

WE ARE {STEM} CULTURE:

A BIG IDEA by Self-eSTEM

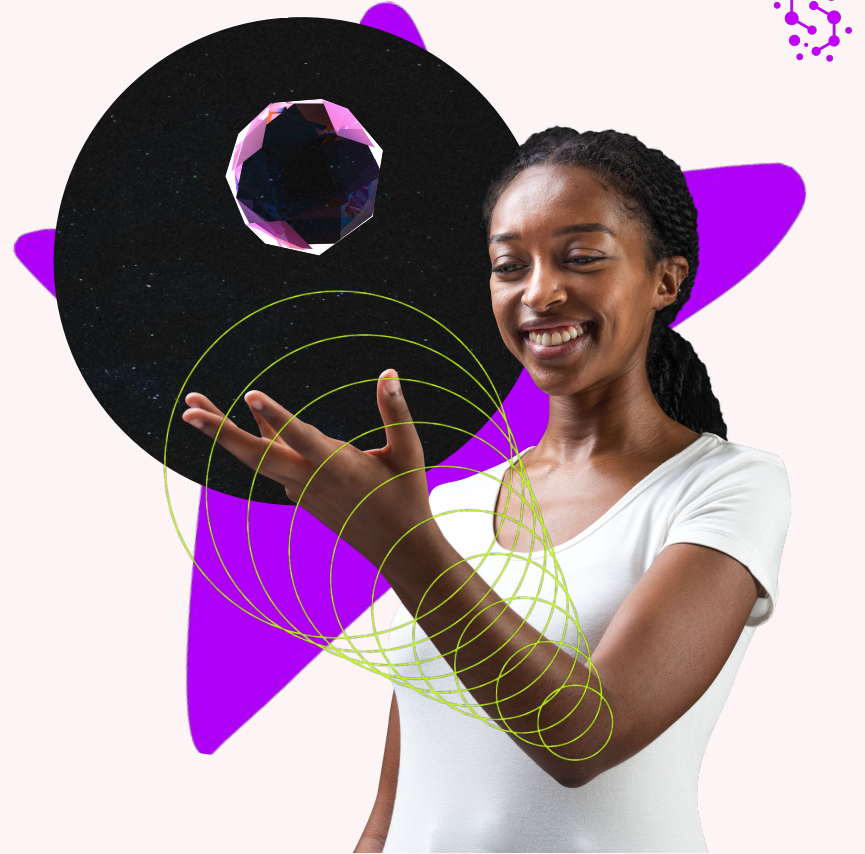


January 2023 | selfestem.org

OUR MISSION

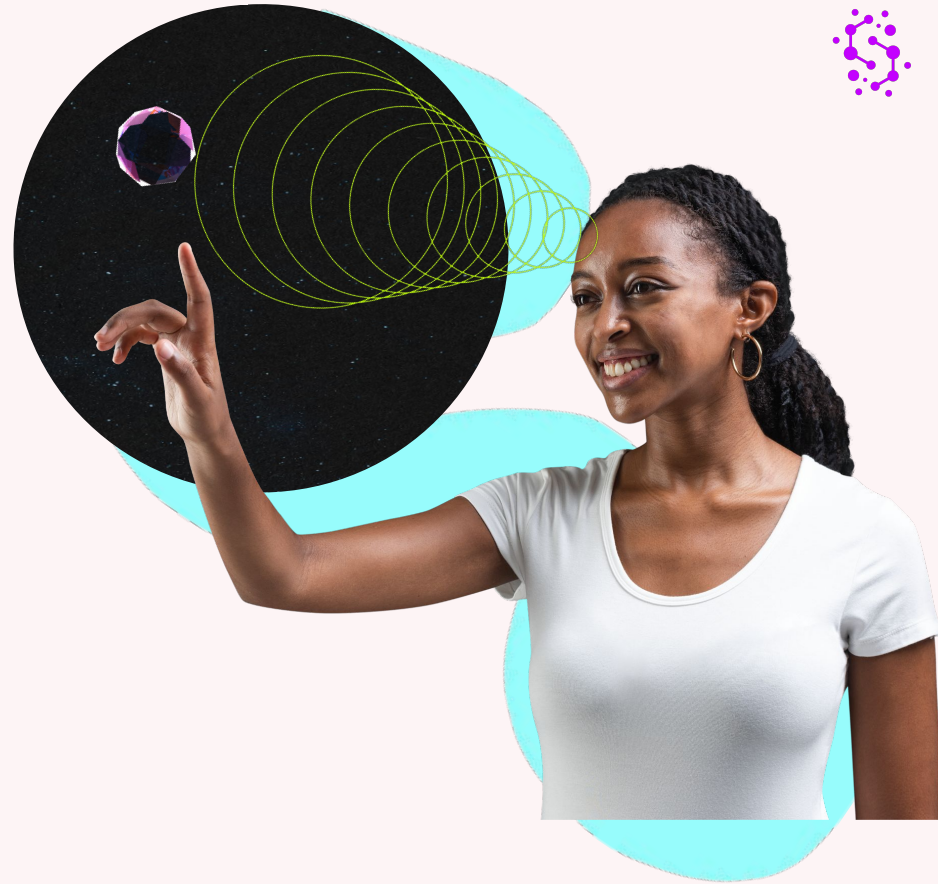
At Self-eSTEM, our mission is to ignite **pride, purpose, and possibility** among BIPOC girls and women through STEM by providing:

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



OUR VISION

We envision a world where girls and women of color are **recognized, respected, and valued** as STEM innovators, entrepreneurs, and changemakers, driving global solutions that enhance life outcomes and improve the quality of life for their families and communities.



OUR IMPACT TO DATE



40+
Corporate &
Educational
partners secured



150+
BIPOC women in
our STEM network

1,000+ volunteers activated



1,300+
BIPOC girls (ages 7-17)
reached

65% from low-income families
90% attendance rate

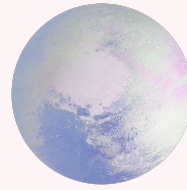


81%
of youth realize their
STEM career identities

100% matriculation rate

OUR BIG IDEA

In 2023, we will expand on our impact to:



BUILD

the largest network of BIPOC women in STEM

SHIFT

mainstream narratives about BIPOC women and STEM

INSPIRE

the next generation of STEM innovators

OUR TARGET AUDIENCE

We aim to reach:



Thriving Innovators

BIPOC women ages 30+



Emerging Innovators

BIPOC women in STEM
between the ages of 20-29



Future Innovators

BIPOC girls between
the ages of 11 and 19

OUR APPROACH



How we will accomplish our goal:

1. Video Series	2. Website & Social Media Campaign	3. Culminating Event
<p>A video series that will highlight trailblazing BIPOC women in STEM and their journey to success to inspire future STEM innovators.</p>	<p>A dynamic new website and engaging social strategy with clear CTAs will help us recruit and mobilize a national network BIPOC women and girls through the year.</p>	<p>We will bring everything together with an epic end of the year celebration with our community honoring innovators and partners.</p>



Short videos that highlight six trailblazing BIPOC women in STEM and their journey to success.

Our Vision



Photo: [Ari Melenciano](#)

Features:

