



JASON Learning:

Bringing STEM Education to Life in Texas

SITUATION. Washington DC- based JASON Learning (www.jason.org) , the country's only major non-profit STEM curriculum organization, is eager to increase its footprint within school districts in the country. As part of this growth plan, JASON has retained Caudle Crisis & Communication Counsel (4C) to support their efforts via an integrated communications approach that is scalable and sustainable.

STRATEGIC APPROACH

- ✓ **Strategy.** The development of a long- term statewide communication awareness plan of action
 - Leverage JASON's Houston presence in 11 area school districts
 - Leverage JASON's Austin introduction into 9 area school districts.
 - Introduce JASON at a legislative level, calling attention to the need for more statewide STEM support.
 - Introduce JASON in South and North Texas, with influencers interested in closing the STEM gap with at- risk and underserved students
- ✓ **Media Outreach.** Using JASON's cornerstone summer Argonauts program to begin the conversation around Houston's success in the STEM arena, we
 - Developed a media matrix
 - Developed content
 - Scheduled backgrounders and interviews (eg., *Houston Chronicle*, *KRBE*, *KUHF*, *Houstonia*, *community newspapers*, *K-HOU "Good Morning, Houston"*)
 - Retweeted and posted photos of student and teacher Argonauts in Alaska, Bahamas and Maine
 - Developed bylined articles
- ✓ **Influencer and Donor Outreach.** In order to expand its work, we have developed a program to reach educational and philanthropic influencers. To date, we have introduced JASON to individuals, organizations and corporations to excite them on how they can be part of the JASON journey to ensure Texas has the next wave of scientists, engineers and mathematicians. These include, among others:
 - Dell
 - HEB
 - Shell
 - Brown Foundation
 - OneTexas (Office of the Governor)
 - Houston Independent School District
 - Yes Prep
 - KIPP
 - Lamar Consolidated ISD
 - Individual philanthropists

RESULTS & NEXT STEPS. We continue to build on our success. Dell has just awarded JASON a \$250,000 grant to launch the platform in Austin area schools. A focus in the coming months will be to work with school districts to add JASON into its curriculum, with potential donors to support and underwrite JASON in Texas schools, with media to promote JASON as a Texas success story and with the Texas legislature to be an advocate and consider JASON as a model it would consider subsidizing state wide.