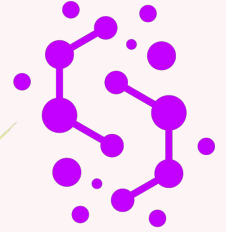


Self-eSTEM COMMS OVERVIEW



SEPTEMBER 2022 | selfestem.org



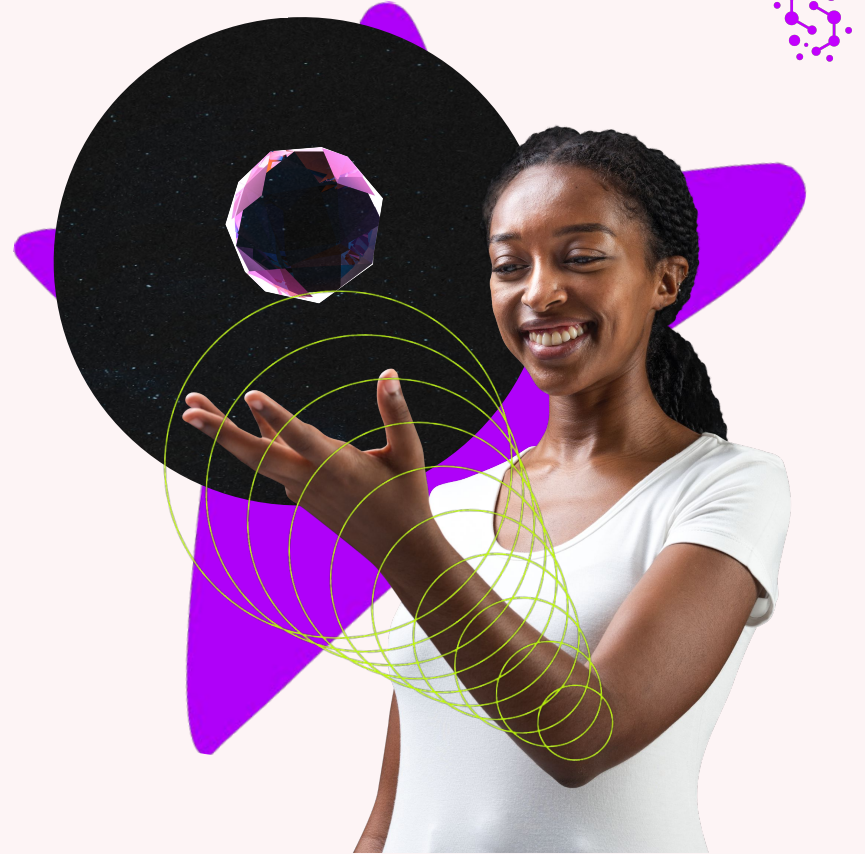
COMMS OVERVIEW

- Brand Vision
- Brand Voice
- Comms Overview

MISSION

At Self-eSTEM, our mission is to ignite **pride, purpose, and possibility** among BIPOC girls and women through STEM by providing:

- culturally relevant education,
- training & mentorship,
- and access to a network of support to fuel their personal and professional development throughout the talent pipeline.



Brand Vision

TAGLINE

Self- eSTEM:

The new
face and
culture
of STEM
innovation.



VALUES



1.	2.	3.	4.	5.
Community & Self-Love We bolster self-esteem and confidence.	Innovation We imagine and create the world we yearn for.	Creativity We encourage curiosity and creative genius.	Purpose We lead with authenticity and intentionality.	Equity We improve life outcomes through STEM.



