

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:

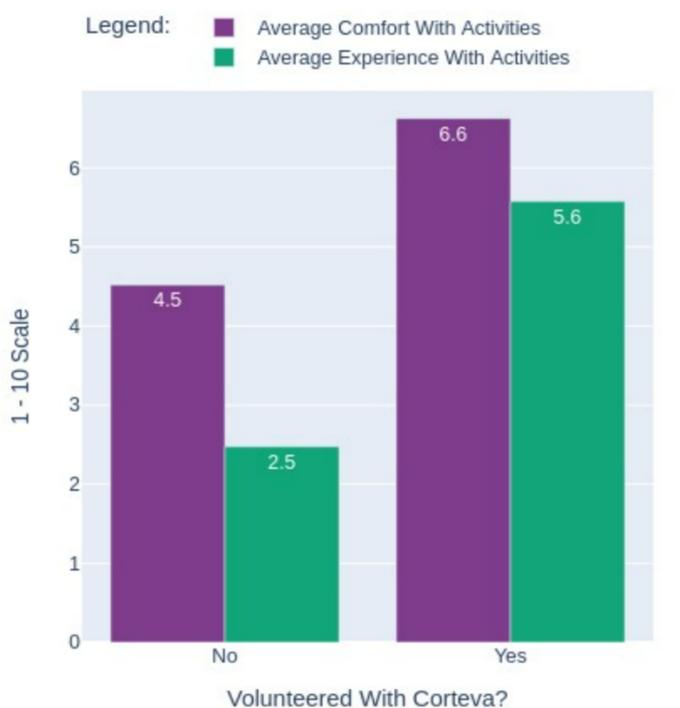
- Industry leading educational outreach program
- Strives to provide interactive programs that aid in developing the next workforce in STEM and agriculture

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



Characteristic Results

Figure 2. Average comfort and experience communicating science outreach activities

Most Commonly Selected Motivations Among Volunteers And Non-Volunteers

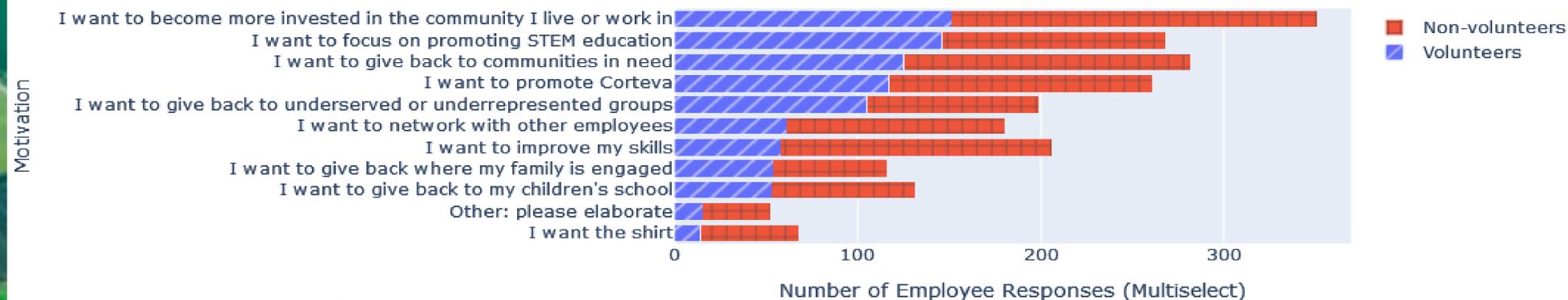


Figure 1. Motivation(s) of volunteers and non-volunteers

Conclusion: Motivations

Figure 1.

- 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

Conclusions: 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

Years At Corteva for Volunteers

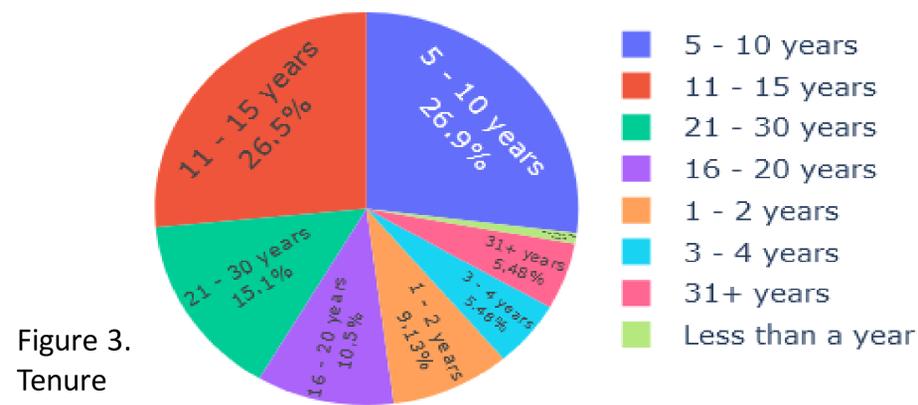


Figure 3. Tenure

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

References

- [The Belmont Report | HHS.gov](#)
- [Computer Science & Technology Education Program | Microsoft TEALS](#)
- [Corteva Grows Science Outreach](#)
- [Measuring student learning | Center for Teaching Innovation \(cornell.edu\)](#)
- [Designing volunteers' tasks to maximize motivation, satisfaction and performance: The impact of job characteristics on volunteer engagement | SpringerLink](#)

Thank You

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