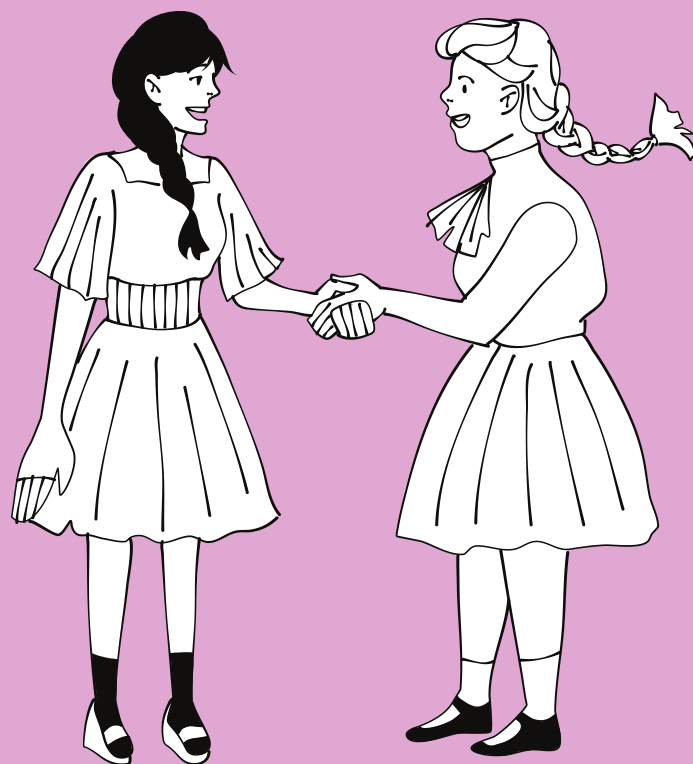
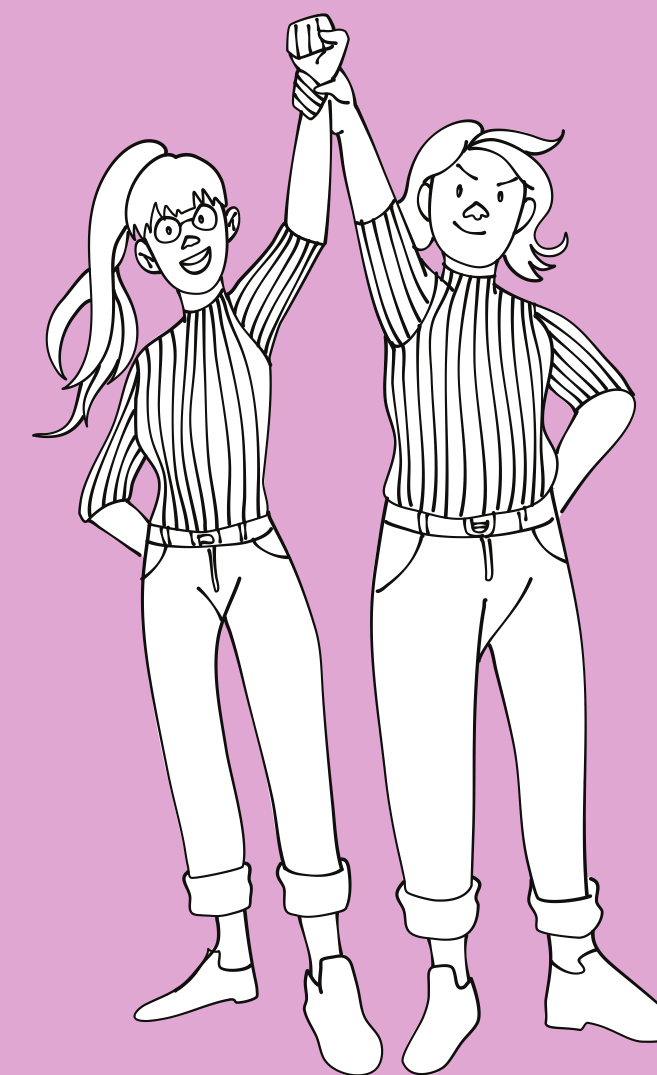


