

STEM CHAMPIONS: LEADING THE WAY



THE COLORADO EDUCATION INITIATIVE

"A STEM-educated workforce is critical to United Launch Alliance. Industries, like aerospace, can not accomplish their missions without a world class workforce with skills in science, technology, engineering and math."

- Michael Gass
President and CEO
United Launch Alliance



WHY NOW?

Colorado is emerging as one of the most innovative states in the country. While the state has a highly skilled labor pool, employers must recruit talent from other states and countries to meet the demand—especially in science, technology, engineering and math (STEM).

Colorado cannot rely solely on importing talent. The cost is too high. In 2010 alone, Colorado employers incurred \$19 million in fees importing talent to fill the demand. This trend is only projected to increase. A 2013 Colorado Technology Association survey identified the lack of a skilled domestic workforce as one of the top three barriers to growth for Colorado IT employers. We must do more to grow local talent that drives innovation, fuels the state's growing STEM economy and preserves the quality of life so important to Coloradans.

We also know that employee attributes important to an innovation economy go beyond academics - they include professional, entrepreneurial, civic and personal competencies. We must ensure today's students have access to strong STEM instruction so they succeed in a global, technologically advanced economy.

The Colorado Education Initiative (CEI), in partnership with leading educators, policymakers and industry leaders, is committed to making this vision a reality.

BECOME A STEM CHAMPION

We invite you to join the Colorado Workforce Development Council (CWDC), Comcast, the Gay and Lesbian Fund for Colorado, JPMorgan Chase, United Launch Alliance and Xcel Energy in becoming a STEM Champion.

STEM Champions invest time, talent and financial resources to:

- Provide counsel and contribute to implementing the Colorado STEM Education Roadmap, a plan to advance STEM education statewide
- Amplify the impact of effective STEM programs in Colorado
- Mentor students pursuing STEM careers and collaborate with educators

Companies and foundations that invest \$30,000 or more over three years are invited to serve as STEM Champions. These advocates help guide Colorado's work in STEM and they have a dedicated seat on the Colorado STEM Advisory Committee, which includes state leaders such as the Lieutenant Governor Joe Garcia; Commissioner of Education Robert Hammond; and executive directors of the Office of Economic Development and International Trade, Colorado Department of Labor and Employment and the CWDC. STEM Champions also receive statewide exposure through recognition on CEI's website, STEM materials and social media.

innovate to
→ EDUCATE

LEVELS OF SUPPORT

Numerous Colorado companies, foundations and individuals support CEI's STEM initiative. Support ranges from \$30,000 as a STEM Champion to \$5,000 as a STEM Friend. We will work with you to find the fit that best meets your needs.

\$5,000 STEM Friend	\$10,000 STEM Advocate	\$30,000 STEM Champion
<i>Benefits:</i>	<i>STEM Friend benefits plus:</i>	<i>STEM Advocate benefits plus:</i>
Strategic mentions in STEM-related content in CEI newsletters and social media	Mention in STEM-related CEI press releases	Invitations to exclusive VIP events (for example, the STEM Roadmap Release at the Colorado Innovation Network Summit)
Regular communications from CEI about STEM milestones, trends and events	Links and logo placement on CEI's website	Representation on the state STEM Advisory Committee
Nonvoting member of STEM Champions board	Name and logo in CEI's annual report	Voting member of STEM Champions board

LEARN MORE

We look forward to talking with you about potential sponsorship opportunities. For more information, please contact:

Sponsorships

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STEM Initiative

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ABOUT THE COLORADO EDUCATION INITIATIVE

The Colorado Education Initiative is an independent nonprofit working in partnership with the Colorado Department of Education and public education stakeholders to accelerate bold improvement in student achievement through innovation, collaboration and capacity building. We believe that increased student achievement for all Colorado students requires effective leaders in every school, effective educators in every classroom, and healthy and engaging environments that ignite a passion for learning in every student.

