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Strategy Name: STEM Public Service Announcement

Purpose/Objectives:

Students will research the depth of careers related to STEM as well as the need to recruit students to take STEM related classes. Students will collaborate with the television studio class to create a public service announcement to educate and recruit students for STEM careers. By doing so they will develop team-building, project management, communication and technology skills.

Materials Needed:

Cell phone/video recorder

Television studio editing system

Process:

The teacher will describe the purpose of public service announcements and show a variety of PSA's geared toward high school students (ex: don't text and drive, don't drink and drive, don't bully, etc.)

Students will work in groups to research STEM careers and the need to recruit students to enter these fields. The students will collaborate with the television studio classes to create a 30 second public service announcement aimed at high school students to recruit students to the STEM field. The public service announcement must answer these questions:

- What is Stem and what are STEM related careers?
- Why should students take STEM classes? What are the benefits of those careers?

At the end, students will watch each public service announcement and evaluate them based on content, creativity, and effectiveness of delivering the message.