

# Media Kit



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See inside pages for 2011 Projects from some of these IISME Sponsors:

Adobe Foundation	1
Aerospace Corporation - Los Angeles	2
Agilent Technologies	1
Applied Materials	10
BD Biosciences	1
California Water Company	1
Cisco Systems, Inc.	3
Citrix Systems, Inc.	2
Coherent, Inc.	1
Cordis Corporation	2
Cypress Semiconductor	1
Dow Chemical Company	1
EMC Corporation	1
Fairchild Semiconductor	1
FUJIFILM Dimatix, Inc.	2
Hewlett-Packard Company	2
Intel Corporation	12
KLA-Tencor Corporation	2
KQED	1
Lawrence Berkeley National Laboratory	7
LifeScan, Inc.	1
Life Technologies Corporation	1
Life Technologies Corporation - San Diego	1
Lockheed Martin IS & GS - San Diego	2
Lockheed Martin Space Systems Company	20
Lucile Packard Children's Hospital	2
Mattson Technology	1
MiaSolé	1
MoSys, Inc.	2
National Semiconductor	2
Nordson ASYMTEK - San Diego	1
Palo Alto Research Center (PARC)	1
PLX Technologies	1
SanDisk Corporation	1
Santa Clara University	1
SAP Labs	1
Silicon Valley Leadership Group	1
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## IISME Summer Fellowship Program

Industry Initiatives for Science and Math Education (IISME) was founded in 1985 by a consortium of San Francisco Bay Area companies in partnership with the Lawrence Hall of Science at the University of California at Berkeley. IISME exists to address the critical need for a strong, highly-skilled workforce in the STEM fields (Science, Technology, Engineering, and Math). This industry-education partnership focuses on teachers as the primary agents for effecting meaningful change in our schools.

**IISME Fellowships provide K-16 teachers with unique, meaningful professional development by exposing them to today's industry and research environments.**

IISME Fellowships have a positive impact on teacher retention, teacher leadership, National Board Certification rates, and teacher performance in the classroom. IISME Fellowships provide teachers exposure to the practical applications of the subjects they teach allowing them to incorporate more relevance into their curriculum.

Through the Summer Fellowship Program, IISME also provides companies and universities with skilled, cost-effective, professional, summer employees. Sponsors experience a direct way to reach their future workforce through one-to-one contact with teachers.

### In 2011:

- 43 Organizations are hosting Teacher Fellows.
- 155 Teachers are holding IISME Fellowships.
- 31% of the Teacher Fellows are from high need schools.
- Overall 61 organizations are supporting the 2011 Summer Fellowship Program.
- IISME expanded to the Los Angeles area! **Aerospace Corporation is hosting two Los Angeles Unified teachers this summer.**
- IISME served San Diego Area teachers for a second year. Life Technologies, Lockheed Martin Information Systems and Global Services, and Nordson ASYMTEK are hosting four teachers in IISME Summer Fellowships.

### Since 1985:

- 360 companies, foundations, universities and government agencies have provided critical support to the IISME Summer Fellowship Program.
- IISME has awarded 2,970 Summer Fellowships to teachers from 650 schools and 122 districts in our service area.
- IISME Teacher Fellows have reached over 2 million students.

### 2010 Program Highlights:

- 99% of the Teacher Fellows would recommend the IISME Summer Fellowship Program to their peers.
- 98% of the Teacher Fellows said it stimulated their thinking on ways to improve their teaching.
- 98% of the Teachers Fellows gained a greater understanding of the applications of science, math or technology in everyday life.
- 97% of the Mentors at sponsoring organizations were pleased with the quality of work their Teacher Fellow produced.

## 2011 Fellowship Projects



### **Agilent Technologies - Biodiesel Using Mass Spectrometry Fellow**

The Fellow is working on the identification of FAMES in biodiesel using gas chromatography interfaced to a high resolution mass spectrometer using a novel ionization source.



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### **Applied Materials - Global College Market Analyst**

The Fellow is researching current global recruiting trends, comparing industry practices and making recommendations to the team for recruitment process updates.



### **BD Biosciences - Information Technology Fellow**

The Fellow is collecting key customer insights to understand customer needs and develop recommendations to address product and service gaps as well as meet customer expectations.



### **Coherent, Inc. - MarCom Coordinator**

The Fellow is using html to create email blasts, web pages and other promotional campaigns, tracking results of each campaign and reporting these results back to the project team.



