

Science, Technology, Engineering & Math  
**STEM Career Awareness Day 2015 Shows Hundreds of East Bay High School Students a Future of Innovation and Opportunity**

MEDIA ADVISORY 4/21/2015

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Berkeley, CA—Research shows that the economic future of the East Bay is based in large part on innovative science industries ranging from biotech to bridge building. Many of these companies report a shortage of qualified workers—especially women and minorities—for jobs requiring a range of educational levels.

Many students have no idea that these companies are here and what it takes to get a job with them. STEM Career Awareness Day 2015 is designed to change that for 300 students from six high schools throughout Alameda and Contra Costa Counties.

**WHAT:** 300 Students will tour 20 STEM companies and learn first-hand about the kinds of careers they may have with as little as a one-year community college certificate—or as much as a Ph.D.

**WHEN: Tuesday, April 28, 2015**

- 9am: **Opening Session** with welcome addresses from Assembly Member Tony Thurmond; Trina Ostrander, Public Policy & Communications with Bayer HealthCare; and Rich Robbins, CEO of Wareham Development.
- 10am: Student will tour local STEM companies to learn from employees about what they do and how they got there.  
*Businesses include ACME Bread Co.; AVID; Bayer HealthCare; Berkeley Kitchens; Berkeley Mills; BNB Builders construction site; Bob McGee's Machining Co., Inc.; CA Department of Toxic Substances; Caribou Biosciences; CESC Community Energy Services; Dynavax; Fantasy Studios; Kava Massih Architects; Lawrence Berkeley National Labs, Life Science Division; Levitch Associates; Siemens; Urban Adamah; Urban Ore; Weatherford BMW; XOMA*
- 12pm: **Working Lunch** with informal networking conversations with working professionals from leading East Bay companies and organizations.  
*Alameda County Sheriff's Department, Crime Lab; Bayer HealthCare, Berkeley Kitchens; Caltrans; Caribou Biosciences; CESC Community Energy Services; Clorox; CSUEB MESA; CyArk; dsk Architects; East Bay Municipal Utility District; Eko Devices; Meyer Sound; Ninja Pandas; Oakland Digital; Pandora; Port of Oakland; Socos Learning; Technical Machine; UC Berkeley*

*School of Public Health; Weatherford BMW; XOMA*

- 1pm: **Workshop Tabling** with presentations and demonstrations.  
*Berkeley City College's Science Department; California Coastal Commission; Caltrans; CSUEB's Center for Student Research, Department of Environmental and Earth Studies, Department of Biological Sciences, Hands on Science Teaching (HOST) Labs, MESA, the Director of Sustainability, and the Institute for STEM Education; CyArk; dsk Architects; DSM Biomedical; Dynavax; East Bay Municipal Utility District; MESA; Merritt College's Microscopy Program; Meyer Sound; Oakland Digital; Port of Oakland; Rising Sun Energy; Schools for Sustainability; UC Berkeley's School of Public Health; UCSF*
- 2pm: **Closing Session** with Sherry Hu, Director of OUSD Student-Produced Website & Broadcast News Show ONews, in partnership with Media Enterprise Alliance and former KPIX 5 anchor woman.

**WHERE: Kickoff at 717 Potter Street, Berkeley, at Wareham Development's Aquatic Park Center campus.**

**WHO:** STEM Career Awareness Day 2015 is the product of a growing public/private partnership to improve science education locally, recruit more women and minorities into science-based careers, and give businesses a practical way to contribute to educating a diverse STEM workforce. Organized by California State University, East Bay, key partners and financial support come from the Bayer USA Foundation, Wareham Development, and the East Bay Economic Development Alliance. STEM Career Day is a continuously expanding model begun by Bayer HealthCare in 1993 for local students in its Biotech Partners program.

**WHY:**

- There are more than 150,000 STEM and STEM-related jobs in the Bay Area (representing over 15% of all jobs in the region).
- There are fewer applicants per open position and STEM jobs take longer to fill than non-STEM jobs at all education levels from sub-bachelors through advanced degrees.
- In the next seven years, STEM jobs are predicted to grow two-fold faster than non-STEM jobs.

**QUOTES:**

Stephanie, Executive Director, Institute for STEM Education : "Researchers across the country are finding that one of the biggest obstacles for women and minorities in continuing their STEM studies beyond high school—even for high achievers—is simply a lack of confidence or sense of belonging in STEM. Role models, mentors, and supportive teachers and faculty are key to student's perceptions of their own ability to thrive in STEM fields. Today, we aim to break down this mental blockade by introducing students to working scientists who look like them and show their

eagerness to help the students become colleagues someday. STEM is all around us, and STEM jobs do not need to be just a dream.”

Rich Robbins, Founder of Wareham Development: “Our tenants in the East Bay are innovation companies that can offer jobs to students from diverse families and backgrounds — as long as students are well-prepared”, says Rich Robbins, CEO of Wareham Development. “In this very state where the biotech industry and the Tesla electric car were born and flourish, they are employing hundreds of thousands of Californians. For our children’s future and our State’s competitiveness, we must do all we can to ensure that all students participate in engaging STEM learning opportunities during and after school. Our children in California public schools are our greatest assets for a better future – let’s give them the learning opportunities they need and deserve. This investment trumps all aspects of life for a better California; a better nation; and a better planet.”

Darien Louie, Executive Director, East Bay Economic Development Alliance: “What is outstanding about STEM Career Awareness Day is that business has taken the lead on this for many, many years – and championed activities and engagement with students to really give them a current view of the work opportunities within their grasp – and the jobs of tomorrow – if they acquire a strong STEM foundation. Students can see the connection from the math and science classes they are studying and how they connect to good jobs in the future – and they can talk to employees in many companies to learn what they studied to get their jobs. Much credit goes to Bayer HealthCare for their decades of involvement with STEM CAD and Wareham Development for their ongoing commitment.”

Trina Ostrander, Public Policy & Communications, Bayer HealthCare: “This year marks the 20th anniversary of Bayer’s award-winning national Making Science Make Sense program,” noted Trina Ostrander of Bayer. “We’ve learned during this time that one powerful incentive for students to pursue STEM studies is simply to expose them what their future in STEM can look like. STEM jobs can seem demanding and mysterious. STEM Career Awareness Day is designed to help students see that STEM skills are needed in a vast array of well-paying jobs, that Bay Area STEM companies are doing amazing work, that STEM professionals are reaching out to encourage today’s students to pursue STEM studies.”