

**ON** *purpose*  
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# Building Connection and Curiosity Through STEM Education

PLTW

**Joel Kupperstein,**  
Chief Product Officer

**Vanessa Stratton,** Senior Vice President  
of Instructional Development

**Sylvia Huff,**  
Senior Vice President of Research

**Jason Rausch,** Senior Vice President  
of Instructional Development



# Where Purpose Meets Impact

On Purpose celebrates the transformative power of learning to uplift, inspire, and empower. Each year, we spotlight organizations using e-learning to drive meaningful change in their communities and beyond. These stories remind us that learning is more than knowledge—it's action, progress, and connection.

At Articulate, we're proud to stand alongside the people and organizations making this work possible. Together, we believe learning can shape a better world.



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“Learning is the **bridge** between *potential* and *possibility*.”

**Monika Saha**, Chief Commercial Officer

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With interactive experiences and digital tools, PLTW prepares students and teachers nationwide to thrive in STEM.



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## PLTW

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### MISSION

Create a transformative learning environment and empower students to develop in-demand knowledge and skills necessary to thrive in an evolving world

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### INDUSTRY

Education/STEM

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### HEADQUARTERS

Indianapolis, IN

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### FOUNDED

1997

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### LEARNING AUDIENCE

PLTW teachers and students

# Transformative learning

A group of students gather around a robotics kit. They flip a switch, but nothing happens—the motor stalls, and the robot doesn't move. Instead of frustration, the room buzzes with focus as students regroup, revise, and rebuild.

“We try to instill in our students that it's ok to fail,” says Vanessa Stratton, Senior Vice President of Instructional Development. “It's ok if you don't get it right the first time. Our students are amazing problem solvers.”

Scenes like this play out every day in Project Lead The Way (PLTW) classrooms around the country.

The organization designs STEM experiences that remove learning barriers for students, pique their curiosity, and encourage their persistence.

Serving 2.5 million students and over 100,000 teachers across the U.S., the nonprofit prepares pre-K-12 students for careers, college, and life by equipping them with the STEM knowledge, credential preparation, transferable skills, and confidence that they need to succeed.

Online learning is integral to that work. Interactive simulations and virtual labs allow learners to explore complex concepts even when physical resources aren't available, while embedded assessments provide timely feedback to guide their progress.



“All of our learning experiences are delivered digitally, and either facilitated virtually or in person,” says Stratton. “We're constantly thinking about how we can expand access for all of our students, and learning directly ties back to that mission.”

# Removing barriers, building community

Preparing its educators for success is just as critical. PLTW's content is sophisticated and hands-on, requiring deep subject matter expertise to guide experiential learning effectively. Through a combination of synchronous and asynchronous learning, online and in person, the organization can prepare teachers consistently at scale across the entire country.

That structure also helps foster community, which is particularly important for teachers who may be the only STEM educator in their school.

"Our online professional development opportunities are transformative for a lot of our teachers," says Jason Rausch, also a Senior Vice President of Instructional Development. "Many of them are still in touch with the people they trained with a decade ago. The

community we're building through learning allows us to create that environment."

"E-learning is a tremendous avenue for improving our access and reach," adds Joel Kupperstein, Chief Product Officer at PLTW. "It's allowed us to deliver consistently high-quality training and instruction for both students and teachers—at scale, and with real impact."



"[E-learning has] allowed us to deliver consistently high-quality training and instruction for both students and teachers—at scale, and with real impact."

**Joel Kupperstein, Chief Product Officer**

# Adapting to evolving learning needs

A recent internal survey of over 4,000 PLTW teachers reflects that impact. 91 percent reported confidence in teaching their subject matter, and 72 percent said the training improved their effectiveness in the classroom.

“Teacher satisfaction and self-efficacy are critical,” says Sylvia Huff, Senior Vice President of Research. “And they’re closely tied to student outcomes. When teachers are prepared and supported, students benefit.”

As STEM education continues to evolve, PLTW focuses on staying ahead by adapting its content, tools, and training to meet the changing needs of students and educators.

“The learning experience is changing quickly, and the number of different learning scenarios we need to support keeps growing every day,” says Kupperstein. “As we move forward, we’re focused on using learning to meet learners where they are and to design content that works in any environment.”

“When teachers are prepared and supported, students benefit.”

**Sylvia Huff, Senior VP of Research**



# The Stories Don't End Here

Impact is never a solo act—it's multiplied when communities, organizations, and individuals come together. Explore more stories, meet the nonprofits leading change, and discover how you can get involved. Whether by sharing your story, applying for next year's edition, or giving back to causes that matter, your contribution can ripple outward to create lasting change.



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- 02 Discover additional content shaping the landscape of learning
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