

### ***Her STEMlens***

***Her STEMlens*** is a one-of-a-kind virtual photography and video exhibition which will showcase girls' and women's STEM mindsets in action in the real world. We will curate contributions by women leaders in diverse STEM fields as well as submissions by girls of all ages. The goal is to demonstrate to girls everywhere that they have a constantly evolving STEM mindset and identity that cuts across a broad range of activities and contexts.

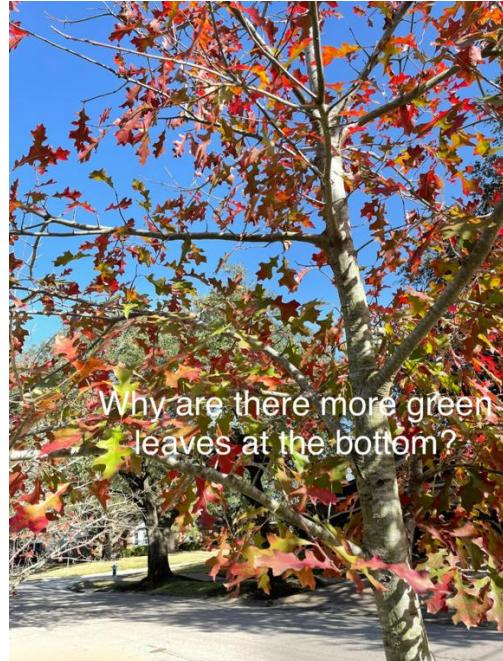
We know how important it is for children today to develop their STEM mindsets. A STEM mindset is one that asks questions, problem-solves, iterates different solutions and designs fearlessly. In today's fast changing world, we need to support our children by embracing mistakes and fostering a belief in their own identity as a STEM person, regardless of race, income, and gender. A number of studies have demonstrated gender gaps related to confidence and interest in STEM learning. As an example, even as early as first grade, boys have more positive competence beliefs in mathematics than girls. This trend continues as students age; despite equal mathematics ability, high school boys are more likely than girls to view themselves as good at mathematics. Similar findings are present in both science and engineering. Consequently, we see the results in the workplace where the numbers of women in STEM fields are under 25%. Women continue to lag behind men in leadership positions across industries. We know that STEM skills are a key part of leadership positions in the 21st century, given the significance of the role of data analytics, technology, and innovation. Every company is, at least in part, a STEM company. We need girls and women, representing as they do half the population, to represent their important viewpoints and perspectives in the workforce.

***Her STEMlens*** will encourage girls to ask questions bravely and to not worry about whether it is a "good" question. We want to highlight and celebrate the art of asking questions in all environments. Asking questions is the hallmark of all STEM (and STEAM) professionals. We hope that girls will be inspired by the images and questions they see at the exhibition. Each photograph/video, whether contributed by a child or adult, features a STEM question posed by the artist.

The exhibition will launch on February 11, the International Day of Girls and Women in Science and will be freely accessible to all girls on an innovative platform that invites exploration. It will continue through May 31. Between Feb 11 and May 31, talkSTEM will promote the exhibition in Dallas as well as across the country. We will share with our partners and collaborators including Dallas ISD, Region 10 and 12 Educational Service Centers, Uplift Schools, Big Thought, Dallas Public Library, National Coalition of Girls Schools, National Girls Collaborative Project, Girl Scouts of Northeast Texas, Girls Inc, Young Women's Preparatory Network, and more. We will also invite girls and women to contribute to the exhibition from February through May through social media. talkSTEM will rotate the photographs and videos shown during this period. We will ensure that the exhibition is fresh and feels dynamic by changing much of the content each month.

The exhibition will be made freely available on the Artsteps platform, because we felt after extensive research that it was the best option. Access to the exhibition will be convenient through clear graphics on the talkSTEM website.

The exhibition will consist of photos and videos shared by girls from schools and after school spaces. In addition, women working in varied organizations will also contribute. talkSTEM is reaching out broadly through sharing this blog post on social media. You can see a few examples contributed on twitter by talkSTEM board member, Maya Leibman, CIO of American Airlines:



#### Highlights of the *Her STEMlens* exhibition and supporting materials include:

- Launch on February 11, an internationally recognized day (#February11)
- Her STEMlens photos/videos by women leaders at Comerica and other STEAM organizations will be featured as role models for girls everywhere
- Her STEMlens photos/videos by girls of all ages will also be featured
- Some talkSTEM video content that features girls and women will be included in the Festival
- talkSTEM will prepare suggested activities to complement the exhibition experience for school-based and out-of-school educators and parents. These will be freely accessible on the talkSTEM website and widely disseminated by talkSTEM and talkSTEM partners' social media.

