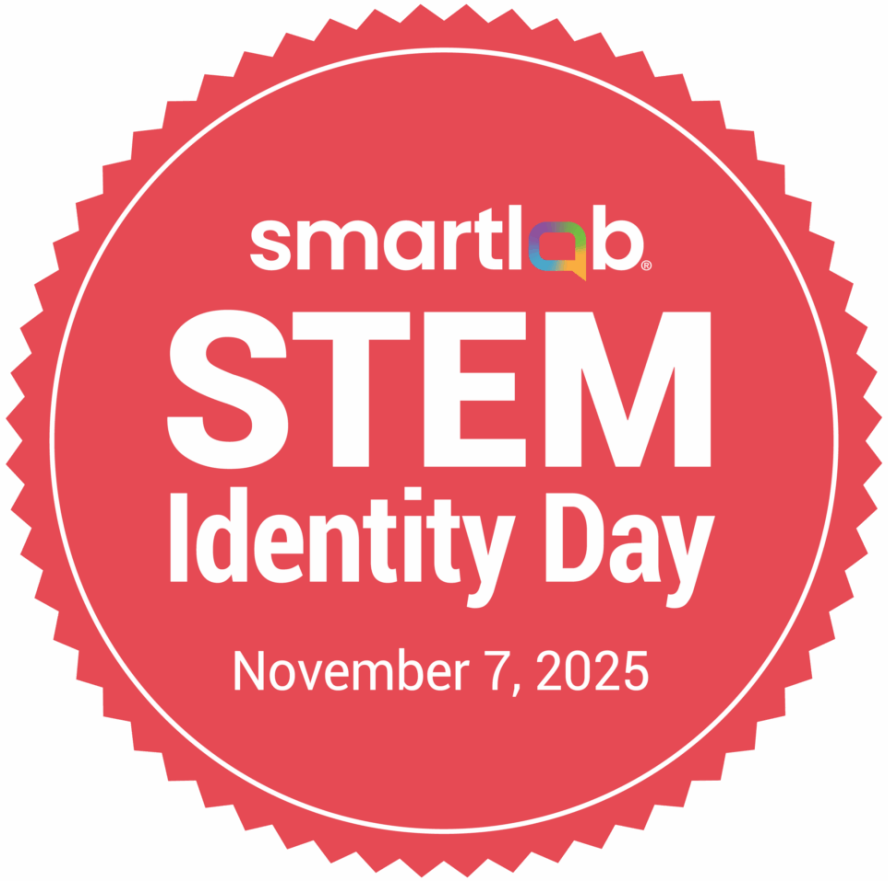

An integrated ecosystem that sparks ah-HA! Moments and builds STEM identity for learners

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How SmartLab Defines STEM Identity

A learner's self-belief that *I belong, I can master rigorous challenges, and my ideas make an impact*.

This mindset takes shape through active, student-centered learning cycles—each ah-HA! moment steadily converting raw curiosity into resilient, purposeful problem solving.

Learners walk away believing:

- **I belong here.** This space welcomes my background and ideas.
- **I can do this.** Iteration and ah-HA! moments prove my capability.
- **I add value.** My solutions matter to my team and the real world.
- **I'm future-ready.** The skills I've honed travel with me to any challenge.

You don't need a S-T-E-M job to develop or speak about your STEM identity!

smartlab

STEM Identity Day

Hands-on, partner-facilitated experience designed to connect students directly with industry professionals and future-focused careers.

