



# Annual National STEM Collaborative Women of Color STEM Entrepreneurship Conference

## By the Numbers

### 2017

- **Nearly 200** participants including higher education faculty from two- and four-year colleges and universities, entrepreneurs, policy makers, professionals, and students
- **7** states represented
- **3,500** dollars in scholarships raised

### 2016

- **100+** participants including higher education faculty from two- and four-year colleges and universities, entrepreneurs, policy makers, professionals, and students
- **6** states represented
- **2,000** dollars in scholarships raised

## Conference

The Women of Color STEM Entrepreneurship Conference is a collaborative effort to:

- **Advocate** for increased participation of women of color in entrepreneurship experiences and small business enterprise
- **Advance** entrepreneurship education and entrepreneurial student engagement
- **Transform** the ways that entrepreneurship is viewed, taught and experienced in higher education

## Past Speakers



**Winona LaDuke**  
Environmentalist  
Political Activist



**Dr. Aprille Ericsson**  
NASA



**Laura Gomez**  
Atipica



**Tina Tchen**  
Obama  
Administration

## Engagement Opportunities

- register your team
- become an official **sponsor**
- support** a student attendee
- facilitate a **workshop**

## Some Statistics on Women of Color in STEM and Entrepreneurship

- Fewer than 1 in 5 employed engineers and scientists are women of color (NSF, 2016)
- Within most fields of study, female STEM PhD recipients were less likely to participate in entrepreneurial activity, such as owning a business or working at a startup. In general, women are less likely to be business owners than men (U.S. Small Business Administration, 2014)
- Reasons for women of color's absence from STEM is not due to a lack of interest or motivation. Various barriers remain such as hostile educational environments, lack of mentoring, access to resources, and implicit biases (Eddy and Brownell, 2016)

## Impact

“It was empowering to see a gathering of women of color and to hear many successful [stories].”

–Student participant

“The panels were excellent. My students were inspired not only to continue to excel in STEM but to be an advocate for more women/women [of] color to be represented in STEM.”

–Professional participant

“I learned so much from the women who [attended the workshop]. One of the big takeaways for all of us is that [as women], ambition is something to be proud of.”

–Industry participant

“This conference was so helpful in presenting useful ways to think through some tech challenges as well as to conceptualize entrepreneurial approaches to those challenges. Great hands-on activities to deepen the learning!”

–Student participant



Center for Gender Equity in Science and Technology

Arizona State University

## History

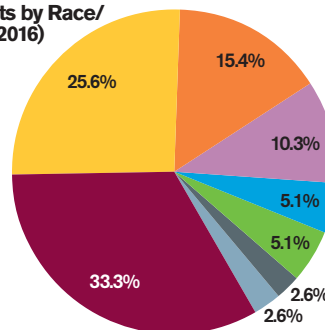
The annual conference is a signature program of the National STEM Collaborative (NSTEMC), a consortium of higher education institutions, non and for profit partners whose shared mission is to scale research-based best skills and knowledge, resources and practices on access, completion, and workforce development for women of color in STEM. Our Mission is not to simply populate the STEM pipeline with more women of color. Rather we seek to provide institutions, students, leaders, corporations, and organizations the skills and resources to change the pathway to be more equitable for more underrepresented women.

The collaborative was established in response to a July 2015 convening on Inclusive STEM Education hosted by the White House Council of Women and Girls and the Center for Gender Equity in Science and Technology.

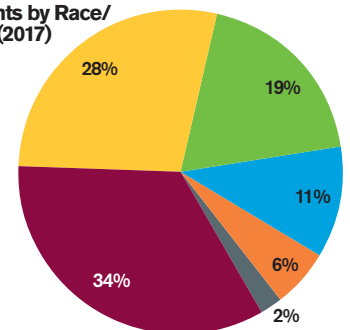
## Participant Demographics



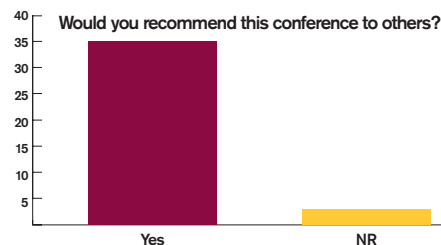
Participants by Race/Ethnicity (2016)



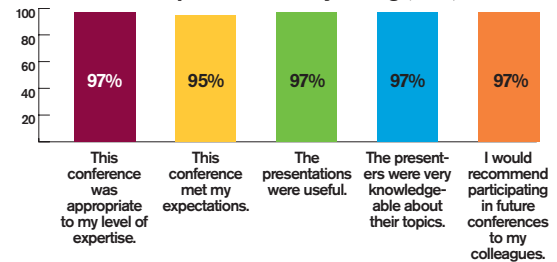
Participants by Race/Ethnicity (2017)



Participant Satisfactory Rating (2016)



Participant Satisfactory Rating (2017)



## Past Partners





# Annual National STEM Collaborative Women of Color STEM Entrepreneurship Conference



## Sponsorship Opportunities

The conference is designed to expand opportunities for girls and women and color to enter, persist, and succeed in STEM both academically and professionally. Might we count on you and your organization to show your support for this national initiative as it impacts individuals, families, and industries?

