



Go Red for Women® Presents...

STEM GOES RED

FOR GIRLS



Imagine the possibilities that exist if the next generation of girls can help tackle some of the region's greatest challenges.

The American Heart Association's **STEM Goes Red** is designed to provide young girls insights into the possibilities and potential they possess to make a real impact on the world around them through STEM.

FALL 2022

9 a.m. – 1 p.m.

Location TBD



Go Red for Women is
nationally sponsored by



Go Red for Women is
locally presented by



University Hospitals
Harrington Heart & Vascular Institute



STEM GOES RED VISION

Early engagement and academic success in STEM can position our region's girls to have a transformational impact on our future.



THE STATS

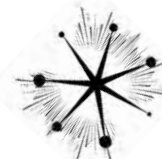
- Currently, nearly 8 million science, technology, engineering and math (STEM) jobs are available in the United States, yet most U.S. students will be unprepared for a future career in these roles.
- Moreover, only 3 out of 100 female bachelor's degree students continue to work in STEM fields after graduating.
- In addition, female professionals only account for 34% of practicing physicians and only 38% of medical researchers in the United States.



WHY WE CARE

As the nation's oldest and largest volunteer-driven, woman-led, non-profit dedicated to fighting heart disease and stroke, the American Heart Association understands the pressing need for more women to pursue careers in STEM.

We are committed to creating opportunities for girls in our region to build confidence, set ambitious goals and see themselves as future STEM leaders.



IGNITE THE SPARK!

Join us to create a lasting, positive experience for 7th, 8th and 9th grade girls representing diverse backgrounds from schools in the Greater Cleveland area.

This year's STEM event will inspire creativity and build confidence in young women as they discover their passion and future in STEM education and careers!



By empowering girls to explore careers in STEM, we will help address our region's STEM workforce inequities, and impact innovation & economic development.



School Name	Year(s) Attended
Almira PreK-8 Academy	2018, 2019
Andrew J. Rickoff	2018, 2019, 2020, 2021-2022
Anton Grdina Elementary School	2019, 2020, 2021-2022
Ballard Brady Middle School	2020
Beaumont School	2017, 2018, 2020, 2021-2022
Brown Middle School	2021-2022
Case Elementary School PreK-8 (?)	2018, 2019
Chardon High School	2021-2022
Chardon Middle School	2021-2022
Cleveland Heights High School	2017, 2018
Cleveland School of Science and Medicine	2021-2022
Daniel E. Morgan	2020
Dike School of the Arts	2019
Douglas MacArthur Girls Leadership Academy	2017, 2018, 2019, 2020, 2021-2022
E Prep Cliffs	2019, 2020
Emmanuel Christian Academy	2018, 2019
Fatima Family Center	2020
Garfield Elementary School	2018
Garrett Morgan School of Leadership and Innovation	2021-2022
Gesu Catholic School	2017, 2019, 2020
Gilmour Academy	2019, 2020, 2021-2022
Heritage Middle School	2019
Incarnate Word Academy	2020
IndeedWeCode	2019
John Marshall School of Information Technology	2018
Kirtland Middle School	2017
Lincoln-West School of Science and Health	2017
Lutheran West	2019
Marion-Sterling Elementary School	2017
Martin Luther King Jr. High School	2018
Mary McLeod Bethune PreK-8	2018
Mater Dei Academy	2017, 2021-2022
MC2 STEM High School	2018, 2019
McCormick Middle School	2018, 2020
Menlo Park Academy	2021-2022
Michael R. White STEM School	2018
Miles Park PreK-8 School	2018, 2020
Monticello Middle School	2019
Mound School	2021-2022
Notre Dame Elementary School	2017, 2019
Oliver H Perry Elementary School	2018
Parma City School District	2018, 2019
R. B. Chamberlain Middle School	2017
Rhodes School of Environmental Studies	2018
Robert H Jamison	2021-2022
Roxboro Middle School	2017, 2018, 2019, 2020
Saint Joseph Academy	2017, 2018, 2019, 2020
Shaw High School	2017
St. Angela Merdici School	2017
St. Mark School	2017, 2018, 2020, 2021-2022
Warner Girls' Leadership Academy	2017, 2020, 2021-2022
Wickliffe Middle School	2019, 2020
Willson School	2021-2022

