Background

Corteva Agriscience:
• Global agriculture company that provides farmers around the world with the most complete portfolio in crop protection, seeds, and digital platforms

Corteva Grows Science Outreach:
• Industry leading educational outreach program
• Strives to provide interactive programs that aid in developing the next workforce in STEM and agriculture

Research Questions
• What motivates Corteva employees to volunteer in outreach programs?
• What are common characteristics of the current volunteers?

Methodology
• Created a voluntary, anonymous online survey on the Qualtrics platform working with the Institutional Review Board (IRB)
• The survey was shared internationally with a focus on English-speaking employees
• ~710 responses were collected
• Responses were cleaned, grouped, and graphed
• Statistical testing was completed using ANOVA, T-tests, Person Correlation, and other tests

Research Questions
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Figure 1. Motivation(s) of volunteers and non-volunteers

Most Commonly Selected Motivations Among Volunteers And Non-Volunteers

Conclusion: Motivations

• Employees from North America say that their greatest motivator is that they are “invested in the community”
• “Improving skills” is the greatest motivator for the employees of Africa, the Middle East, Asia Pacific, and Europe
• Different regions have different motivations

Characteristics Results

Conclusion: Characteristics

• Higher familiarity with the program correlates with volunteering
• Volunteers have increased comfort and experience with outreach activities (Figure 2.)
• Contribution from business functions has diversified over time
• Research & Development are very active with science outreach
• Tenure has a significant impact on whether someone is a volunteer (Figure 3.)
• Age does not have a significant impact on being a volunteer
• More regions are getting involved in science outreach

Future Goals

Our future goals include:
• Benchmarking Corteva Grows Science Outreach against other programs
• Potential publication in a science education focused journal
• Completing analysis for student impact
• Correlating historical data with employee survey data to understand more about varying factors surrounding opportunities for outreach

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References
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Figure 2. Average comfort and experience communicating science outreach activities

Figure 3. Tenure