

Call for STEM Education Proposal

General information and instructions for grant seeking organizations

This call is now open.

Letter of Inquiry deadline: 5/12/2017

General Motors is committed to fostering smart, safe and sustainable communities around the world. In addition to Hometown Giving in Detroit, GM directs its philanthropic resources through three strategic focus areas: STEM (science, technology, engineering and math) Education, Vehicle and Road Safety and Sustainable Communities. By investing in each of these areas, GM seeks to provide grantees and partners with the tools and resources to push for meaningful change and find transformative solutions to make progress towards shared outcomes.

GM focuses its philanthropic efforts in communities with major GM business units and employee presence and is guided by the following principles:

- Support for recognized local, national, regional and global charities who provide unique programming and/or community outreach initiatives
- Seek out broad strategic partnership opportunities directed toward our giving focus areas
- Work to leverage our commitment to empowering underserved GM communities around the world

STEM Education Focus Area:

Issues of learning, inequities and inequalities around STEM education are multidimensional and complex. There are serious access and proficiency challenges across grades K-12; on the NAEP¹ math assessment in 2013, only 42% of 4th grade students and 35% of 8th grade students performed at or above proficient level in math. Proficiently levels go further down at high school level, where only 26% of students scored at or above proficient level in NAEP math assessment. Across all levels, women, underrepresented ethnic minorities and those from low income background have lower achievement and higher STEM attrition rate. For example, in 2012, only 8.8% of African-American and 10% Hispanic students earned Science and Engineering degrees and while women's share of science and engineering degrees held steady at 50% in 2012, they comprised of only 28% of all workers in Science and Engineering workforce until 2010².

These and several other data points, helped us identify key system challenges - we summarize some of those here:

- High attrition and low proficiency rate among underrepresented minorities in STEM
- Low and inequitable STEM education outcomes [a deeper multi-faceted analysis of the data also revealed that attrition rates are closely tied with achievement and academic performance]
- An overall lack of representation of women, women of color and all other minority groups in the workforce.

Taking the above strategic approach, we dove deeper to understand some of the more specific micro -level issues that contribute to these challenges. For example, at university level, studies found first year academic performance of minority STEM students to be a better predictor of their decision to continue in the STEM field. Similarly for all underrepresented minorities, low-income and first generation students, academic performance is adversely affected by financial hardship, culturally unresponsive campus environments and absence of mentors and role models.

Against this backdrop, we are inviting proposals that will help scale strong evidence-based solutions, strive to innovate and push boundaries to achieve the following STEM outcomes:

¹ National Assessment of Educational Progress (NAEP)

² Data Source (National Science Foundation)

Desired Social Outcomes of Projects:

- Increase the number of students who earn a degree in STEM that matches market needs
- Increase the presence, achievement and persistence levels for underrepresented minorities in STEM field
- Increase the supply of qualified teachers for teacher training in STEM-related subjects

The outcomes above have been carefully developed and defined through a methodic, research-based process. We have analyzed the landscape within the focus areas to – a) understand key system data points b) identify pain points that deserve our attention and resources c) filter the root causes that give rise to such challenges d) combed through a myriad of innovative and evidence-based programs to identify the specific component(s) that could address the specific pain points.

Award or Range:

- \$25,000 and above

Target Population:

Students (third-12th grade and college) with a special emphasis on women and minorities

Proposal Assessment Criteria:

To be successful, all grant requests must clearly align with GM's STEM Education focus area and its defined social outcomes. All incoming proposals are evaluated against each other and assessed across the following areas.

- a) Program Need:** The organization must establish a clear and compelling need for the proposed intervention and its link to the challenge(s) identified.
- b) Budget:** The organization must provide a complete and accurate budget with a clear narrative that links to the activities in the program, all other sources of funding should also be included.
- c) Program Implementation Plan:** The implementation plan should incorporate a detailed activity narrative along with clear and logical steps that connect activities to the program and selected outcomes. The logic model should be detailed and captures the flow of the program from input to outcome stage.
- d) Program Monitoring and Evaluation Plan:** The monitoring and evaluation plan should provide key details on the expected impact of the program and set clear targets to measure progress towards outcomes.
- e) Organization's Capacity to Deliver:** The grant seeking organization should be able to demonstrate the capacity to successfully implement the program through staff skills, knowledge and capabilities and a track record of implementing successful projects.

In addition to the above criteria, each proposal will be evaluated on overall merit and quality of submission for ALL components of the proposal.

Instruction for Submission:

GM's submission process begins with a Letter of Inquiry. Invitations to submit a Full Proposal are based on the merit of the LOI. To begin the process, please visit <http://www.gm.com/company/giving-back/apply-here.html>.