

SCIENCE MATTERS

Using the power of media to inspire our community to value science and understand its importance to our future

Why Does Science Matter?

- Virginia's economic competitiveness depends on our ability to increase student exposure and involvement in Science, Technology, Engineering and Math (STEM) disciplines because 20% of all jobs now require a high level of knowledge in at least one STEM field. (*The National Science Board 2014 Report*)
- STEM jobs play a significant role in the invention, deployment and maintenance of technologies that drive economic growth. (*Brookings Report, 2013*)
- Today, American students rank 30th in Math and 19th in Science compared to students among the 35 industrialized countries. Students in the U.S. compared with 71 developed and developing countries, ranked 38th in math and 24th in science. (*Organization for Economic Cooperation and Development, 2015 Programme for International Student Assessment*)

We Can Make a Difference!

Working with our SCIENCE MATTERS Leadership Team and community partners, our goals are to:

- Encourage students' interest in Science, Technology, Engineering and Math to better prepare them for the 21st Century Workforce
- Raise awareness about the importance of science to our economy
- Raise awareness about current science topics that impact our community and our world with an emphasis on safe energy sources, environmental sustainability, plus innovations in health and technology

SCIENCE MATTERS Community Partners

Our 100+ partners include:

Chesterfield County Parks and Recreation
Children's Museum of Richmond
College of William & Mary
Discovery Museum, Charlottesville
Lewis Ginter Botanical Gardens
MathScience Innovation Center

NASA
Richmond Audubon Society
RichTech & Women's Technology Forum
Science Museum of Virginia
University of Richmond
Virginia Commonwealth University
Virginia Department of Education

FIRST Chesapeake Robotics
Virginia Initiative for Science Teaching and Achievement
Virginia State Parks
Public and Private Schools throughout Central Virginia

SCIENCE MATTERS Sponsors

Mr. and Mrs. Joel Dugan, The Engineers, RideFinders, Science Museum of Virginia, The Nature Conservancy, Virginia Association of Science Teachers, VCU Health, and Virginia529

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SCIENCE MATTERS

Initiatives for 2017-2018

SCIENCE MATTERS reporting on Public Radio – Every week, 88.9 WCVE Richmond Public Radio provides features on current science news topics. These reports have received “Outstanding News Series” awards from the Virginia Association of Broadcasters for the past 4 years. This year, we will educate the 120,000+ listeners who tune in to 88.9 WCVE Richmond Public Radio with more than 90 stories from the region. “Question Your World,” produced by the Science Museum of Virginia, airs every Wednesday morning, during MORNING EDITION with expanded content available on the SCIENCE MATTERS website and Facebook page.

Science Wednesdays on Public Television – Every Wednesday, WCVE PBS broadcasts Nature and NOVA, two long-standing and very popular PBS programs. In between programs, SCIENCE MATTERS connects this large audience of thousands to the great things going on in our community with exciting educational videos and calls-to-action found on the SCIENCE MATTERS website.

SCIENCE MATTERS Website, Connecting All to Science in our Community – Our SCIENCE MATTERS website is a fun and informative resource for children, teens, educators and parents. Find information about hot jobs in the area, current science topics in the news, tips on how to be a good environmental steward, videos and articles on important science topics, and science events in our community not to miss.

Science Events Calendar – The Science Matters Community Events Calendar is the place to find Science, Technology, Engineering and Math events happening all over our community. Weekly updates on the website will raise awareness and engage people in the many diverse educational and entertaining events and programs offered by community partners.

Science Pub RVA – our Science Cafe program gives adults the opportunity to engage with other curious minds and scientific thinkers in an informal, interactive and meaningful way. Regular programs for adults are free and take place in bars and restaurants throughout the Greater Richmond area. No science background is required. Come and absorb something!

Green Kids – TV spots and website videos connect young people to important environmental issues and teach them how to protect the world around them. SCIENCE MATTERS will create up to 6 videos and TV spots to help children and parents to become better environmental stewards. Our annual spring family event “Explore the Outdoors” draws over 4,000 children and parents to explore outdoor recreation, healthy living and environmental issues.

Hot Shots & Hot Jobs Initiative – This year we will educate our audience of 180,000+ parents, grandparents and kids about hot STEM jobs and the training needed to pursue these careers via videos, TV spots and our website. Some of the STEM fields important to Virginia that we will explore include Computers & Technology, Health Care, BioScience, Energy, Environmental Science, Engineering, Aerospace and Aviation and Finance..

Hands-On Learning at Community Events –In collaboration with our many community partners, we participate in and host annual events that involve hands-on learning experiences for children and families including: RVA MakerFest, VirginiaFIRST Robotics Competition, Kid*Vention, Explore the Outdoors with Curious George, and many more.

Science Resource for Teachers – We will work closely with the Virginia Department of Education and various teacher associations to ensure that science teachers are aware of SCIENCE MATTERS as a classroom resource for students pre-K through high school. Our resources will be made available to 9300 middle and high school teachers who teach over one million students in Virginia.