

PARTNERSHIP BRIEF

BUILDING THE BLUEPRINT FOR HIGH SCHOOL STEM INTERNSHIPS



The Challenge

Hundreds of thousands of STEM roles go unfilled, with the pipeline gap sharpest for women and girls. Most employers lack a proven model for running high school STEM internship programs. Abbott was the exception, 30+ years of a program that works. The opportunity was to take what Abbott had built and turn it into a scalable resource other companies could use: a downloadable, replicable blueprint that would lower the barrier for any employer desiring to launch a high school STEM internship program of their own.

Our Partnership

Abbott brought 30 years of program expertise and corporate credibility.

STEMCONNECTOR brought what Abbott could not supply alone: national platform, cross-sector relationships, and strategic communications expertise to transform an internal success into a national workforce resource.

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STEMCONNECTOR Provided:

- Research and thought leadership
- Workforce expertise
- National convening power
- Cross-sector stakeholder alignment
- Program design and scaling
- Strategic communications
- Corporate and non-profit partnerships
- National distribution and amplification

What STEMCONNECTOR Delivered:

- Translated Abbott's 30-year internship program into a publish-ready, research-validated workforce blueprint, covering program structure, recruitment, mentor model, school partnerships, and outcome measurement.
- Orchestrated a national launch on Women's Equality Day — including ringing the NYSE Opening Bell, Washington Post Live, and a 10-day STEMdaily newsletter feature — driving immediate visibility with corporate, education, and policy decision-makers.
- Sustained distribution through STEMCONNECTOR's flagship convenings, including Innovation Labs, our STEM Innovation Forum, and virtual events, keeping the resource in front of thousands of key workforce stakeholders well beyond launch week.
- Refreshed and relaunched the blueprint to keep program guidance current with evolving STEM workforce strategies, extending the asset's value.
- Amplified reach via STEMdaily, LinkedIn, Twitter/X, Facebook, Yahoo Finance, and NYSE channels — extending Abbott's employer brand to a financial and corporate audience outside the STEM education community.

“STEMCONNECTOR turned three decades of proprietary internship experience into a public workforce asset that any company can use to launch, grow, and sustain a high school STEM program of their own.”

The Replicable Model

The Abbott Blueprint demonstrated something every corporate workforce and social impact team is now being asked to deliver: turn a proprietary internal program into a public benefit without losing the substance that made it work, and connect that investment directly to employer brand, workforce pipeline, and talent engagement goals. Any corporate leader with a program worth scaling with STEMCONNECTOR can provide a national workforce resource. STEMCONNECTOR productizes, launches, sustains, and refreshes the asset, connecting employer brand, workforce pipeline, and talent engagement goals.