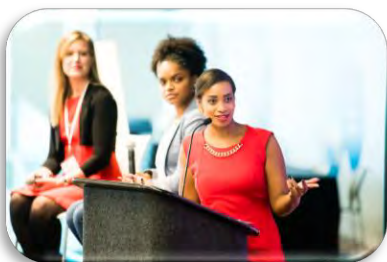
Past Student Sessions

- **Parker Hannifin:** Engineering Your Success
- **University Hospitals Harrington Heart & Vascular Institute:** Discovery: Heart
- **Hands-On Vendor Expo** featuring: Cleveland Cavaliers, **Cleveland State University**, Cuyahoga Community College, Deloitte, Eaton, Go Red for Women, Hunter International, Inc., Hyland, KeyBank, KPMG, MCPc, MetroHealth, NASA, Nordson, Parker Hannifin, PolyOne, PwC, Sam J. Frankino Foundation, Swagelok, UH Harrington Heart & Vascular Institute
- **Hyland:** Build a Heart Healthy Website
- **Operation Heart!** See Inside **UH Harrington Heart & Vascular Institute**
- **AHA** featuring **MetroHealth:** What Does Science Say?
- **CSU Partnerships for Urban Health:** "Follow the Signs", brought to you by **KeyBank**
- **Eaton:** Sponsored AHA Hands-Only CPR Training
- **Fujitsu:** Empowering Girls to Shape the Future
- **KeyBank:** Math Jeopardy Activity
- **Meet the Experts! STEM Panel Discussion**
- **Mentor/Student Table Discussion**
- **MetroHealth** Simulation Center Tour
- **PwC:** MATH for girls

Past Educator Sessions

- **Crystal M. Franklin, M.Ed., CSforALL CLE Project Coordinator, Cleveland State University**
- **Cleveland Water**
- **Rob Bumm, Code Ninjas**
- **Jim Bader, Executive Director, Leonard Gelfand STEM Center, Case Western Reserve University**
- **Dr. Talisa Dixon, Superintendent, Cleveland Heights/University Heights School District**
- **Jennifer Hennessey, Lake Erie Marketing Leader - Access Your Potential with PwC**
- **Iman Joshua, Chief Information Security Officer, Aetna**
- **Tim Sisson, Director of STEM and Computer Science Education & Partnerships Director, NEO STEM Ecosystem, LEAD STEM Fellow, STEM Ecosystems**
- **Millette Tucker and Terry Sanders from the Upward Bound program, Cuyahoga Community College**
- **Michelle D Walton, Co-Founder, IndeedWeCode**
- **Engaging our Youth - Lisa Wheeler-Cooper, Community Impact Director, American Heart Association**

Media Involvement



2018 Emcee
Lauren Wilson
News Channel 5



2019 Emcee
Alexa Lee
3 News



2020 Emcee
Tiffany Tucker
19 News



2021-2022 Emcee
Tiffany Tucker
19 News

ATTENDEE IMPACT

Student Testimonials

"I felt that this was such a wonderful experience and I felt very inspired by the other women to look into taking on a STEM based career in the future. This was such an amazing opportunity to learn more about what women STEM take on in their jobs. Again, I am so grateful to have participated in this program, and I am honored." **Anna, 8th Grade**

"I really enjoyed the many activities we did and the information we learned from them. The one activity that I like was learning about the human heart with the surgeon. I learned that the human heart size is similar to the size of a pig heart. I would definitely like to do this program again and hopefully in person with a hands-on experience. Thank you for allowing me to be able to take part in this program." **Maeve, 7th Grade**

Educator Testimonials

"My students felt very important and honored to be there. I was so happy to provide this opportunity to my students so that they could see what else is available to girls in the science field. I wish I had been able to attend something like this when I was a 7th grader." **Melissa Efantis, Chardon Middle School**

"STEM Goes Red for Girls is single-handedly my favorite event to take students to each year. From the immaculate organization to the care taken to make each girl feel valued and inspired, I can't say enough about how much I look forward to sharing this time each year with my girls." **Rita Mikita, Garrett Morgan School of Leadership and Innovation**

2021-2022 Student Feedback

Coming Soon!

