



ARMY EDUCATION NEWS & UPDATES

**STRONG STUDENTS.
STRONG FUTURES.
STRONG NATION.**



U.S. ARMY

ARMY STRONG.

Dear Educators,

I am pleased to share the eighth issue of *Army Education News & Updates* with you today. American innovation has been fueled for decades by our excellence in science, technology, engineering and mathematics (STEM). However, according to the National Center for Education Statistics, U.S. high school seniors are now testing below the international average for 21 countries in mathematics and science. This is a problem that must be solved.

I encourage you to read the program organization profiles to learn more about specific programs that highlight the Army's commitment to STEM education and advancement for the future success of our Nation. The Great Minds in STEM program is an organization that brings together the Hispanic community to create awareness of STEM-related degrees and careers for Latino talent. Additionally, the National Science Center, whose mission is to stimulate interest and increase math and science proficiency of our nation's students, is another great example of the Army's dedication to STEM education.



According to the U.S. Bureau of Labor Statistics, more than half of the 30 fastest-growing occupations projected through 2018 will require significant math or science preparation. Our national security and economic development depend on the success of our students in STEM disciplines. As educators we ask you to work in partnership with the Army to continue to stress the importance of STEM education to students. Our youth's success in education is a vital component to the future success of our national interests.

Thank you for your ongoing support and dedication to our Nation's youth.

Army Strong!

Sincerely,

Lieutenant General Benjamin C. Freakley
Commanding General
U.S. Army Accessions Command

Army Strong Re-Launch

Help Re-Launch the New 'Army Strong' Campaign in your Community – Share your feelings on what it means to wear the U.S. Army Uniform



Have you ever felt a strong sense of pride when you see a Soldier dressed in a U.S. Army uniform? Now you can share those feelings and

participate in the U.S. Army's exciting new "Symbol of Strength" advertising campaign which was launched across the country on Memorial Day. The campaign showcases the life-changing benefits of Army service and the unparalleled strength that comes with wearing the Army uniform. There's also an interactive social media component which allows you to share in the dialogue about what it means to be a Soldier.

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PARTNER ORGANIZATION PROFILE

Great Minds in STEM



**GREAT
Minds
in STEM**

Great Minds in STEM™

is the gateway for Hispanics in Science, Technology, Engineering and Mathematics (STEM). Established in 1989 as HENAAC, Great Minds in STEM is a non-profit organization that focuses on STEM educational awareness programs for students from kindergarten to career. Great Minds in STEM provides resources for recognition and recruitment of Hispanics in STEM on a national level, connecting multi-areas of engineering and science arenas to the general population.

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PROGRAM PROFILE

National Science Center



The **National Science Center (NSC)** began operation in Fort Gordon, Ga., in 1981 with the establishment of an NSC Army Task Force. The partnership between the Army and the non-profit partner was established by Public Law in 1985. The initial effort of the NSC was the establishment and successful operation of the Preview Discovery Center, a prototype hands-on exhibit located on Fort Gordon. Additionally, in 1993 the NSC – Army staff initiated national educational outreach programs focused on science, technology, engineering and mathematics (STEM).

[Read More >](#)

CONFERENCE PROFILE

U.S. Army Supports 2011 DECA Conference



Drill Sergeant Grant challenges a DECA student to see how many pull-ups he can do.

The U.S. Army was a sponsor at DECA's International Career Development Conference that took place from 30 APR-3 MAY at the Orange County Convention Center in Orlando, Fla.

[Read More >](#)

U.S. Army Signs Memorandum of Understanding with Thurgood Marshall College Fund



On May 4, 2011, the U.S. Army signed a Memorandum of Understanding with the Thurgood Marshall College Fund (TMCF).

[Read More >](#)

U.S. Army Signs Memorandum of Understanding with Kiwanis International and Key Club International



Club International.

On April 20, 2011, the U.S. Army signed a Memorandum of Understanding (MOU) with Kiwanis International and Key

[Read More >](#)

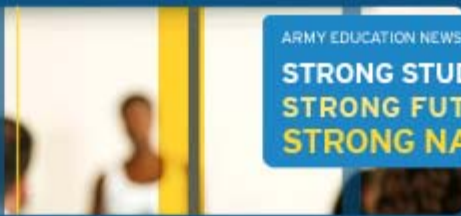
Newsletter Archives

To view past issues of *Army Education News & Updates* click [here](#).

NEXT ISSUE:

Watch for the next issue of *Army Education News & Updates* in the fall.

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U.S. Army Signs Memorandum of Understanding with Thurgood Marshall College Fund



Lt. Gen Benjamin C. Freakley, right, commemorates the signing of a Memorandum of Understanding Weds., May 4, in Washington D.C. with the Thurgood Marshall College Fund (TCMF) with (from left) TCMF President Johnny Taylor, TCMF Chief Development Officer Jennifer Wilder, Coppin Academy (Baltimore) Principal Ronnel Carey, TCMF Chief Innovation Officer Dr. Eve Hall and Morgan State University Executive Director of Enrollment Management and Veterans Services LTC (Ret.) Joseph C. Bozeman, Jr.

