

STEM AC Theory of Engagement:

Honing our work as a
Center of Expertise in Idaho



How We Got Here...

- ▶ Strategic planning sessions using Design Sprint method to...
 - ▶ Help us focus our goal - going beyond the low-hanging fruit
 - ▶ Work on engaging on a deeper level with communities to broaden impact
 - ▶ Utilize lessons learned from our Rural Community STEM Engagement project
 - ▶ Develop a new Theory of Engagement
- ▶ We conducted targeted interviews to pitch this new strategy and gather feedback from partners
- ▶ We used the feedback to refine our Theory of Engagement

Overarching Goal

Idahoans will regularly produce and/or utilize a variety of STEM opportunities in their communities and/or regions.



COLLABORATION AND
CONNECTIONS



ANALYZING STEM
IMPACT



TRANSLATOR
BETWEEN DIFFERENT
ORGANIZATIONS



SHARING BEST
PRACTICES



UNDERSTANDING
GAPS IN SERVICES,
CONTENT, SUPPORT

OUR AREAS OF EXPERTISE

Our Commitments

We build the human power to offer opportunities for all.

1

- ▶ We incubate new ideas by **piloting programs**, cultivating talent and strategic partnerships
- ▶ We **consult** with communities to help educational organizations, business, industry, and employers to better understand each other and work together.
- ▶ We offer **effective programming** for communities and organizations ready to engage in the work.
- ▶ We offer vetted tools for STEM success.

Our Commitments

We help communities understand the value of STEM learning for all.



2

- ▶ We **highlight stories** of Idahoans demonstrating success
- ▶ We **communicate** with leaders from education, industry, non-profits, government, etc...
- ▶ We **develop networks** of STEM champions to spread the word
- ▶ We give communities the tools they need to **share their success** with others

Our Commitments

We provide support & services so communities can offer effective STEM opportunities & engage all learners.

3

- ▶ We partner to provide effective opportunities using proven methods and tools.
- ▶ We help communities **connect and build partnerships** to leverage shared resources.
- ▶ We connect people with peers to foster continued learning and growth.
- ▶ We **innovate** to create Idaho-grown opportunities and expand access to all.
- ▶ We **vet and curate** effective learning tools for families, educators, and communities.



ON AIR

THEORY OF ENGAGEMENT:

Reaching people who aren't clear about what STEM is, or who haven't made connections with STEM in their community.

STEP ONE-We will get the word out by producing media, by engaging with professionals at events, creating materials and resources, hosting events, and doing outreach.

- ▶ How our work may change or shift:
 - ▶ Implement strategies from VPR communications audit
 - ▶ New/renew media partnerships
 - ▶ Multilingual resources
 - ▶ More extensive and targeted outreach to engage with under-served and under-reached populations
 - ▶ Maybe addition of a Communication Manager

THEORY OF ENGAGEMENT:

How to reach people who are looking for more information about STEM on their own?

STEP TWO-We will create and present clear, effective content in print and online, directing Idahoans to our website to learn more.

- ▶ How our work may change or shift:
 - ▶ Website revisit
 - ▶ New collateral and marketing materials



THEORY OF ENGAGEMENT:

How do we reach people who indicate interest in STEM or start to use STEM resources?



STEP THREE-Idahoans connect with us and engage through conversations, consultations, and accessing resources.

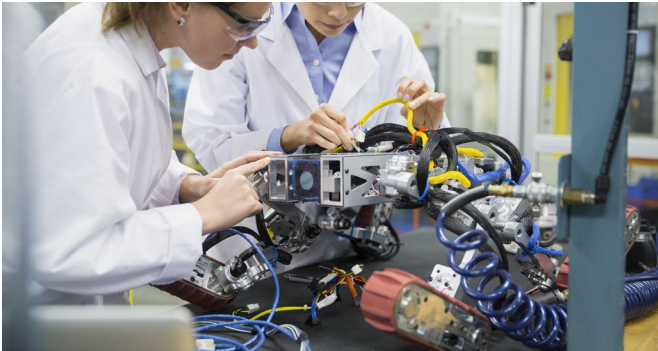
- ▶ How our work may change or shift:
 - ▶ Develop process for consultations, tracking, follow-up
 - ▶ Alignment and collaboration with ecosystem partners
 - ▶ Creation of toolkits and online resources





THEORY OF ENGAGEMENT:

How do we engage and support people who want to learn how to offer/improve STEM programming in their communities?



