

Qualcomm, City of Chula Vista, and CVESD World of Work and Thinkabit Lab Experience

The Qualcomm Thinkabit Lab Promotes Two Unique Learning Principles:

1. Exposure to the World of Work (WOW)

- Middle school students learn about their strengths, interests and values, and discover firsthand the types of careers at a world class technology company.

“How does a kid aspire to a career they don’t know exists?”

2. Experiencing STEM

- Middle school students experience a makerspace environment via a unique and engaging hands-on learning project, completed and presented in one session.
- Student exposure and experience is enriched by: Arduino motherboards, breadboards, servos, circuitry, LEDs, solar panels, plastic and plush toy parts, glitter and more.



Thinkabit Lab's Impact

2014-Present

- 6,500 Students experienced STEM projects
- More than 60,000 lines of code
- **3,000** Team projects (or robotic crafts) were created & presented
- **2,500** Community & industry visitors toured & marveled
- 1,744 Social media followers
- 550 Teachers observed & engaged



Replication and Growth Objectives for Qualcomm

1. Be a Thought Leader in STEM/STEAM Engagement
2. Support US & International STEM/STEAM Initiatives
3. Promote and Build Community Impact
4. Empower the Educational Community
5. Enable Future Workforce Diversity



Club Thinkabit

Access to all the materials/resources our partners may want or need!

Qualcomm Thinkabit Lab Bits of Thinkabit Downloads Interviews Resources Steam Channel

Welcome to Club Thinkabit!

Grow your strengths, interests and passions

[GET STARTED](#)

Bits of Thinkabit

- LED Circuit and Arduino 50 points
- Arduino 50 points
- 50 points
- 50 points

QWOW Interviews

- Senior Director, Engineering
- Immigration Specialist
- Senior Manager, Business Operations

Favorite Thinkabit Experience?

- World of Work
- Human Circuit
- The Lab

[VOTE](#)

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Qualcomm World of Work

Bring the Qualcomm World of Work experience directly to your classroom. We can't wait to hear and see how your students respond to the dynamic World of Work learning environment created at your school. This program is dedicated to inspiring students to explore the world of work at Qualcomm and engage their curiosity in understanding their own strengths, interests and values and how they align to careers and the world around them.

Career exploration and development starts in the World of Work space. Students gain exposure to different types of engineering careers, such as software, hardware, systems, as well as an engineering career that are needed to support technology companies, like Research, marketing and human resources.

THINKERS

- QWOW Career Takeout Badges
- RIASEC Stop Signs
- Thinkabit and QWOW Overview
- Strengths, Interests, Values (SIV) Stop Signs

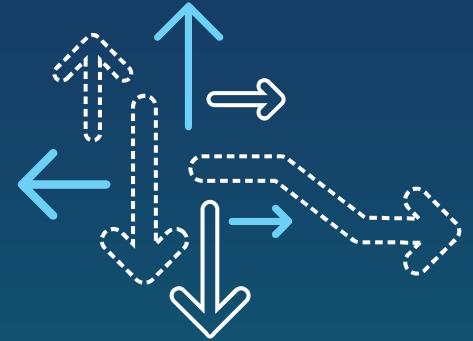
STRENGTHS

- QWOW Badge
- RIASEC Badge
- Thinkabit Badge

Qualcomm Thinkabit Lab Bits of Thinkabit Downloads Interviews Resources Steam Channel

