

Dear Educator,

I am pleased to share a new program that has been developed for middle and high school students (ages 11–17) to foster their knowledge of data as a powerful problem solving skill. [DISCOVER DATA](#) is a 21st Century education initiative powered by the Nielsen Foundation in collaboration with Discovery Education and the Afterschool Alliance that introduces students to relatable, real-world applications of data and the professionals using that data to innovate the future. The program features resources aimed to inspire all students to think about data as it relates to areas of their daily lives, including:

- **Activities and Lesson Starters (Gr. 6–12)**, aligned to Common Core State Standards with relatable and relevant topics to engage middle and high school students that address real-world scenarios where data informs solutions: Sports, Holidays, Sustainability, Media, and Product Development
- **Video and PDF Career Profiles** to showcase the responsibilities and diverse opportunities available around various careers in data
- **A classroom visit** opportunity (in person or virtual) from a real-world volunteer data professional who can discuss their career and guide your students through one of the fun and exciting DISCOVER DATA activities

DISCOVER DATA activates the diverse and innovative community of volunteers, including Nielsen associates, who can donate their time to talk about data science with classrooms and afterschool programs in their local communities. Equipped with expertise and data-driven activities, volunteers can serve as a connection to your students as they share their career experiences with data.

Your school or afterschool program can request a visit (virtual or in-person subject to availability) from a volunteer who will discuss their career and take students through a DISCOVER DATA activity—all you need to do is sign up on the [DiscoverDataInSchool.org](https://www.DiscoverDataInSchool.org) homepage.

Not quite ready for a volunteer visit but still interested in introducing data to your middle and high school students in a fun and relatable way? Great! I encourage you to browse the free activities and career profiles available to educators anytime on [DiscoverDataInSchool.org](https://www.DiscoverDataInSchool.org).

Check out the next page for more information on why the demand for data skills is on the rise along with a quick guide on how to request a visit.

Thank you!

WHY IS DATA SCIENCE SO IMPORTANT?

Data science is one of the fastest growing fields! As more data exists, the economy needs people to understand, process and evaluate that data across every industry. In fact, industry research shows that:

90% of the data in the world today has been created in the past 2 years

10 MILLION Photos are uploaded to Facebook every hour

Stored information grows **4X FASTER** than the world economy

Since 2012, available data science careers have grown **650%**

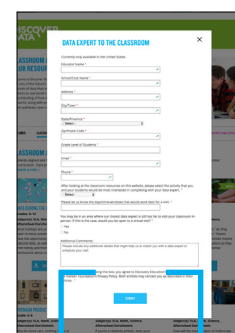
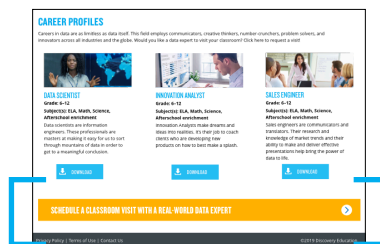
THE TOP 5 emerging jobs in the U.S. involve working with, evaluating and analyzing data

50% of jobs in data science are currently going unfilled

Data Sources: LinkedIn 2017 emerging Jobs Study—[Link](#); University of California Riverside 2018—[Link](#)

HOW TO REQUEST AN IN-PERSON VISIT FROM A VOLUNTEER DATA EXPERT:

1. Visit www.DiscoverDataInSchool.org
2. Click on “Schedule a classroom visit from a real-world data expert”
3. Fill out the request form, and click “submit” *



4. We will be in touch to connect you with your data expert so you can schedule their visit and get your students on the path to DISCOVER DATA!

*If you already have a relationship with or have been reached out to by a specific Nielsen associate whom you would like to request to visit your classroom or afterschool program, be sure to enter their name in the comments section.