(127 Attendees)

2020 Student Feedback

(120 Attendees – 31% Completed Surveys)

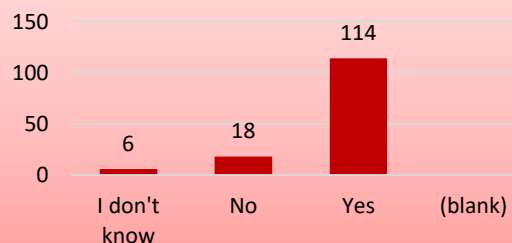
After attending this program, are you considering a career in STEM?



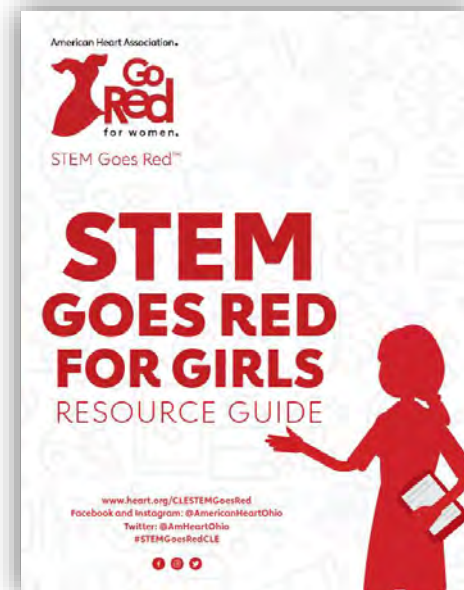
2019 Student Feedback

(180 Students – 82% Completed Surveys)

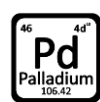
After attending this event, are you considering a career in STEM?



2021-2022 Resource Guide



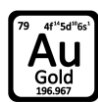
MISSION IMPACT OPPORTUNITIES



PALLADIUM SPONSOR
\$35,000



PLATINUM SPONSOR
\$25,000



GOLD SPONSOR
\$15,000



SILVER SPONSOR
\$10,000



ZINC SPONSOR
\$5,000

Showcase four (6ft.) expo tables at the vendor fair	Showcase three (6ft.) expo tables at the vendor fair	Showcase two (6ft.) expo tables at the vendor fair	Showcase one (6ft.) expo table at the vendor fair	Showcase one (6ft.) expo table at the vendor fair
Logo recognition as Palladium Sponsor on promotional materials (Digital/Print) & commemorative t-shirt for students	Logo recognition as Platinum Sponsor on promotional materials (Digital/Print) & commemorative t-shirt for students	Logo recognition as Gold Sponsor on promotional materials (Digital/Print) & commemorative t-shirt for students	Logo recognition as Silver Sponsor on promotional materials (Digital/Print) & commemorative t-shirt for students	Name recognition as Zinc Sponsor on promotional materials (Digital/Print) & commemorative t-shirt for students
Two Page acknowledgement in the student guide	Full-page acknowledgement in the student guide	Full page acknowledgement in the student guide	½ page acknowledgement in the student guide	¼ page acknowledgement in the student guide
Participate in a video message to our community, showcasing why STEM Education is important. <i>Video to be shared through AHA Social Media Channels</i>	Participate in a video message to our community, showcasing why STEM Education is important. <i>Video to be shared through AHA Social Media Channels</i>	Participate in a video message to our community, showcasing why STEM Education is important. <i>Video to be shared through AHA Social Media Channels</i>	Participate in a video message to our community, showcasing why STEM Education is important. <i>Video to be shared through AHA Social Media Channels</i>	Participate in a video message to our community, showcasing why STEM Education is important. <i>Video to be shared through AHA Social Media Channels</i>
Host (2) tables of ten (20) guests at the February 2023 Go Red For Women Experience and one (1) table in the vendor expo	Host (1) table of ten (10) guests at the February 2023 Go Red For Women Experience and one (1) table in the vendor expo	Invitations for six (6) guests to attend the February 2023 Go Red for Women Experience	Invitations for four (4) guests to attend the February 2023 Go Red for Women Experience	Invitations for two (2) guests to attend the February 2023 Go Red for Women Experience
Showcase company support for STEM education and wellness for girls by developing and leading a breakout session or a "Ted Talks" opening session presentation.	Showcase company support for STEM education and wellness for girls by developing and leading a breakout session or a "Ted Talks" opening session presentation.	Customized Event Host Activation. Choose from: Mentors with Heart Sponsor, 30 Min Presentation during Educator Session, Mission Moment, Smile Station or Inspiration Wall Sponsor. <i>Logo recognition for chosen activation.</i>	Customized Event Host Activation. Choose from: Movement break, 30 Min Presentation during Educator Session, Centerpiece or Fuel Sponsor (AM Break, Lunch or PM Snack). <i>Logo recognition for chosen activation.</i>	
Opportunity to sponsor (5) representatives from your organization to participate in Mentors with Heart	Opportunity to sponsor (4) representatives from your organization to participate in Mentors with Heart	Opportunity to sponsor (3) representatives from your organization to participate in Mentors with Heart	Opportunity to sponsor (2) representatives from your organization to participate in Mentors with Heart	Opportunity to sponsor (1) representative from your organization to participate in Mentors with Heart

