



GREATNESS
STEMS
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STEM Awareness for Iowa

Communications and Marketing Strategies

Partnership Introduction

- Angel Mendez – Communications & Marketing Specialist, Governor's STEM Advisory Council
- Dawn Buzynski – Executive Director of Public Relations, Strategic America

History

- The Council was created in 2011 via bi-partisan support of the Iowa Legislature to increase interest and awareness of STEM education, keep students across the state competitive with other students around the world and enhance economic development in Iowa.

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Launch Press Conference



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EVENTS

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2014 Town Hall Tour

- Opportunity for the Lt. Gov. to update Iowans on the progress of the STEM Council and STEM programming at one school in each of the six STEM regions.
- Gov. Branstad, STEM Council Co-Chair Mary Andringa and local business partners joined the Lt. Gov. at select events.



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2014 Midwest STEM Forum

- Opportunity to convene with neighboring states and share STEM happenings, guidance and advice for other states' STEM initiatives.
- More information coming soon on 2015 Forum, to be held this fall.

2014 STEM Day at the Fair

- Held on the Grand Concourse on the last day of the Fair.
- Was the highest attended day of the Fair, with more than 108,000 fairgoers.
- Featured 20 exhibitors with their own booths and STEM-related learning activities.
- Had 4 stage acts.
- Utilized a scavenger hunt to involved all aspects of the Fair in STEM learning.

2014 STEM Day at the Fair



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2015 STEM Day at the Capitol

- Opportunity to reach legislators with information about all of the STEM Council's and its partners' STEM programming happening across the state.
- Featured 33 exhibitors, all STEM Council-related.
- Attendance of more than 350 people



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2015 STEM Day at the Capitol



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Annual Iowa STEM Summit



- Opportunity to meet with all constituents in one building to discuss and recap STEM Council activities within the last year and gain advice on new directions for various initiatives underneath the STEM Council umbrella.

- 2012 Attendance: 355
- 2013 Attendance: 421
- 2014 Attendance: 475
- 2015 Attendance: 560+

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Conferences

- Iowa School Administrators Conference
- Iowa School Boards Conference
- ICTM-ISTS Conference
- SMART Conference
- Iowa Association of Business and Industry Conference
- Iowa School Counseling Association Conference



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CAMPAIGNS

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Code Iowa

FUNDING: Google \$20,000 sponsorship for awards to one school in each of the six STEM regions

PARTNERSHIP: Code.org

AWARENESS: Website and social media, #Codelowa

LAUNCH: Governor's Press Conference & Proclamation

OUTCOME: 466 Iowa schools participated



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STEM Education Award

FUNDING: Kemin Industries, \$18,000 sponsorship for six awards to teachers in each of the six STEM regions

