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Pathway to STEM: Using Outreach Initiatives as a Method of Identifying, Educating and Recruiting the Next Generation of Scientists and Engineers DEEDEE ORTIZ-ARIAS, ANDREW ZWICKER, ARTURO DOMINGUEZ, SHANNON GRECO, Princeton Plasma Phys Lab — The Princeton Plasma Physics Laboratory (PPPL) uses a host of outreach initiatives to inform the general population: the Young Women's Conference, Science Bowl, Science Undergraduate Laboratory Internship, My Brother's Keeper, a variety of workshops for university faculty and undergraduate students, public and scheduled lab tours, school and community interactive plasma science demonstrations. In addition to informing and educating the public about the laboratory's important work in the areas of Plasma and Fusion, these outreach initiatives, are also used as an opportunity to identify/educate/recruit the next generation of the STEM workforce. These programs provide the laboratory with the ability to: engage the next generation at different paths along their development (K-12, undergraduate, graduate, professional), at different levels of scientific content (science demonstrations, remote experiments, lectures, tours), in some instances, targeting underrepresented groups in STEM (women and minorities), and train additional STEM educators to take learned content into their own classrooms.

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