



# Forschungsarbeit des Monats Mai 2014

**Shana Kennedy-Salchow**

**Thema der Dissertation:**

„A MINT STEM is growing in Corporate Philanthropy  
in Primary and Secondary Education in the U.S. and Germany“

Institution: Humboldt Universität

Betreuer: Professor Dr. Rita Nikolai, Juniorprofessorin für Systembezogene Schulforschung

**Stand der Arbeit:** Further development of theoretical framework and methodology

In both Germany and the United States, several corporations are using an acronym to bring together many education actors around the idea of needing to improve education in the natural sciences, mathematics, and technology. My doctoral research aims to find out why there are such similarities and how corporations have changed the way they use philanthropy over the last decade to address these disciplines, especially in elementary and secondary education.

My dissertation leans on historical institutional and ideational theories. The basic concept is that top corporations in the U.S. and Germany have traditionally had very different approaches to their involvement in education but their involvement in education started to look quite similar over the last decade. After the PISA Schock in Germany and the results of the No Child Left Behind Act in the U.S., corporations have gradually transformed the way they support education because of changes in factors such as: philanthropic giving approaches, the perceptions of the education system, and the perceived long-term educational needs of the corporations. As institutional entrepreneurs, corporate philanthropy sought to build momentum around the ideas of needing to improve education in Science, Technology, Engineering, and Math (STEM) in the U.S. and Mathematik, Informatik, Naturwissenschaften und Technik (MINT) in Germany. In doing so they have started to shift to education policy engagement and are bringing the focus to disciplines where they have the most legitimacy and they perceive to be of most importance to them in the long-run.

With an ever increasing “skills and knowledge race,” many countries have been quick to adopt education reforms with the goal of being economically competitive in the long run. Through their corporate philanthropic arms, many large corporations have stepped up and continue to come forward to aid these efforts. Understanding the role of corporate philanthropy in education over the last decade in the U.S. and Germany is important for corporations and education systems as they engage in future education initiatives.

**Shana Kennedy-Salchow** über das Forschungskollegium:

*„As a relatively new PhD student in Erziehungswissenschaft with a dissertation project that focuses on both K12 education reform and philanthropy, the Maecenata Forschungskollegium has been very interesting for me as I think through the philanthropy side of it. As a result of presenting my exposé at the collegium I received valuable feedback I would not have received otherwise. Also watching the other members present their research has opened my mind to many possibilities for my own research. Lastly, because education seems to be a popular topic for the Forschungskollegium at the moment, I was fortunate to meet some fabulous researchers that I communicate with regularly to further improve my project.“*

**Kontakt:**

**fvzf** Förderverein  
Zivilgesellschaftsforschung

c/o Maecenata Stiftung  
Wilhelmstrasse 67  
D - 10117 Berlin-Mitte

Tel.: +49-30-28 38 79 09

Fax: +49-30-28 38 79 10

E-mail: [fvzf@maecenata.eu](mailto:fvzf@maecenata.eu)

[www.zivilgesellschaftsforschung.de](http://www.zivilgesellschaftsforschung.de)