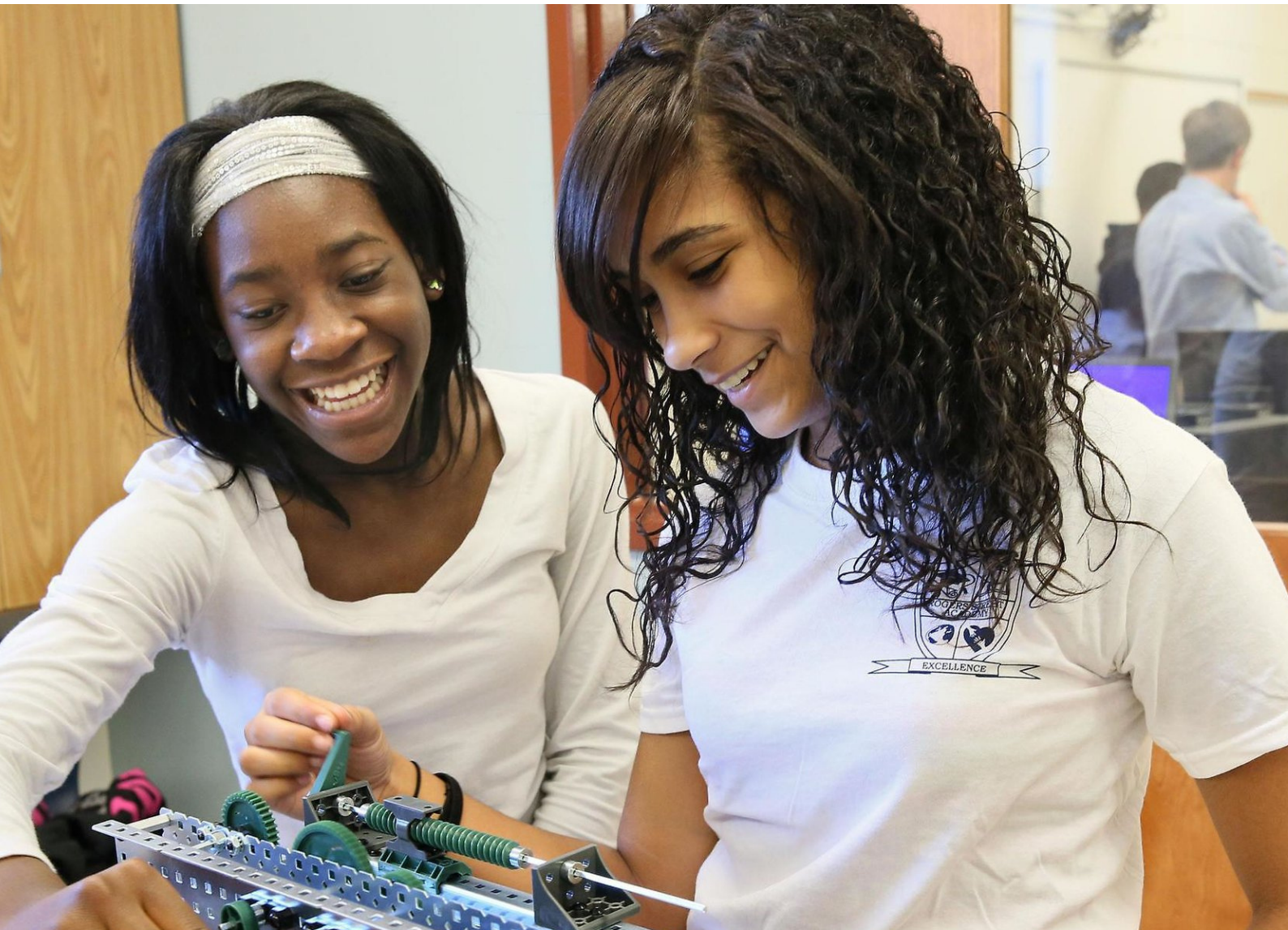


MILLION GIRLS MOONSHOT



# WEBSITE DEVELOPMENT TOOLKIT

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2021

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- WHY IS STEM IMPORTANT?
- WHY STEM IN AFTERSCHOOL
- STEM IN YOUR STATE
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- ABOUT THE MILLION GIRLS MOONSHOT
- TRAINING OPPORTUNITIES
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# MILLION GIRLS MOONSHOT