On May 4, 2011, the U.S. Army signed a Memorandum of Understanding with the Thurgood Marshall College Fund (TCMF) to ensure that young Americans – and their parents – understand all of the options and opportunities available to help them pursue their dream of obtaining a college degree. TCMF supports and represents nearly 300,000 students attending 47 member schools, which include public Historically Black Colleges & Universities (HBCUs) and Predominantly Black Institutions (PBIs) nationwide. To date, TCMF has provided nearly \$100 million in scholarships, programmatic and capacity building support to students and member schools.

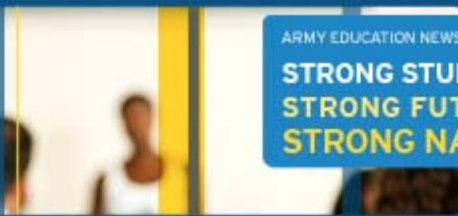
The U.S. Army is the single largest provider of scholarships for higher education in the country. TCMF's partnership serves as a catalyst to inform students of options in the Army that require a college degree and high academic standards.



Thurgood Marshall College Fund (TCMF) President Johnny Taylor (right) discusses the common interest in developing African-American leaders between the Army and the TCMF during a Memorandum of Understanding signing ceremony Weds., May 4, in Washington D.C. With Mr. Taylor are (from left) TCMF Chief Innovation Officer Dr. Eve Hall, Coppin Academy (Baltimore) Principal Ronnel Carey, Morgan State University Executive Director of Enrollment Management and Veterans Services LTC (Ret.) Joseph C. Bozeman, Jr., and U.S. Army Accessions Command commander Lt. Gen Benjamin C. Freakley.



Lt. Gen Benjamin C. Freakley, right, commemorates the signing of a Memorandum of Understanding (MOU) Weds., May 4, in Washington D.C. with Thurgood Marshall College Fund President Johnny Taylor. The MOU is the seed which will become a strategic alignment of assets targeted to create more African-American leaders both in the Army and in civilian life



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ARMY STRONG®

Help Launch the New 'Army Strong' Campaign in your Community

Share your feelings on what it means to wear the U.S. Army Uniform



Have you ever felt a strong sense of pride when you see a Soldier dressed in a U.S. Army uniform? Now you can share those feelings and participate in the U.S. Army's exciting new "Symbol of Strength" advertising campaign which was launched across the country on Memorial Day. The campaign showcases the life-changing benefits of Army service and the unparalleled strength that comes with wearing the Army uniform. There's also an interactive social media component which allows you to share in the dialogue about what it means to be a Soldier.

"When you put on the Army uniform, you learn how to strengthen your own life, whether it's through a strong education, participating in new opportunities that are only accessible to those serving in the Army or leading missions that will make a difference to you or to others," said Lt. Gen. Benjamin C. Freakley, Commanding General of U.S. Army Accessions Command.

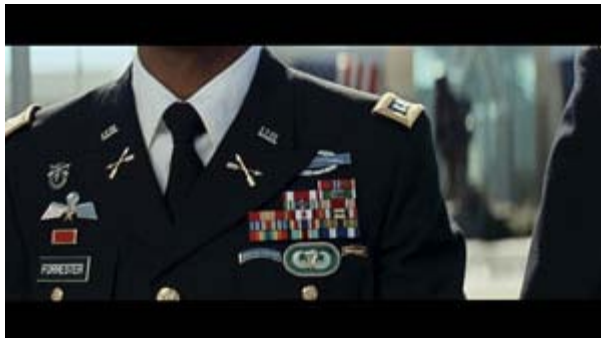
The need to recruit high quality Soldiers remains constant, as does the responsibility to ensure those considering military service make the decision to join after proper consideration with all the information they need.

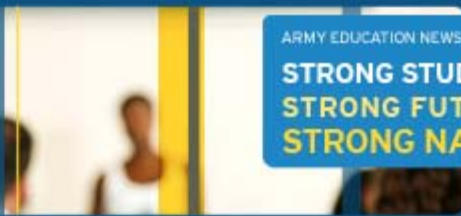
Three television spots will each feature a different aspect of serving as a Soldier – education, leadership and opportunities – and encourage young adults to go online to the Army's website, goarmy.com, to interact with Soldiers from a wide variety of career paths, ethnic backgrounds and geography. The digital program aims to create personal connections between young adults considering joining the Army and real Soldiers who can provide honest feedback on what it means to be a Soldier.

The campaign will also reach out to the Army's hundreds of thousands fans, friends and followers on Facebook, Twitter, MySpace, YouTube and Army Strong Stories.com. It's here where Army advocates can comment about what they feel when they see a Soldier in a uniform.

"We're excited about this new campaign," said Lt. Gen. Freakley. "It takes an inordinate amount of strength to be a Soldier in the U.S. Army – and the experience itself strengthens a Soldier every day they serve."

Please help us share this exciting new campaign with friends, family and community members by encouraging them to visit goarmy.com and goarmyadvocates.com for more information. You can even [download the video](#) and play at your school, business, or community organization.





