

2008), see section 3 of Pub. L. 111-39, set out as a note under section 1001 of this title.

#### § 1067e-1. Promotion of entry into STEM fields

##### (a) Authority to contract, subject to appropriations

The Secretary is authorized to enter into a contract with a firm with a demonstrated record of success in advertising to implement a campaign to expand the population of qualified individuals in science, technology, engineering, and mathematics fields (referred to in this section as “STEM fields”) by encouraging young Americans to enter such fields.

##### (b) Design of campaign

The campaign under this section shall be designed to enhance the image of education and professions in the STEM fields and promote participation in the STEM fields, and may include—

- (1) monitoring trends in youths’ attitudes toward pursuing education and professions in the STEM fields and their propensity toward entering the STEM fields;
- (2) determining what factors contribute to encouraging and discouraging Americans from pursuing study in STEM fields and entering the STEM fields professionally;
- (3) determining what specific factors limit the participation of groups currently underrepresented in STEM fields, including Latinos, African-Americans, and women; and
- (4) drawing from the market research performed under this section and implementing an advertising campaign to encourage young Americans to take up studies in STEM fields, beginning at an early age.

##### (c) Required components

The campaign under this section shall—

- (1) include components that focus tailored messages on appropriate age groups, starting with elementary school students; and
- (2) link participation in the STEM fields to the concept of service to one’s country, so that young people will be encouraged to enter the STEM fields in order fulfill the obligation to be of service to their country.

##### (d) Priority

The campaign under this section shall hold as a high priority making specific appeals to Hispanic Americans, African Americans, Native Americans, students with disabilities, and women, who are currently underrepresented in the STEM fields, in order to increase their numbers in the STEM fields, and shall tailor recruitment efforts to each specific group.

##### (e) Use of variety of media

The campaign under this section shall make use of a variety of media, with an emphasis on television advertising, to reach its intended audience.

##### (f) Teaching

The campaign under this section shall include a narrowly focused effort to attract current professionals in the STEM fields, through advertising in mediums likely to reach that specific group, into teaching in a STEM field in elementary schools and secondary schools.

(Pub. L. 89-329, title III, §356, as added Pub. L. 110-315, title III, §315(a)(2), Aug. 14, 2008, 122 Stat. 3183.)

#### Editorial Notes

##### PRIOR PROVISIONS

A prior section 356 of Pub. L. 89-329 was renumbered section 395 and is classified to section 1068d of this title.

#### § 1067e-2. Evaluation and accountability plan

The Secretary shall develop an evaluation and accountability plan for projects funded under this subpart. Such plan shall include, if the Secretary determines that it is practical, an objective measure of the impact of such projects, such as a measure of whether underrepresented minority student enrollment in courses related to science, technology, engineering, and mathematics increases at the secondary and postsecondary levels.

(Pub. L. 89-329, title III, §357, as added Pub. L. 110-315, title III, §315(a)(2), Aug. 14, 2008, 122 Stat. 3184.)

#### Editorial Notes

##### PRIOR PROVISIONS

A prior section 357 of Pub. L. 89-329 was renumbered section 396 and is classified to section 1068e of this title.

#### SUBPART 3—ADMINISTRATIVE AND GENERAL PROVISIONS

#### Editorial Notes

##### CODIFICATION

Pub. L. 110-315, title III, §315(a)(1), Aug. 14, 2008, 122 Stat. 3182, redesignated subpart 2 (§1067 et seq.) of this part as subpart 3 of this part.

Pub. L. 105-244, title III, §301(a)(5), Oct. 7, 1998, 112 Stat. 1636, redesignated subpart 3 (§1135d et seq.) of part B of subchapter X of this chapter as subpart 2 of this part.

#### § 1067g. Eligibility for grants

Eligibility to receive grants under this part is limited to—

- (1) public and private nonprofit institutions of higher education that—
  - (A) award baccalaureate degrees; and
  - (B) are minority institutions;

- (2) public or private nonprofit institutions of higher education that—

- (A) award associate degrees; and
- (B) are minority institutions that—
  - (i) have a curriculum that includes science or engineering subjects; and
  - (ii) enter into a partnership with public or private nonprofit institutions of higher education that award baccalaureate degrees in science and engineering;

- (3) nonprofit science-oriented organizations, professional scientific societies, and institutions of higher education that award baccalaureate degrees, that—

- (A) provide a needed service to a group of minority institutions; or
- (B) provide in-service training for project directors, scientists, and engineers from minority institutions;