

Ignited's Portfolio at a Glance

November 2020



www.ignitededucation.org

The Ignited Portfolio



① Team Development Programs

- Teacher Summer Experience Program
- Nonprofit Experience Program
- Accelerating Science and Technology Research and Academics (ASTRA)

② Diversity Development Programs

- Diversity Leadership Development Program
- Career Role Models Program

③ Workforce Development Programs

- Company Experience Weeks
- Virtual Internship Program
- Career and Education Partnerships

A portfolio to improve your Talent Acquisition, Development, and Retention

Diversity Development Programs

Diversity Leadership Development Program

This one-year, rotational program raises the visibility of your next generation of diverse top talent, develops their leadership skills, and integrates seamlessly with your existing leadership development, employee engagement, and diversity programs.

Career Role Models Program

Ignited helps you identify and train employees from diverse backgrounds to become powerful professional role models for students and represent you in the community as company and career ambassadors.



Team Development Programs

Teacher Summer Experience Program

Our flagship 35-year program is now virtual and still going strong. Your teams work with teachers on paid summer projects and come together to share those experiences with students.

Nonprofit Experience Program

Double your community impact by sponsoring a teacher project at a local nonprofit. Your teams and teachers work together on critical projects at the nonprofit and collaborate on lessons and stories to share with students based on the experience.

Accelerating Science and Technology Research and Academics (ASTRA) Program

Our ASTRA Program connects teachers and their students to advanced research labs, topics, and techniques. Your teams build deeper relationships with universities and labs by sponsoring summer projects for teachers that promote bringing advanced research practices across a wide range of disciplines back into middle and high school classrooms.

Workforce Development Programs

Company Experience Weeks

Teachers participate in a week-long immersion program to better understand your company and the skills and careers you need to build and sustain a strong workforce.

Virtual Internship Program

Students build a deeper knowledge of your company and possible careers with our teacher-led virtual internships. These integrate seamlessly with your existing program and create opportunities to engage a wider group of students.

Career and Education Partnerships

Our network of partners focuses on enhancing, designing, and delivering the content and other career training needed for cutting-edge technologies and scientific research.

Teacher Summer Experience Program

Our flagship 35-year program is now virtual and still going strong. Your teams work with teachers on paid summer projects and come together to share those experiences with students, while your employees serve as company and career ambassadors



The Main Elements

In 1985, our founders realized that the best way to help students learn new skills was to support their teachers. That's why we've helped hundreds of companies create thousands of paid summer projects for all types of teachers through the years. These hands-on experiences bring new skills to the classroom and are rewarding for the teachers, their students... and your teams.

Our 8-week Teacher Summer Experiences include:

- Company projects identified by your teams and completed by a teacher
- Teachers interviewed and matched for team fit
- Work completed virtually or in person
- Active collaboration with your teams
- Lesson plans developed by teachers to share experiences and new skills with their students

After the summer, employees build your brand by visiting classes for activities, experiments, and discussions with students. These employees become role models and company ambassadors who actively strengthen your community relationships and talent pipelines.

Program Benefits

Collaborating with teachers is a rewarding development experience for your employees. Teams benefit by:

- Developing key skills, including people management, project management, listening, coaching, and collaboration
- Leveraging teachers' diverse and unique skillsets, backgrounds, and perspectives
- Helping teachers and students understand critical career, technical, and workplace skills and why they're important
- Giving back to the community and sharing their career experiences with students

Projects can be hosted by any team and a sample of previous [in person projects](#) and [virtual projects](#) are posted on the Ignited website.

Nonprofit Experience Program

Double your community impact by sponsoring a teacher project at a local nonprofit. Your teams and teachers work together on critical projects at the nonprofit and collaborate on lessons and stories based on the experience to share with students



The Main Elements

Sponsoring a teacher project at a local nonprofit is a great way to support the causes that align with your culture and company values.

An 8-week paid experience includes:

- Teachers, your teams, and nonprofit leaders designing a project together that supports the nonprofit's mission and current needs
- Simple interviews and teacher matching for each project at the nonprofit
- Work completed virtually or in person
- Active collaboration with your teams and nonprofit staff
- Lesson plans developed by teachers for their students to share the issues, challenges, and mission of the nonprofit

The program helps teachers and students understand local challenges and the strong role that companies play in supporting communities.

Many teachers also continue working with the nonprofit through classroom activities, visits, support campaigns, and additional lesson plans to highlight other important issues.

