Sloan Career Cornerstone Center
(www.careercornerstone.org)
Sponsorship Opportunities 2010-2012

▶ Sloan Career Cornerstone Center Summary

Launched in 2003 with funding from the Alfred P. Sloan Foundation, the Sloan Career Cornerstone Center (www.careercornerstone.org) offers in-depth information on over 185 career paths in science, technology, engineering and mathematics (STEM), healthcare and computing. The extensive site provides free, objective, current, and in-depth career information to students, entry level professionals, and those providing career planning support to students from middle school through university levels. Career paths include those that require a two year associate degree through those where a master's degree is required. Additional resources include education requirements, salary ranges, employment data, networking, precollege ideas, and resources for women and underrepresented minorities. The Sloan Career Cornerstone Center is an invaluable resource for students, teachers, parents, and guidance counselors seeking information about the prospects and challenges of work in science, engineering, healthcare, and technology. Weekly podcasts and monthly newsletters provide timely information and additional resources and point new users to the site.

▶ Site Usage Stats

Growth of site users and subscribers to newsletters and podcasts has grown steadily over time. As of August 2009, the site has experienced about 20 million pageviews. Unique site visitors have been tracked since October 2004, and have risen consistently to the current rate of about 101,000 individual users. The chart to the right shows how unique visitors have increased over time. This is due to marketing, subscriptions to the Cornerstone newsletter and Podcasts, and links from other educational, association, job hunting, and resources sites to the Sloan Career Cornerstone Center. In August 2009, over 108,000 PDF files were downloaded; 3.8 million thus far. Over 10,000 PowerPoint presentations were viewed in June. And Podcast usage is growing at a very strong rate with over 18,000 podcasts requested in August. Newsletter subscribers continue to grow with over 33,000 September 2009 issues distributed via email; a RSS feed was added in September. Twitter subscriptions are also growing.

▶ Current Advisory Board

The Sloan Career Cornerstone Center has an advisory board which consists of individuals providing guidance or offering their experience to the site. The current group is set to serve through 2009. This board will be reconfigured in 2010 to reflect representation from those organizations serving as financial supporters to the project, with one vote apiece. The current board includes the following individuals:

- Chor W. Tan (Chair), Educational Consultant
- Ruth Carrigan, Whitman-Hanson Regional High School
- Dennis Cheek, Ewing Marion Kauffman Foundation
- Charles Lindgren, Scituate Public Schools, Retired
- Frank Mayadas, Alfred P. Sloan Foundation
- Ioannis Miaoulis, Museum of Science, Boston
- Hank Perrin, South Shore Educational Collaborative
- Robert J. Simoneau, NASA, Retired
- Joanne Van Voorhis, Executive Director of the Sloan Career Cornerstone Center
Opportunities for Sponsorship 2010-2012

The Sloan Foundation, while remaining committed to the project, has identified a new funding direction under new leadership. Accordingly the structure of the Sloan Career Cornerstone Center is shifting from one with a single funder to an opportunity for up to eight organizations to share sponsorship of the site and its resources. The Sloan Foundation is not adverse to a name change, such as the Career Cornerstone Center, recognizing that funding will no longer provide autonomous sponsorship recognition. For more information or to start a dialogue about Cornerstone sponsorship, contact Joanne Van Voorhis, Executive Director (781-659-9771 or sloancareers@aol.com).

Suggested Levels of Support (two or three year terms are preferred):

► $200,000 annual level or annuity
  • Co-branding of the site

► $50,000 annual level or annuity
  • Logo and sponsor recognition on main site page, and all print materials (PDFs, newsletter, PowerPoints)
  • Press support to promote supporting organization's participation in the project.
  • Landing pages for sponsor organizations to promote related programs, projects, and opportunities.
  • Integration of sponsor video clips or other materials into Cornerstone site content/newsletter/podcasts -- to promote sponsor programs and projects related to STEM

► $25,000 level or annuity -- select from any of the following:
  • Six month block of newsletter issues (online, email, PDF, RSS) (6 issues to about 35,000 subscribers)
  • Four month block of weekly podcasts (16)
  • Quarterly sponsorships of site sections such as "Precollege Preparation," "Museums and Science Center Support," "Precollege Summer Camps," "Precollege Programs and Projects," "Women and Girls," and "Minority Support.
  • Quarterly Sponsorship of Degree Site Sections such as "Statistics," "Electrical Engineering," or "Biology."
  • Supporters will gain logo links from a supporter page on the site, as well as prominent presence on the pages or materials related to their sponsorship.

Overarching Site Policies

As we look to the future of the Sloan Career Cornerstone Center, we would like to maintain the overarching site policies which we believe have helped establish the site as trustworthy and objective. These basic policies include:

• Content is continually updated with current and valid sources including organizational partners and government or other public sources of data.
• Content is objective -- it is non-partial and does not push students into one field or another, nor to a particular university for educational preparation.
• There are no fees for site use or subscriptions to newsletters.