## GETTING STARTED

### HOW TO USE THE TOOLKIT

The Million Girls Moonshot Website Development Toolkit is designed to support the 50 State Afterschool Networks to promote their participation in the Moonshot, inspire participation among programs and partners, and effectively disseminate available resources and promote training opportunities.

Use the toolkit to:

- Build a new page on your website focused on the Million Girls Moonshot.
- Enhance an existing STEM page with Million Girls Moonshot content and resources.
- Expand your existing Million Girls Moonshot webpage to include a more comprehensive overview.

### WHAT'S INCLUDED

Everything you need to quickly and easily highlight the Million Girls Moonshot on your Network's website is provided! From general STEM information to details specifically about the Moonshot, you'll be able to copy the content that's right for your audience and goals.

Quickly and easily create a new page or update an existing page by leveraging any or all of the following:

<b>Drafted Content</b>	Feel free to copy, paste, and edit the content provided to create pages highlighting your involvement in the Moonshot.
<b>Links to Share</b>	Include key links on your Moonshot pages to help users navigate available information, resources, and trainings.
<b>Graphics, Logos, &amp; Videos</b>	Explore all the free resources provided by the Moonshot to enhance the design of your page/s.

*Let's Get Started!*

Need some general STEM information to set the stage? It's coming up next!

MILLION GIRLS MOONSHOT

# GENERAL **STEM** INFORMATION

## WHAT IS STEM?

STEM is an acronym for science, technology, engineering, and math. But STEM education is far more than just sticking those subject titles together. It's a philosophy of education that embraces teaching skills and subjects in a way that resembles real life.

## WHY IS STEM IMPORTANT?

Getting more young people engaged in STEM is essential in part because jobs in STEM continue to grow at rates double those of non-STEM professions. The United States Bureau of Labor Statistics expects STEM occupations to grow by 8 percent between 2019 and 2029, compared to 3.4 percent for non-STEM occupations. Wages for STEM occupations are also much higher than for non-STEM occupations, meaning they provide financial security to individuals from all backgrounds and a pathway to financial independence for students from low-income communities.

Providing greater opportunities for STEM learning isn't just about preparing the future workforce. As our world continues to rely more and more on technology, we all require a greater level of STEM literacy and fluency to understand how science and technology play a role. Greater STEM literacy also helps prepare students to better understand challenges and issues that affect them and their communities.



# GENERAL **STEM** INFORMATION

## WHY STEM IN AFTERSCHOOL?

K-12 students spend just 20% of their 16 waking hours in school. More than 80% of their time is spent learning outside of school—at afterschool and summer programs, in libraries, museums, science centers, or at home or in the community.

All students need opportunities to engage in quality STEM learning experiences. These can take place across different informal environments, but over the last decade, afterschool programs have become a cornerstone in providing STEM learning for students from all backgrounds in all regions of the country. Afterschool and summer programs provide hands-on learning opportunities and a natural space for students to explore, learn, and grow. These programs spark students' interest in STEM and computer science subjects, expose them to future careers, and support school-day learning, all while developing a new generation of problem solvers.

Whether piloting the next crewed mission to the Moon or helping solve the greatest challenges facing our country and world, students in afterschool programs today will soon be on the front lines, in the labs developing solutions, and applying their STEM knowledge to make informed decisions about the world around them. Working together with schools, businesses, community organizations, and informal science institutions, afterschool programs can help equip all young people to play a role in addressing our most pressing issues.

