

# NJ STEM MONTH



An annual event in March, **NJ STEM Month** is a celebration co-hosted by the New Jersey STEM Pathways Network (NJSPN) and Research & Development Council of New Jersey (R&D Council of NJ). **NJ STEM Month** highlights the Garden State's incredible accomplishments in science, technology, engineering, math and innovation.

Anyone can participate in **NJ STEM Month** by hosting or attending an event and by engaging on social media. A full calendar of **NJ STEM Month** events can be found on the NJSPN website: [www.njstempathways.org](http://www.njstempathways.org).

You can join the conversation on Social Media by following: @NJSTEMPathways, @RDCouncilNJ and #NJSTEMMonth

## Why We Celebrate **STEM** in New Jersey

**1** New Jersey has the most scientists and engineers per square mile in the universe!<sup>1</sup>

**2** NJ consistently ranks in the **top 5** in innovation by Bloomberg U.S. Innovation Index.<sup>2</sup>

**3** New Jersey is home to **9-time Nobel Prize** powerhouse Nokia Bell Labs.<sup>3</sup>

### MEDICINE CHEST OF THE WORLD:

**4** More than 300 biotechnology companies and 20 pharmaceutical/medical technology firms call New Jersey home.<sup>4</sup>

**5** New Jersey is ranked **#12 in the nation** for the number of current STEM or STEM-related jobs.<sup>5</sup>

1: New Jersey, 2012. 2: Bloomberg Innovation Index. 3: Nokia Bell Labs, 2018. 4: BioNJ, 2018. 5: Change the Equation, 2016.

With the support of Governor Murphy's administration and Assemblyman Andrew Zwicker's office, NJ STEM Week expanded to include the entire month of March in 2018. March is now **NJ STEM Month** as designated by the New Jersey State Legislature and gubernatorial proclamation.



## ENCOURAGING MORE STUDENTS TO EXPLORE STEM CAREERS

By celebrating **NJ STEM Month** we pave the way for students to pursue **STEM** careers by generating excitement and awareness!

In 2015 there were **8.6M jobs in STEM** and 7 out of 10 of those jobs were computer related.<sup>1</sup>

Of the more than **6 million** New Jersey high school students only **1.6 million** are interested in pursuing a **STEM** career.<sup>2</sup>

**STEM** workers earn **26% more** than their non-STEM counterparts.<sup>3</sup>

In New Jersey, there are **1.4 open STEM jobs** for every unemployed person.<sup>4</sup>

1: U.S. Bureau of Labor Statistics, 2017. 2: US Innovation and Change the Equation. 3: Pew Research Center, 2018. 4: JerseyCAN, 2017.

**SUPPORT STEM MONTH TODAY!**

Become a **NJ STEM Month Sponsor** at any of our giving levels. By sponsoring this month long celebration you are:

- Giving New Jersey schools, students and families access to hands-on, **STEM** learning experiences through distribution of mini grants.
- Providing training for educators and students entering the workforce.
- Supporting regional events to bring deeper public awareness and a greater understanding of **STEM** career pathways.
- Elevating New Jersey's status as a global leader in **STEM** and innovation.



### Last NJ STEM Month

- 8,100** LEARNERS IMPACTED
- 101** UNIQUE STEM MONTH EVENTS
- 54** PARTICIPATING ORGANIZATIONS
- 13** NJ COUNTIES IMPACTED
- 210** UNIQUE ENTRIES  
STEM Month 2018 Social Media Sweepstakes
- +32K** SOCIAL MEDIA IMPRESSIONS
- 420K** READERS  
Multiple publications featuring NJ STEM Month
- 24** STATE LEGISLATIVE REPRESENTATIVES  
Active Engagement

SPONSORSHIP LEVELS AND BENEFITS	Edison's Light Bulb	Edison's Phonograph	Edison's Movie Camera	Edison's Electric Car
	\$100,000	\$25,000	\$10,000	\$5,000
Serve as NJ STEM Month's presenting sponsor.	●			
Co-branded signage for all booths at the NJ STEM Month Celebration at New Jersey Statehouse in Trenton.	●			
All NJ STEM Month Marketing will be co-branded, including print, digital, social media presence and event "SWAG."	●			
"Invitation only" breakfast roundtable to discuss STEM in NJ with prominent state leaders.	<b>KEYNOTE SPEAKER</b>	<b>PRESENTER</b>	<b>ATTENDEE</b>	
Webinar to conclude NJ STEM Month reaching more than 70 statewide organizations.	<b>HOST</b>	<b>SPEAKER</b>	<b>ACKNOWLEDGMENT</b>	
NJ STEM Month Celebration at New Jersey Statehouse in Trenton and NJSPN Quarterly Meeting.	<b>KEYNOTE SPEAKER</b>	<b>SPEAKER</b>	<b>ATTENDEE</b>	<b>ATTENDEE</b>
Signage recognition at the NJ STEM Month Celebration at New Jersey Statehouse in Trenton.	●	●	●	●
Receive prominent brand recognition on NJ STEM Month Marketing, including print, digital, social media.	●	●	●	●
Seat on NJ STEM Month host committee.	●	●	●	●
Receive framed gubernatorial proclamation celebrating NJ STEM Month.	●	●	●	●
Opportunity to attend events, site visits and other convenings hosted throughout the state.	●	●	●	●

**CONTACT:**

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