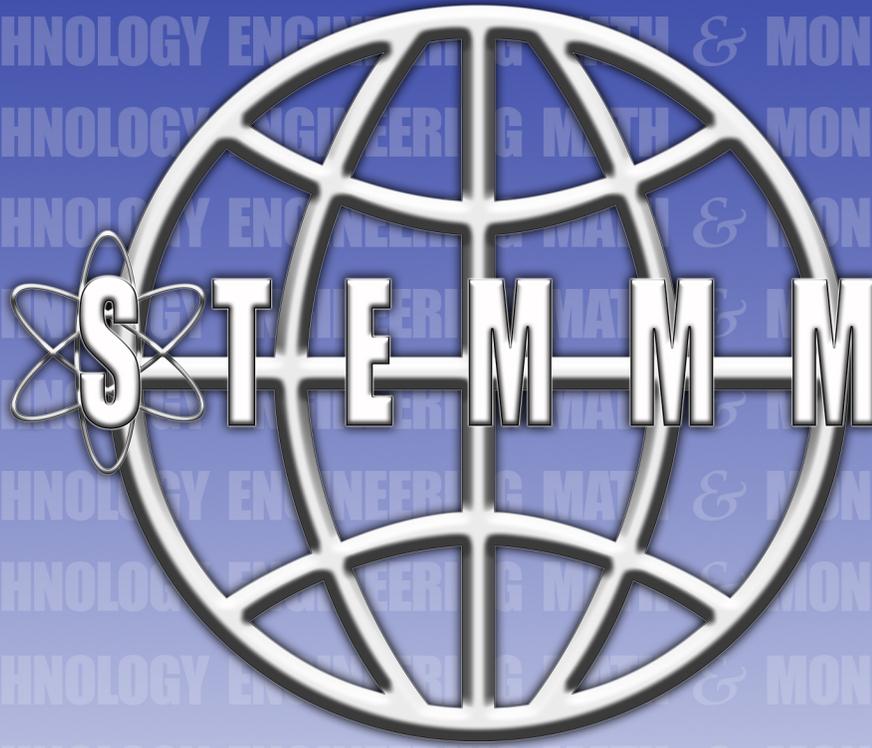


SCIENCE TECHNOLOGY ENGINEERING MATH & MONEY MANAGEMENT

SCIENCE TECHNOLOGY ENGINEERING MATH & MONEY MANAGEMENT



STEMMM CORPORATION

The STEMMM Corporation is dedicated to expanding career awareness and workforce readiness for young people by connecting them directly with the industries that power Southern California. Through innovative media, community engagement, industry partnerships, and local, state and federal participation, STEMMM Corporation equips students with the knowledge, confidence, and inspiration they need to explore meaningful career pathways after high school.

stemmm.org

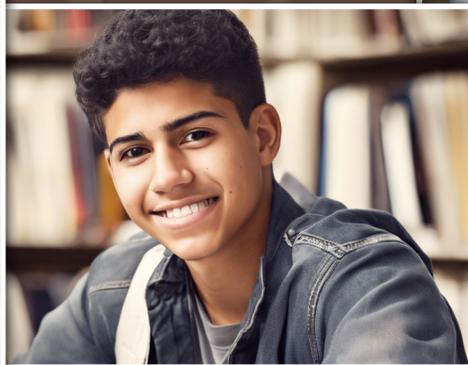
SCIENCE TECHNOLOGY ENGINEERING MATH & MONEY MANAGEMENT

THE STEMMM PROGRAM

The STEMMM Program is a dynamic series of short, high-energy educational videos designed to introduce Los Angeles–area students to the wide range of trades and career opportunities available to them after graduation. Instead of relying on traditional career fairs, which can be limited by time, space, and access, the program brings career exploration directly to students through streaming platforms they already use.

Each 3- to 5-minute episode blends education, entertainment, and community engagement, transforming workforce readiness into an accessible and exciting digital experience. Students hear directly from professionals across local industries, government leaders, and community partners who share real-world insights into their fields.

The program also incorporates live broadcasts from school sites, student interviews, and interactive polls, creating a participatory environment that keeps LAUSD students engaged while also reaching viewers across the county. The result is a vibrant hub where young people can explore new career pathways, understand the skills needed for various trades, and see how their interests connect to real opportunities in their community.



