



STEM Education Works®

THE BUSINESS CASE FOR STEM INVESTMENT

HOW STEM EDUCATION PARTNERSHIPS DRIVE WORKFORCE, COMMUNITY, AND BRAND ROI

SUMMARY

Investing in STEM education is a strategic business decision that helps companies secure future talent, strengthen workforce development, and stay competitive in a rapidly evolving economy.

PURPOSE

The workforce gap that STEM industries face continues to grow. Introducing STEM skills early encourages students to pursue STEM in high school and beyond. Supporting STEM education in your community addresses this gap and strengthens your company's relationship with local schools, parents, and community members.

CORE MESSAGE

Investing in STEM education strengthens long-term business growth by building a skilled, local talent pipeline to address the growing workforce gap. With leading companies actively investing in STEM education to develop future talent, these partnerships have become a competitive advantage for organizations looking to secure the workforce they need to grow.

MAIN MESSAGE:

Investing in STEM education is a strategic business decision that helps companies secure future talent, strengthen workforce development, and stay competitive in a rapidly evolving economy.

SUPPORTING POINTS:

- Address the workforce gap by developing the next generation of STEM workers.
- Build a local talent pipeline by introducing students to careers in the community.
- Gain a competitive advantage by supporting workforce development

PROBLEM

The future STEM workforce needs to grow to keep up with demand, as STEM jobs are increasing at 3.5x the rate of other industries, creating a gap of 1.4 million jobs by 2030.

"When we look at the needs of the future, specifically the workforce of the future, we know we have to start today developing the skills that will be needed for the jobs of tomorrow."

— Jim Schacht, Vice President of Cummins Inc.'s Corporate Responsibility

Many students are interested in STEM, but schools don't have the time or funds for a STEM program. By the time students graduate, many are uninterested in pursuing a career in STEM. Those who want a STEM career often lack the skills to succeed, which means your company needs to invest more in training new employees.



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OPPORTUNITY

No one wants to be cheated. Look ahead for when companies offer deals or limited-time offers on their items. If they do, plan your purchase for that time of the month or year. Otherwise, look to see what you're getting. If the seller is offering bundles with the item such as lesson plans to offer teaching guidance or additional tools that other companies do not, the product is worth investing the money because you get more out of it in the long haul. Weigh the prices with the number of items and their practicality – the cheapest deal is not always the best in the end.

SOLUTION

1. Partner with us to create a STEM lab/studio in your facility that students can visit.

We recommend developing a dedicated space for students to learn about STEM and explore technology. Companies like Cummins and Endress+Hauser have created local STEM pipelines by investing in STEM labs at their facilities that local schools can visit. We help you choose equipment that students will encounter in real manufacturing environments, such as robotic arms, 3D printers, and coding tools. We supply standards-aligned curriculum and activities that are versatile for multiple age groups, so you can easily reach all the students in your community. We train your staff and are available at every step to troubleshoot technology issues and tailor activities.

2. Fund one (or more) local schools' STEM programs.

Reach out to local schools to see if your company can help fund a STEM classroom with the technology and curriculum needed to develop a local STEM pipeline for your company. Students learn about STEM alongside other subjects, but this dedicated space ensures they have the tools needed to study robotics, coding, and manufacturing. We provide standards-aligned curriculum and professional development to help teachers feel confident running a high-tech lesson.

3. Create an annual grant to support educators that funds STEM education curriculum and tools.

Using this grant, schools can partner with us to set up their space according to their needs and budget. This is a great way to support schools that already have a strong science and math foundation but may not have access to coding and robotics tools.

NEXT STEPS

Support STEM education in your community by creating an on-site STEM space, funding a local school's program, or creating a grant to fund STEM projects or technology. This investment develops future talent while giving your company a competitive advantage.