PROJECT SCIENTIST COMMUNICATION STRATEGIES

WHAT IS GOING WELL AND THE ROOM FOR
IMPROVEMENT

A PRESENTATION BY MARIA ROBLES





AGENDA

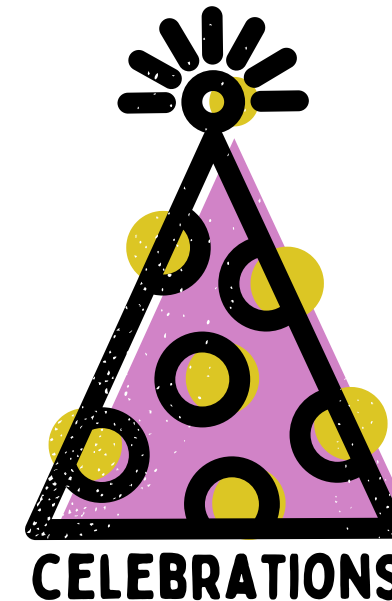
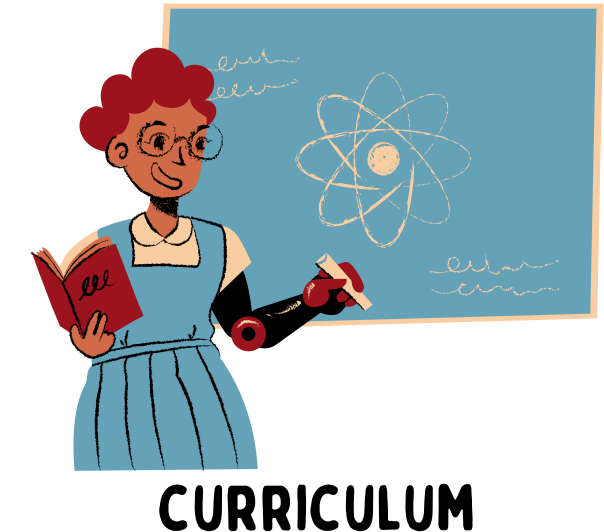
1. EXECUTIVE SUMMARY
2. SWOT ANALYSIS
3. COMMUNICATION
STRATEGY OVERVIEW
4. RECOMMENDATIONS
5. CONCLUDING STATEMENT

EXECUTIVE SUMMARY

THE SUBJECT MATTER AND THE ISSUE

- PROJECT SCIENTIST IS A NON-PROFIT ORGANIZATION THAT EXPOSES YOUNG GIRLS TO A QUALITY STEM-CURRICULUM IN HOPES OF INSPIRING THEM TO PURSUE THE STEM FIELD.
- THE MAIN CONCERN HAS TO DO WITH CONSISTENTLY IMPACTING THE GIRLS WHO PARTICIPATED IN THE LONG RUN.

THE SOLUTIONS (THE 3 C'S).

