Women of Color STEM Entrepreneurship Conference

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).

Conference

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

- **Highlight** the accomplishments of women and girls from diverse communities,
- **Educate** women and girls of color through knowledge sharing and capacity building, and
- **Encourage** institutions and industries to recruit and retain women and girls of color in STEM fields.

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

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
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

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

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>2016 (%)</th>
<th>2017 (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic/Latino</td>
<td>33.3%</td>
<td>25.6%</td>
</tr>
<tr>
<td>African American/Black</td>
<td>15.4%</td>
<td>28%</td>
</tr>
<tr>
<td>Asian/Pacific Islander</td>
<td>10.3%</td>
<td>19%</td>
</tr>
<tr>
<td>White</td>
<td>5.1%</td>
<td>6%</td>
</tr>
<tr>
<td>Native American</td>
<td>2.6%</td>
<td>2%</td>
</tr>
<tr>
<td>Middle Eastern</td>
<td>2.6%</td>
<td>11%</td>
</tr>
<tr>
<td>Two or more races</td>
<td>5.1%</td>
<td>6%</td>
</tr>
<tr>
<td>No response</td>
<td>5.1%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Participant Satisfactory Rating (2016)

- 97%
- 97%
- 97%
- 97%
- 97%

Participant Satisfactory Rating (2017)

- 87.5%
- 97%
- 95%
- 97%
- 97%
- 97%

Past Partners

State Farm
Maricopa Community Colleges
The University of Alabama
Women of Color STEM Entrepreneurship Conference

Sponsorship Opportunities

The conference is designed to expand opportunities for girls and women of 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.

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 Kalani Rice, CGEST Program Manager at (480) 727-0749 or email Kalani.M.Rice@asu.edu

For more information visit us online at 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.
- Opportunity to be featured in a CGEST blog article about your organization’s efforts to increase diversity and inclusion in STEM.
- 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.
- Opportunity to be featured in a CGEST blog article about your organization’s efforts to increase diversity and inclusion in STEM.
- 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.
- Opportunity to be featured in a CGEST blog article about your organization’s efforts to increase diversity and inclusion in STEM.
- 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.
- Opportunity to be featured in a CGEST blog article about your organization’s efforts to increase diversity and inclusion in STEM.
- 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.

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.

INDIVIDUAL SPONSORSHIP PACKAGES

Hors d’oeuvres and Cocktails Package (one available): $7,000
- Includes sponsor signage on tables and in break areas.
- Opportunity to be featured in a CGEST blog article about your organization’s efforts to increase diversity and inclusion in STEM.
- Recognition as a supporting sponsor on official conference program and website.

Lunch Package (two available): $6,000
- Includes sponsor signage on tables and in break areas.
- Opportunity to be featured in a CGEST blog article about your organization’s efforts to increase diversity and inclusion in STEM.
- Recognition as a supporting sponsor on official conference program and website.

Hors d’oeuvres and Refreshments Package (one available): $5,000
- Includes sponsor signage on tables and in break areas.
- Opportunity to be featured in a CGEST blog article about your organization’s efforts to increase diversity and inclusion in STEM.
- Recognition as a supporting sponsor on official conference program and website.

All-Day Snacks and Refreshments Package (two available): $4,500
- Includes sponsor signage on tables and in break areas.
- Opportunity to be featured in a CGEST blog article about your organization’s efforts to increase diversity and inclusion in STEM.
- 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 300 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 300 inserts for registration bags.
- 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.