The American Association for the Advancement of Science (AAAS)

Mission: "advance science, engineering, and innovation throughout the world for the benefit of all people."

Journals

Diversity, Equity & Inclusion
- Emerging Researchers (ERN)
- Mason Awards - Women in Chemistry
- L'oreal For Women in Science Fellowship
- Entry Point
- SEA Change

AAAS CEO Statement on #SHUTDOWNSTEM and Black Lives Matter

AAAS CEO Comments on Social Unrest, Racism, and Inequality

AAAS Website
https://www.aaas.org/

Science Careers
https://www.sciencemag.org/careers
AAAS HBCU Making & Innovation Initiative

- Support HBCU students and faculty in making, innovation, entrepreneurship and invention efforts
  - HBCU Making and Innovation Showcase
  - HBCU Innovation Roadshows
  - Inclusive Innovation Summit
- HBCU-UP - Program Info NSF Grant No. 1746043
- Acknowledgements: Claudia Rankins and Michelle Claville

Iris R. Wagstaff, PhD
AAAS STEM Program Director, NSF PI

Neela White
AAAS Project Director
Introduction of Speaker

Deirdre Roberson
Chemist, Founder & CEO
EUMELANIN - www.eumelanin.com

Detroit entrepreneur merges scientific, creative sides into brand that celebrates people of color
crainsdetroit.com
STEM + Social Entrepreneurship

Deirdre Roberson
Introduction

- Chemist, Creative, & Black woman
- Born & raised in Detroit, MI
- Cass Tech H.S,
- Xavier University of Louisiana
- University of Detroit Mercy
My Work

- STEM Identity

- Addressing social justice issues through entrepreneurship
  -- Educational Disparities
  -- Racism/Colorism

- Industries
  -- Education technology
  -- Fashion
Motor City STEAM Foundation

Nonprofit organization dedicated to providing STEAM (Science, Technology, Engineering, Art, Mathematics)-related educational programs and opportunities for minority students. The organization’s goal is to increase the number of minority students pursuing higher education degrees in the fields of science, mathematics, engineering and technology, while infusing art and creativity into each learning experience.

The Lab Drawer

The Lab Drawer is a S.T.E.A.M. Ed-Tech monthly subscription box that is delivered to the homes of middle school students around the country. It collides STEM and the Arts disciplines creating an engaging cross-functional learning experience using augmented reality (AR).
EUMELANIN

EUMELANIN (you-mel-a-nin) is a fashion brand combining science, self-love and style to celebrate black and brown people around the globe. We offer apparel and jewelry inspired by melanin. Our apparel uses melanated skin tones as the primary color palette, and our jewelry infuses the chemical structure of melanin in the design of each piece. EUMELANIN addresses issues of colorism by delivering empowering fashion that redefines what it means to be beautiful in EVERY shade.
The Playbook

- Be Authentic
- Do the Work
- Execute
- Stamina
Be Authentic
Identify an Issue that is Important to You

- Life Experiences & Community Connections
- Passion
  -- Choose something deep in your heart
- Impact
  -- What impact do you want to have
- STEM Identity
- Problems in STEM
- Benefits others
Do The Work
Developing Expertise

- **Formal education** – Starts with a strong foundation in STEM
  -- Picking an area of study
  -- Additional classes / minor / concentration
  -- Internships + work experience

- **Informal Education**
  -- Books
  -- Documentaries
  -- Business Programs
  -- Fellowships
Do The Work

Building a Strong STEM Identity

• Critical Thinking
• Analytical Skills
• Problem Solving
• Innovation
• Collaboration
• Communication
• Research is a strength in STEM
Do The Work

Expertise Outside of Formal Education

- Lifeline
- Build Institute
- TechTown Retail Bootcamp
- ProsperUs
- U of M, Ross School of Business
- University of Michigan Law
- College of Creative Studies
- Essence New Voices
- Walker Legacy
- TechTown Start Studio
Execute
The Key to Execution is Sacrifice

- Personal Resources
  - Time
  - Money
  - Sleep

- The “Ideal” Path to Success
  - Don’t be tied to one path
  - Your journey is completely unique

- Comparing your journey against the journey of others
Stamina
Success is when preparation meets opportunity

- What we’ve discussed so far is how to prepare yourself
- You must be willing to keep working until your opportunity present
- You can’t control when the opportunity comes

How do you keep going?

-- Deep focus
-- Self care
-- Mental health
-- Allow joy into your life
What happens when you follow the playbook

**EUMELANIN**
- Raised over $50,000 in funding
- SXSW Speaker
- Pop-up Retail Stores
- ESSENCE Partnership

**MCS/TLD**
- Raised over $100,000 in funding
- My Brothers Keeper
- Ford Foundation
- General Motors Excellence in STEAM award
Success
Due to addressing the pressing issues of today

EUMELANIN
- Black-led Uprising
- Black people want to support brands that align with their values, beliefs and ideas
- EUMELANIN largest month of sales for e-commerce in June

MSC/TLD
- COVID-19
- Parents and institutions need creative ways to engage students in STEM
- Closed on largest contract with 3rd largest University in the state of Michigan
Motor City S.T.E.A.M. helps local, regional minorities reach new educational horizons

By Donald James
Special to the Chronicle

In its ongoing efforts to provide and promote unique educational opportunities for minority and underserved students, Motor City S.T.E.A.M. is on a mission to create and implement the very best programs in science, technology, engineering, arts and mathematics, collectively called S.T.E.A.M. Understanding that minority and underserved students in urban settings don’t always receive the same high-level learning experiences in science, technology, engineering, arts and mathematics as students in other sectors of southeast Michigan, the Detroit-based organization’s goal is to increase educational experiences for its participants.

Since its inception in 2015, Motor City S.T.E.A.M. has impacted more than 100 students enrolled in elementary and middle schools in metro Detroit. The organization works in partnership with the Michigan Science Center, where the majority of Motor City S.T.E.A.M.’s activities and programs are held.

Motor City S.T.E.A.M. is the brainchild of three African American women, who chose to bridge the gap in key educational areas that separated minority students from other students. The three professional women, Chinonye Akunne, Deirdre Roberson
How This Chemist Is Using Fashion to Inspire a New Generation of Black Girls
“Iconic brands function like cultural activists, encouraging people to think differently about themselves. The most powerful iconic brands are prescient, addressing the leading edges of cultural change. These brands don’t simply evoke benefits, personalities, or emotions. Rather, their myths prod people to reconsider accepted ideas about themselves.”

-Douglas B. Holt
www.eumelanin.com

Founder and CEO Deirdre Roberson

hello@eumelanin.com
Q and A
Thank You!!

The slides and recording will be posted on the

- Please complete the post-webinar survey via email

Program Info & Social Media Links
- AAAS HBCU Making & Innovation Twitter: @AAASMaker https://twitter.com/aaasmaker

- AAAS HBCU Making & Innovation LinkedIn Page: https://www.linkedin.com/groups/8954208/

- AAAS HBCU Making & Innovation (IIE website): https://iie.aaas.org/