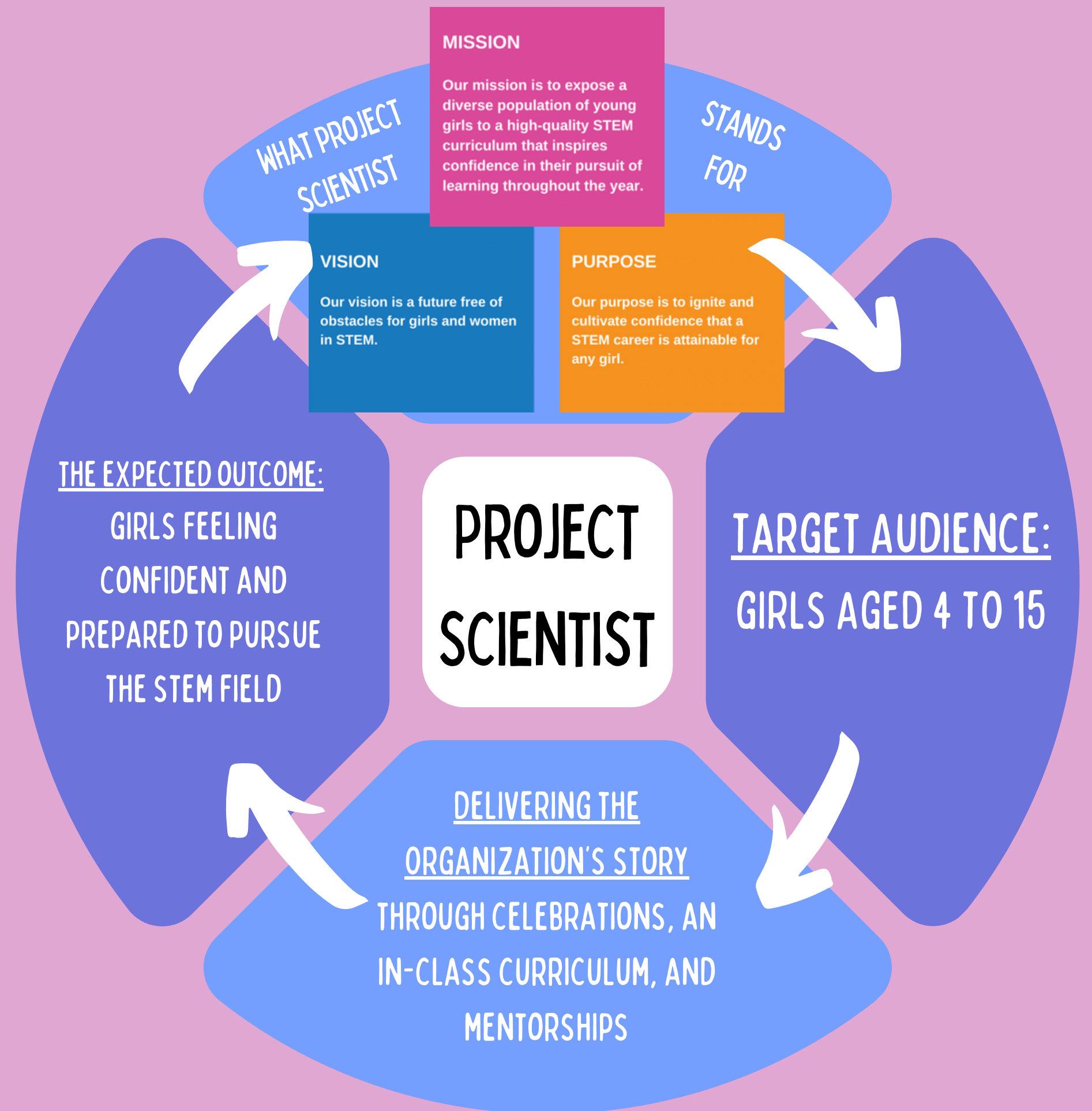


SWOT ANALYSIS FOR PROJECT SCIENTIST

SWOT Analysis: <i>Project Scientist</i>	
Strengths	Weaknesses
<ul style="list-style-type: none"> - <i>Financial Assistance</i> - <i>Project Scientist Scholars</i> - <i>Virtual clubs and labs</i> - <i>STEM Academies and Field Trips.</i> 	<ul style="list-style-type: none"> - <i>Not utilizing inclusive language for others who also identify as females</i> - <i>The lack of interaction on their social media platforms.</i>
Opportunities	Threats
<ul style="list-style-type: none"> - <i>Planning for Birthday Parties/similar celebrations</i> - <i>Project Scientist curriculum</i> - <i>1 on 1 mentorship for middle school girls.</i> 	<ul style="list-style-type: none"> - <i>Similar organizations that have the same mission as Project Scientist.</i> - <i>Pandemic may also cause the in-person events to go online</i> - <i>Lack of donations to the organization.</i>

THE 360-DEGREE COMMUNICATION STRATEGY MODEL

THE BACKBONE OF MY
PROPOSED COMMUNICATION
STRATEGY FOR PROJECT
SCIENTIST

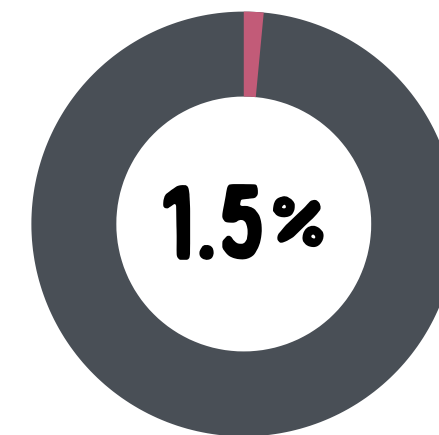


RECOMMENDATION #1: CELEBRATIONS

INCORPORATING ACTIVITIES
FOR CELEBRATIONS SUCH AS
BIRTHDAY PARTIES CAN
ENCOURAGE YOUNG GIRLS TO
OBSERVE AND PARTICIPATE
IN EXPERIMENTS.



RESEARCHED DATA



1.5% IS THE ANNUAL RATE OF GROWTH
FOR THE CHILD-SERVICES INDUSTRY,
SUCH AS BIRTHDAY PARTIES
(INDUSTRY WORTH 48 BILLION
DOLLARS)

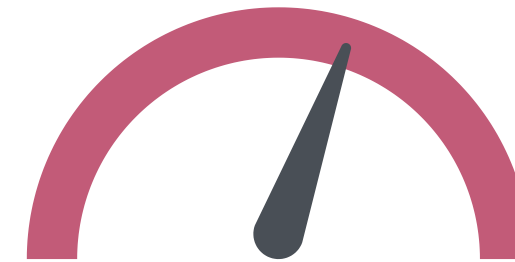
"RESEARCHERS AND EDUCATORS
ACROSS THE WORLD HAVE FOUND THAT
PLAY CAN HELP ENRICH LEARNING."

RECOMMENDATION #2: COLLABORATING WITH SCHOOL DISTRICTS TO INCORPORATE AN IN-CLASS CURRICULUM

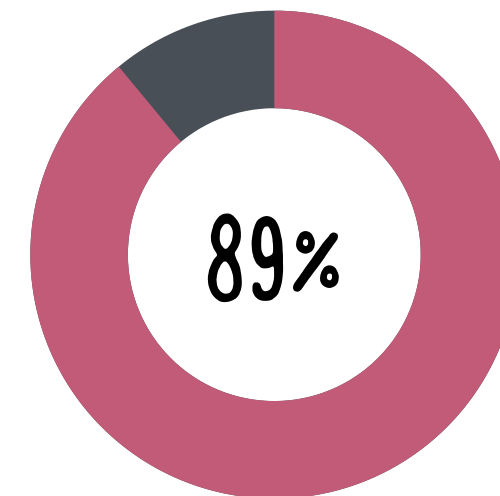
HAVING A CURRICULUM WHERE GIRLS ARE ABLE TO ATTEND FIELD TRIPS, ATTEND PANELS, ETC, CAN ENCOURAGE LEARNING.



RESEARCHED DATA



IN AN ALL-GIRLS LEARNING ENVIRONMENT, GIRLS ARE 6X MORE LIKELY TO CONSIDER MAJORING IN STEM.



89% SAID EDUCATIONAL TRIPS HAD A POSITIVE, LASTING IMPACT ON THEIR EDUCATION AND CAREER.

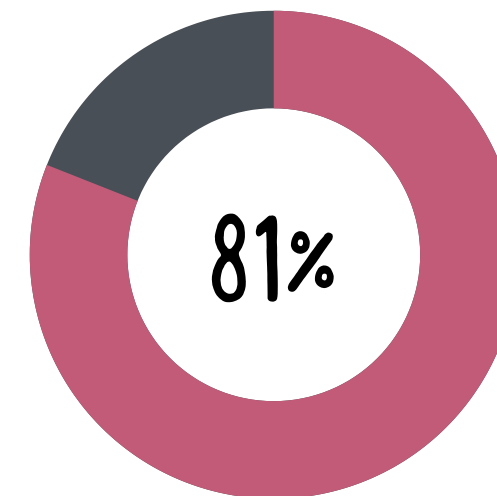
RECOMMENDATION #3: 1 ON 1 MENTORSHIP FOR MIDDLE SCHOOL GIRLS

THE TRANSITION FROM ELEMENTARY TO MIDDLE SCHOOLS IS A TOUGH TRANSITION, AS THEY DEAL WITH BECOMING AN ADOLESCENT, ACADEMIC AND SOCIAL PRESSURES, AND TANKING CONFIDENCE. HAVING A MENTOR CAN HELP EASE THOSE TRANSITIONS.



RESEARCHED DATA

"YOUTH WITH MENTORS HAVE INCREASED LIKELIHOOD OF GOING TO COLLEGE, BETTER ATTITUDES TOWARD SCHOOL, INCREASED SOCIAL AND EMOTIONAL DEVELOPMENT, AND IMPROVED SELF-ESTEEM."



81% WITH MENTORS ARE MORE LIKELY TO PARTICIPATE IN EXTRACURRICULAR ACTIVITIES

KEY TAKEAWAY FROM THIS PRESENTATION:

"INSPIRATION CAN STEM FROM A CLASSROOM, BUT THE KEY TO TRULY INSPIRE YOUNG GIRLS FOR LIFE IS TO GUIDE THEM THROUGH AN UNPREDICTABLE ADVENTURE CALLED OUR WORLD."



CREATOR OF THIS PRESENTATION



PICTURED ABOVE: MARIA ROBLES



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