## STEM IN (INSERT STATE)

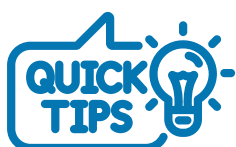
According to the America After 3PM survey, **(INSERT #) (INSERT STATE)** children participate in an afterschool program and **(INSERT #)** children have opportunities to participate in STEM learning in those programs.

**(INSERT STATE)** parents value STEM learning in afterschool and summer programs

- **(X%)** of parents agree that STEM learning in afterschool helps kids gain interest and skills related to STEM
- **(X%)** of parents report that STEM and computer science are an important factor for a majority when selecting their child's afterschool program



See your state's AA3PM STEM Fact Sheet for associated statistics [here](#).



*Consider adding statistics about your state's STEM workforce - growth, demand, and desired skills are great additions to telling your state's STEM story!*



# GENERAL **STEM** INFORMATION

## IMPACT OF STEM PROGRAMS

Afterschool programs play a major role in providing meaningful science, technology, engineering, and math (STEM) learning experiences to diverse groups of youth. These subjects help students succeed in school and prepare them for careers that are driving global economic growth.

Nationwide, states and schools are engaging diverse partners like afterschool programs, libraries, museums, universities, and businesses to ensure that students have access to high-quality STEM education. By fully utilizing the hours outside of school, and taking an all hands on deck approach to maximize collective impact, we can ensure that our students are prepared for the future. Afterschool and summer programs spark learning and ignite interest by letting youth experiment with STEM ideas in real-world situations. Afterschool STEM offers unique benefits including:

- **Extra exposure:** Children spend less than 20% of their waking hours in school. Afterschool STEM can almost double the amount of time some students have to question, tinker, learn, and explore STEM topics.
- **Change of scene:** Afterschool STEM engages students in hands-on, real-world projects. These programs offer innovative ways for students to practice STEM skills in an informal space. This makes STEM more accessible, more interesting, and helps to build fluency, much like immersing oneself in a new language.
- **A chance to follow their spark:** High-quality afterschool STEM cultivates interest, builds real STEM skills, and helps students connect STEM to their lives and communities.
- **Opportunity for all:** The wealthiest 20% of families spend almost seven times more on enrichment activities outside school for their children than do the poorest 20%. Afterschool STEM helps to close this gap by offering engaging learning programs to a diverse range of students.



*Up Next...Moonshot!*

Ready to share more about the Million Girls Moonshot? Check out the next section!

# MGM INITIATIVE INFORMATION

## INTRODUCE YOUR PARTNERSHIP

The **(INSERT NETWORK NAME)** is proud to be a part of the Million Girls Moonshot initiative, working to inspire and prepare the next generation of innovators by engaging **one million** more girls in STEM learning opportunities through afterschool and summer programs over the next five years.

The Million Girls Moonshot will not only allow girls to envision themselves as future innovators, but it will increase the quality of out-of-school STEM learning opportunities for all young people, particularly underserved and underrepresented youth.

Want to join us? Sign-up for our newsletter for more information!



INSERT YOUR NEWSLETTER  
SIGN-UP LINK HERE



*Add the Million Girls Moonshot promotional video or some of the great photos available for download from the design resources page to enhance the layout and design of your webpages!*

## ABOUT THE MILLION GIRLS MOONSHOT

The Moonshot is designed to spur girls' interest, understanding, and confidence in STEM and equip them to become problem solvers with an engineering mindset. Led nationally by the [STEM Next Opportunity Fund](#) and the [Charles Stewart Mott Foundation](#) in partnership with the [Intel Foundation](#) and the [Gordon and Betty Moore Foundation](#), the Million Girls Moonshot:

- Leverages afterschool networks in all 50 states to help school-age girls access high-quality STEM education, support, and mentors.
- Uses an equity and inclusion framework that is youth-centric and culturally responsive to increase gender, and racial and socio-economic diversity in STEM.
- Provides resources, support, mentorship, and expert guidance to help educators deliver hands-on STEM experiences in afterschool, out-of-school time, and summer learning programs.

