MATH+SCIENCE=SUCCESS CAMPAIGN LAUNCHED

Carnegie Science Center, Math & Science Collaborative, FedEx Ground, WTAE 4

Partner to Promote Awareness of the Importance of STEM Studies

PITTSBURGH, June 6, 2012 – According to the U.S. Bureau of Labor Statistics, eight of the 10 fastest-growing occupations nationally are related to science, math, or technology. The U.S. Department of Commerce estimates that STEM occupations are projected to grow by 17 percent from 2008 to 2018, compared to 9.8 percent growth for non-STEM occupations. The Energy Alliance of Greater Pittsburgh reported last fall that its 100 companies alone have 2,000 job openings. Statistics like these have led Carnegie Science Center, the Math & Science Collaborative, FedEx Ground, and WTAE 4 to launch a community awareness campaign called Math + Science = Success, which the partners announced today at a news conference at Carnegie Science Center.

The campaign aims to encourage students to enroll in higher level math and science courses. “There is no math gene” and “All kids can, and need to, learn math and science” are among the messages the campaign delivers to parents and children. Math + Science = Success provides online resources at mathsciencesuccess.org for parents, caregivers, teachers, and kids to help keep interest in science and math percolating. WTAE 4 will air public service messages, and periodically events for parents and students will be held at Carnegie Science Center.

The economic demands of the 21st century challenge the American workforce to develop strong skills in science, technology, engineering, and math (STEM). The Pittsburgh area is enjoying a period of job growth, not job loss, and the preponderance of those jobs require STEM skills based in technical training, an associate’s degree, a bachelor’s degree, or higher.

“IT is very important for parents to know about the rich career opportunities their children will have if they have a solid foundation in math and science,” said Ann Metzger, Henry Buhl, Jr., co-director of Carnegie Science Center. “The Math+Science=Success campaign aligns very well with the goals of our Chevron Center for STEM Education and Career Development. A key goal of the Chevron STEM Center is to foster a committed community, which we are trying to nurture through this public awareness effort.”

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Since its inception in 1994, the Math & Science Collaborative has worked to strengthen the teaching and learning of math and science by applying research and collaboration from kindergarten through college.

“All students must learn math and science for their future and our country’s future,” said Nancy Bunt, EdD, program director of the Math & Science Collaborative, headquartered at the Allegheny Intermediate Unit. “For too long, we’ve acted like only a select few are capable of attaining those skills and knowledge. Now we know, in fact, there is no math gene.”

Math+Science=Success was a National Science Foundation-funded public awareness campaign in Georgia that was able to demonstrate success in shaping attitudes and increasing enrollment in math and science courses. The Math & Science Collaborative approached Carnegie Science Center about bringing the campaign to western Pennsylvania.

“This campaign resonated perfectly with the Science Center’s strategic goals," said Ron Baillie, co-director of the Science Center. “So we recruited WTAE 4, which offers a team with extensive knowledge and experience in public awareness campaigns – and which has the market research tools to gauge the effectiveness of the campaign.”

Corporate sponsorship was secured from Pittsburgh-based FedEx Ground, which has made a multi-year commitment to serve as an equal partner in the program.

“As a leading employer of STEM professionals in our hometown of Pittsburgh, FedEx Ground is proud to serve as a presenting sponsor of the Math+Science=Success campaign,” said Sev McMurtry, FedEx Ground’s senior vice president, Operations Planning and Engineering.

“This program and its aim to increase young people’s interest in math and science related subjects and careers is a natural fit with our company. We’re excited to be launching this program in 2012 and look forward to tremendous success in the years to come.”

Baseline data have already been gathered by WTAE 4’s market research, through interviews of a sample of 1,000 local adults. Measures of longterm campaign success will be determined by examining changes in awareness and attitudes over time as this survey is repeated, and by tracking the increase in the number of students enrolling in higher level math and science courses at area schools.

As a parent of two teenaged sons, Michael J. Hayes, WTAE 4 President & General Manager, is a true believer in the importance of the Math + Science = Success campaign.

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“If we can reach out to parents and show them the statistics, we can get them on board and ultimately make a difference in our children’s lives,” Hayes said. “The whole world revolves around problem solving. You need to know math and science to succeed.”

About Carnegie Science Center
Carnegie Science Center brings the world of science alive for visitors of all ages. One of the four Carnegie Museums of Pittsburgh, the Science Center features hands-on exhibits, three live demonstration theaters, a four-story Omnimax theater, Highmark SportsWorks®, an interactive full-dome digital planetarium, a Cold War-era submarine moored on Pittsburgh’s Ohio River, the world’s largest and most comprehensive robotics exhibition, and a world-renowned model railroad display. Carnegie Science Center is located at One Allegheny Avenue on Pittsburgh’s North Shore next to Heinz Field. Visit CarnegieScienceCenter.org, or call 412.237.3400 for more information.

About FedEx Ground
Headquartered in Pittsburgh, FedEx Ground specializes in cost-effective, small-package ground shipping, offering dependable business-to-business delivery and convenient residential services. With a network of more than 500 distribution hubs and local pickup-and-delivery stations, FedEx Ground employs approximately 59,000 people. Its operations are supported by more than 9,000 independent businesses that pick up, deliver and transport over 5.1 million packages daily throughout the United States and Canada. The company reported annual revenue of $8.5 billion in fiscal year 2011.

About the Math & Science Collaborative
By working together, Southwest Pennsylvania can better prepare all students to fully participate in the ever-changing future as mathematically and scientifically literate citizens. The Math & Science Collaborative (MSC) coordinates efforts and focuses resources through innovative, evidence-based, regional approaches to the teaching and learning of mathematics and science from preschool through university. Founded in 1994 at the Carnegie Science Center, now supporting all schools in 11 counties, MSC has been headquartered at the Allegheny Intermediate Unit since 2002.

About WTAE 4
WTAE is a digital multi-media company providing news, weather, sports, information and entertainment content on WTAE 4, www.WTAE.com, and thisTV Pittsburgh. WTAE Channel 4 Action News is honored with prestigious broadcast journalism awards including the Peabody and Edward R. Murrow Award. WTAE Weather Watch 4 is Western Pennsylvania’s most recognized weather forecast provider and is available on air, online, and on mobile phones. WTAE TV, the ABC station in Pittsburgh the nation’s 23rd largest market, is owned by Hearst Television Inc., a wholly owned subsidiary of the Hearst Corporation, a leading media company whose global holdings include 29 television stations and two radio stations.

About Carnegie Museums of Pittsburgh
Founded by Andrew Carnegie in 1895, Carnegie Museums of Pittsburgh is a collection of four distinctive museums dedicated to exploration through art and science: Carnegie Museum of Art, Carnegie Museum of Natural History, Carnegie Science Center, and The Andy Warhol Museum. Annually, the museums reach more than 1.2 million people through exhibitions, educational programs, outreach activities, and special events.

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