



# Finger Lakes STEM Hub Partnership Opportunities

2017



## MISSION OF THE HUB

The Finger Lakes STEM Hub is a catalyst for collaboration among business, education, community organizations, government entities, and passionate individuals leveraging diverse resources together to advance the interdisciplinary teaching and learning of science, technology, engineering and mathematics (STEM) disciplines for sustained economic vitality in our nine county Finger Lakes region.

## OUR COMMITMENT TO CAREER READINESS AND PARTNERSHIPS



We are committed to developing college and career readiness among all students that is guided by an understanding among teachers, parents and students of STEM careers of the 21st Century and the pathways to achieve them. We desire to create, sustain, and enrich partnerships across sectors and geographic boundaries that respect the mutual needs and resources of partners grounded in dynamic two-way dialogue and advance creative solutions to regional STEM challenges.

## VALUES OF THE STEM HUB

In keeping with our mission to assist in sustained economic vitality and our commitment to accomplish this by creating partnerships to advance creative solutions to regional STEM challenges, the Finger Lakes STEM Hub offers values for K-12 educators, businesses and industries, higher education institutions, and other organizations.

We provide K-12 EDUCATORS with resources to discover ways of improving STEM instruction and student engagement, through professional and curriculum development, and helping to form connections within academia and in the wider community.

We provide opportunities for BUSINESSES AND INDUSTRIES to connect to teachers, students, and parents to develop a workforce pipeline, where the technical and leadership skills required for tomorrow's STEM careers are integrated into learning objectives for the next generation.

We assist HIGHER AND POST-SECONDARY EDUCATION in both the recruitment of students into STEM disciplines and the development of effective STEM educator training programs, through collaborations with partners at the K-12 level and in business and industry throughout the Finger Lakes region.





## PARTNERSHIP OPPORTUNITIES FOR 2016-17



The Finger Lakes STEM Hub is soliciting financial or in-kind contributions, or a combination of both, to develop partnerships to carry out its mission and vision, and provide the value to our sponsors as described above. Contributions are made to the Finger Lakes STEM Hub through the Rochester Museum and Science Center. The RMSC is a 501(c)(3) organization that serves as the Hub's fiduciary. Checks are made payable to the Rochester Museum and Science Center and designated in the

check's memo field or in an accompanying letter that it's for the "Finger Lakes STEM Hub". Mail to Jeremiah Hamell, Assistant Controller, RMSC, 657 East Ave., Rochester, NY 14607. Partnerships will begin upon the date of the receipt of the contribution, and will be subject to renewal annually. For more information and for details on how to become a partner, contact Joe Marinelli, Director, Finger Lakes STEM Hub, at [josephjmarinelli@aol.com](mailto:josephjmarinelli@aol.com) or 585-704-4659.

### ANNUAL PARTNER SPONSORSHIP LEVELS

#### Lead Partner Level 1, Platinum Level (\$10,000):

Includes all Activities A, B, C, and D below and all items listed for each, and any other events added during the year, prominently displayed as a partner in large print with logo on letterhead, and online.

#### Partner Level 2, Gold Level (\$5,000):

Includes any three Activities (all items) of choice below.

#### Partner Level 3, Silver Level (\$2,500):

Includes any two Activities (all items) of choice below.

#### Partner Level 4, Bronze Level (\$1,250):

Includes one Activity (all items) of choice below.



The Finger Lakes STEM Hub may customize the package to meet the needs of a particular partner.



### Activity A. Summer Professional Development Institute

Five-day institute for teachers, counselors, and administrators to learn about skills and training needed by students for 21<sup>st</sup> Century careers, connect educators to STEM-related businesses, and/or discover other professional development opportunities, including conferences sponsored by the Hub.



1. Promotion of partner, logo, and sponsorship level and on all written and online announcements by Hub about the Institute
2. Listing of partner, sponsorship level and logo in the Institute program
3. Opportunity to provide introduction to the partner and remarks by a partner representative at the opening activity or during the Institute
4. Handout of information about the partner at the Institute
5. Opportunity during Institute to interact with attendees
6. Opportunity for attendees to tour the business and interact with partner's employees (optional)

### Activity B. Recognition of Outstanding STEM Programs

STEM programs are nominated, and honorees chosen by a panel of judges.

1. Promotion of partner, logo, and sponsorship level, on all written and online announcements by the Hub of recognition program
2. Listing of partner, sponsorship level and logo in recognition event program
3. Listing of partner in the promotion of programs that have been recognized throughout the nine-county region
4. Complimentary admission tickets and VIP seating for partner representatives and acknowledgement of partner representatives at recognition event
5. Handout of information about the partner at the recognition event

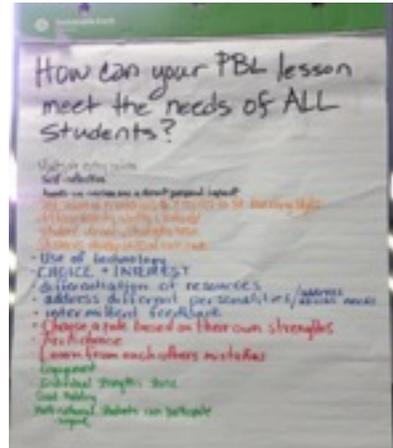


### Activity C. Website Enhancement

Create a mobile friendly, single portal for all STEM-related information to share activities, events and resources in the nine-county region.



1. Prominent display on website of partner's logo and sponsorship level
2. Promotion of the partner through an online partner profile
3. Posting of career possibilities, academic and skills prerequisites, and training offered by company to employees, either in-house or through post-secondary institutions
4. Listing of contact information and how to learn more about the partner



#### Activity D. STEM Career Exploration/Pathways

Virtual field-trip video/poster challenge, a pilot project run in conjunction with three P-Tech programs. Students in the program create a video and accompanying poster about a selected STEM-related company, including a company profile, success stories of young employees, career opportunities, and call-to-action encouraging students to reach out to the company directly or through their counselor. The poster is reproduced for display in schools throughout the region to create interest in STEM-related careers.

1. Pilot project is with the company, or could be a future project with the company if pilot is successful
2. Partner's name, logo, and sponsorship level on all posters disseminated to schools as a partner of the Hub (as distinct from the company profiled in the video and poster)
3. Partner's representative attends recognition event where project teams of students and profiled-company representatives celebrate videos and posters
4. Partner information sheet handed out at recognition event
5. Partner's logo and partnership level listed in all written and online announcements and write-ups of video/poster challenge, along with photos of partner, recipients, etc.

