

PLTW

**MEDIA KIT**

# UNLOCKING POTENTIAL

Since 1997, Project Lead The Way (PLTW) has unlocked the potential of millions of PreK-12 students and their teachers across the U.S. Our unique, proven curriculum empowers students to develop in-demand, transportable knowledge and skills necessary to thrive in our rapidly evolving world.



Available in all  
**50 states, D.C.,  
and U.S. territories**

**80,000+**  
teachers



**15,000+**  
programs



**12,200+**  
schools



**3x** PLTW High School graduates  
more likely to major in STEM<sup>1</sup>

<sup>1</sup> Pike, Gary and Kirsten Robbins (2014). Using  
Propensity Scores to Evaluate Education Programs.  
Indiana University-Purdue University-Indianapolis.

**PRIMARY LOGOS**

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**PLTW**

**PLTW**

**SECONDARY BADGE LOGOS**

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**CLICK THE BLUE BUTTON TO ACCESS  
THE CORRESPONDING ASSETS.**

**DOWNLOAD LOGOS**

**PHOTO LIBRARY**

**PLTW B-ROLL**



PLTW

**LAUNCH**

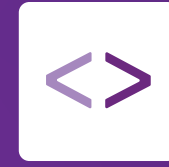
Empower students to unlock a love of lifelong learning and build on their potential through hands-on discovery.

[Learn More](#)



Lead students through the discovery of new paths and possibilities they can look forward to in high school and beyond.

[Learn More](#)



PLTW  
**COMPUTER  
SCIENCE**

Push students to think differently and become creators, not just users, of the technology around them.

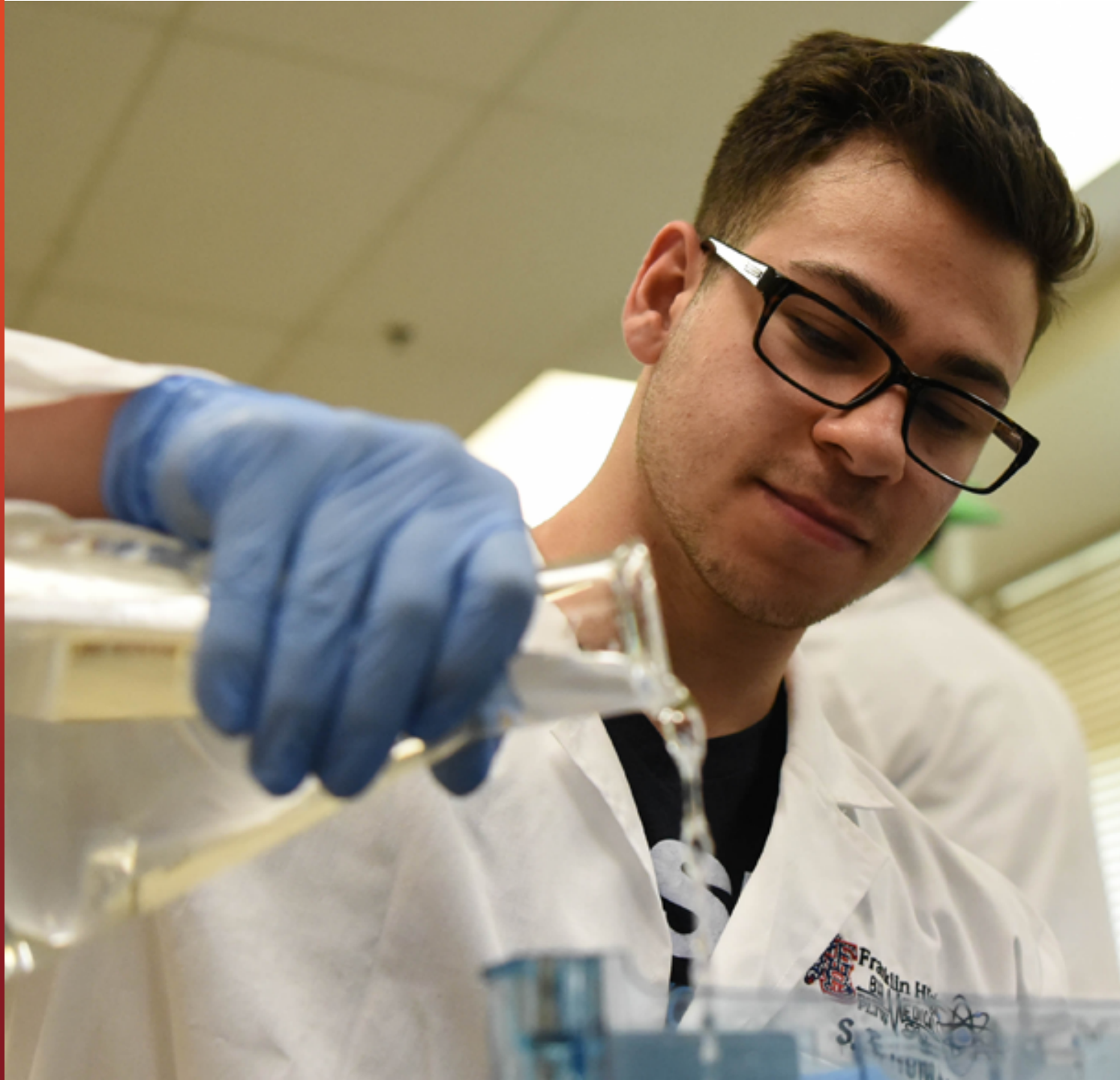
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PLTW  
**ENGINEERING**

