Schematic from Table 2 – Public Engagement

I. Issue
"Confronting negative attitudes and perceptions about math to promote achievement and make the study of mathematics more inclusive (for minorities, women, etc.)"

II. Ideal
"Everyone (including adults) sees the value of math in society; the status of STEM is elevated in the public sphere"

III. Barriers
-Changing culture is a long-term process
-Absence of current leadership, political will
-Parents who are not/have not been engaged
-Perception of the problem as one of rational decision-making to take math, whereas it is
        often an emotional/psychological barrier
-Media images and misunderstanding of relevant issues
-Cultural standards

IV. Opportunities for Coordination
-Public/private partnerships, especially with industry
-Political leadership
-Informal environments (e.g. museums, media (esp. alternative media))

V. Strategies

What	Who	Level
-Media campaign	-Government leadership	F/L
-Public-private partnerships	-Business/entertainment	N/L
	-Schools and universities	L
	-Government bodies	F/L
-Informal engagement of adults	-Miscellaneous groups	N/L
-Encouraging long-term planning, measurements	-Miscellaneous groups	F/N/S/L

VI. Existing resources
-Media outlets
-Current political leadership
-Educational organizations
-Corporate foundations
-Experience w/ previous "culture change" campaigns (e.g. anti-smoking programs)
-Reallocating current financial resources