Downloads

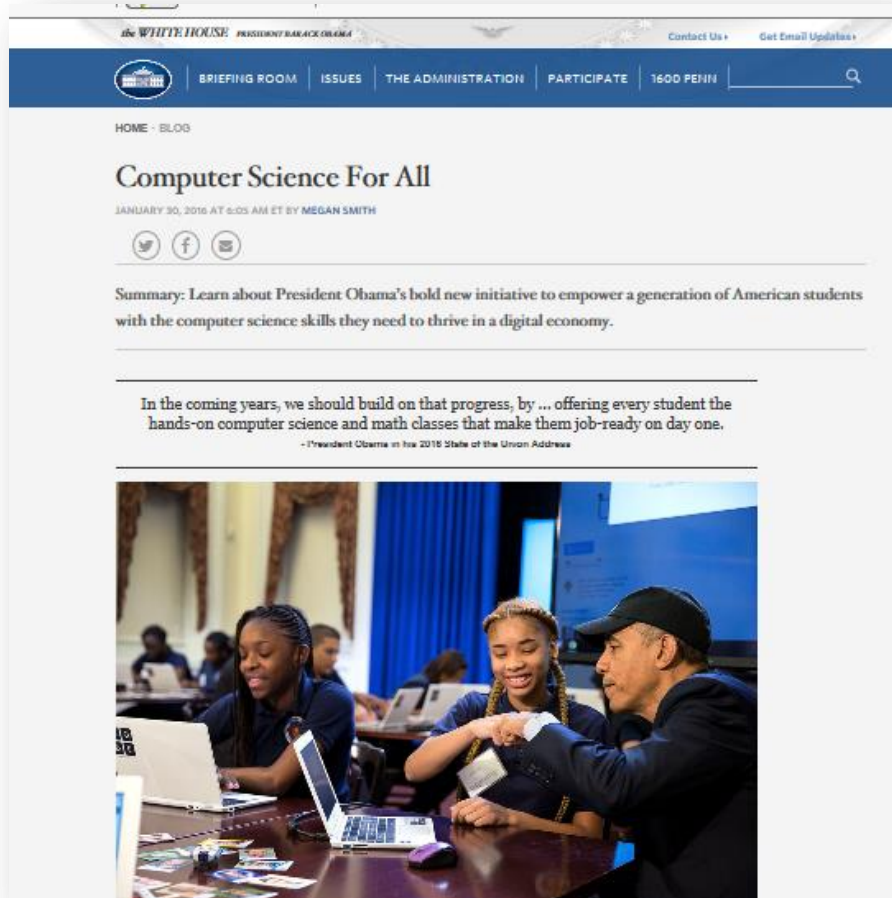
- Programming a Servo
- LED Circuit and Blinking LED
- LED Fade
- Servo Sweep
- SOS LED Challenge - Part 1
- Breadboards: What's the difference?
- SOS LED Challenge - Part 2
- SOS LED Challenge - Part 3
- Programming 2 Servos
- QWOW Career: Street Signs (Careers Rings)
- Fun with Multiple LED
- Which Arduino Kit Should I Buy?



Media Coverage

National Thinkabit Coverage

White House Computer Science for All Initiative



The screenshot shows the White House website's blog page. At the top, there is a navigation bar with links for 'BRIEFING ROOM', 'ISSUES', 'THE ADMINISTRATION', 'PARTICIPATE', and '1600 PENN'. Below the navigation bar, the page title is 'Computer Science For All', dated 'JANUARY 30, 2016 AT 6:05 AM ET BY MEGAN SMITH'. There are social media icons for Twitter, Facebook, and Email. A summary paragraph reads: 'Summary: Learn about President Obama's bold new initiative to empower a generation of American students with the computer science skills they need to thrive in a digital economy.' Below this, a quote from President Obama is displayed: 'In the coming years, we should build on that progress, by ... offering every student the hands-on computer science and math classes that make them job-ready on day one.' At the bottom of the screenshot is a photograph of President Obama sitting at a table with two young girls, looking at a laptop screen.



The image shows a tweet from Qualcomm (@Qualcomm) dated Jan 30. The text of the tweet is: 'Let's inspire more students to pursue #STEM careers. Here's to #CSforAll! cc: @WhiteHouse bit.ly/1VxF7ae'. Below the text is a small profile picture of Thinkabit Lab. The main image of the tweet is a collage of several photos showing diverse groups of students in a classroom or workshop setting, engaged in hands-on learning activities with laptops and project materials.

Local Thinkabit Coverage

The San Diego Union-Tribune Today's Paper Weather 68° F Traffic Surf Newsletters

NEWS SPORTS BUSINESS A&E LIFESTYLE MILITARY OPINION VIDEO OBITS DEALS & CLASS

TaxAct 1040 EZ/A Your refund \$2,797 **\$0 Fed + \$0 State** Start for Free Easy. Fast. Free. Chargers H Sign up for our Chargers new

EDUCATION

Engineering lab inspires students

Qualcomm gives Chula Vista school a boost

By Christine Huard | 4:28 p.m. Dec. 8, 2015 | Updated, 4:47 p.m.

