



December 8, 2014

[REDACTED]
Interlake Steamship Company
7300 Engle Road
Middleburg Heights, OH 44130

Dear Mr. [REDACTED],

Great Lakes Science Center's mission is to make Science, Technology, Engineering, and Math (STEM) come alive for our community. As a Science Center without active researchers on staff, we would like to enlist your company's assistance with increasing public awareness of the meaningful innovation and discoveries in manufacturing, engineering, and industry happening right here in Northeast Ohio. We would like to invite Interlake Steamship Company to apply for no more than 2 staff members to join our inaugural cohort of SPARK Fellows.

This fall we joined Portal to the Public, a National Science Foundation grant program convening a network of informal science institutions to train science and industry professionals in science communication skills. For our first cohort, we are seeking 10-15 STEM professionals to become SPARK Fellows at Great Lakes Science Center.

Participation in GLSC's SPARK Fellows program for Science Communication includes a series of four professional development workshops--held on Saturdays from 9am-1pm--focused on building the skills to effectively communicate with and engage public audiences. Fellows will then be asked to participate in a minimum of four public engagement programs at the Science Center, **for a total commitment of 32 hours, over five months**. In this, the program's pilot year, we are able to offer participation in this national professional development program to participants **at no cost to Interlake Steamship Company**.

This program will give your employee an opportunity to:

- Develop a positive attitude toward outreach
- Create brand awareness and pride about the work they do
- Connect with local audiences who may be impacted by their products every day
- Increase confidence related to communicating their work
- Gain knowledge of how people learn and the impact of informal science education
- Feel an increased connection to a network of local STEM professionals

The Science Center is a place where people turn, regardless of age or background, to understand and engage in the science behind current important issues and innovations. With your help, this program will also support our recent strategic initiative, Cleveland Creates, by increasing the Science Center's collaboration with regional partners in the manufacturing and engineering industries to change and celebrate Northeast Ohio manufacturing narrative.

If you are interested in participating in the SPARK Fellows program, we invite you to complete the enclosed application (one per participant) and send it to aikenm@glsc.org by December 18, 2014. We look forward to your partnership in helping bring STEM alive for our Northeast Ohio community.

Best regards,

Margaret Aiken
Director of Visitor Engagement

Danyll Jones Lockhart
Director of Youth and Family Engagement