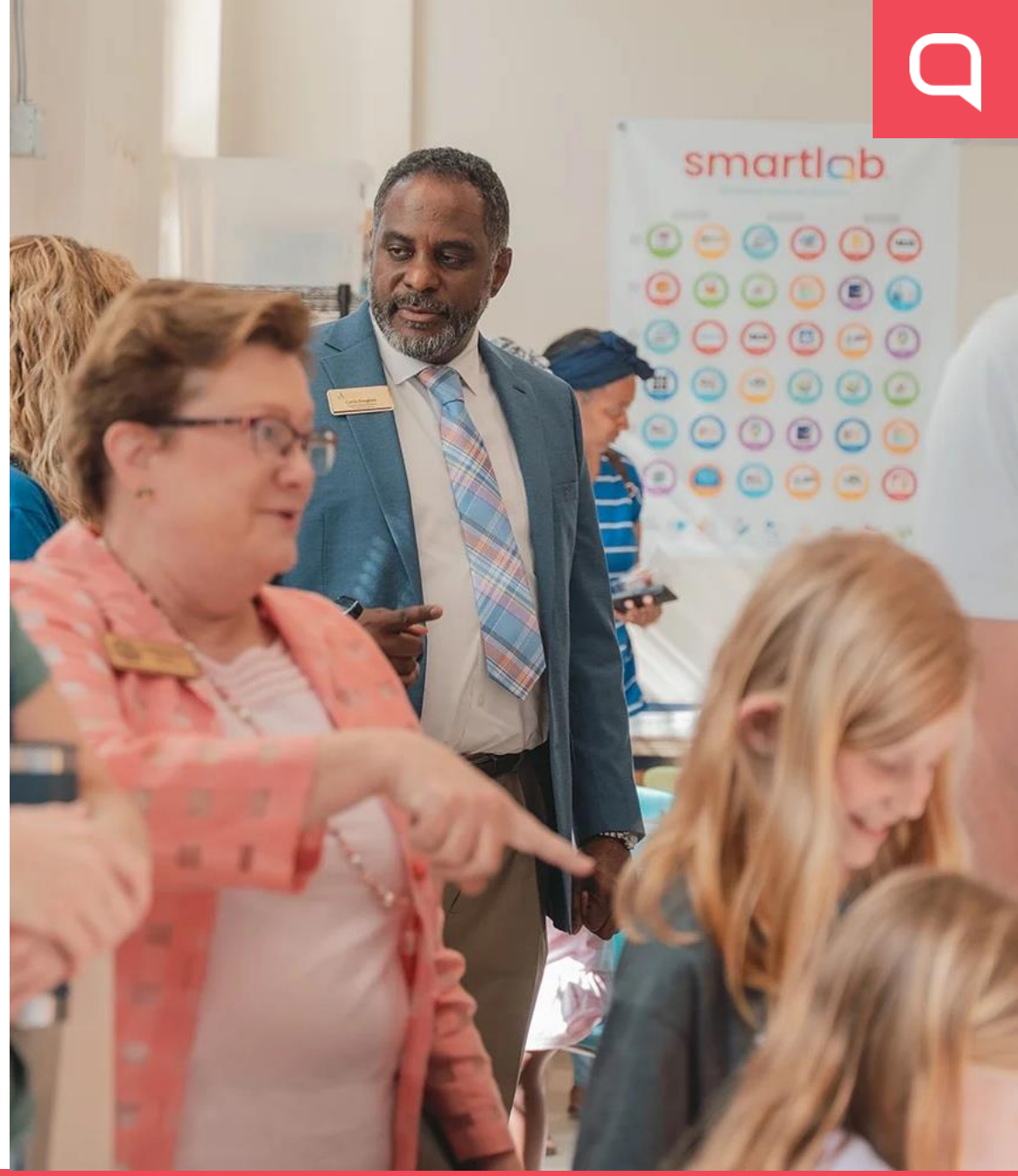
Through classroom visits and authentic dialogue, students experience what it means to build, design, and problem-solve in real-world roles.

These events are co-facilitated by SmartLab facilitators, team members and local community partners to inspire STEM identity, broaden career awareness, and bring relevance to learning.

Activity Overview

Volunteers and Community Partners will:

