

3 ways Bayer connects to STEM education

“Back to school” had a different meaning for many Bayer Animal Health employees this year. It meant they were connecting with students and teachers to encourage young people’s interest in STEM classes and careers.

Supporting the next generation of chemists, engineers, veterinarians, and more, helps a life sciences company like Bayer improve life for people, plants and animals now and in the future. Check out three ways Bayer brought STEM to life this summer right here in the Kansas City area.

Project 1: Getting your hands dirty



Bayer employees pack science experiment kits to send to teachers who attended the Making Science Make Sense workshops.

Learners: More than 50 third- through fifth-grade classroom teachers from surrounding school districts

Mentors: Bayer employee volunteers with expertise in fields such as veterinary medicine, scientific research and engineering

STEM details: Teachers who boost their students’ science literacy today increase the likelihood those students will have the skills needed in the future to succeed in science-based careers. To support teachers in this effort, Bayer hosted two Making Science Make Sense teacher workshops this

summer. These no-charge workshops provided teachers with the ideas and experience to conduct hands-on science experiments in their grade school classrooms.

That’s not all. Bayer delivered supply kits that will enable the teachers to engage more than 1,800 area students in experiments covering the four scientific disciplines of the Next Generation Science Standards: Earth science, physical Science, engineering design process and life science.

Project 2: How to pick your dream job



Susan Robel, who manages Consumer Ideation and Innovation for Bayer Animal Health Marketing, explains her day-to-day job to high school students.

Students: Juniors and seniors in the Blue Valley Center for Advanced Professional Studies (CAPS)

Mentors: 12 Bayer employees in roles ranging from research analytics to pharmacovigilance to IT and digital marketing hosted stations during a career exploration roundtable

STEM focus: It's not every day you hear children say that when they grow up they want to be a global market research analyst. But thanks to firsthand insights from Bayer employees, that could be the new dream job of choice for students who attended a career exploration roundtable. Opening students' minds to the variety of STEM-related careers available gives them a head start in planning their education and helps keep up their motivation to finish high school strong.

Project 3: Students as teachers



Large animal veterinary students from across the country pose in front of the Bayer cow during a visit to the company's Animal Health North America headquarters.

Students: Second- and third-year veterinary medicine students studying large animal or companion animal medicine at universities across the country

Mentors: Bayer veterinarians

STEM focus: Each year, about 25 people currently enrolled in veterinary

medicine programs apply for and are chosen to serve as Bayer Student Representatives at their respective universities. The students act as

liaisons, helping arrange educational seminars for professors and fellow students.

“One of the program’s objectives is to help the students understand the world of drug manufacturing and the regulatory environment in which we work,” says Jim Sears, a Bayer veterinarian with the Farm Animal Products team. “We educate them about our products and the variety of careers available at Bayer, plus talk to them about how veterinarians and drug manufacturers can build appropriate relationships that improve animal health.”

Bayer brings the students to an annual workshop at its Animal Health North America headquarters in Shawnee, Kan. Trish Daly, a Bayer veterinarian who supports companion animal clinics, enjoys the chance to meet the students and see them connect with each other. “The student reps are helping their peers learn about Bayer products,” Daly says. “And we hope we’re helping them better understand real-world veterinary medicine and build lasting professional relationships.”