

## STEM CONNECT-KC

### WHO



Searchable directory of STEM program providers and supporting organizations in KC.

### WHAT/WHEN



Events, classes and other time-bound opportunities (scholarships, competitions)

### WHY



Enewsletter, social media, blog posts to celebrate successes, share best practices and tell our community's story

## GETTING STARTED

**1. Add your profile information:** Go to [www.kcstem.info/STEMConnectProfileForm](http://www.kcstem.info/STEMConnectProfileForm) and enter your organization's information. In your description, make sure to include STEM-specific offerings. You can include links in your descriptions to help visitors find more details. This form also asks how you would like to engage with the ecosystem. Indicate your interests so we can notify you about upcoming work groups or task forces.

**2. Attach your logo and/or banner image:** Upload a high resolution version of your logo in .png or .jpg format. If you would like to include a banner image, it should be horizontal with the ability to crop to 1900 x 350 pixels. It should not include typography. Questions? Contact [czind@kcstem.org](mailto:czind@kcstem.org).

**3. Add your events:** Go to [www.kcstem.info/NewEvent](http://www.kcstem.info/NewEvent) for the event submission form. If you have a large number of events to add at one time, please contact us for an Excel template for bulk uploading if you would prefer.

## SPREAD THE WORD

#STEMinKC (use to amplify your organization's STEM offerings and connections)

#STEMinAction (use with photos/videos/recaps to illustrate that STEM is everywhere)

#STEMConnectKC (use to direct people to this resource)

## STEM CONNECT-KC COLLATERAL

### Promotional card



### Downloadable logo



Download at [kcstem.info/downloads](http://kcstem.info/downloads)

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STEM Connect-KC shortlink: [kcstem.info/connect](http://kcstem.info/connect)

Help us celebrate your successes! Tell us what you're working on, why it matters and how others can get involved. Email [czind@kcstem.org](mailto:czind@kcstem.org) with your ideas and major announcements.

**CONTENT CALENDAR** *Guides coverage in KC STEM newsletter, social media, news section*

MONTHLY THEMES	REGIONAL EVENTS	NATIONAL EVENTS/HOLIDAYS
JAN // Mentoring		National Mentoring Month
FEB // Engineering, Career & Technical Education, Black History Month	EWeek Luncheon, Introduce a Girl to Engineering Day, Black Family Technology Awareness Association STEM Day	Black History Month, CTE Month, Engineers Week
MAR // Women in STEM, Prep for summer of learning	Regional FIRST Robotics Competitions	Pi Day, Women's History Month, World Water Day
APR // Celebrating student achievement	GKC Science & Engineering Fair, Project Lead The Way Senior Showcase	Earth Day (50th anniversary), Volunteer Week, National Robotics Week, Take Your Child to Work Day, National Library Week
MAY // Teacher/Educator Appreciation, #SummerofSTEM	KC Tech Council No Coast, Destination Imagination Global Finals	Teacher Appreciation Week, Museum Day
JUN // Environmental Sciences	TBD: Maker Faire, STEM awareness event	National Zoo/Aquarium Month, Nat'l Week of Making
JUL // Family Engagement	Summer exhibits at museums, gardens, zoo	
AUG // Real World Learning		National Aviation Day
SEP // Arts Integration	Central Exchange STEMMY Awards	
OCT // Skilled Trades	BioNexusKC annual dinner "Data to Decisions"	Ada Lovelace Day, National MFG Day, Cyber Security Awareness Month, National Chemistry Week
NOV // Biomedical Sciences	NexTech KC, GEW Youth Day, Workforce Partnership Healthcare Job Fair	National STEM Day (11/8)
DEC // CompSci/Tech	#GirlsInTechKC, KC Tech Council Flat Cassie campaign, Hour of Code events	CSEdWeek

**KEY MESSAGES**

**SOCIAL MEDIA OUTREACH**

Use these hashtags when promoting your own events and activities to help amplify the importance of STEM and drive more visitors to STEM Connect-KC:

#STEMinKC

#STEMConnectKC

#STEMinAction

#SummerofSTEMKC

Tag us @stemkc on Twitter, Instagram and Facebook with your STEM-related activities. We will share!

Because STEM Connect-KC is a community-wide effort, we encourage you to become an ambassador for making KC a STEM-literate community and to incorporate these talking points into your own messaging:

1. (*Organization Name*) is part of Kansas City's community-wide effort to make sure everyone has access to high quality experiences that build skills in science, technology, engineering and math.
2. STEM skills are increasingly important in the workplace, and with an emphasis on creative problem solving and design thinking, they are useful in every career field.
3. STEM Connect-KC is an online tool to help connect families and students with opportunities to explore science, technology, engineering and math in the greater Kansas City community.
4. If you enjoyed (*insert program name*), think about what you might like to try next by visiting STEM Connect-KC at [kcstem.info/connect!](http://kcstem.info/connect!)