Enhanced outreach programming and storytelling

Cara Duckworth
Acting Chief Communications Officer
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Patent Public Advisory Committee quarterly meeting
Expanded outreach to historically underserved innovators

• In FY 21, launched four new annual programs:
  – Asian American and Native Hawaiian/Pacific Islander (AANHPI) inventors (May)
  – Proud Innovation (June)
  – Hispanic Innovation & Entrepreneurship (Oct)
  – Veterans Innovation and Entrepreneurship (Nov)

• Objectives:
  – Inspire
  – Educate
  – Promote awareness and access
  – Establish new and strengthen existing connections
Enhanced WES and Black Innovators programming, more to come in 2022
Key storytelling tool: Journeys of Innovation

• Monthly series telling the story of an inventor or entrepreneur who has made a positive difference in the world.

Cultivating curiosity
Arlyne Simon doesn’t want to be a statistic. She is a biomedical engineer, patent-holding inventor, author, and entrepreneur. Today, that puts her among a very small number of women—especially women of color—but Simon is on a mission to change that.

An Interview with Arlyne Simon

Driving innovation
Audrey Sherman was initially drawn to science by the appeal of “cooking polymers all day and driving a sports car,” but it was her personal drive and persistent inquisitiveness that paved her way to becoming 3M’s top female patent holder. Perhaps best known for inventing the adhesives on smartphone screen protectors and Command hooks designed for humid or soapy environments, Sherman is quick to credit the invaluable role collaboration has played in her success.

An Interview with Audrey Sherman

Inventing salsa
Johnny Pacheco popularized a New York version of Cuban dance music by founding a label, Fania Records, and a troupe of performers, the Fania All Stars, in the 1960s. He called it all “salsa”—the music, the dancing, the culture as a whole—and the term has stuck. Through salsa, Pacheco and Fania achieved lasting recognition for performers from the United States’ growing Latino communities and created a worldwide market for Latin dance music.
National Outreach Partnerships: Celebrating & creating innovators with the National Inventors Hall of Fame (NIHF)
NIHF | Partnership Agreement

• **Joint agreement**
  • USPTO’s largest outreach partnership
  • USPTO provides $4 million cash & in-kind
  • NIHF matches funds

• **Recognition Programs**
  • Annual induction in May
  • Museum in HQ

• **STEM & IP education programs**
  • PreK-12 nationwide
  • 180,000 children annually
  • 22,000 teachers trained annually

• **Collegiate Inventors Competition**
  • Nationwide graduate & undergraduate
  • Ceremony at USPTO HQ
NIHF | Inductees to NIHF

- Must hold **U.S. Patent** and significantly contribute to nation’s welfare
- **Over 600 inductees**
- Induction held annually in May in **Washington, DC**
- Featured in **NIHF Museum**
- **Integrated** into all aspects of program offerings
NIHF | Inductees to NIHF: Class of 2022

- Class of 2022 includes first Black women: Dr. Patricia Bath and Dr. Marian Croak

- Anyone can nominate to NIHF: www.invent.org/inductees/nominate-inventor

  - Patent: U.S. patent that is groundbreaking
  - Progress: Invention has widespread use
  - Perseverance: Inspiring story
  - Passion: Leaders in their field & dedicated to next generation
NIHF PreK-12 Education Programs

National Inventors Hall of Fame
Programs & Audience

- Invention Playground: Preschool
- Camp Invention: K-6th Grade
- Invention Project K-6: K-6th Grade
- Club Invention: 1st-6th Grade
- STEM Maker Lab: 1st-6th Grade
- Innovation Exploration Kits: K-9th Grade
- Invention Project 6-9: 6th-9th Grade
- Leaders-in-Training: 7th-9th Grade
- Leadership Intern: High School
- Collegiate Inventors Competition: College
- Professional Development: Educators
NIHF | Camp Invention

- NIHF’s **flagship** outreach program since 1990
- National **K-6 grade** STEM & IP education program
- New **curricula** developed by NIHF annually
- Input and participation from **inductees**
NIHF | Camp Invention

• **140,000** children participate annually

• **3,000** school districts in 50 states, D.C., and Puerto Rico each year

• **17,000 certified** teachers trained annually with 30+ hours of professional development

• **200,000** children in school districts nationwide impacted annually by teachers trained in IP every year

• **60-100,000** underserved students receive scholarships annually
Multiple independent evaluations show short- and long-term benefits to Camp.

Lasting impact: Just one week of Camp improves students’ creativity, STEM interest, collaboration, problem solving.

Participating in Camp improves attendance, GPA, test scores the following school year.

Teachers incorporate entrepreneurial concepts and foster risk-taking in classrooms.

“Camp Invention was life changing from the start. I decided to change my librarian career to a middle school STEM teacher due to Camp Invention’s curriculum and model.”

- Stephanie Watkins, Instructor
NIHF | Pandemic pivot: At-home & hybrid

- **2020: Innovation Exploration Kits** delivered both virtual and offline at-home kits
- **99,500** PreK-12 students in all 50 states in 2020 (virtual, in-person, and offline)
- **2021: Camp Invention Connect:** Virtual, teacher-led Camp Invention
- **2021: In-person and hybrid camps** led by schools
- **Reached 200,000+ students** for first time ever
- **Scholarships** for 144,000 students so far in 2021 due to increased Fed support
NIHF | Future outreach

• Keep virtual/kit format to help reach rural/small population areas

• How to best support participation for underrepresented/served groups
  – NIHF working with Overdeck Family Foundation to translate curricula to Spanish
  – Targeted USPTO funding supports kits & materials sent to underserved students
    • FY20: USPTO funds supported 8,200 students
    • FY21: USPTO funds supporting 3,300 students
    • FY23: USPTO funding materials a permanent part of NIHF joint agreement
Thank you!

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