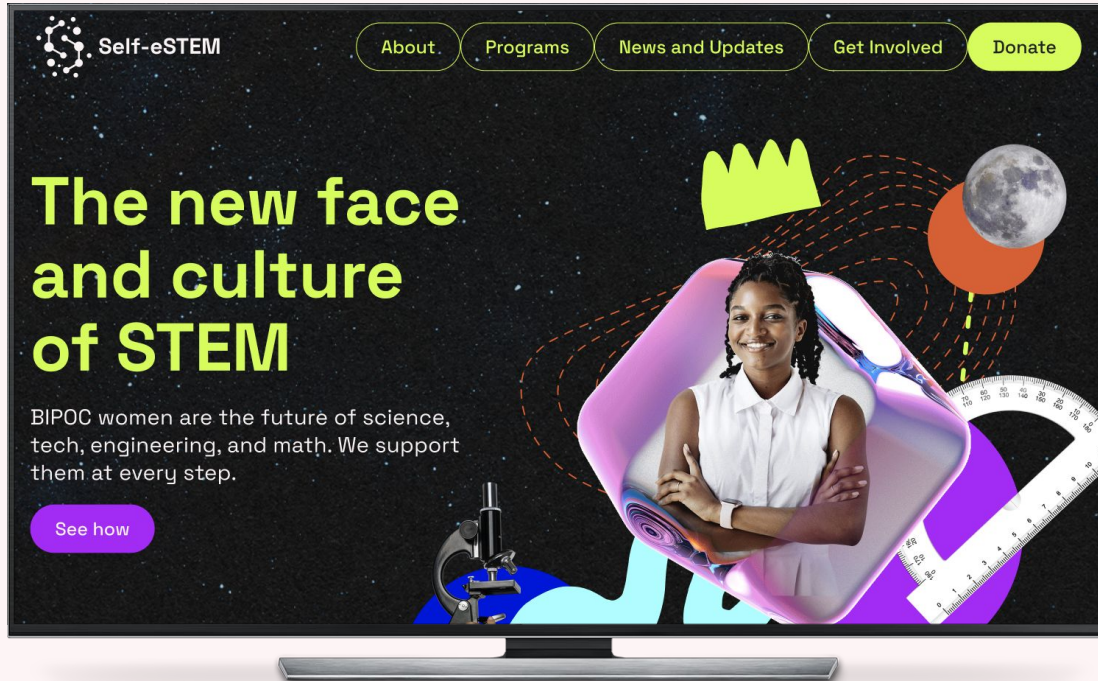
- Video shot by professional
- A studio backdrop with an interactive set inspired by Self-eSTEM brand colors and graphics generated by self-eSTEM students
- Video will accompany a photo shoot and interview write up
- Video to be featured on all Self-eSTEM social media channels (Unique activations for LinkedIn and Instagram)

2. WEBSITE & SOCIAL MEDIA CAMPAIGN



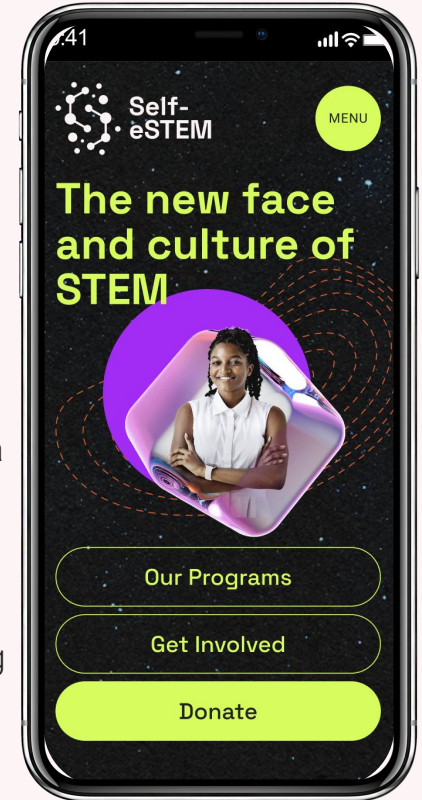
A dynamic new website and engaging social strategy with clear CTAs will help us recruit and mobilize a national network of BIPOC women and girls through the year.

Our Vision



Features:

- Network Member Sign-in
- Resources (Social Media Toolkits, Templates)
- Investment for increasing social media footprint



3. CULMINATING EVENT



We will bring everything together with an epic end of the year celebration with our community honoring our innovators and partners.

Our Vision

Our Special Guest Wishlist includes Bay Area-raised singer and songwriter, H.E.R.



Photo: [H.E.R. | Pexel | Getty Images](#)



Photo: [AfroTech](#)



Photo: [AfroTech](#)

Features:

- Fireside Chats with STEM Innovators
- Awards Gala with music, wine, and special guests
- STEM Marketplace
- Photo-op Activations & Program Demonstrations
- News & Press

Product Demonstrations | Financial Literacy | Entrepreneurship | Wellness



With gratitude,

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& Founder

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WE ARE {STEM} CULTURE!