



# SGA Social Media Launch Toolkit



Welcome to the STEM Global Action Social Media Toolkit! Use this kit for [#STEMGLOBALACTION](https://www.instagram.com/stemglobalaction) factoids and to join us in celebrating the exciting launch of STEM Global Action on social media.

## Here's how you can participate in the launch of STEM Global Action:

- **Make Social Media posts**
- **Like our Social Media posts**
- **Distribute your own press release praising SGA**
- **Follow SGA on our social media channels**
- **Invite your followers to join our conversation on social media**

## Fast Facts

On July 20, Dr. Calvin Mackie launched STEM Global Action (SGA), a campaign and network of affiliates that will pursue the advancement of science, technology, engineering and math (STEM) education for children, parents and communities. SGA prioritizes raising awareness of the benefits of STEM education and providing STEM learning opportunities to K-12 students in low-income and communities of color to address societal inequities by creating pathways to quality jobs and careers. Visit the [STEM Global Action Website](http://www.stemglobalaction.com).

In 2013, Dr. Mackie founded STEM NOLA, a New Orleans-based, non-profit committed to bringing STEM education to area neighborhoods and communities at churches, community centers and schools. STEM NOLA has impacted more than 65,000 students, 17,000 families and 2,150 schools across the United States and in five other countries.

African American workers make up 9% of the STEM workforce, smaller than the 11% share of all employed U.S. adults. And, Blacks are only 5% of those in engineering and architecture and 6% in life and physical science jobs. Hispanic workers represent 8% of the STEM workforce, substantially lower than their 17% share of all employed. Hispanics are only 8% to 9% across STEM job clusters.

Data shows that roughly 20% of whites and students of color declare STEM subjects as their majors entering college, but nearly 40% of minority students change their majors and more than 20% left school without earning a degree. As a result, while Blacks, Native Americans, Alaska Natives and Hispanics collectively form 27% of the population, but they account for only 11% of America's science and engineering workers.

STEM Global Action includes:

**Let's Talk STEM with Dr. Calvin Mackie**, a [podcast series](#) that features interviews with guests from all aspects of STEM – entrepreneurs, educators, corporate leaders, students – who will talk about the importance of STEM in their lives today. They are the mentors for the next generation of STEM leaders, models of success for others to follow.

**STEM Global Action Today**, a [newsletter](#) with comprehensive articles on some of the most important issues related to STEM, and takes readers into the lives of STEM educators and their extraordinary students, who will be the STEM leaders of tomorrow.

**STEM Global Action Data Center**, a [one-stop resource library](#) for studies, reports, video presentations and news coverage about STEM.

**STEM Global Action Public Square**, an [open forum](#) where everyone can share their ideas and thoughts on STEM and where we need to go from here. The forum will present exchanges on education strategies, programs, job openings and whatever is top of mind about STEM.

**STEM Global Action Newsroom**, an [archive](#) of press releases, media coverage, videos and online stories about SGA's work and our affiliate organizations, such as STEM Baton Rouge (LA), STEM Grambling (LA), STEM NOLA (LA), STEM Illinois (IL) and STEM Lafayette (LA) as well as our associate organizations – STEM Little Rock (AR), STEM Houston (TX), STEM Charlotte (NC), STEM Ghana (Africa) and STEM Tanzania (Africa).

## Dr. Calvin Mackie SGA Launch Video



## Getting Social with STEM Global Action



Twitter  
• [@STEM\\_ACTION](https://twitter.com/STEM_ACTION)



Facebook  
• [@STEMGLOBALACTION](https://www.facebook.com/STEMGLOBALACTION)



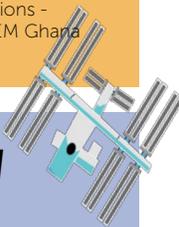
Website  
• [www.stemglobalaction.com](http://www.stemglobalaction.com)



Instagram  
• [@STEMGLOBALACTION](https://www.instagram.com/STEMGLOBALACTION)



LinkedIn  
• [STEM GLOBAL ACTION](https://www.linkedin.com/company/STEM-GLOBAL-ACTION)





## STEM GLOBAL ACTION TODAY

**From a New Orleans Garage to Virtual Classrooms in Ghana and Tanzania, Dr. Calvin Mackie Teaches STEM and its Benefits to K-12 Students, Parents and Communities throughout the United States and Around the World**

In 2013, veteran STEM professional Dr. Calvin Mackie had a vision. He wanted to bring his passion for science, technology, engineering and math (STEM) to the children in his hometown of New Orleans. STEM NOLA was born. Eight years later, Dr. Mackie's vision has expanded: with STEM activities being enacted in cities across the country, his growing network of STEM educational activities has been rebranded under STEM Global Action.

As a boy, Dr. Mackie had learned the importance of STEM as a tool to advance society. One day, helping his father, a roofer in New Orleans, his father said, "See those people in suits coming in and out of this building? If you stay in school, you could be one of those people."



