



# MAKING THE FUTURE

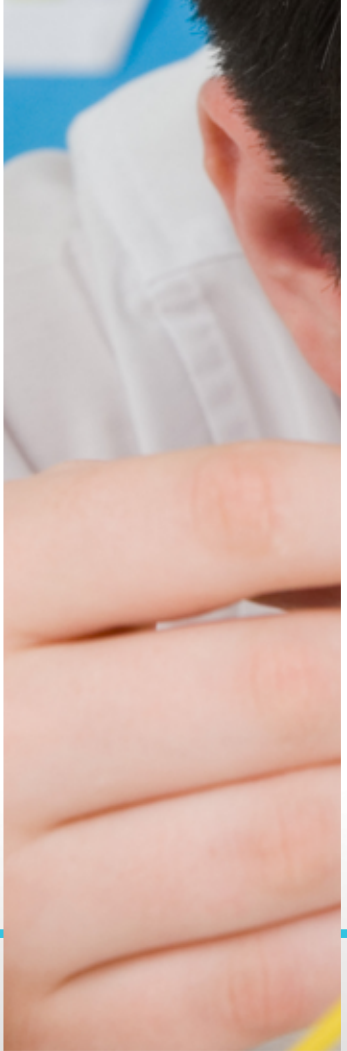


**TODAY'S INSPIRATION IS  
TOMORROW'S INNOVATION**



# OUR MISSION

Cognizant's *Making the Future* education initiative seeks to inspire young learners to pursue science, technology, engineering and math disciplines by creating fun, hands-on learning opportunities. Let's make the future together.



## WHY MAKING?

*Making the Future* draws inspiration from the Maker Movement, a broad-based community that celebrates the art of designing and building really cool things, either doing it yourself (DIY) or with others (DIWO). Makers are driven by the challenge of the projects they tackle, while also engaging in design- and project-based learning that can nurture creativity and develop proficiency in the STEM disciplines.

Here's why Making is important:

Hands-on, project- and design-based learning approaches are more consistent with the cognitive processes and learning styles we attribute to the millennial generation and younger.

These approaches spark creativity, critical thinking, collaboration, and other 21st century learning skills. They "pull" kids into STEM disciplines by generating interest and confidence, rather than pushing them to "do better in math and science."

The Maker Movement, with its emphasis on DIY and DIWO projects, provides a strong community and supporting philosophy that inspires this type of creative learning and can appeal to both girls and boys across a broad range of socio-economic backgrounds.

## MAKING THE FUTURE COMPONENTS

Advocacy for change in the way we deliver STEM education, working with groups like the Business Roundtable and Change the Equation, a CEO-led initiative to cultivate widespread STEM literacy.

Financial, in-kind, and volunteer support for non-profit organizations that inspire children through hands-on learning opportunities, such as the New York Hall of Science, Citizen Schools and the Engineering is Elementary program.

College scholarships for students interested in pursuing STEM degrees.

Our flagship program, the *Making the Future* After-School and Summer Program.



## MAKING THE FUTURE: AFTER-SCHOOL PROGRAM

The After-School and Summer Program is the flagship *Making the Future* initiative, designed in conjunction with the New York Hall of Science, Maker Faire and *Make Magazine*. Community-based organizations, like science and children's museums, will run the programs nationwide.

Children participating in the programs will make a project of their choosing. These might range from electronic gadgets, robots and software programs to crafts, music or technology-enhanced clothing. Facilitators and mentors will support them over the 20- to 40-hour program duration.

Cognizant plans to launch the program at 10 to 20 locations around the U.S. in the summer of 2012, and grow the program over the next five years. We are actively identifying community organizations,

educators and Makers interested in applying for a grant to run a *Making the Future* program in their communities.

### JOIN US IN MAKING THE FUTURE

Do you believe in the power of Making and the positive impact it can have on the lives of children? Are you a committed parent, educator or maker? If the answer is "Yes," then we invite you to get involved with *Making the Future*.

**To participate in Cognizant's *Making the Future* program, contact us today at [MakingtheFuture@cognizant.com](mailto:MakingtheFuture@cognizant.com).**





## INSPIRED TO MAKE

In a speech to the National Academy of Sciences, President Obama put out a call to “Think about new and creative ways to engage young people in science and engineering, like science festivals, robotics competitions and fairs that encourage young people to create, build and invent—to be makers of things, not just consumers of things.”

*Making the Future's* mission is to do just that—to create fun, hands-on learning opportunities for children. Just as Cognizant works with each client to ignite the greater company within, we seek to unleash the passion of young people in science, technology, engineering and mathematics (STEM). We believe strong STEM literacy—coupled with the 21st century skills of creativity and collaboration—will help create a brighter future for our children and prepare the next generation to drive innovation and growth in our global economy.

*Making the Future* was developed in response to three troubling trends in the U.S. that raise serious concerns among parents, educators, business leaders and policy makers:

1. A relative decline in math and science proficiency
2. A decline in interest in the STEM fields
3. A decline in measured creativity

These trends threaten the competitiveness of the U.S. economy and quality of life for future generations.

OUR PARTNERS:

**Maker Faire**

CITIZEN  
SCHOOLS

 *Engineering is Elementary*  
National Center for  
Technological Literacy®  
Museum of Science, Boston

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{CHANGE THE  
EQUATION}

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