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

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.

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<table>
<thead>
<tr>
<th>TIMEFRAME</th>
<th>SUBMISSION DEADLINE</th>
<th>REGIONAL EVENTS</th>
<th>STEM-RELATED ‘HOLIDAYS’</th>
</tr>
</thead>
<tbody>
<tr>
<td>SEPTEMBER</td>
<td>9/7/18</td>
<td>STEMMY Awards</td>
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<tr>
<td>OCTOBER</td>
<td>10/5/18</td>
<td>KC Tech Week</td>
<td>World Space Week, National Chemistry Week, Mole Day (10/23)</td>
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<td>NOVEMBER</td>
<td>11/2/18</td>
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<td>One Health Day</td>
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<tr>
<td>DECEMBER</td>
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<td>#GirlsinTechKC outreach</td>
<td>Computer Science Education Week</td>
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<td>JANUARY</td>
<td>1/4/19</td>
<td>FIRST LEGO League Regionals</td>
<td>National Mentor Month</td>
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<tr>
<td>FEBRUARY</td>
<td>2/1/19</td>
<td>BFTAA STEM Day E-Week Luncheon Introduce a Girl to Engineering Day</td>
<td>Black History Month, National Engineers Week, Career Tech Ed Month, Great Backyard Bird</td>
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<tr>
<td>MAY</td>
<td>5/3/19</td>
<td>Geeks vs. Geeks</td>
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<tr>
<td>JUNE</td>
<td>6/7/19</td>
<td>Maker Faire</td>
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<td>JULY</td>
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<tr>
<td>AUGUST</td>
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