be looking for monetary or in-kind support.

The **Boys and Girls Clubs of America** is one such non-profit that is always welcoming new volunteers. By offering yourself up as a buddy for the youth involved in this program, you're giving them access to a friend, a teacher and a mentor that can provide them with a world of knowledge and opportunity they may not have otherwise known existed.

SPONSOR FIELD TRIPS OR CAMP ENROLLMENT

Spring break, summer, and even after school, all present great opportunities to contribute to the ongoing learning of our youth. One way you can use this time is to take some kids on a field trip! Science centers and museums pair learning with fun and help open kids' eyes up to new ideas and discoveries.

ALTERNATIVELY, GIVE A CHILD THE CHANCE TO DEVELOP NEW SKILLS AT MATH CAMP, CODING CAMP OR SPACE CAMP, AND WATCH AS THEIR EYES (AND BRAINS) LIGHT UP!

ORGANIZATIONS GO THIS WAY

INDIVIDUALS GO THIS WAY

STEP 8

GIVE OPPORTUNITIES TO STAFF FOR VOLUNTEERING

Representation matters. It's important for diverse youth to see people who look like them working in industries related to STEM. STEM outreach is imperative for business success and presents a major opportunity for employee engagement and development. Organizations who want to set a standard for more diversity and inclusion in STEM must be committed to offering up such opportunities for their employees without costing them vacation days or sick time.

VOLUNTEERING NOT ONLY HELPS YOUR ORGANIZATION TO BE RECOGNIZED IN A POSITIVE LIGHT IN THE COMMUNITY AND BEYOND, BUT IT ALSO GIVES YOUR EMPLOYEES A SENSE OF PRIDE. FEELING ENGAGED BOOSTS THEIR MORALE AND LEADS TO HIGHER LEVELS OF PRODUCTIVITY WHEN BACK IN THE OFFICE.

SPEAK AT LOCAL COMMUNITY GROUPS

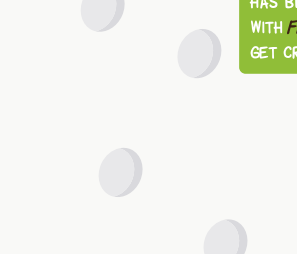
Saying yes to speaking engagements has many benefits. Whether you're an underrepresented person in STEM or not, the opportunity to speak at local community groups should not be taken lightly. It's a chance to build a connection with youth and inspire the next generation to get involved in STEM.

CONSIDER MORE CREATIVE WAYS TO CONNECT WITH DIVERSE YOUTH:
1. INVITE DIVERSE COLLEAGUES TO JOIN YOU.
2. TELL STORIES OF DIVERSE PEOPLE IN THE INDUSTRY, OR
3. USE INCLUSIVE IMAGERY IN YOUR VISUALS.

CREATE INTERNAL EMPLOYEE RESOURCE GROUPS

Employee Resource Groups are organizationally-supported groups of employees that are drawn together by characteristics they hold in common, such as ethnicity, gender, sexual orientation, generation, disability status, etc. These groups provide a network of multicultural, multigenerational employees that are committed to supporting your company's values and business goals along with the needs of its membership.

HERE'S A SNAPSHOT OF SOME OF THE GROUPS WE HAVE WITHIN ROCKWELL AUTOMATION:



STEP 9

GET CREATIVE WITH YOUR STEM PARTNERSHIPS

Organizations can offer more than just capital to STEM organizations and STEM organizations can offer organizations more than just good press. Collaborate with your STEM partners to come up with creative and unique ways to inspire diversity and inclusion.

IT'S THROUGH COLLABORATION THAT ROCKWELL AUTOMATION HAS BEEN ABLE TO BUILD SUCH A STRONG RELATIONSHIP WITH **FIRST**. HOW WE USED ROBOTICS AND GAMING TO GET CREATIVE WITH THE **FIRST** TEAM.

SHARE THE FUN & EXCITING PARTS OF STEM

For many youth, the idea of STEM is very boring and mundane. This is typically due to do stereotypes around what types of jobs and occupations come from STEM rather than the realities of the actual work. Lynn Stigins, a Commercial Engineer at Rockwell Automation and member of The Rockwell Automation Society of Women Engineers and Professional Women's Council (PWC) shared in a blog post a key insight around how to connect with girls:

"We must teach girls that engineering isn't just studying physics and computer science - and that there are many opportunities that can be exciting and fun."