AWARENESS: Website and social media

LAUNCH: ICTM-ISTS Conference, plus social media, regional network communications

OUTCOME: 150 applications received, six recipients selected



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STEM Classrooms

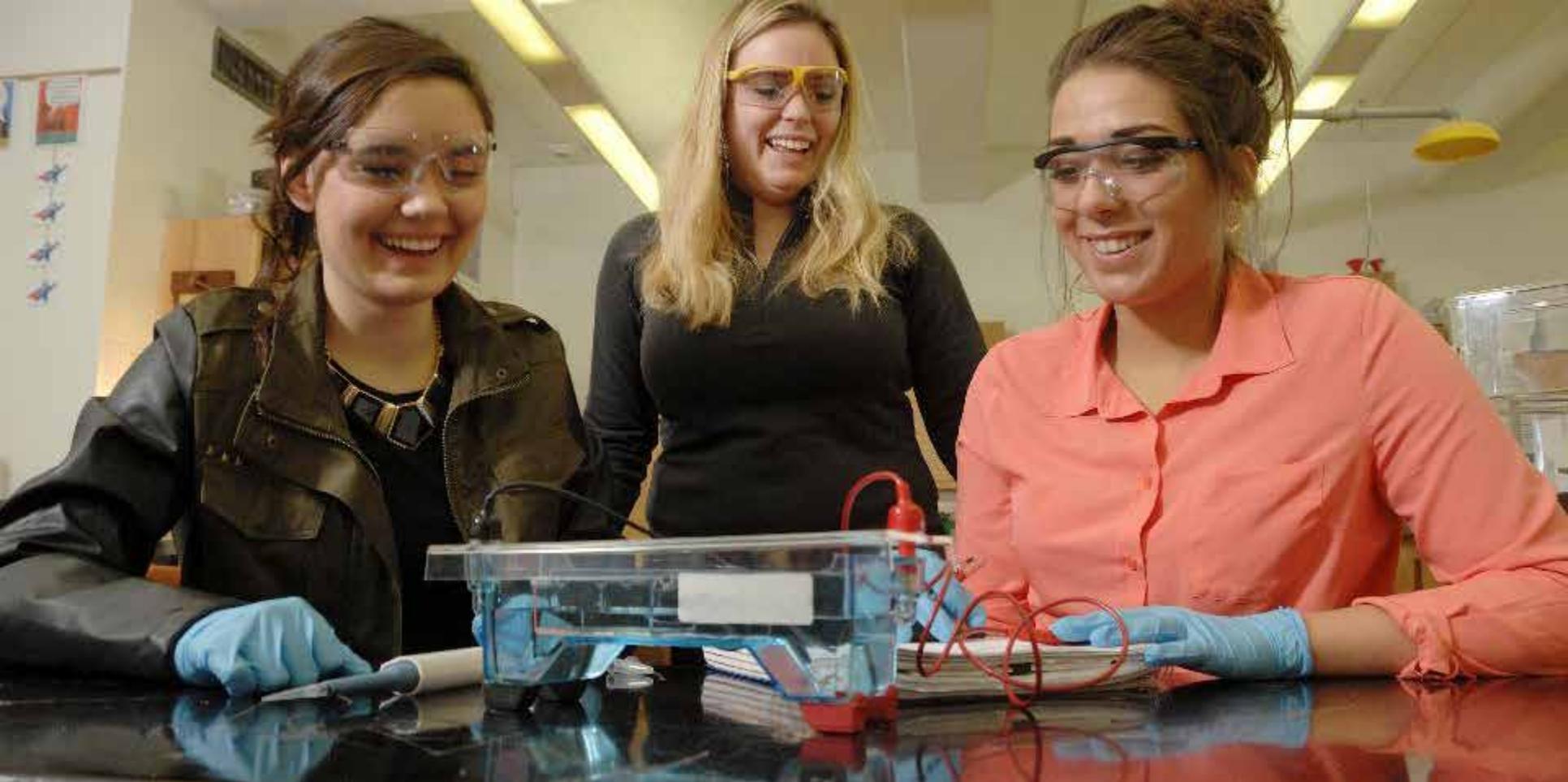
- Four school districts around Iowa received funding to design STEM classrooms
- Davenport Community School District, Hoover High School, Mount Pleasant Middle School and Sioux Center High School
- Developed strategy to promote these classrooms and encourage Iowa school districts to invest in redesigned learning environments and other STEM programs

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STEM Classrooms



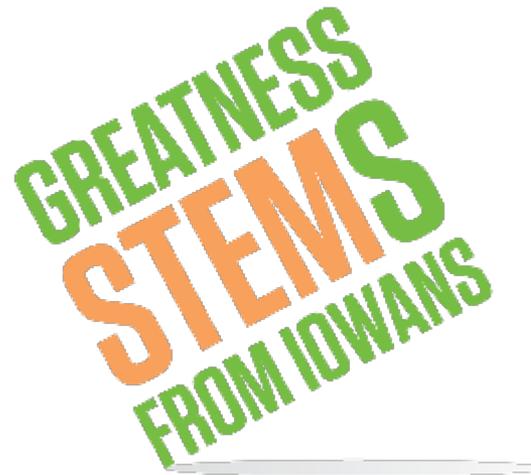
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BRANDING

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Logo Development



GOVERNOR'S STEM ADVISORY COUNCIL



Website Redesign

ABOUT CONTACT RESOURCES NEWS ADVISORY FLOWCHART



SEARCH

GO

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GOVERNOR'S STEM ADVISORY COUNCIL

HOME EDUCATORS STUDENTS PARENTS CORPORATE PARTNERS COMMUNITY PARTNERS ADVISORY COUNCIL

“ Against comparison states, Iowa’s gains in STEM-related graduates stand out as outstanding. The growth is well ahead of the national average of 22 percent and ranks first among the benchmark states which averaged 20 percent degree growth since 2009.

