

# Sierra Nevada Journeys' Family STEM Nights

## WORKFORCE NOW AND FOR THE FUTURE



Since 2006, Sierra Nevada Journeys has won the hearts of youth and provided crucial support for teachers as an education nonprofit. Children are excited to interact with our educators, while teachers are relieved to have leading experts delivering innovative outdoor Science, Technology, Engineering and Math (STEM) to their students. Each year we reach thousands of local families from socioeconomically diverse backgrounds and connect them to career opportunities in our communities.

## SPONSOR A CAREER CONNECTION

Because of the limited opportunities for businesses to directly engage with schools and families, **Career Connections** at Family STEM Nights are unique opportunities for businesses to have one-to-one interaction with this audience in a fun environment at local schools.

**Career Connection** focuses on students, older siblings and parents and includes:

- Engagement demonstrating, "If you liked this activity, you could be a mechanical engineer!"
- Career and Education Pathways
- Opportunities for reskilling and upskilling in our region, including annual salary ranges

When a child does well at a Family STEM Night activity, especially when encouraged by their family, that can be the impetus needed to encourage them to pursue a STEM interest like joining a robotics team or feeling confident to level-up in math, ultimately leading to a career in STEM.



### CONTACT:

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# WHAT IS A FAMILY STEM NIGHT?

Family STEM Nights are after-school events centered on family engagement and hands-on science stations, complete with an engineering design challenge. Designed to enhance student learning, they provide students with the inspiration to imagine themselves in STEM careers.

Family STEM Nights:

- Occur in a school's common area, like a cafeteria or gymnasium
- Begin with families traveling around the room, participating in science and math challenges, each highlighting a STEM principle like magnetism, surface tensions, air quality, our local watershed, natural selection and building
- Each activity provides a **Career Connection** to complement the activity, and shows a unique avenue to connect students with tangible, real world jobs beyond their immediate environment.
- The night culminates in a main design contest where each family team receives materials and works to solve a challenge like: fastest wind-propelled vehicle, lunar landers or strongest bridges. Families work together on these challenges, providing students with an invaluable opportunity to see their parents persist during uninterrupted family time.



## BENEFITS

- Share your brand with families, parents, students, educators and community partners within the schools at up to 90 events annually, representing nearly 7,000 people.
- Opportunities in two markets: Northern California, Northern Nevada or both.
- Affiliation with reputable STEM nonprofit that is beloved by youth, parents and teachers.
- Connect directly with parents about your industries job availability and training opportunities



## EVENTS ANNUALLY

2021 projection and growing