### **Cordis Corporation - Implant R&D Biology Fellow**

The Fellow is preparing tissue specimens, assisting with designing experiments, and utilizing mechanical testing equipment to collect data.



### **Cisco Systems - Learning Developer**

The Fellow is working with the KMD XML training team (internal training) analyzing user data to identify user training gaps in order to develop short e-learning tutorials for key user competencies.



### **Cypress Semiconductor - University Program Specialist**

The Fellow is redesigning the Human Resources website and generating an online training module.



### **FUJIFILM Dimatix - Technical Training Instructor**

The Fellow is developing training programs for individuals responsible for manufacturing and testing of inkjet printheads and related assemblies.



### **EMC Corporation - Instructional Designer**

The Fellow is recording training videos, editing audio/video, and assembling audio/video elements in a project that will be part of EMC's Video Instructor Led Training Initiative.



### **Hewlett-Packard Company - Career Employee Engagement Consultant**

The Fellow is consulting with key stakeholders and working with organizational leadership to develop an employee engagement resource, market the resource, and track its effectiveness.

# Industry Initiatives for Science and Math Education

## 2011 Fellowship Projects

### **Intel Corporation - Educational Consultant for Interactive Device**

The Fellow is brainstorming and conducting market research on interactive educational application usages for a new technology device/platform.



### **KQED - QUEST Education Fellow**

The Fellow is reviewing QUEST multimedia and education resources for correlations with science content standards for grades 6-12 and producing a resource for educators.



### **KLA-Tencor Corporation - Human Resources Fellow**

The Fellow is working on a staffing intranet project for the Human Resources Department.



### **Lawrence Berkeley National Laboratory - Atmospheric Sciences Fellow**

The Fellow is collecting and analyzing samples of emissions from small fires burning different types of wood and other important materials that can contribute to wildland fires.



### **LifeScan, Inc. - Program Management Fellow**

The Fellow is collecting and documenting best practices for project and portfolio management.



### **Lockheed Martin Space Systems Company - Mechanical Engineer**

The Fellow is assisting with the assembly mechanical pieces based on a plan verifying correctness of the assembly, and assisting in the debug and test of the assembled system.



### **Lucile Packard Children's Hospital - Curriculum Developer**

The Fellow is helping to develop the curriculum for their new nursing professional practice development program.



### **MiaSolé - Environment, Safety & Health Specialist**

The Fellow is conducting noise and air sampling, analyzing and reporting findings to the Environmental Safety & Health (ESH) manager.



### **MoSys, Inc. - Marketing Program Assistant**

The Fellow is assisting in organizing sales leads, creating sales collateral, updating presentation materials and producing video product demos and interviews for a website.



### **National Semiconductor - Marketing Analyst**

The Fellow is supporting a variety of tasks to improve the marketability and sales of National Semiconductors' High Speed Data Path products.



# Media Kit



## Palo Alto Research Center (PARC) - Web Assistant

The Fellow is assisting the web team in updating internal site web pages.

## PLX Technology, Inc. - Research Assistant

The Fellow is learning the basics of the PCI Express technology and developing a documented report on Non-Transparency in the PCI Express technology.



## SanDisk Corporation - Asic Reliability Fellow

The Fellow is looking at designs, collecting data, and analyzing the data related to devices in integrated circuits.

## SAP Labs - Business Operations Support Fellow

The Fellow is observing and supporting the effective business operations of one of the most successful, and fast growing, business units within SAP.



## SRI International - Biology Content Specialist

The Fellow is reviewing the content of an electronic biology textbook, making recommendations for design improvements, and suggesting new features that should be added to it.

## Stanford University - Pringle Research Lab Fellow

The Fellow is investigating the specificity of symbiosis by growing free-living algae in seawater, adding these different algal strains to larval and/or bleached adult sea anemones, and monitoring the dynamics of symbiosis.



## SVB Financial Group - Training Materials Fellow

The Fellow is contributing to the development of end user training materials for their corporate portal for general users, contributors and designers in a variety of mixed media formats.

## Synopsys, Inc. - Technical Writer/Web Developer Fellow

The Fellow is helping to improve the training and support materials for IT Applications and Systems for Synopsys employees.



## University of California at Berkeley - iCLEM Fellow

The Fellow is working alongside two postdoctoral researchers to teach students basic techniques in microbiology, biochemistry and molecular biology.



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IISME is proud to partner with the Silicon Valley Leadership Group.