Challenge students to step into the role of today's engineers and make the leap from dreamer to doer.

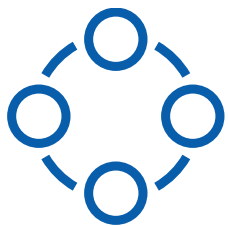
**Learn More**



PLTW  
**BIOMEDICAL  
SCIENCE**

Inspire students to tackle anything from wellness to controlling a global pandemic before even graduating high school.

[Learn More](#)



## CAREER READINESS

PLTW believes all students need access to a hands-on education that prepares them for the horizons ahead.

Whatever future they may choose, PLTW students discover careers in computer science, engineering, and biomedical science throughout all PLTW programs.

PLTW students are more likely to consider careers as scientists, technology experts, engineers, mathematicians, healthcare providers, and researchers. [1]



## REAL-WORLD RELEVANCE

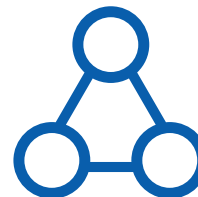
Our talented team of educators, higher education experts, policy makers, and industry voices have developed our curriculum. Their insights have created a learning experience that accurately reflects the needs of the workforce of today and tomorrow, and prepares students for life outside the classroom through:

- Problem-solving strategies
- Thinking critically and creatively
- Communicating and collaborating with others
- Perseverance



## ANYWHERE & EVERYONE

PLTW amplifies the potential in all students. We inspire students with content that reflects their world. As world events unfold, such as global health pandemics, this becomes even more important. We embedded new tools within the existing platform so that our distance learning support helps our network of teachers, students, and caregivers easily adapt to their individual distance learning needs wherever learning takes place.



## PROFESSIONAL DEVELOPMENT

Teachers are critical to successful learning. Unlocking their potential plays an immeasurable role in empowering students to lead their own learning.

PLTW Core Training incorporates real-world classroom experience through:

- Robust and interactive experience
- Increased flexibility
- Expanded resources
- Exciting networking opportunities
- Engaging high-quality content

<sup>1</sup> Pike, Gary and Kirsten Robbins (2014). Using Propensity Scores to Evaluate Education Programs. Indiana University-Purdue University-Indianapolis.



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DIMMETT**

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