



28 April 2010

Dear Friends:

We are looking for some help from a private or corporate sponsor for a project that we feel would not only benefit the sponsors but also have a significant positive impact in the world. The BYU Department of Mathematics is working to help inspire young people to study mathematics by producing a series of several high-quality, short films about careers and opportunities in mathematics.

The introductory segment has already been produced, and you can view this film at WeUseMath.com. Each of the remaining films will highlight a specific career area in mathematics by featuring people who work in that career, what they do, why they like their job, what kind of problems they work on, and how they came to work in that career.

Our primary goal is to substantially boost the number of students studying mathematics at every level and thereby increase the number of well-qualified, technically skilled workers in America. To accomplish this we plan to do the following:

1. Get **every high school mathematics student in America to see these films** and
2. Get every student who sees one of the films to walk away saying, **“The people in that film have great jobs, working for great companies, doing exciting things, using mathematics. I want to do that, too.”**

To reach as many high school and college students as possible, we plan to make the film series easy and attractive for math teachers to use in their classrooms. Among other things, we hope to send a free copy of the whole series on DVD to every high school math teacher in the country, make the films freely available from our website WhenWillIUseMath.com, and post the films on other streaming media sites like Yahoo Video and YouTube.

We need your help in two ways:

- A. We want to feature smart, charismatic people who have interesting stories to tell about how they use their mathematical training in their work. These need to be people that high school and young college students can relate to. We need your help to identify and contact these people.
- B. We need financial support to finish production of the films and distribute copies to high school and college math teachers and career counselors.

The cost of producing and distributing each segment is about \$35,000. Corporations that can provide that much financial support toward the completion of the project will

1. Have your employees featured in at least one of the segments.
2. Have your company’s name featured prominently in each film segment as a sponsor of the series.
3. Have permission to use any of the films for your own PR, marketing, and recruiting efforts.

This project will benefit many young people as they decide on their career paths, but it can also benefit sponsor’s companies by

- Increasing the pool of well-qualified, technically skilled, prospective employees.
- Showing young people around the country that working for your company is interesting and rewarding.
- Showing the general public that your company is doing exciting, cutting edge work that really makes a difference in the world.

- Publicly demonstrating your company's commitment to education.

If you think this project is something you would like to be part of, please contact me. I would love to hear from you.

Yours truly,

A handwritten signature in black ink, appearing to read 'Tyler Jarvis', with a long horizontal flourish extending to the right.

Tyler Jarvis
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