Your generous contribution will enable your organization to:

- **Demonstrate** your support for increased participation of women of color in STEM entrepreneurship.
- **Advance** efforts in closing race-gender-ethnic disparities in STEM.
- **Redefine** entrepreneurship education and entrepreneurial student engagement.
- **Transform** the ways that entrepreneurship is viewed, taught and experienced in higher education.
- **Be highlighted** and promoted on a national level.

The 2nd annual conference this past March 2017 was attended by just under 200 participants from across the country including students from high school to graduate level, faculty, administrators, corporate professionals, entrepreneurs, policy makers, and community members. One participant remarked, *“This conference was so helpful in presenting useful ways to think through some tech challenges as well as to conceptualize entrepreneurial approaches to those challenges! Great hands-on activities to deepen the learning!”* Another attendee *“found it really empowering to hear stories of women of color in STEM fields, and to personally talk to them as well!”*

We invite you to be a part of this unique opportunity to support underserved and underrepresented communities and to help balance and advance the STEM workforce and STEM disciplines by selecting a sponsorship package that best suits your organization. We are happy to discuss the packages in further detail at your convenience.

**Ready to make a commitment?** Please contact Sharon Torres at (480)727-9880 or email [sharon.torres@asu.edu](mailto:sharon.torres@asu.edu).

For more information visit us online at [cgest.asu.edu/2018conference](http://cgest.asu.edu/2018conference).

## **PREMIUM SPONSORSHIP PACKAGES**

### **Presenting Level Sponsorship (one available): \$20,000**

- May provide banner for registration area.
- May provide an organization collateral piece for each tote bag.
- May submit a full-page cover advertisement for complimentary inclusion in conference program.
- Opportunity to address conference attendees at the welcome reception.
- Recognition as a presenting sponsor in all official conference publications and promotions, scripted remarks at plenary sessions, and official conference signage.
- Ten (10) complimentary conference registrations with reserved seating at plenaries.

### **Platinum Level Sponsorship: \$15,000**

- May submit a full-page advertisement for complimentary inclusion in conference program.
- May provide an organization collateral piece for each tote bag.
- Recognition as a platinum sponsor in all official conference publications and promotions, scripted remarks at plenary sessions, and official conference signage.
- Eight (8) complimentary conference registrations with reserved seating at plenaries.

### **Gold Level Sponsorship: \$10,000**

- May submit a half page ad for complimentary inclusion in conference program.
- Recognition as a gold sponsor in all official conference publications and promotions, scripted remarks at plenary sessions, and official conference signage.
- Six (6) complimentary conference registrations with reserved seating at plenaries.

### **Silver Level Sponsorship: \$5,000**

- May submit a quarter page advertisement for complimentary inclusion in conference program.
- Recognition as a silver sponsor in all official conference publications and promotions, scripted remarks at plenary sessions, and official conference signage.
- Four (4) complimentary conference registrations with reserved seating at plenaries.

## **INDIVIDUAL SPONSORSHIP PACKAGES**

### **Continental Breakfast & All – Day Refreshment Station (one of two available): \$3,000 per day**

- This includes sponsor signage on tables and in break areas.
- Recognition as a supporting sponsor on official conference program and website.

### **Tote Bags (one available): \$2,000**

- Sponsor's logo will be imprinted on registration tote bags and include (1) one bag insert, such as a flyer, keychain or other item that you would like all conference attendees to have.
- Sponsor will need to provide 200 inserts for registration bags.
- Recognition as a supporting sponsor on official conference program and website.

### **Aspiring Women of Color STEM Entrepreneurs: \$1,500**

- Sponsor registrations for (10) aspiring students to attend the conference.
- Recognition as a supporting sponsor on official conference program and website.

### **Lanyards (one available): \$1,000**

- Your organization's logo will be imprinted on the lanyard string of the registration badge.
- Recognition as a supporting sponsor on official conference program and website.

### **Tote Bag Insert: \$500**

- Insert a piece of your organization's collateral in each conference registration tote bags.
- Sponsor will need to provide 200 inserts for registration bags.
- Recognition as a supporting sponsor on official conference program and website.

*All funds will be deposited with the ASU Foundation for A New American University, a nonprofit organization that exists to support ASU. Gifts in support of ASU are subject to foundation policies and fees. Due to the fair market value of benefits received, only payments in excess of fair market value may be considered a charitable contribution. Please consult your tax advisor regarding the deductibility of charitable contributions.*