KC STEM Alliance

STEM CONNECT KC TOOLS

DIRECTORY OF STEM PROGRAM PROVIDERS
(and supporting organizations)

What: An online resource for families in the Kansas City region to find STEM education/experiences that best meet their needs. STEM Connect KC includes a directory-style listing searchable by:

> Keyword
> Type of organization
> Audience served
> Types of programs provided
> Areas of focus
> Zip code radius
> Upcoming opportunities/events

Where: STEM Connect KC will be housed at kcstem.org. After testing and refinement, the site will be reorganized to make STEM Connect KC the primary content.

Why: STEM Connect KC fills a need expressed by Kansas City families, funders and other STEM providers for an aggregate view of STEM opportunities across the region.

> Becoming an active part of Kansas City's STEM learning ecosystem can offer new ways to collaborate and strengthen our region as a whole.

> Participation will raise awareness and visibility of your organization and its STEM programming.

How: All STEM program providers are invited to share information for the directory here: www. kcstem.info/PartnerProfileForm. Please submit profile form by **September 10, 2018,** to be included in the initial launch.

EVENT/OPPORTUNITY CALENDAR

What: This expansion of the kcstem.org events calendar will connect submitted calendar events and opportunities with STEM provider listings in the STEM Connect KC directory. The updated calendar also will feature enhanced search capabilities.

Where: Housed at kcstem.org/events, this resource will be accessible through multiple paths, including the landing page for STEM Connect KC.

Why: Including your STEM-focused events can raise awareness and visibility of specific programs and events.

> As a central repository for STEM-related happenings, this tool will generate content for KC STEM Alliance's newsletter and social media coverage.

> The calendar also can serve as a valuable long-term planning tool, helping to avoid scheduling similar events on the same dates.

How: Submit online at https://kcstem.info/NewEvent

Pointers:
> Don't forget to include registration links
> Allow 2 to 3 business days for posting. All entries are reviewed and edited.
> If you have a high volume of events, contact czind@kcstem.org to discuss ways to streamline submissions.

TIMELINE

DATA COLLECTION (AUG-SEPT 2018)

Submit profile form
Add calendar events
Share content ideas

TESTING/REFINING (OCT-DEC 2018)

10/1/18: STEM Connect KC goes live
10/1-11/30/18: Test with families, educators, and key stakeholders; refine as needed

ROLLOUT (JANUARY 2019)

Roll out new navigation on kcstem.org
Introduce new enews format
Launch promotion plan

KC STEM Alliance

NEWSLETTER + SOCIAL CONTENT

E-newsletter distribution: 4,500+ educators, corporate leaders, nonprofit leaders, volunteers

Schedule: Third Thursday of each month

Mission: To amplify STEM education opportunities, resources, best practices and success stories

How to get involved:
Share your content, feature story ideas and numbers for monthly enews and social media

Tag @stemkc on Twitter, Instagram or Facebook

Email: Callen Fairchild Zind @czind@kcstem.org

CONTENT CATEGORIES

STATS: Share research findings, survey results or participation rates to help illustrate the "state of STEM" in KC by the numbers

PERSPECTIVE: Guest columns on relevant topics

DATES: A round up of upcoming events and/or key deadlines. Submit through **STEM Connect KC** calendar.

RESOURCES: Videos, training tools, playbooks, etc. to help increase quality or access to STEM programming

STORIES: Personality profiles, success stories and features showing WHY this work matters

TIMEFRAME	SUBMISSION DEADLINE	REGIONAL EVENTS	STEM-RELATED 'HOLIDAYS'
SEPTEMBER	9/7/18	STEMMY Awards	
OCTOBER	10/5/18	KC Tech Week	World Space Week, National Chemistry Week, Mole Day (10/23)
NOVEMBER	11/2/18		One Health Day
DECEMBER	12/7/18	#GirlsinTechKC outreach	Computer Science Education Week
JANUARY	1/4/19	FIRST LEGO League Regionals	National Mentor Month
FEBRUARY	2/1/19	BFTAA STEM Day E-Week Luncheon Introduce a Girl to Engineering Day	Black History Month, National Engineers Week, Career Tech Ed Month, Great Backyard Bird
MARCH	3/1/19	FIRST Robotics Competition regionals, STEM Day at the Capitol (MO/KS)	Women's History Month, Pi Day, World Water Day, Math/Statistics Awareness Day
APRIL	4/5/19	Greater KC Science & Engineering Fair, Project Lead The Way Senior Showcase	Astronomy Day, Citizen Science Day, Earth Day, Volunteer Recognition Week, National Robotics Week
MAY	5/3/19	Geeks vs. Geeks	
JUNE	6/7/19	Maker Faire	
JULY	7/8/19		
AUGUST	8/1/19		

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