



## Mentors Matter

Dow STEM Mentors are extremely valuable to the DLA program because they are the personification of the program values. These selected individuals go beyond just participating in the classroom trainings, but they shared their personal testimonials to help substantiate the training curriculum. Additionally, they accompany the program facilitators and mentees during exploratory events and service-learning opportunities.



# DOW Leadership ACADEMY

Seek Together™



The Dow Leadership Academy (DLA), an initiative of The Dow Chemical Company, is a workforce development, diversity, leadership, and mentoring experience that emphasizes the importance of academic success, community involvement, and workplace readiness. DLA provides youth, and primarily minority students, with opportunities to grow through training, career exploration, service learning, and mentoring.



In collaboration with the Iberville Parish School District and Orange Strategy, the three-year pilot program was launched in 2017 for 10th-graders at White Castle High School. As of Spring 2020, the inaugural group graduated. DLA is a shining example of the power of collaboration, innovation, and responsible corporate citizenship. In 2021, Due to the success of the first pilot program, DLA has now expanded to three chapters in Angleton, Texas; Hahnville, Louisiana; and Whitecastle, Louisiana.



**STACEY GAUTREAU**  
 Director of Public Affairs U.S. South, The Dow Chemical Company

"Dow has been in the community for over 60 years. We must continue to ensure that students today are trained to become our workforce of tomorrow, particularly if we want a diverse talent pool. We have to provide young people with the right resources to cultivate their development in a way that puts them on the path to success."



**TERRY G. SIMMONS, JR.**  
 Workforce Development Consultant, Orange Strategy

"To grow a workforce, we have to be willing to groom a workforce. When we value human capital to the extent that we are willing to make a long-term investment in the development of young people, the return on investment is immeasurable."



**DAVID CASTILLO**  
 Corporate Volunteer  
 Manager, STEM Manager,  
 Dow Chemical Company



**DIANELL WILLIAMS**  
 Corporate Volunteer  
 Manager, STEM Manager,  
 Dow Chemical Company

**Brand development, consulting, curriculum development, project management, and training for the Dow Leadership Academy is provided by Orange Strategy.**



Orange Strategy, a T. Simmons company, is a branding, media, and talent solutions firm. We work to develop and execute cutting edge concepts that produce both economic and human outcomes. Understanding that the development of human capital happens one person at a time,

Orange Strategy works with communities to execute strategic initiatives that drive individuals into the workforce pipeline. Our goal for DLA is to develop a sustainable, skilled labor pool by developing residents that are prepared to compete for opportunities in high-demand and emerging industries.

**Executive Summary**

DLA aims to encourage students from diverse communities to pursue STEM careers by attending college. It uses a modular curriculum and partners with Orange Strategy for trainings and learning opportunities. Dow STEM Mentors support participants and engage with their families. The program covers various topics including STEM exploration, leadership, college preparation, and civic engagement. Minorities often face roadblocks in pursuing STEM due to lack of resources, safety, positive influences, and relatable role models. The program seeks to address these challenges and set higher expectations for students. The three-year pilot program showed positive outcomes in academic engagement, high school completion, college admission, occupational skills, soft skills, financial literacy, and pursuit of STEM or high-demand occupations. The outcomes that were measured included:

