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For immediate Release

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WAIT! WHAT? LEVERAGING NEW NARRATIVES FOR STEM ENGAGEMENT

Hamilton, VA Engine On, a new woman-owned media and communications consulting group, is working to diversify the voices of STEM through youth engagement and inspiring narratives, amplifying private/public initiatives to tap into all available talent in the United States.

A diverse workforce brings success with improved innovation and products. Although great strides have been made in improving the diversity in STEM careers, there are still significant gaps in STEM sectors.

“Research has shown more than 40% of the women in STEM degrees drop out during their second or third year of college because they lack mentors and role models,” says Carol Summerfield, co-founder of Engine On. “At Engine On we are changing their exposure and showcasing opportunities to experience the breadth of STEM careers, with resonant and personal narratives, creating bridges between those beginning their journey and those well into their careers.”

The United States is at a point where we need to tap into all available talent. Recent PISA (Program for International Student Assessment) results from 2015, placed the U.S. an unimpressive 38th out of 71 countries in math, and 24th in science. In a 2015 Pew Research Center report, only 29% of Americans rated K-12 education in science, technology, engineering and mathematics (STEM), as above average or best in the world.

Amy Fox, co-founder of Engine On explains, “Over the past year we have seen significant commitments toward diversifying STEM, made by a variety of organizations like the U.N. Council on Women and their Global Innovation for Change, Congress’ passing of the INSPIRE Women’s Act, and the Million Women Mentors by STEM Connector, spanning the U.S. and internationally.”

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continued from page 1

Fox says, "Engine On is focused on STEM best practices and developing the capacities for innovation, lowering barriers to entry, and supporting successful public/private partnerships. Our strengths lie in highly collaborative models with multiple stakeholders." She adds, "From dinner table narratives to national campaigns, Engine On is listening, translating, and sharing these consistent questions of scientific and technology narratives of: What is it? Why does it matter? How does it impact us?"

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About Engine On

Our tenets: We bring authentic, meaningful engagement to the public on behalf of our clients, who work to make the world a better place. We believe that diversity can be a fierce and positive power in the world and we actively support their efforts to gain an equal footing of opportunity and access. We celebrate the skills and values of STEM, and infuse every story we tell with the creativity that beats at the heart of STEM studies and practices.