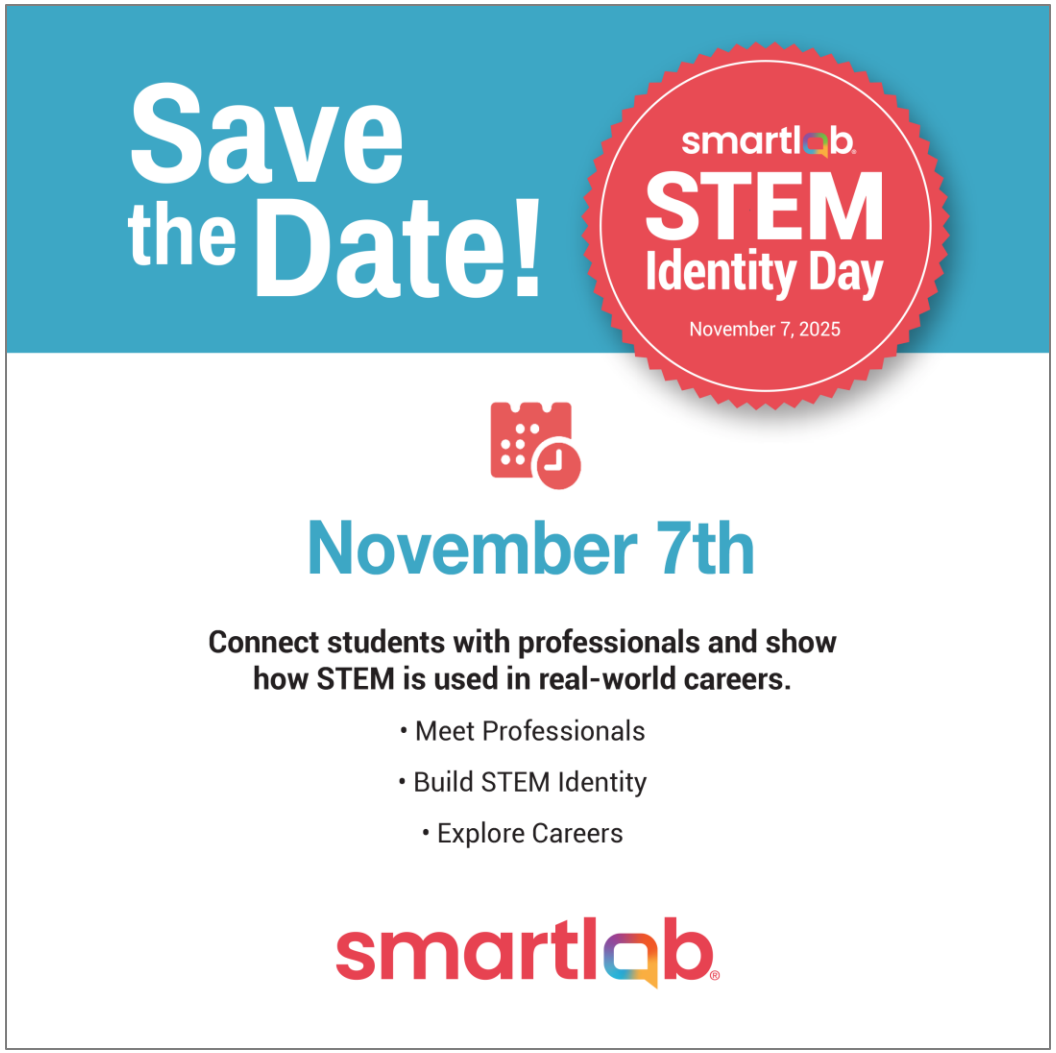
- **Reflect on the SmartLab definition of STEM Identity** – When and how did you develop that identity?
- **Share their story** – Talk about how you developed STEM Identity. Introduce your career/job
- **Make the connection** – Relate your work to one or more **Industry Pathways (see Career Connections slide)**
- **Highlight STEM tools** – Explain the tools they use, such as computers, robotics, software, data, design, or problem-solving methods.
- **Reflect on your job in the future** – How will it changed based on changing AI and/or technologies?
- **Engage students** – Talk for 5–10 minutes, then answer student questions.



Event Planning

1. **Gather Your Team** to discuss STEM Identity Day
2. **Register to Volunteer** on the STEM Identity Day Landing Page. SmartLab will connect you with a local SmartLab if unknown.
3. **Send Out Save The Dates to your team—** Can be a calendar invite
4. **Send Internal Email**
5. **Prepare your team** with what to expect
6. **Finalize list of volunteers**
7. **Send out volunteer expectations** and confirm volunteer process with local SmartLab
8. **Enjoy STEM Identity Day!**

Save the Date!



Partner Email Template: Call for Volunteers

Subject Line Ideas: Share Your Career Journey with Local Students

Email Body:

Hello Team,

We're excited to share an opportunity to give back to our community and inspire the next generation of innovators!

Our company is partnering with local schools for **SmartLab STEM Identity Day** — a career-connections event that helps students see how science, technology, engineering, and math (STEM) connect to real-world careers.

As a volunteer, you'll spend **5–10 minutes** with a group of students sharing:

- What you do in your job
- How your work connects to an **industry pathway** (healthcare, transportation, manufacturing, arts, finance, education, etc.)
- The **STEM tools** you use in your work (technology, design, data, problem-solving, or other tools)
- Answering a few student questions

No special preparation is needed — just your willingness to share your story and encourage students to imagine themselves in careers like yours.

STEM Identity Day Details:

[Insert Date]

[Insert Location / School Name]

[Insert Time]

Sign up here to volunteer: [Insert Your Link]

Your participation will make a lasting impact by helping students see themselves as future problem-solvers, creators, and leaders. Thank you for considering this opportunity to inspire our community's future!