- 2014 Battelle Report ”



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STEM is an acronym for **S**cience, **T**echnology, **E**ngineering and **M**athematics.

- **Science**—Study of the nature of the universe
- **Technology**—Applying information to the design of goods and services
- **Engineering**—Application of knowledge for the benefit of humanity
- **Mathematics**—Universal language of nature

The goal of increasing STEM interest and achievement is critical to regaining Iowa's historic legacy as a leader in education and workforce development. In fact, STEM is a vital economic development advantage for quality job growth in our state. STEM graduates are in great demand to meet current and future workforce needs.

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Advertising

Billboards



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Advertising

PSA



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Infographics

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GOVERNOR'S STEM ADVISORY COUNCIL

www.iowaSTEM.gov

Begun in 2011 and led by co-chairs Lt. Governor Kim Reynolds and Vermeer CEO Mary Andringa, the Governor's STEM Advisory Council is a partnership of educators, business and industry, nonprofits, state agencies and community leaders working to increase student interest and achievement in STEM and promote STEM economic development.

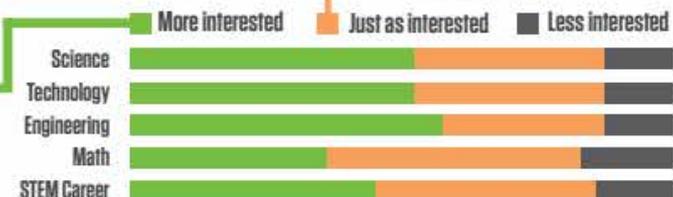
SCALE-UP
of Exemplary STEM Programs

3,106 classrooms and clubs engaged in 2013-14

More than **100,000** Iowa youth involved in 2013-14

All 9 Scale-Up programs in 2013-14 had a positive effect on student interest in STEM topics and careers

STATS
of
2013-14



STEM College Graduates

43% increase in degrees awarded in STEM fields from Iowa's 4-year colleges and universities since 2009-2010.



88% of teachers agreed Externships were relevant to the courses they teach in school.

87% of teachers agreed Externships impacted their understanding of 21st century skills.

93% of teachers agreed Externships were more valuable than any other professional development.

Real World EXTERNSHIPS for Teachers

The number of teachers in Iowa with at least one teaching endorsement in science or math increased by 13% from 2012 to 2014.

Microsoft IT Academy
Since November 2013:
150 schools registered
1,016 students certified
169 teachers certified

From 2012 to 2014, awareness in STEM has increased from **26% to 41%**.
That's an estimated **963,078** Iowans who know about the importance of STEM education.

About **75%** of past Scale-Up educators are sustaining their STEM programs long after seed funding from the STEM Council.

Infographics

\$5.2M Legislative Appropriation
2014-2015

WHERE DOES THE FUNDING GO?



- 75% on Learner Programs
- 8% on Regional STEM Network
- 3% on STEM Initiative Evaluation
- 3% on Public Awareness Campaign
- 2% on Conferences and Events
- 9% on Operations, Coordination

PRIVATE SECTOR INVESTMENT

\$462,500 in 2013 and 2014

\$100,000 from John Deere Foundation
\$100,000 from MidAmerican Energy
\$51,000 from Principal Financial
\$36,000 from Rockwell Collins
\$21,000 from Google, Inc.
\$20,000 from Lennox Industries
\$20,000 from Verizon
 ...and **\$114,500** from 35 others at IowaSTEM.gov/Corporate-Partners

COST-SHARING SAVINGS

\$3,549,689 in 2014

\$160,000 by Strategic America
\$300,000 by Regional Hubs
\$200,000 by STEM Classroom Partners
\$27,550 by Externship Business Hosts
\$2,862,139 by Scale-Up Providers

GRANTS

\$1,008,000 per Fiscal Year

\$1.2M for State STEM Evaluation
— 3-year grant from NSF
\$900,000 for Noyce STEM Teacher Scholarships
— 5-year grant from NSF
\$1.3M for Teacher Externships
— 4-year grant from NSF
\$103,000 for Physics Workshops
— Carver Charitable Trust

GREAT OUTCOMES

SKILLS GAINED

More than 75% of educators reported they gained skills and confidence in teaching STEM topics as a result of their participation in Scale-Up programs.