Dr. Calvin Mackie

## **STEM GLOBAL PODCAST**

*Let's talk STEM with SGA's Dr. Calvin Mackie*



[Audio](#)

[Video](#)

## STEM GLOBAL ACTION NEWSROOM

**STEM Global Action Newsroom**



## Sample Social Media Messages



### Facebook



Dr. Calvin Mackie announces the launching of STEM Global Action, a network and campaign that will pursue the advancement of STEM education for children and communities everywhere. [Stemglobalaction.com](http://Stemglobalaction.com) is a new resource for every individual, organization, government agency and others seeking to expand STEM education. Visit the SGA website and learn more about the benefits of STEM and how these skills can change your life, and the lives of those in your community.



### Twitter

[#STEMGlobalAction](https://twitter.com/STEMGlobalAction) launches today to help address racial and ethnic disparities in STEM education and jobs. Blacks are only 5% of engineering and architecture workers; 6% in life and physical science jobs. Hispanics are 8% of the STEM workforce. [www.stemglobalaction.com](http://www.stemglobalaction.com)

[#STEMGlobalAction](https://twitter.com/STEMGlobalAction) prioritizes raising awareness of STEM education benefits and providing STEM learning opportunities to K-12 students in low-income and communities of color to address societal inequities by creating pathways to quality jobs and careers. [www.stemglobalaction.com](http://www.stemglobalaction.com)

Dr. Mackie, leader of [#STEMGlobalAction](https://twitter.com/STEMGlobalAction), founded STEM NOLA in 2013 and has impacted 65K students, 17K families and 2,150 schools in U.S. and 5 countries. Programs bring STEM education to neighborhood churches, community centers and schools. <https://stemglobalaction.com/stem-global-action-today/>

Dreaming of building a rocket or becoming an aerospace engineer one day? Learn how [@Boeing](https://twitter.com/Boeing) is working with SGA and [@STEMNOLA](https://twitter.com/STEMNOLA) to develop the future generation of STEM Leaders! [#STEMGLOBALACTION](https://twitter.com/STEMGLOBALACTION) <https://cutt.ly/EmLzfCk>

STEM is a pathway for employment and advancement in society, but what changes must take place for the STEM workforce to become more inclusive? Here's a look at programs provided by [#STEMGLOBALACTION](https://twitter.com/STEMGLOBALACTION) to make STEM more diverse <https://cutt.ly/tmlCaha>



### Instagram



Lift-OFF! Rocket blasts off at STEM NOLA Rocket Day sponsored by the Boeing Company.



STEM NOLA Founder Dr. Calvin Mackie watches with students as rocket launches to the sky.



**FOR IMMEDIATE RELEASE**

**July 20, 2021**

**Contact:**

**ORGANIZATION NAME PRAISES LAUNCH OF STEM GLOBAL ACTION TO ADVANCE K-12 STEM EDUCATION IN UNDER-RESOURCED COMMUNITIES**

**SGA cites data showing Blacks, Native Americans, Alaska Natives and Hispanics are 27% of U.S. population, but account for only 11% of the country's science and engineering workers**

**NEW ORLEANS** - **ORGANIZATION NAME** today applauded the launching of STEM Global Action (SGA), a campaign and network affiliates that will pursue the advancement of science, technology, engineering and math (STEM) education for children, parents and communities. SGA prioritizes raising awareness of the benefits of STEM education and providing STEM learning opportunities to K-12 students in low-income and communities of color to address societal inequities by creating pathways to quality jobs and careers.

Dr. Calvin Mackie, who leads SGA, in 2013 launched STEM NOLA, a New Orleans-based, non-profit committed to bringing STEM education to New Orleans neighborhoods and communities at churches, community centers and schools. STEM NOLA has impacted more than 65,000 students, 17,000 families and 2,150 schools across the United States and in five other countries.

"We are familiar with Dr. Mackie's success with STEM NOLA and look forward to the expansion of those programs to more communities," said **XXXXXX**. Dr. Mackie holds a Bachelor of Science degrees in Mathematics from Morehouse College and Mechanical Engineering from Georgia Tech as well as a Master's Degree and Ph.D. also from Georgia Tech. He is also a former tenured professor of Mechanical Engineering at Tulane University.

SGA notes that African American workers make up 9% of the STEM workforce, smaller than the 11% share of all employed U.S. adults. And, Blacks are only 5% of those in engineering and architecture and 6% in life and physical science jobs. Hispanic workers represent 8% of the STEM workforce, substantially lower than their 17% share of all employed. Hispanics are only 8% to 9% across STEM job clusters.

Data shows that roughly 20% of whites and students of color declare STEM subjects as their majors entering college, but nearly 40% of minority students change their majors and more than 20% left school without earning a degree. As a result, while Blacks, Native Americans, Alaska Natives and Hispanics collectively form 27% of the population, but they account for only 11% of America's science and engineering workers.

"Clearly, the data indicates that some communities are being left behind when it comes to STEM education, jobs and careers," said **XXXXX**. "We hope that STEM Global Action can help to close those gaps and help students find pathways to quality jobs and careers."

We urge you to go to [www.stemglobalaction.com](http://www.stemglobalaction.com) for more information.