
Full STEAM Ahead to the New Nevada- A STEM Marketing Plan



Vision

Exciting, recognizable STEM brand that highlights the full spectrum of STEM opportunities in Nevada and paints Nevada as a *Leader in STEM*.

Marketing Plan Overview

The Governor's Office of Science, Innovation and Technology (OSIT) will create and organize a year-long STEM marketing initiative that aligns with and amplifies the Governor's STEM education, workforce development and economic development strategies. The marketing initiative will begin in August to coincide with the school year and will target a variety of different audiences using many different outreach strategies. The Governor will lead the initiative, aided by members of the cabinet, other elected officials, the STEM Advisory Council, business, school leadership, and other interested stakeholders.

Why

1. Awareness- There is significant misunderstanding about what STEM education is, what careers are available for those with STEM skills, and what the State is doing to prepare students for those careers. This initiative seeks to raise the level of STEM literacy among the populace generally, and among parents and students specifically.
2. Shortfall- Nevada is not producing enough workers with the STEM skills our employers require. This initiative seeks to encourage more students at all ages and at all levels of education to study STEM and graduate with the skills to meet the needs of those employers.
3. Equity- In Nevada and elsewhere, minorities and women in STEM are underrepresented. This initiative would seek out and highlight individual Nevadans pursuing STEM careers that can serve as role models for students of all backgrounds and seek to inspire these students to study STEM.

Target Audiences

- Parents/Students
- Elected Officials
 - Legislature
 - Constitutional Officers
 - City
 - County
 - School Boards
 - State Board of Education

- Board of Regents
- School District Administration: Superintendents, Principals, other administrators
- K-12 Teachers and counselors
- Higher Education- Community Colleges and Universities
 - Presidents
 - STEM Department Chairs
 - Student Advisors and Career Counselors
- Community Organizations and Faith-Based Groups
- STEM Organizations
 - STEM Coalition
 - NV Science Teachers Association
 - NV Math Teachers Association
 - CTE Teachers Associations
- Business
 - STEM Businesses
 - Non-STEM Businesses that need STEM workers
- News Media
 - Newspapers/Editorial Boards
 - TV
 - Radio
 - Trade journals/magazines
 - Community publications

Timeline

Each month will have a theme and a larger event involving the Governor and/or other elected officials. The Governor will not necessarily be involved in an event each month. In months where the Governor is not directly involved in a large event, the Lt. Governor or other elected officials will be invited to participate. Members of the Governor's cabinet will engage with students on different STEM topics similar to when they read to students in schools. OSIT staff, members of the STEM Advisory Council and other partners will reinforce the theme of the month at smaller meetings such as school board meetings, community meetings, Chamber events, sector council meetings etc., while engaging informally with stakeholders in the media, education, industry, and community. Resources will be made available to schools that align with each theme and provide more information for parents, students, teachers and counselors.

August

- Theme- Full STEAM Ahead to the New Nevada (Launch Event)
- Message- K-12, Workforce Development, Higher Education, and Businesses must come together to prepare people for exciting careers in STEM industries.
- Call to Action- Work with the Governor to develop Nevada's STEM workforce.
- Target Audiences- All
- Outreach Strategies- Northern Nevada Launch: Press Conference at Discovery Museum in Reno followed by STEM School Visit; and/or Southern Nevada Launch: Press Conference at Southeast Career and Technical Academy. Proclamation of the STEM School Year by the

Governor. Website launch. Public Service Announcement. Marketing materials distributed to schools.

- Participants- Governor, Lt. Governor, Legislators

September

- Theme- STEM Careers Don't All Require a 4-Year Degree
- Message- Highlight with data the need for STEM-trained workforce across the entire education-level spectrum, with particular focus on entry-level jobs that require less than a bachelor's degree but pay high wages. Highlight programs in Nevada that provide STEM workforce training.
- Call to Action- Visit website with top available STEM careers (powered by NPWR data), speak with a high school/college counselor about a career in STEM, advocate for STEM career preparation programs at your child's school.
- Target Audiences- Parents/Students, K-12 teachers, counselors and administrators, workforce development groups, colleges
- Outreach Strategies- Visits to STEM Workforce Challenge Grant Award recipients (All), Visits to recipients of STEM College and Career Readiness grant funding (Governor), STEM Coalition STEM Summit Keynote (Lt. Governor/Legislator)
- Participants- Governor, Lt. Governor, Legislators, STEM Council

October

- Theme- The New Advanced Manufacturing
- Message- Advanced Manufacturing is innovative and high tech, not dark, dirty, repetitive.
- Call to Action- Start the pathway to a rewarding career in advanced manufacturing, speak with a high school/college counselor.
- Target Audiences- Parents/Students, K-12 teachers, counselors and administrators
- Outreach Strategies- Advanced Manufacturing Career Pathway promotion, partner with National Manufacturing Month, manufacturing expo for school counselors with factory tours, Governor's Cabinet school visits
- Participants- GOED, B&I, DETR Directors, Lt. Governor

November

- Theme- STEM Advisory Council Strategic Plan
- Message- Echo themes/recommendations of the strategic plan
- Call to Action- Implement the recommendations from the plan.
- Target Audiences- Elected officials, school boards, Board of Regents, State Board of Education, school districts
- Outreach Strategies- Depends on recommendations. Op-ed, press release/press conference, speech at a college.
- Participants- Governor, Lt. Governor, Legislators

December

- Theme- Computer Science and Cyber Security

- Message- Computer Science is an in-demand skillset in our increasingly digital world. Skills in cyber security are equally in-demand.
- Call to Action- Participate in an hour of code.
- Target Audiences- Parents/Students, K-12 teachers, counselors and administrators
- Outreach Strategies- Hour of Code at school (Governor), business tours, cyber awareness campaign
- Participants- Governor, Lt. Governor, Legislators, STEM Council, Cabinet

January-May will be planned later based on the legislative session. Options include:

- Governor initiatives for session
- Unbridle Creativity- how the arts and humanities fit in with STEM
- Healthcare
- Growing more STEM teachers
- Business engagement in education
- Highlight 10 most innovative STEM businesses in Nevada
- In April/May, the STEM Marketing Initiative will conclude with the two STEM student recognition events (North/South) and the STEM school recognition event in Carson City.

Outreach Strategies- Traditional Media

1. Press Conference/Public Announcements
2. School/business visits
3. Op-ed/letter to the editor

Outreach Strategies- Other Stakeholders

1. School Board meetings
2. State Board meetings
3. Board of Regents meetings
4. Chambers of Commerce
5. Teacher Association Meetings
6. PTA Meetings
7. Summits
8. STEM Council Meetings

Outreach Strategies- New Media

1. Improve Website
 - a. Blog
 - b. Podcast
 - c. Connect to DETR, NDE, NSHE Websites
 - d. Include research from NPWR
2. Stakeholder Websites
3. Online PSA
 - a. Student produced videos on STEM- competition