INTEREST GAINED

Among students who participated in a Scale-Up program from 2012-14, 9 out of 10 reported higher interest in at least one STEM subject or career following participation.

PARTNERS GAINED

Roughly 84% or 167 schools or organizations reported developing a new partnership with a businesses in their area to enhance students' opportunities to learn STEM topics during the 2013-2014 school year.

...and OTHER IOWA STEM INDICATORS

24%

The percentage of Iowa students meeting benchmarks for science on the ACT increased 24% from 8,800 students in 2012 to 10,800 students in 2014.

80% LIKE STEM

Approximately 80% of students who took the Iowa Assessments from 2012-14 reported being interested in STEM careers, or roughly 139,347 students were either "very interested" or "somewhat interested" in a STEM career across all grades from elementary to high school.

>200%

Minority student STEM degree completion at four-year institutions increased from 490 degrees in 2009 to 1,877 degrees in 2013. Community colleges saw a rise in completions from 244 degrees in 2009 to 775 in 2013.



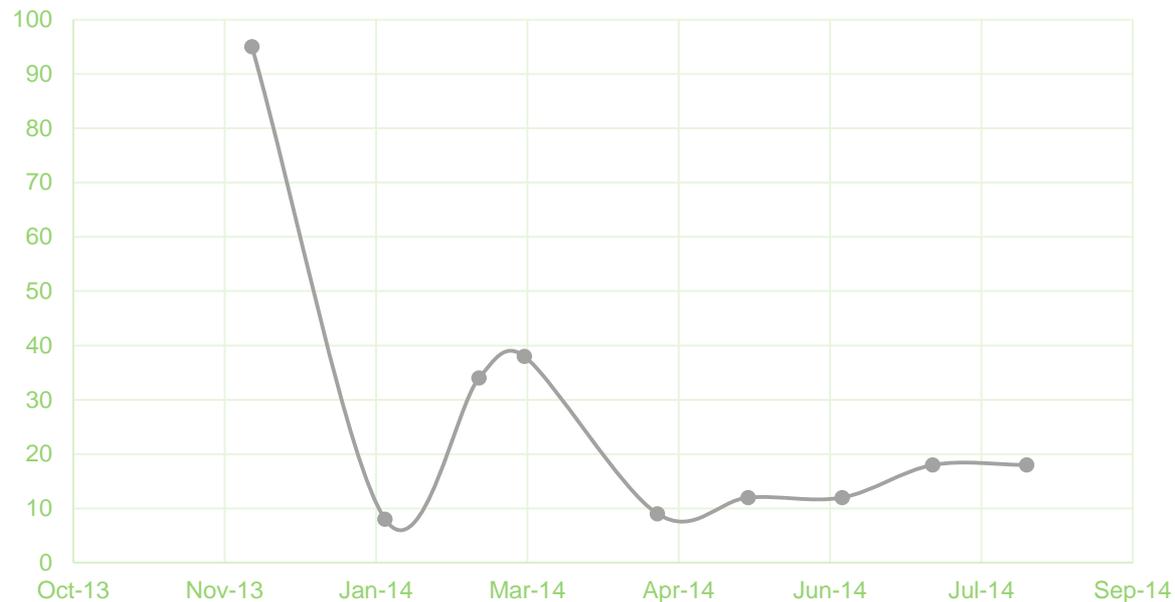
MEDIA RELATIONS

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Media Coverage