stemmm.org

THE STEMMM PROGRAM
PRESENTS

CUSTOMS

A Youth-Focused Workforce & Culture Series

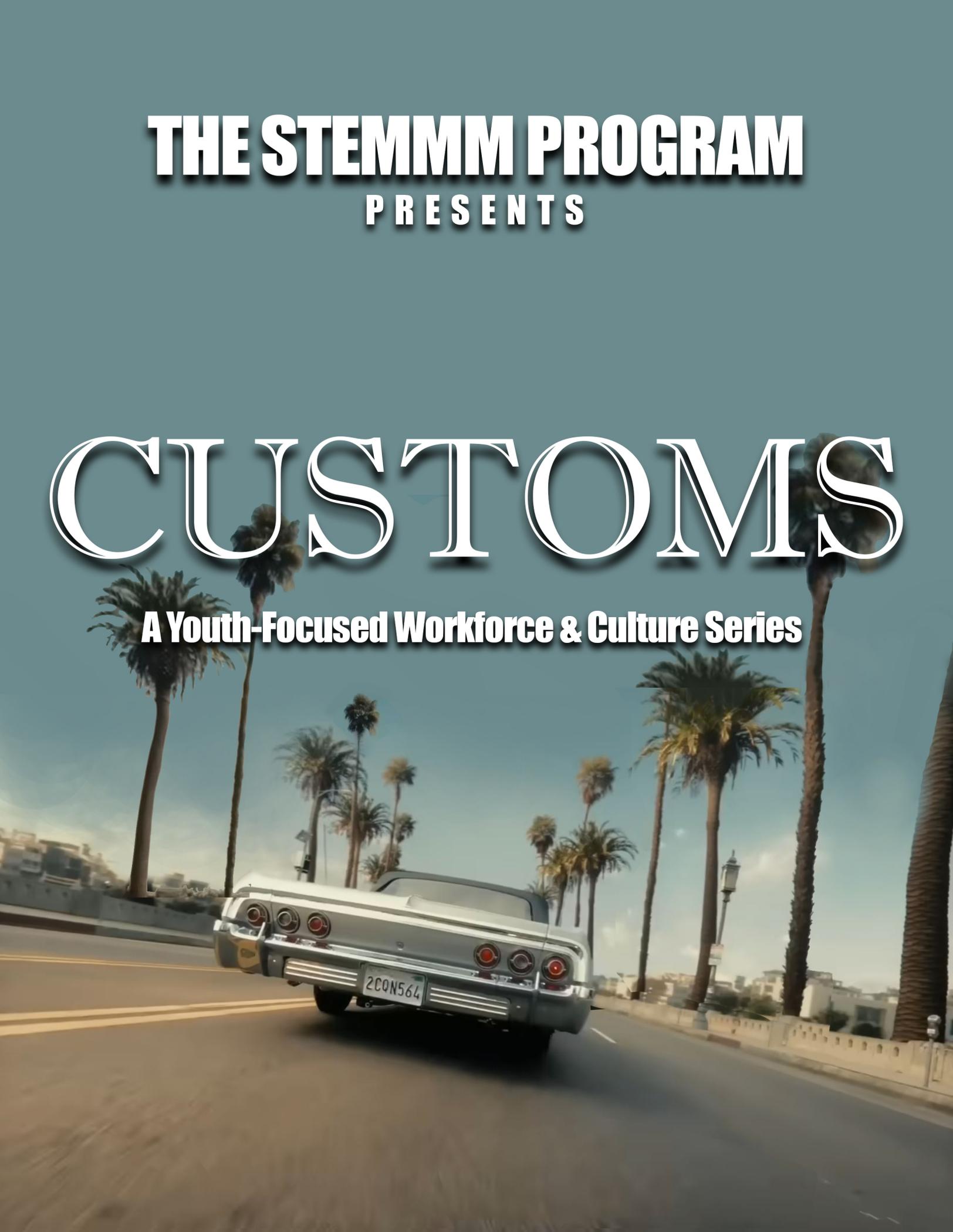


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Series Overview

CUSTOMS is a youth-focused series that introduces students to the people, cultures, and industries that power Southern California. Each episode blends hands-on learning, work-place exploration, and personal storytelling to help students imagine their future careers while celebrating the CUSTOMS that shapes the region.

- **Audience: Middle school, high school, and early-college students**
- **Format: 2–3 minute episodes + short-form digital content**
- **Distribution: Schools, community partners, streaming platforms, social media**



SHOW PURPOSE

- **Expand students' awareness of the diverse career pathways available to them**
- **Celebrate the CUSTOMS and communities that shape the region's workforce**
- **Inspire students to see themselves in industries they may not have considered**
- **Expanding awareness of career options beyond four-year college**
- **Highlighting real people from local communities succeeding in these fields**
- **Building pride in Southern California's cultural and economic landscape**
- **Show how diversity fuels innovation and opportunity**



EPISODE STRUCTURE

1. Industry Spotlight: “Inside the Trade.” A deep dive into a featured industry or trade.

- **On-site workplace footage**
- **Interviews with leadership and frontline workers**
- **Demonstrations of tools, skills, and daily tasks**
- **Clear breakdown of job pathways (certifications, apprenticeships, internships)**

2. Cultural Lens: “Roots of the Region.” A celebration of the cultural influences that shape the industry.

- **Stories of how culture, family, and CUSTOMS guide career choices**
- **Spotlights on cultural festivals, traditions, and community hubs**
- **Exploration of how Southern California’s diversity strengthens the workforce**



EPISODE STRUCTURE

3. Student Challenge: “Trying the Trade.” Students try hands-on tasks.

- **Mentorship from industry professionals**
- **Real-world skill demonstrations**
- **Student reflect on what they learned and how it connects to their future**

4. Career Path Breakdown: “How to Get Started.” A practical roadmap for students.

- **Entry requirements**
- **Training programs**
- **Apprenticeships**
- **Expected wages**
- **Growth opportunities**
- **Scholarships and financial support**



THANK YOU

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