Customized annual PR Plan with recognition throughout the entire year, based upon preferences and interests

Customized levels available; inquire for more information.

Comparable event benefits and recognition will be provided should the American Heart Association change the event time frames or formats.

INTRODUCING OUR CHAMPIONS

STEM Goes Red Leadership Team



Gabrielle Christman
2022 STEM Goes Red Chair
President
Hunter International, Inc.

Nicole Ponstingle
Immediate Past Chair
Chief Operating Officer
and AI Translator
Pandata LLC

Hannah Arnson
Director, Data Science
Pandata

Kari Balog Coniglio
Partner
Vorys, Sater, Seymour and
Pease LLP

Tricia Conn
Group Events Specialist
Cleveland Cavaliers

Crystal Franklin, M.Ed., CPM
Director, K-12 Computer
Science Education, CSforCLE
Cleveland State University

Nicole Lucas
Communications Specialist
Hunter International, Inc.

Tamra Moroski
Director of Partnerships
Marketing AI Institute

Caitlin Nowlin
Tech Outreach Program
Manager
Hyland

Colleen Tullius
Director
Global IT Project Management
Office
The Goodyear Tire & Rubber
Company

Megan Canfield
R&D Tax Director
PricewaterhouseCoopers LLP

Allyson Jimenez- Huyke
Manager of Engineering Innovations
Swagelok Company

Tina Kitchen
Manager, Semiconductor Solutions
Swagelok Company

Deborah Lockhart
Public Affairs Specialist
NASA

Stacey Mazzurco BSN, RN, CCRP
Director
University Hospitals Harrington Heart
& Vascular Institute

April Trzop, BA, EMT, CFC
Flight Communication Specialist
The MetroHealth System

Dawn Yorko
Manager, Application Engineering-
ICS Container, Liquid, and UV
Nordson Corporation





YOU'RE IN GOOD COMPANY

2021-2022 Sponsors



STEM Scholarship Sponsor



Platinum Sponsor



Silver Sponsor



Gold Sponsor



Zinc Sponsors

Hunter International Recruiting, Hyland, KeyBank, Nordson Corporation, Swagelok

The time is now to empower the next generation of brilliant female leaders and innovators by providing pathways for future careers in STEM fields while simultaneously equipping thousands of women with the tools to be healthy and strong.

As a supporter, you can help make a lasting impact in not only our community, but around the world. The ripple effects of your support will make an impact for years to come.

Are you with us?



For more information contact Julie.gotschall@heart.org or visit www.heart.org/CLESTEMGoesRed