- 232 placements from December 2013- August 2014
- Average 24 placements/month

Year Two Coverage



Media Coverage

Awareness Launch: 88 placements, value of \$111,441.36

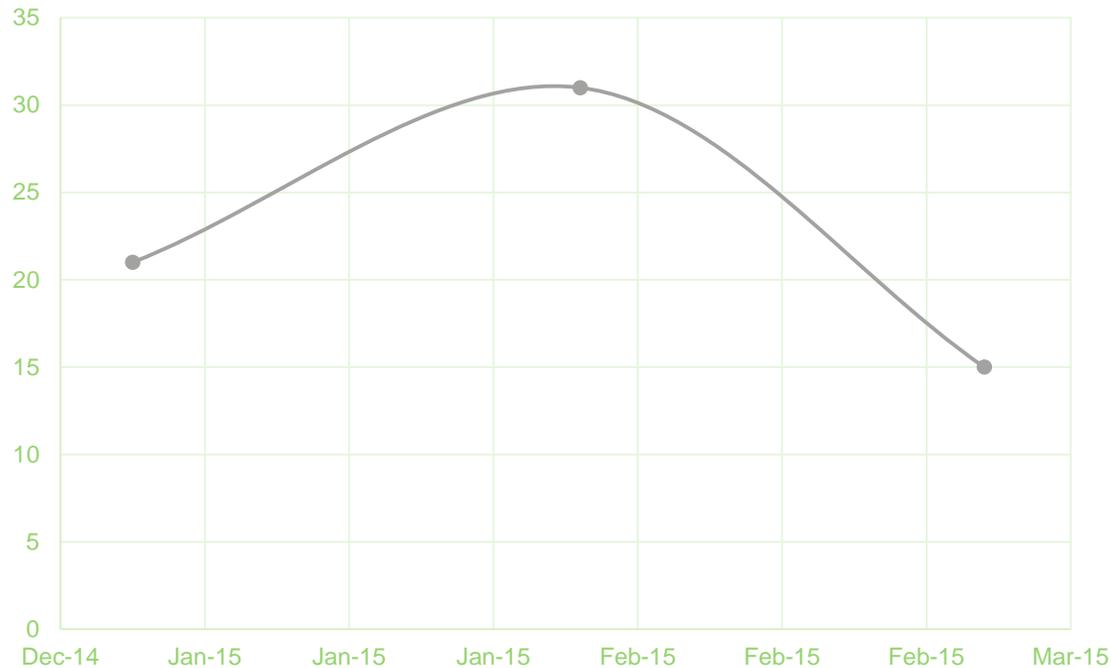
Town Hall Tours: 39 places, value of \$39,800.07

STEM Day at the Fair: 13 placements, Value of \$14,539.00

Media Coverage

- 2015 To Date
- More than 60 placements valued at \$33,000

2015 YTD



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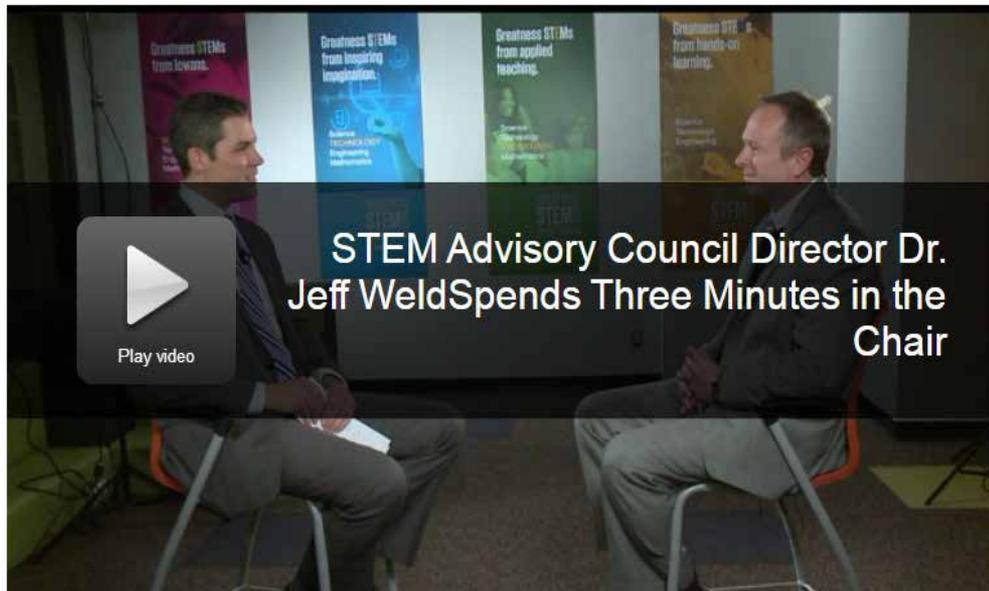
Media Coverage

Feature placements

- “Branstad: We are architects of our future,” Des Moines Register, January 16
- “Council votes to renew all six regional hub institutions,” Waterloo-Cedar Falls Courier, January 24
- “STEM Council broadens Scale-Up program menu for 2015-2016,” River Cities Reader, January 28
- “STEM accomplishments to be showcased at the capitol,” Radio Iowa, February 17
- “Gov. Branstad tests out a robot and discusses importance of STEM,” Siouxlandmatter.com, February 26

Media Coverage

Three minutes in the chair



DES MOINES, Iowa – Vice President Joe Biden was in Des Moines last week, pushing a plan to expand education and job training.