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Partner Organization Profile



**GREAT
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What is Great Minds in STEM?

[Great Minds in STEM™](http://www.greatmindsinstem.org) is the gateway for Hispanics in Science, Technology, Engineering and Mathematics (STEM). Established in 1989 as HENAAC, Great Minds in STEM is a non-profit organization that focuses on STEM educational awareness programs for students from kindergarten to career. Great Minds in STEM provides resources for recognition and recruitment of Hispanics in STEM on a

national level, connecting multi-areas of engineering and science arenas to the general population.

What does Great Minds in STEM do?

Great Minds in STEM brings together the Hispanic community, academia, students and parents to create awareness of STEM related degrees/careers for Latino talent.

What is the Viva Technology Program?

Viva Technology is the official K-12 education program for HENAAC. It is designed to engage inner-city and rural K-12 students, teachers and parents in the applications of technology in order to stimulate interest and academic achievement in math, science and engineering. This innovative program has many options and features team challenges, direct interaction with college engineering and science students and powerful eye opening conversations with world class engineers and scientists. Viva Technology outlines a pathway for students, and help for parents and teachers to assist their students to select and succeed in college and university degree programs, to be prepared to access the opportunities of the 21st century professional technical workforce, bridge the digital divide and increase technological literacy.

Where has the Viva Technology Program launched recently?

Recently, the U.S. Army supported Viva Technology Programs in New York City and Miami.

A Viva Technology event is split into two components. The first is the Parent component executed as a “family” evening event. The second is the Student component which is executed as an all day “on campus” field trip. The Viva Technology Parent Orientation is typically held the week of the Viva Technology Student Day, and is designed to explain to parents what their children will learn from participating in the program; why encouraging interest in math and science will positively impact their children’s future; and what career opportunities lay ahead for their children in science, engineering and technology.

The Viva Technology Parent Night specifically seeks to provide students and parents with an academic strategy and resources for gaining admission and even paying for a university STEM education.

On the Viva Technology Student Day, students experience a hands-on day filled with competitive and educational STEM-oriented exercises presented to them throughout the day. Challenges and exercises typically call on students to design, construct, and operate physical prototypes and plans that can be associated with one of the many engineering and applied math fields.

Students work in teams led by engineering and science university students, with the expressed goals of communicating the different STEM fields. Students will also hear presentations from technology professionals. Active participation gives the students opportunities to accrue Viva Dollars and win educational prizes at the end of the day.

For more information about Great Minds in STEM please visit <http://www.greatmindsinstem.org/> or contact 323-262-0997.



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National Science Center

What is the National Science Center?

The [National Science Center \(NSC\)](#) began operation in Fort Gordon, Ga., in 1981 with the establishment of an NSC Army Task Force. The partnership between the Army and the non-profit partner was established by Public Law in 1985. The initial effort of the NSC was the establishment and successful operation of the Preview Discovery Center, a prototype hands-on exhibit located on Fort Gordon. Additionally, in 1993 the NSC – Army staff initiated national educational outreach programs focused on science, technology, engineering and mathematics (STEM).

What is the NSC's mission?

The NSC is a unique partnership between the U.S. Army and National Science Center, Inc., a non-profit organization. The mission of the NSC is to stimulate interest and increase math and science proficiency of our nation's students using the resources of the partnership.

For what types of students and age groups is the program designed?

The NSC works in partnership with the Army's Cadet Command to provide hands-on math and science training for high school cadets.

How does the program work?

The Army's presence at the NSC is strongly evident in its outreach to Junior Reserve Officers' Training Corps (JROTC) summer camp and in-school programs. The NSC provides curriculum and materials for 8 hours of activities that involve "learning by doing."

Cadets construct battery-powered cars, spinning coil motors, series and parallel circuits, flashlights, burglar alarms, telegraph keys, electromagnets and engraving pencils, often using such simple materials as wire and paper clips. All of these fun, hands-on activities are instrumental in teaching them science. Mathematics exercises typically consist of problem solving, role-playing and modeling.

For more information about the National Science Center click [here](#).



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U.S. Army Signs Memorandum of Understanding with Kiwanis International and Key Club International

Kiwanis
International

On April 20, 2011, the U.S. Army signed a Memorandum of Understanding (MOU) with Kiwanis International and Key Club International in an effort to support the Nation's young people in developing the skills and leadership qualities necessary for a lifetime of service.

Within the framework of the MOU, the Army and Kiwanis International are committed to ongoing work around:

- Building awareness of education and career options among Kiwanis Family members
- Identifying innovative ways to emphasize education, service to the nation and leadership as pathways to success (via Army service or other post-secondary options)
- Heighten awareness of the benefits of Army service and Officership

Founded in 1915, Kiwanis International is a global organization of clubs and members dedicated to serving the children of the world and developing youth leaders. Kiwanis and its family of clubs, including Key Club for students age 14-18, dedicate annually more than 18 million service hours to strengthen communities and serve children. The Kiwanis International family comprises nearly 600,000 adult and youth members in 80 countries and geographic areas.

To learn more about Kiwanis International, visit Kiwanis.org.