Sincerely,
[Company / HR / Community Engagement Team]

Your Role as a Volunteer

You are here to:

- **Reflect on the SmartLab definition of STEM Identity Day** – When and how did you develop that identity?
- **Share your story** – Tell students about you developed STEM identity and your career/job. It does not need to be a traditional S-T-E-M job.
- **Make the connection** – Relate your work to one or more **Industry Pathways** (examples: healthcare, transportation, manufacturing, education, finance, arts, etc.).
- **Highlight the STEM tools you use** – These might include computers, robotics, software, design, data, or problem-solving methods (see **Integrated STEM Applications**).
- **Engage students** – Talk for about **5–10 minutes**, then answer a few student questions.

Here's a simple way to structure your talk:

Introduce Yourself [Your name, your role, and the company/organization you represent. How/when did you develop STEM Identity.]

What You Do [Describe your job in simple terms. Share one project or task you're excited about.]

Connect to Industry Pathways

- Example: *"I work in healthcare, helping patients recover from surgery."*
- Example: *"I design software used in transportation systems."*

Show the STEM Connection

- What tools, technology, or problem-solving skills do you use?
- How do STEM skills help you in your day-to-day work?

Q&A with Students

- Let students ask questions.
- Encourage curiosity — there are no "wrong" questions.

Tips for a Great Experience:

- **Keep it simple.** Use examples students can relate to.
- **Make it personal.** Share a story about how you got started.
- **Be encouraging.** Help students imagine themselves in careers like yours.
- **Highlight teamwork.** STEM isn't just about tools — it's about people working together.

Remember, you are not here to give a lecture — you are here to inspire. By sharing how you use STEM in your career, you help students see new possibilities for themselves. **Thank you for helping students build their STEM identity!**

Career Connections

Career & Industry Pathways

Transportation, Distribution, & Logistics

Advanced Manufacturing

Healthcare Sciences

Agriculture, Natural Resources, & Energy

Entertainment, Arts, & Media

Education

Construction & Architecture

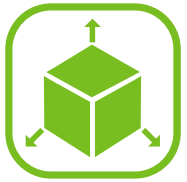
Finance, Business,& Entrepreneurship

Integrated STEM Applications

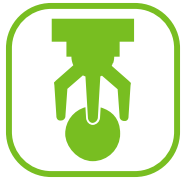
Circuitry & Electronics

Data Collection & Analysis

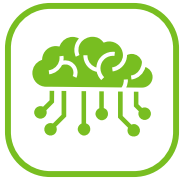
Information Technology



Modeling & Design



Robotics & Control Technology



Artificial Intelligence

Communication & Multimedia

Mechanics & Structures

Social Post Example (Partner Voice)

LinkedIn / Facebook Version:

We're proud to support **SmartLab STEM Identity Day**!

Our employees are volunteering to share their career journeys with students and help them see the many ways STEM (science, technology, engineering, and math) shapes the world around us.

By connecting students with real-world careers, we can inspire the next generation of innovators, creators, and leaders.

#STEMIdentityDay #CommunityImpact #FutureSTEM #SmartLab

Twitter/X Version (shorter):

Excited to join #STEMIdentityDay!

Our team is sharing career journeys with students to show how STEM connects to real-world jobs. Inspiring tomorrow's innovators today!

#CommunityImpact #SmartLab

Social Media Post Example

SmartLab
6,822 followers
1m •

Calling all STEM Champions!

SmartLab's STEM Identity Day 2025 is happening November 7, and we're inviting parents, professionals, and community partners to be part of something powerful.

What is STEM Identity Day?
It's more than a day—it's a movement. Students across the country will connect their classroom learning to the real world through inspiring, hands-on experiences that show them:
"I belong here. I can do this. I add value. I'm future ready."

We need YOU — community professionals who can share your career story, guide an activity, or simply show students that STEM is everywhere—and for everyone.

Whether you're a software developer, civil engineer, nurse, entrepreneur, or maker—your experience matters. You can:
• Lead a Q&A about your STEM journey
• Co-facilitate a hands-on activity
• Join a project showcase
• Learn from students as they teach you what they've built in their SmartLab

We'll provide everything you need: volunteer guides, conversation prompts, and sample social posts and email templates.

Save the Date: Friday, November 7, 2025
Let's empower the next generation of STEM leaders—together.

Interested in getting involved?
Learn more at: https://hubs.la/Q03HlbKl0

#SmartLab #STEMIdentityDay #STEMEducation #FutureReady #EdTech #CareerConnections #CommunityEngagement #VolunteerOpportunity #STEMCareers #ProjectBasedLearning