Jay Flores, Global STEM Ambassador for Rockwell Automation, also highlights this concern and talks more in depth about how to address it in his TEDxYouth TED Talk.

IF YOU'RE ABLE TO SPEAK WITH YOUTH, IT'S IMPORTANT TO SHOW THEM THE FUN SIDE.

OFFER TRAINING TO STAFF ABOUT DIVERSITY

Diversity training can help build awareness and inspire action by creating a personal head and heart connection. Developing skills on courageous conversations is critical to create meaningful partnerships across difference.

In addition, ensure your workplace culture supports the learning to follow-up and implement what you've learned. Awareness and behavior change are what make the difference for long-term sustainability.

AT ROCKWELL AUTOMATION, MORE THAN 1,000 OF OUR ORGANIZATION'S LEADERS AND 4,000 OF OUR EMPLOYEES HAVE ATTENDED WHITE MEN AS FULL DIVERSITY PARTNERS (WMFDP) TRAINING. THIS PROGRAM FACILITATES AND GROWS AWARENESS OF DOMINANT GROUP DYNAMICS AND WHITE MALE PRIVILEGE.

JOIN VOLUNTEER NETWORKS RELATED TO STEM

There are plenty of networks online that organizations use to find volunteers and potential guest speakers who are diverse. As an example, the site **FirstFems** is a directory of youths working in STEM who are interested in volunteering, mentoring and speaking with youth. **Girl Scouts** is another excellent place to start. Under this popular program, there are several badges related to science, technology, innovation and finance that the girls can work toward achieving.

WE SHOULD EMPHASIZE THAT THE OPPORTUNITY TO MENTOR A CHILD SHOULD NOT BE OVERLOOKED. IT IS, AFTER ALL, HOW MANY OF US HAVE GOTTEN TO THE POSITIONS WE ARE IN TODAY. IT'S IMPORTANT OUR YOUTH KNOW THEY HAVE SOMEONE TO TURN TO FOR ADVICE, SUPPORT AND GUIDANCE ON THE IDEAS AND INDUSTRIES THAT INTEREST THEM. THIS CAN BE AN UNVALUABLE RELATIONSHIP FOR THESE YOUNG MINDS AND MENTORS ALIKE.

DONATE STEM KITS & TECHNOLOGIES TO PUBLIC SCHOOLS

Disparities in funding and resources at the K-12 level directly and negatively impact the quality of education students receive and affect the opportunity to develop fundamental skills. High-poverty and high-minority districts receive less in-school funding from state and local taxes, and parental giving. This results in less access to opportunity than their more advantaged peers.

ORGANIZATIONS CAN PLAY A ROLE IN GETTING MORE DIVERSE YOUTH EXCITED ABOUT STEM BY GIVING THEM ACCESS TO THE LATEST TECHNOLOGIES. IPADS, VIRTUAL REALITY KITS, AUGMENTED REALITY KITS, AND STEM KITS ARE EXAMPLES OF TECHNOLOGY THAT COULD GREATLY BENEFIT PUBLIC SCHOOLS THAT ARE TRYING TO KEEP THEIR STUDENTS UP WITH THE LATEST IN TECH. EVEN TOYS LIKE SIMPLE GADGETS, LEGO OR AN ABACUS CAN GET THEIR TECHNICAL MINDS WORKING EARLY. IF YOU'RE NOT USING THEM, PASS THEM ALONG TO SOMEONE WHO CAN.

SHARE YOUR STORY

It's important that you share your experience working in a STEM field with youth in your network and beyond. While you may not realize that it's important for people to know that you're working in STEM, it could make a life changing difference for a young person to see someone who they connect with doing something so impactful.

TALK TO YOUR OWN CHILDREN ABOUT THE WORLD OF STEM. TALK TO YOUR NIECES AND NEPHEWS, YOUR BABYSITTER, OR YOUR NEIGHBOR. IT'S AMAZING WHAT CAN COME FROM SHARING OUR EXPERIENCES AND KNOWLEDGE WITH THOSE AROUND US.

FINISH

Interested in learning more about our STEM efforts?



GET IN TOUCH

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