STEP FOUR-Idahoan signs on to participate in effective program offerings* which have new quality standards.

- ▶ How our work may change or shift:
 - ▶ Less offerings or opportunities available
 - ▶ An increase in larger programs and projects to deepen impact in communities
 - ▶ Develop data collection tools and best practices



*slide at end outlines Effective Programming standards

THEORY OF ENGAGEMENT:

How do we reach people who are adapting programs to their community?

STEP FIVE-Idahoan begins implementing learning in organization and/or community. We provide guidance, feedback, tools, and data collection instruments to help address challenges and build on success.

- ▶ How our work may change or shift:
 - ▶ P3/Sponsorships may be utilized to support orgs/communities in combination with consultation.
 - ▶ Ongoing consultation, guidance, and support will be key.





THEORY OF ENGAGEMENT:

How do we reach people who are conducting STEM programs in their community?

STEP SIX-We will foster community building by sharing successes, identifying best practices, supporting communities of practice (CoP), and disseminating results through materials and media to highlight the value of STEM.

- ▶ How our work may change or shift:
 - ▶ Amplifying success stories
 - ▶ Strengthening and supporting CoP in all/most opportunities



THEORY OF ENGAGEMENT:

How do we reach the groups who are supporting STEM pathways in their communities and beyond?

STEP SEVEN-The STEM AC as an ecosystem member will continue to be a supportive and active partner with communities, organizations, and individuals across the state.

- ▶ How our work may change or shift:
 - ▶ Retain backbone role with emphasis on strengthening hub infrastructure
 - ▶ Identify and pursue sustainable funding strategies for the ecosystem



STEM AC SERVICES



▶ CULTIVATE NEW IDEAS

- ▶ Pilot programs
- ▶ Strategic partnership development



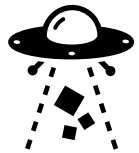
▶ CONDUCT EFFECTIVE PROGRAMS

- ▶ Fewer programs; more in-depth
- ▶ Wholistic approach with best practices



▶ CONSULT PARTNER ORGANIZATIONS

- ▶ Guidance on implementation
- ▶ Connect with new partners
- ▶ Learn together



▶ COLLECT VETTED RESOURCES

- ▶ Curate vetted resources
- ▶ Create online toolkits



▶ COMMUNICATE AWARENESS AND ADVOCACY

- ▶ Promote success stories & values
- ▶ Share tools for advocacy
- ▶ Media engagement

EFFECTIVE PROGRAM QUALITY STANDARDS



- ▶ **REQUIRED:**
 - ▶ Research-Based
 - ▶ Include Check-ins
 - ▶ Include a Community Of Practice
 - ▶ Data Collection
 - ▶ Sustainability Plan
 - ▶ Recruitment Strategy
- ▶ **DESIRED**
 - ▶ Scalable
 - ▶ Data Collection Completed by Organization and Provided to STEM AC
 - ▶ Includes a Connection to a Broader Ecosystem

Timeline



- ▶ INTERNAL PLANNING MEETINGS
 - ▶ Process Meetings
 - ▶ Consultation Steps
 - ▶ Toolkits
 - ▶ P3/Sponsorships
 - ▶ Fundraising
 - ▶ At a Glance Page
 - ▶ STEM Discovery program
 - ▶ Communication/Messaging
 - ▶ Website, design, collateral

- ▶ DEVELOPMENT OF MATERIALS
 - ▶ Toolkits
 - ▶ Consultation Supporting Docs
 - ▶ Website and Design Changes
 - ▶ Messaging

- ▶ PROTOTYPE AND TEST
 - ▶ Try it out!
 - ▶ Meetings to discuss what is working and what is not working to make improvements