Program Benefits

We've designed the Nonprofit Experience Program to help you do good for your teams, for teachers and students, and for the community. The impact your investment creates:

- Greater awareness for the nonprofit in schools, among teachers and their students, and with administrators and parents
- Lessons and activities about the nonprofit that teachers develop and share in their classrooms and with other teachers
- Stories from each experience that spotlight the important role nonprofits and companies play in our communities

The Ignited team helps you with each step, from finding local nonprofits to defining effective projects for teachers and your teams.

The ASTRA Program

Ignited's Accelerating Science and Technology Research and Academics (ASTRA) Program is designed to provide middle and high school teachers and students with authentic research experiences from universities and research labs



The Main Elements

Teachers of all grade levels with backgrounds in science, math, computer science, and engineering, have gotten hands-on experiences from the ASTRA Program through the years. And thousands of students have been inspired by these teachers.

The program includes:

- An 8-week paid experience for teachers, working directly with university investigators and lab personnel to learn about their research ([in-person](#) projects or [virtual](#) projects)
- Teacher workshops that showcase a variety of research and academic topics, methodologies, and classroom ideas
- Coaching assistance to help teachers develop lesson plans and activities they'll bring back to their students

As you join the program, we'll work with you and your teams to target the types of teachers and research you're interested in supporting. We'll also help you develop strong, ongoing relationships between teachers and your company subject-matter experts, research groups, and technology teams.

Program Benefits

ASTRA benefits companies, teachers, and students in three main ways:

- Brings a more diverse set of students into specific research and academic fields
- Creates more support for science and technology programs in schools and universities
- Boosts employee morale through ongoing relationships with teachers and their students

The strong foundation we've established with Stanford and the University of California, Berkeley will also help us evolve the program in new ways as more companies, research labs, and universities begin to participate.

Diversity Leadership Development Program

This one-year, rotational program raises the visibility of your next generation of diverse top talent, develops their leadership skills, and integrates seamlessly with your existing leadership development and diversity programs



The Main Elements

Preparing a diverse group of Directors, Senior Directors, and VPs for leadership roles requires a program with hands-on experiences that can showcase skills across your business.

That's why Ignited's program includes:

- Designing and delivering 10 enterprise-wide projects that raise the visibility of your top talent
- Learning by doing, with 10 leadership-level skills linked directly to implementing each project
- Influencing your diversity, employee resource, and affinity groups to participate in projects
- A one-year rotation, with previous participants mentoring and inspiring new leaders
- Coaching and consulting sessions from experts who have led similar projects

The DLDP approach is customized to meet your specific needs and fit with your existing leadership development and diversity programs.

We'll help you define goals, KPIs, and an overall program scope, as well as provide communication tools, ongoing coaching, and measurement support and reports.

Program Benefits

Our leadership development program delivers:

- Measurable business impacts, including cost savings associated with recruiting from local talent pools, lower employee attrition, and higher performance from new leaders
- A diverse group of top talent leaders, more prepared for their new leadership roles
- A more diverse local talent pool of students
- Real projects to improve your business results
- Improved employee morale and engagement

The program offers a proven path to develop your bench strength of internal talent while growing a more diverse local talent pool with the critical skills you need for ongoing success.

Career Role Models Program

Ignited helps you identify, train, and inspire employees from diverse backgrounds to become powerful professional role models for students and represent you in local schools as company and career ambassadors



The Main Elements

Many careers are invisible to students. Without professional role models in their immediate families, kids from low-income communities never see the wide range of opportunities that may be possible. That's where your employees and our Career Role Models Program can make a difference.

The program:

- Connects employees from your diversity, resource, and affinity groups to students who need professional and career role models
- Brings teachers and your teams together to help every student learn more about specific careers
- Links careers to classroom subjects and concepts that students are studying
- Trains employees to be career role models and company ambassadors

Each employee who supports teachers and students follows a simple structure and is prepared with specific actions before they join a class (in person or virtually). As relationships develop, teachers and employees collaborate on new ideas, activities, experiments, and projects.

Program Benefits

Our Career Role Models Program has a simple value proposition. It connects your diverse, motivated, and community-minded employees to the students who need professional role models. Everyone benefits from these connections:

- Students are inspired to explore more career paths and study new subjects
- Teachers increase the relevance of the subjects they teach by engaging your employees
- Employees feel more career satisfaction and a deeper sense of purpose
- You get higher employee morale and a stronger reputation in your local communities

We also customize each program to fit your teams, the schools you prefer to work with, and the careers you want to promote.