CHULA VISTA — The Qualcomm-inspired engineering lab at Feaster Charter School that received the technology giant's Thinkabit stamp has been a space for students to test their creativity since 2014. And while the collaboration aims to steer students into high-tech careers when they're older, the positive results of having the lab on campus are being seen now.

"Our students' confidence level has soared," said Sarah Motsinger, principal of the STEM Academy at Feaster in Chula Vista. STEM stands for science, technology, engineering and math. "They first step in apprehensive — not knowing the terminology or vocabulary, or anything about engineering. When they're in the lab, they're building, exploring, communicating and collaborating with each other. It's very hands on."

Qualcomm announced last Thursday that it would bring the Thinkabit Lab concept it created in its corporate headquarters to two other schools besides Feaster. Lewis Middle School in the San Diego Unified School District has one, and the Vista Innovation and Design Academy in the Vista Unified School District is finalizing its plan for one.

 **Matthew R. Tessier**
@tessier311 [Follow](#)

@Thinkabit_Lab @EdHidalgoSD @jenmanfredi @1ciriza @CVESDNews Thinkabit Lab replication team putting in work!

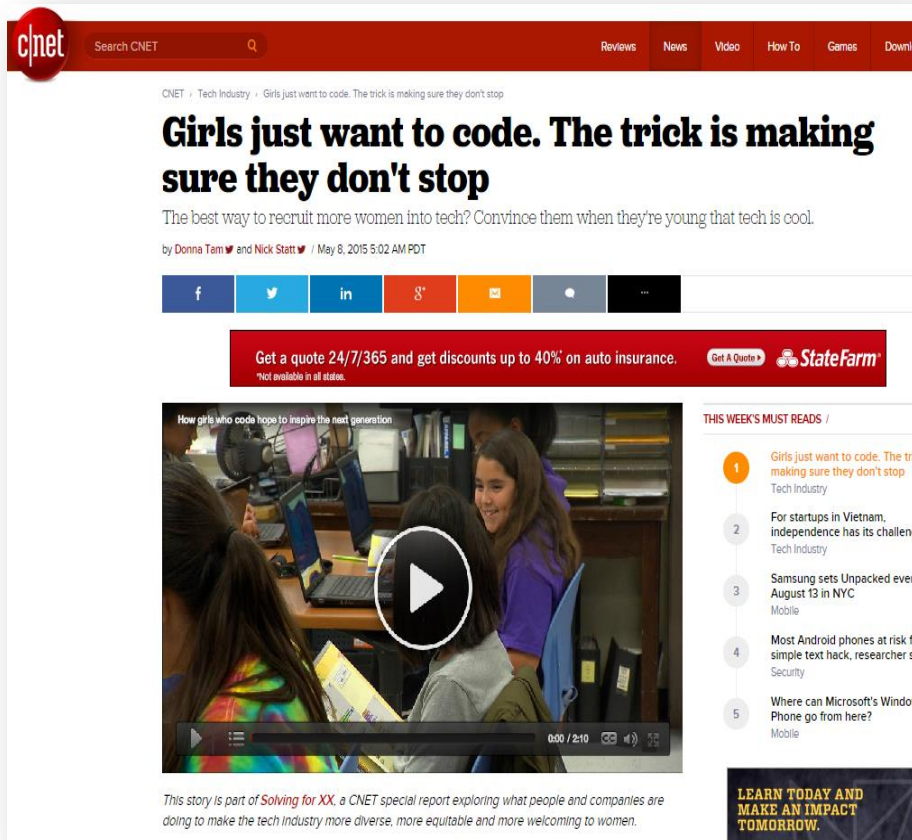


Feaster's Qualcomm Thinkabit Lab



Qcamp for Girls in STEM Coverage

Wired & CNET




The screenshot shows a CNET article page. At the top is the CNET logo and navigation links for Reviews, News, Video, How To, Games, and Downloads. The article title is "Girls just want to code. The trick is making sure they don't stop" by Donna Tam and Nick Statt, dated May 8, 2015. Below the title is a video player with a play button and a progress bar showing 0:00 / 2:10. To the right of the video is a "THIS WEEK'S MUST READS" list with five items. At the bottom of the article is a call to action: "LEARN TODAY AND MAKE AN IMPACT TOMORROW."