Brand Voice & Tone Chart

Because **we value:**

Our brand **voice** is ↓

Our brand **tone** is ↓

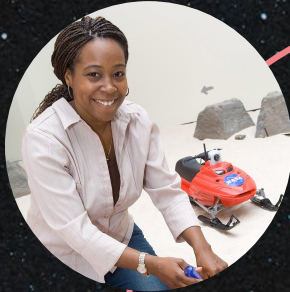
Our brand **is not** ↓

Community & Self-Love	Inclusive & Considerate	Welcoming & Authentic	Conforming or Inauthentic
Innovation	Ambitious	Driven	Mainstream
Creativity	Imaginative	Dynamic	Distracted
Purpose	Encouraging	Motivational	Accidental, Unintentional
Equity	Intentional	Empathetic	Eurocentric

Brand Voice

Multi-Dimensional Brand Persona

Ayanna Howard
[Roboticist, Entrepreneur,
Educator](#)



Ari Melenciano
[Creative Technologist,
Afrotectopia](#)

*"Rules are
made to
be broken"*

The Rebel

Bold

Self-Motivating

**The
Self-
Motivated,
Adventurous
Intellectual**

Descriptive

*"Imagine the
possibilities"*

The Innovator

*"Live
Adventurously"*

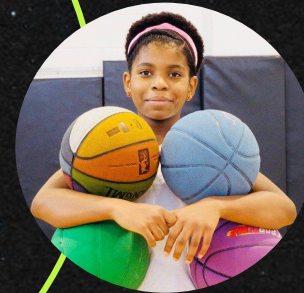
The Explorer



Shuri
[Wakandan Princess,
Innovator](#)



SpelBots
[Spelman College's
robotics team](#)



Zaila Avant-garde
[Spelling Champ, Point Guard,
Juggler, mathematician, and Future
Molecular Biologist at NASA?](#)



AUDIENCE GOALS & DESIRES

Audience Group	BIPOC Women in STEM	STEM Funders	Corporate Leaders in STEM related field	Share-givers
Goals	<ul style="list-style-type: none"> Expand social capital Use her skills for social good Increase support 	<ul style="list-style-type: none"> Support systems change Seed innovative initiatives Fund great storytelling 	<ul style="list-style-type: none"> Attract/hire/retain the best talent Do good in the world Leave a lasting impact 	<ul style="list-style-type: none"> Connect her child to the right opportunities Access resources Upward economic mobility
Desires	<ul style="list-style-type: none"> Sense of belonging and community with other BIPOC women in Tech Recognition for intellect and perspective Equitable pay 	<ul style="list-style-type: none"> Measurable Impact Opportunities to collaborate/partner with cutting-edge CBOs To be celebrated by peers Wow factor 	<ul style="list-style-type: none"> To do well by doing good Sense of purpose and belonging Tax write off 	<ul style="list-style-type: none"> Child to do better than she did Respect and praise for how hard she is working to raise her family Self-care
Touchpoints	<ul style="list-style-type: none"> Events Social Media Website LinkedIn CRM (Community) 	<ul style="list-style-type: none"> Newsletter/email Website Social media Word of Mouth 	<ul style="list-style-type: none"> One-on-one conversations Presentation (at Company) Networking Events Website 	<ul style="list-style-type: none"> Word of mouth Social media Program Events Referrals from schools and other programs



COMMUNICATIONS OBJECTIVES

Objective #1

Clearly **express** the mission and values of the organization.

Objective #2

Provide more insight about the core program offerings.

Objective #3

Attract more STEM funders to become sustaining donors

Objective #4

Share experiences & success stories that counter narratives around BIPOC girls & women in STEM

Objective #5

Draw attention to barriers* that are preventing BIPOC women from thriving in STEM

CORE AUDIENCES



BIPOC Women in STEM

- Educators
- Engineers
- Innovators
- Entrepreneurs
- Non-traditional pathways
- Past Program Participants

STEM Funders

- Program Officers
- Trustees of Family Foundations
- Entrepreneurs who give back to the community

Corporate Leaders in STEM related field

- Recruiting Managers/Directors
- Corporate Philanthropy Directors
- CSR/DEI/ERG Directors

Share-givers

- Parents
- Teachers
- Caregivers
- Aunties/Uncles
- Grandparents