Company Experience Weeks

Teachers participate in a week-long, easy-to-implement program that highlights your company and the careers, competencies, and skills you need to build and sustain a strong workforce



The Main Elements

Growing your local talent pool starts with teachers who understand your company and can highlight specific careers, competencies, and skills with their students. Ignited's Company Experience Week delivers the level of awareness and understanding teachers will need to support those efforts.

This easy-to-implement program includes:

- Clear learning objectives and a detailed agenda, developed to showcase the unique and interesting aspects of your industry and company
- A deep dive into critical careers, with discussions led by your employees from various departments
- Alignment between the key skills you need and the learning standards required for teachers
- Lesson plans developed by teachers to share what they've learned with students

We'll craft a compelling agenda, secure speakers, recruit teachers, and manage the experience. Open discussions are mixed with employee presentations, and each teacher works with a curriculum coach for their lesson plans. Feedback is also gathered and shared in a final report.

Program Benefits

For some companies, a shorter, immersive experience is a better way to get started. Benefits of this approach include:

- A broad introduction of your company and key careers to teachers and their students
- Short, manageable commitments from your teams to participate and share their stories
- A clear focus on the 3-4 key messages you want teachers and students to remember
- Using the foundation set during the week to build deeper relationships with teachers

Each experience is created collaboratively with you and key members of your team to ensure the maximum impact and impression. We can also include a wide variety of company experiences, guest speakers, and career spotlights.

Virtual Internship Program

Ignited's Virtual Internship Program is a unique, teacher-led experience that delivers a deeper understanding of your company and inspires students to explore the wide range of rewarding careers you offer



The Main Elements

Traditional internships are based on the old model of inexpensive labor for companies in exchange for limited training for interns. Our program delivers something different – a deeper understanding of your company, its history, culture, roles, and needed skills.

The program provides:

- Teachers' classroom management skills for clearer outcomes than most in-house programs
- An integrated experience for students, built on a specific set of learning goals
- Hands-on projects that contribute to a more complete picture of your company and the careers you offer

Each virtual internship program is built on our [proven process and internship playbook](#) but is customized to meet your specific needs. We can convert your current program to a virtual experience, create a hybrid approach, or help you establish a new program if needed.

We'll collaborate with the teams and leaders you identify and handle the operational, content, and measurement aspects for your program. End-of-session reports will also help us evaluate successes.

Program Benefits

Our Virtual Internship Program addresses your needs in a variety of ways:

- Grows your local talent pool and pipelines
- Interns learn more about your company and careers than with traditional programs
- A wider range of students from all backgrounds can participate in your program
- Integrates with and enhances your existing program and talent strategy
- Frees up HR team members' time to focus on higher value activities

Together we'll design a program that generates excitement, boosts morale, creates community goodwill, and identifies new talent.

Career and Education Partnerships

Our network of strategic partners focuses on enhancing, designing, and delivering the content, career training, and role models that all under-served students need to help them study cutting-edge science and technology topics



The Main Elements

To address the systemic issues, inequalities, and barriers facing students and teachers in our educational system, a growing network of partners has come together to create and deliver transformational education projects.

Our initial focus areas include:

- Equality and access projects for girls, Black, Latinx, Indigenous, LGBTQ, low-income, and other marginalized students
- Role models for these under-served populations
- Access to advanced science and technology content, activities, and resources
- Strengthening Career Technical Education pathways and programs for middle and high school students
- Enhancing core subjects, particularly math and science, with new industry experiences, relationships, and support

These partnerships bring together educators, companies, nonprofits, and funders to align their priorities and resources behind specific goals and projects. Each combination is unique, but we're pursuing multiple projects with each partner.

Program Benefits

Strategic partnerships give your teams a powerful set of capabilities and resources we can apply to the widest possible set of projects.

As we break down educational and equity barriers for under-served students and schools, a strong partnership model helps us:

- Ensure programs fit together as a seamless solution for broader, system-wide challenges
- Find creative answers together that often elude a single program or organization
- Pursue larger projects and funding opportunities with the broadest possible impact
- Engage world-class companies, inspired policymakers, and creative funders who support new ideas and out-of-the box approaches

Getting Started

To get started, we'll schedule a short call to understand your requirements, including the scope of your current programs.

To set up a 30-minute call, contact Jeff Schmidt at jeff@ignitededucation.org





Development with a difference