10 YEARS OF CONNECTING
SCIENCE AND PUERTO RICO

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10 YEARS AGO...

LACK OF SCIENCE & TECHNOLOGY MEDIA COVERAGE RELEVANT TO PUERTO RICO

CRITICAL NEED FOR IMPROVEMENTS IN SCIENCE, TECHNOLOGY, ENGINEERING & MATH (STEM) EDUCATION

GEOGRAPHICALLY DISPERSED AND DISCONNECTED PUERTO RICAN SCIENTIFIC COMMUNITY
AN OPPORTUNITY

By bringing together the geographically dispersed yet emotionally connected Puerto Rican scientific community, we could achieve critical mass to transform STEM education and foster the STEM ecosystem.
Our mission:

We promote STEM education & careers through a technology-enabled community of >7,500 STEM professionals, students and educators. We leverage our members’ expertise & commitment to:

- Increase visibility & impact of Puerto Rican STEM role models
- Inform mentor and advise scientists at all stages
- Create culturally relevant educational and training resources

Through CienciaPR, STEM professionals contribute to STEM education and careers, no matter where they are located.
By tapping into the community’s collective knowledge we change brain drain to brain circulation and we improve access to STEM education and careers to advance Puerto Rican science and technology.
OUR PROGRAMS

AUDIENCE
- General Public
- K-12
- Undergraduate, graduate students and professionals

FOCUS AREA
- Science Communication
- STEM Education
- Professional Development

INITIATIVES
- Media Collaborations Podcasts
- Videos
- Access to Information and Opportunities
- Yale Ciencia Academy Events
- Borinqueña and Seeds of Success

CienciaPR’s Programs
SCIENCE FOR EVERYONE

Our science communication initiatives increase STEM literacy and change attitudes among the general public.

- Published **Puerto Rico’s first anthology** of science stories written by scientists in “rice and beans”
- **601 articles** written by **60 experts** published in national and international media outlets
- **260 podcasts** (Radiocápsulas, Mirada Científica) released on iTunes and broadcasted by national radio stations
IMPROVING K-12 STEM EDUCATION

We create culturally relevant STEM education resources (videos, teacher guides, workshops) to increase interest in STEM among students.

- ~220 students participated in educational programs, including 160 middle school girls
- 10,500+ people impacted through student-led community outreach projects
- 390+ educators reached through teacher workshops
- Demonstrated that cultural relevancy improves attitudes towards STEM
DEVELOPING STEM PROFESSIONALS

We connect students with opportunities in STEM, information about career choices, and mentors. We foster young Puerto Rican talent while highlighting the work of established professionals.

• 400+ students impacted through workshops and mixers
• Partnered with Yale in 2014 to increase diversity in STEM
• 5 year $1.6M Federal grant to impact STEM leadership pipeline and careers of 200 Puerto Rican & Hispanic graduate students
THE PREMIER SOURCE OF NEWS RELATED TO SCIENCE AND PUERTO RICO. 1,000+ STORIES, PODCASTS & BLOGPOSTS PUBLISHED.

OVER 25,000 K-12 STUDENTS & EDUCATORS IMPACTED THROUGH OUR STEM EDUCATION RESOURCES, WORKSHOPS AND PROGRAM.

LARGEST COMMUNITY OF PUERTO RICAN SCIENTISTS, STUDENTS & EDUCATORS. 7,500+ MEMBERS IN 400 HIGHER ED INSTITUTIONS.
In 2015, CIENCIAPR was recognized by the White House as a Bright Spot in Hispanic education.
CienciaPR’s Vision

A society where education and training in STEM is accessible, relevant and interesting to students of Latino and Puerto Rican backgrounds; where children aspire to STEM careers led by the example of members of their community; and where science is appreciated as an essential part of our culture and heritage.
ADDITIONAL INFORMATION
OUR COMMUNITY

Entrepreneurial Spirit
- 18% Other
- 22% Extremely Interested
- 60% Interested

Academic Stage
- Other 13%
- Professors 27%
- Undergrads 26%
- Graduate students & postdocs 34%

Employment Profile
- Other 32%
- Private Sector 20%
- Academy 48%

Through CienciaPR we access the braintrust of thousands of STEM experts

Emphasis Area
- Math & Eng 9%
- Phys & Chem 9%
- Health Science 10%
- General Science 11%
- Education 18%
- Environment & Atmosphere 7%
- Biology 35%

Member Residency
- United States 24%
- Puerto Rico 71%
- Others 3%
- Caribbean 2%
- Lat Am & Others 3%
VISIBILITY AND REACH

CienciaPR.org is the most popular science website in Puerto Rico

Puerto Rican audiences visit our website 40% and 157% more than the most popular “Science” & “Jobs and Education” websites in the world
<table>
<thead>
<tr>
<th>Year</th>
<th>General Public</th>
<th>K-12</th>
<th>STEM Careers</th>
<th>Organization</th>
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<tbody>
<tr>
<td>2006</td>
<td>CIENCIAPR.org launched</td>
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<td>363 articles published to date</td>
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<td>226 podcasts published to date</td>
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<td>2009</td>
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<td>13 mixers at 4 different meetings</td>
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<td>2012</td>
<td>K-12 STEM project ¡Ciencia Boricua! shows impact of culturally-relevant science resources with 57 students</td>
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- 2009: 1st networking mixer at the Society for Neuroscience Annual Meeting with 13 mixers at 4 different meetings.
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- 2011: CienciaPR incorporated as a non-profit organization.
- 2011: 1st CienciaPR educational symposium with 120 undergraduate students from 15 institutions participated.
- 2012: K-12 STEM project ¡Ciencia Boricua! shows impact of culturally-relevant science resources with 57 students. Teacher workshops on culturally-relevant STEM education resources.
- 2012: Redesign of CienciaPR.org.
1st K-12 STEM educational symposium
70 participants from education, government, academia & nonprofit

2nd CienciaPR educational symposium
80 students from 12 institutions participated

1st Ciencia a tu Alrededor videos about space exploration released

Launched Borinqueña, a blog & initiative about women in STEM

Launched Mirada Científica, a storytelling & interviews podcast
32 podcasts published to date

Established Yale Ciencia Initiative in collaboration with Yale University

Seeds of Success Girl STEM Ambassadors program is launched
162 participants, 101 community projects impacting over 10K people

Recognized by White House as Bright Spot in Hispanic Education

$1.6M 5-year grant awarded to create the Yale Ciencia Academy (YCA) for Career Development

Partnered with VII International Spanish Language Congress for national high school science essay contest

American Assoc. for the Advancement of Science Caribbean Division dedicates annual conference to CienciaPR

Launched series of 15 ¡Ciencia Boricua! talks at the Wildlife Museum

1st class of YCA fellow with 34 participants starts
LEARN MORE ABOUT CIENCIAPR

• RCMI and CienciaPR: Partners in Promoting Science and Research in Puerto Rico
• CienciaPR recibe apoyo para crecer
• CienciaPR & social networking: Daniel Colon at TEDxUSagradoCorazon
• Un manatial del saber científico
• Supporting Diversity in Science through Social Networking
• Online network compensates for Puerto Rico’s brain drain
• CienciaPR apuesta a la democratización del conocimiento científico
• Yale Ciencia Initiative Expands Science Resources to Underrepresented Groups
• La ciencia es para “ellas”
• Bright Spots in Hispanic Education Fulfilling America’s Future
• White House recognizes Yale-led diversity initiative
ESTOY
#ConCienciaPR

AÑOS

CienciaPR.ORG