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Social Media



Science ■ Technology ■ Engineering ■ Math

Iowa Governor's STEM Advisory Council

Education

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PEOPLE >

★★★★★
548 likes

ABOUT >

- The Iowa Governor's STEM Advisory Council serves a state initiative to promote and help implement STEM education throughout Iowa.
- <http://www.iowastem.gov/>

APPS

 **Twitter**

PHOTOS >





Iowa Governor's STEM Advisory Council
Yesterday at 7:04am · 🌐

Make room for a day full of announcements and information at the 2015 Iowa STEM Summit next Monday! If you've registered, see www.iowastem.gov/2015Summit for the final agenda.



2015 Iowa STEM Summit | Iowa Governor's STEM Advisory Council

The Iowa STEM Summit is an examination and discussion of the statewide programs and task-forces underway through the Governor's STEM Advisory Council aimed at providing the best STEM possible...

IOWASTEM.GOV

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Iowa Governor's STEM Advisory Council
March 19 at 9:51am · 🌐

A vacation sounds nice and all, but think about the experience you can have for yourself and your students through the Real-World Externship program for teachers!

Learn more about the six-week, paid, summer program that unites business and education through STEM experiences at iowastem.gov/externships

Like · Comment · 🍷 2

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Social Media



ence ■ Technology ■

TWEETS 641 FOLLOWING 291 FOLLOWERS 1,314 FAVORITES 7

Tweets Tweets & replies Photos & videos

lowaSTEM
@IowaSTEM

The Iowa Governor's STEM Advisory Council serves a state initiative to promote and help implement STEM education throughout Iowa.

State of Iowa
IowaSTEM.gov
Joined January 2012

106 Photos and videos



lowaSTEM retweeted
NC Iowa STEM Region @NC_Iowa_STEM · Mar 24
South O'Brien FFA Member from Paulina, Iowa Celebrated at Fifth Annual White House Science Fair shar.es/1fPzcO @IowaSTEM @NWIowaSTEM

lowaSTEM @IowaSTEM · 20h
STEM Fun at Harrison Co. Preschool STEM Fest @ Woodbine. STEM events all over Iowa! iowastem.gov/festivals #IowaSTEM



View more photos and videos



Social Media

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Iowa Governor's STEM Advisory Council

Home Videos Playlists Channels Discussion About

STEM Day at the Capitol
82 views · 3 weeks ago

Take an inside look at the annual STEM Day at the Capitol, featuring STEM Council partners from STEM Scale-Up programs to Iowa's higher education institutions. It's an opportunity for those partners to meet with and inform state legislators about all of the great STEM happening around the state.

The STEM Initiative

- What does STEM mean to Iowa?**
By Iowa Governor's STEM Advisory Council
73 views · 3 months ago
- Iowa STEM Public Service Announcement**
By Iowa Governor's STEM Advisory Council
855 views · 1 year ago
- Greatness STEMs from Iowans**
By Iowa Governor's STEM Advisory Council
172 views · 1 year ago

Scale-Up Programs

- What are Scale-Up Programs?**
By Iowa Governor's STEM Advisory Council
35 views · 3 months ago
- Scale-Up Program | Engineering is Elementary**
By Iowa Governor's STEM Advisory Council
70 views · 11 months ago
- Scale-Up Program | Project Lead The Way (PLTW)**
By Iowa Governor's STEM Advisory Council
54 views · 1 year ago
- Scale-Up Program | Pint Size Science**
By Iowa Governor's STEM Advisory Council
70 views · 1 year ago
- Scale-Up Program | A World In Motion (AWM)**
By Iowa Governor's STEM Advisory Council
73 views · 1 year ago

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- CSP Grey





Q&A

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