CNET Tech Industry · Girls just want to code. The trick is making sure they don't stop

Girls just want to code. The trick is making sure they don't stop

The best way to recruit more women into tech? Convince them when they're young that tech is cool.

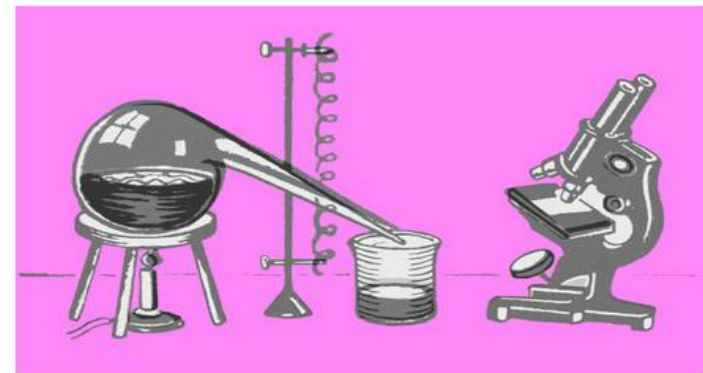
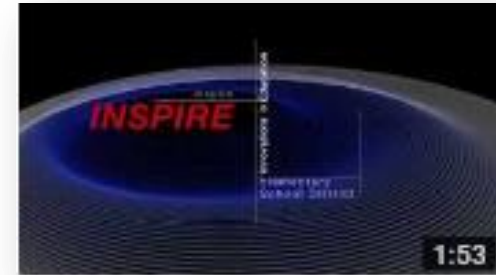
by Donna Tam and Nick Statt / May 8, 2015 5:02 AM PDT

Get a quote 24/7/365 and get discounts up to 40% on auto insurance. [Get A Quote](#) 

THIS WEEK'S MUST READS /

- 1 Girls just want to code. The trick is making sure they don't stop. Tech Industry
- 2 For startups in Vietnam, independence has its challenges. Tech Industry
- 3 Samsung sets Unpacked event for August 13 in NYC. Mobile
- 4 Most Android phones at risk from simple text hack, researchers say. Security
- 5 Where can Microsoft's Windows Phone go from here? Mobile

LEARN TODAY AND MAKE AN IMPACT TOMORROW.



GETTY IMAGES

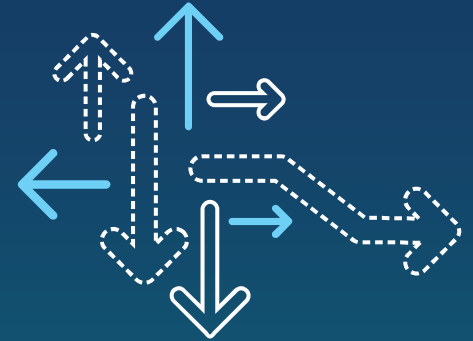
SUMMER CAMP IS the best. Let's just all agree to that right now. The crafts, the snacks, the friendships, the singalongs, the longitudinal research that could lead to a more nuanced understanding of why women leave the STEM field before reaching college age at a higher rate than their male counterparts.

Thinkabit Video Links

2014-2015

- ~2 min video of 2015 INSPIRE Award Winner – Feaster Charter Engineering Lab
 - UCTV STEAM Channel Feaster Charter:
 - <http://www.uctv.tv/thinkabit/> (0:48-12:47)
- ~2-3mins & specific to events/activities held at Thinkabit
 - International Women’s Day event:
<https://youtu.be/JiBKyEYVaLM>
 - Qcamp for Girls in STEM 2015:
https://youtu.be/Cnw49hE_JI4
 - Qcamp for Girls in STEM 2014:
<https://www.qualcomm.com/videos/qcamp-girls-stem>





Unique Public/Private Workforce Investment

Chula Vista Public Library



Thinkabit Lab Experience