# MGM INITIATIVE INFORMATION

## TRAINING OPPORTUNITIES

The Million Girls Moonshot provides a wide range of free training opportunities and webinars led by Moonshot implementation partners, researchers, and practitioners to share effective strategies, best practices, and resources to engage more girls in STEM and engineering. Webinars also enable participants from across the country to connect, collaborate, and learn from one another.

Upcoming webinars can be found here!



INSERT LINK NETWORK CALENDAR/LIST OF EVENTS  
OR TO [MGM TRAINING CALENDAR](#)

Missed a training? You may also access the audio/video content and related materials from any of the archived webinars here!



INSERT LINK TO [MGM TRAINING CALENDAR](#)

## OST PROVIDER RESOURCES

CHOOSE THE OPTION THAT'S RIGHT FOR YOUR NETWORK!

**OPTION #1:** Link to Resources on External File or Page/s

The Million Girls Moonshot provides a collection of resources and tools for partners and programs to utilize when participating in the Million Girls Moonshot Initiative.

All transformative practice resources have been vetted using a culturally responsive and equity lens to foster inclusive STEM learning spaces for all youth, particularly girls. The **(INSERT NETWORK NAME)** will continue to add and modify resources to meet the needs of the partners and providers across the state. Please contact us if you have any questions or needs we can support!

Click Here to view the FREE resources available through the Million Girls Moonshot!



INSERT LINK TO EXTERNAL FILE OR PAGE/S



# MGM INITIATIVE INFORMATION

## OST PROVIDER RESOURCES

### OPTION #2: Include Resources on Current Page

The Million Girls Moonshot provides a collection of resources and tools for partners and programs to utilize when participating in the Million Girls Moonshot initiative.

All transformative practice resources have been vetted using a culturally responsive and equity lens to foster inclusive STEM learning spaces for all youth, particularly girls. The **(INSERT NETWORK NAME)** will continue to add and modify resources to meet the needs of the partners and providers across the state. Please contact us if you have any questions or needs we can support!

#### Million Girls Moonshot Transformative Practices

##### Engineering Mindset

- 10 Practices for an Engineering Mindset
- Pathways to an Engineering Mindset

##### Equity and Inclusion

- Equity and Inclusion Framework

##### Role Models, Mentors, and Families

- Toolkit: Creating Connections with Role Models: The Power of Collaboration
- If/Then Ambassador Collection – This is What a Scientists Looks Like

##### STEM Transitions and Pathways

- Toolkit: Brokering Youth Pathways: A Toolkit for Connecting Youth to Future Opportunities



*Ensure your list reflects the needs of stakeholders in YOUR state! Customize the list to include additional resources as applicable.*

### OPTION #3: Link to STEM Next MGM Toolkit

The Million Girls Moonshot provides a collection of resources and tools for partners and programs to utilize when participating in the Million Girls Moonshot Initiative.

All transformative practice resources have been vetted using a culturally responsive and equity lens to foster inclusive STEM learning spaces for all youth, particularly girls. Click Here to access the Million Girls Moonshot Toolkit to get started!



INSERT LINK TO MGM TOOLKIT

# MILLION GIRLS MOONSHOT

## DESIGN RESOURCES



[MGM Logos](#)

Download image files for different variations of the Million Girls Moonshot logo.



[MGM Branding](#)

Review the branding guidelines to ensure the correct use of the Million Girls Moonshot logo.



[MGM Social Media Graphics](#)

Download social media graphics that can also be leveraged to enhance your website.



[Stock Photos](#)

Check out the Million Girls Moonshot collection of stock photos for use on your website.



[MGM Video](#)

Download the Million Girls Moonshot promotional video to include on your site.



[1-Page Overviews](#)

Download resources with overview information to share on the key focus areas.

