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*Life*  *Journey*  
Find your passion

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## 1 The Mission

Ask a student in Maryland the question “What do you want to be when you grow up? The answer is often Doctor, Lawyer or Ray Lewis (or maybe RG3). Most Marylanders are not aware of is that answer could be Doctor Lawyer, Cyber Threat Analyst, or SCIF designer. Why? Maryland is home to amazing STEM careers, but uncovering what they are is very difficult. Attaining the skills you need to land those is an unknown for most students and parents alike. Inspiring our youth toward these professions is critical to our region’s future, our country’s global competitiveness and national security.



There is a “Ray Lewis” in every leading company in Maryland, but most students don’t know who those leaders are and as a result do not aspire to be them. By transforming our leaders into STEM role models at scale, LifeJourney enables students to “live a day in the life” of these leaders enabling the student to work from his or her own office inside the company (see image above). Our companies can now lead thousands of students, enabling them to work on real projects and business situations, exposing them the hard, soft, entrepreneurial and technology tools they would use in that actual job.

The LifeJourney technology provides scale to mentorship by empowering a single mentor to guide 100,000’s of students with under 30 minutes of time commitment a month. This enables Maryland to provide every student a STEM mentor from a leading Maryland company. This significantly expands the pipeline of STEM students and connects them directly into the workforce and educational paths. It then empowers schools across Maryland and the nation to connect what they teach in the classroom to real careers lived by real professionals in their communities and experience opportunities they never before imagined.

## 2 STEM Ideation Day

The national debut of LifeJourney will launch in Baltimore for STEM Ideation Day featuring many of Maryland’s leading STEM companies and Federal agencies. LifeJourney STEM Ideation Day is a 45-minute class experience to enable students to explore and “test drive” careers (LifeJourney Field Trips) by Maryland’s leaders and leading companies.



### National STEM Ideation Day October 2013

STEM Ideation Day will enable students across America to test drive future careers in STEM and experience a day in the life of America’s leading STEM leaders.



**Lockheed Martin to launch Data Scientist LifeJourney... to inspire millions of students about big data.**

**What is LifeJourney?**



*The Data Scientist LifeJourney is one of 250 LifeJourney*

### 3 LifeJourney Field Trips

LifeJourney Field Trips are the building blocks that allow students to experience what it's like to be (for example) a Digital Forensic Analyst at NSA or a Threat Analyst at KeyW. Field Trips engage students by introducing the actual skills, abilities, and day-to-day tasks performed by a professional in that field. Field Trips are presented through an on-line game or a technical challenge in which the student is presented with a problem and exposed to the technology to solve it.

A LifeJourney Field Trip is sponsored and developed by leading companies highlighting their technology or product to inform, illustrate, and guide the student enabling students to develop the specific skill needed to earn that job. An example of a LifeJourney Field trip is Clearable where a student can connect their

Facebook account and test drive their ability to gain a top-secret security clearance based on their actual behaviors online. You can test this live at [www.clearable.us](http://www.clearable.us)



### 4 "Ideation Day" Reporting

After each school runs STEM Ideation Day, students, companies, agencies and educators will all receive detailed reporting and metrics.



## 5 Maryland: A Role Model to the Nation

Maryland is the epicenter of Cyber security to the world. Cyber security is so important to the STEM initiative of the United States because everything about cyber impacts Science, Technology, Engineering and Math. With 20,000 open positions in Cyber Security alone, Maryland has the opportunity to be the “Role Model to the Nation” by having its leaders transform a generation at scale. LifeJourney also will feature numerous LifeJourney experiences to connect to this rapidly growing market.

### Cyber Security Hot Beds with Job Openings

The Internet is full of cyber security job postings sourced by job boards, corporate websites, and various publication listings. The expanse of our research, which was a snapshot in time of the first week in October 2012, includes 340,000 jobs posted by 18,769 companies nationwide.

*Our analysis considered over 18,000 companies with over 340,000 cyber security job postings nationwide.*

Based on this nationwide collection, we were able to segment them by region to make comparisons between several regions that are commonly considered hotbeds in cyber security. Figure 1 shows the relationship of the number of cyber security jobs posted in their respective regions. This data considers each city and the 25-mile surrounding area. Baltimore with 13,393 postings, ranks 3<sup>rd</sup> just behind Palo Alto and San Francisco, two technical powerhouses, and slightly edges out Boston who sits at 4. The remaining cities have significantly lower numbers, but are still very relevant cyber security regions.