#### Innovative Volunteer Opportunities for this project include (all virtual):

- dissemination by sharing the information and link to the Exhibition with their networks
- anyone with background in PR can help talkSTEM reach press targets, blogs, etc.
- all women are encouraged to participate by sharing #herstemlens on social media

## Her STEMlens

### Founding Partner – \$10,000

(Maximum of one Founding Partner available)

The Exhibition's Founding Partner will invest \$10,000 towards the development costs of the four month-long event. Your partnership will support the creation, implementation, marketing, promotion, and execution of this exciting and one of a kind experience. The Exhibition will be listed as being "powered by" the Founding Partner (*i.e. Her STEMlens powered by ABC*). Additional benefits include listing on all Exhibition promotional materials, the talkSTEM website, and prominently on the Exhibition platform for the entire duration (February-May, 2021).

Benefits:

- The Exhibition will be listed as being "powered by" the Founding Partner (*i.e. Her STEMlens powered by ABC*).
- Additional benefits include listing on all promotional materials, the talkSTEM website, and the Exhibition platform.
- 4 social media posts
- 4 marketing emails to the talkSTEM community
- 2 Google Ads
- 1 Sponsored You Tube videos on the talkSTEM YouTube channel

### Sustaining Partners – \$5,000

(Maximum of two Sustaining Partners available)

The Exhibition's Sustaining Partners will invest \$5,000 towards the development and maintenance costs of the four month-long virtual event. Your partnership will support the creation, implementation, marketing, promotion, and execution of this exciting and one of a kind experience. The Exhibition will be listed as being "supported by" the Sustaining Partners (*i.e. Her STEMlens supported by ABC and XYZ*). The Sustaining Partners will be named on the talkSTEM website.

Benefits:

- The Exhibition will be listed as being "supported by" the Sustaining Partners on the Festival platform (*i.e. Her STEMlens supported by ABC and XYZ*).
- Additional benefits include listing on all promotional materials and the talkSTEM website
- 2 social media posts
- 2 marketing emails to the talkSTEM community
- 1 Google Ad

### Community Partners – \$2,500

(Maximum of four Community Partners available)

Community Partners will support the four month-long virtual Exhibition with a programmatic investment of \$2,500. Your partnership will support outreach to schools and other youth-serving organizations across all income levels and will allow us to design professional development communications targeting in-school and out-of-school educators that will encourage them to utilize the Exhibition experience in meaningful ways. Benefits include listing on Exhibition promotional materials, the talkSTEM website, and on the Exhibition platform as a Community Partner.

Benefits:

- Benefits include listing on all promotional materials
- Listing on the talkSTEM website as a Community Partner
- 1 social media post
- 1 marketing email to the talkSTEM community
- 1 Google Ad

**Thank You**

We welcome additional gifts supporting *Her STEMlens* and the talkSTEM organization and would be more than happy to visit with you about other ways to partner to support our efforts.

For more information, please contact Dr. Koshi Dhingra at [koshi@talkstem.org](mailto:koshi@talkstem.org) or 817.366.6194. or visit our website at talkSTEM.org.

## Partner Commitment Form

Thank you for your decision to support *Her STEMlens*. Please complete the following pledge form indicating your commitment.

Company Name:

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Contact Name:

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Address:

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Contact Phone:

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Donor's name as you'd like it listed publicly:

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I do not want to be listed publicly.       I decline all benefits.

*The deadline for inclusion in our Spring 2021 materials is February 22, 2021.*

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- Founding Partner – \$10,000
- Sustaining Partner – \$5,000
- Community Partner – \$2,500
- Additional/Other Gift: \_\_\_\_\_

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**Payment Method:**

- Check enclosed (payable to talkSTEM)
- I will make my gift via credit card [online](#)
- Please invoice the entire amount on this date: \_\_\_\_\_

**Thank you for your support of *Her STEMlens***

*Please send a copy of this contract along with payment to:*

Koshi Dhingra

talkSTEM

6255 Prestonshire Lane | Dallas, Texas 75225

817.366.6194 | [koshi@talkSTEM.org](mailto:koshi@talkSTEM.org) | talkSTEM.org

talkSTEM is a 501 (c)3 nonprofit organization EIN No.: 81-0784576

