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Page 2: Tell us who you are!

**Q1 Contact Information**

Name	<b>Gregory Schell</b>
Title	<b>Corporate Relations and Business Development</b>
Station	<b>ThinkTV</b>
Email	<b>gschell@thinktv.org</b>
Phone Number	<b>19372201648</b>

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Page 3: Award Categories

**Q2 Select a category.** **Special Achievement**

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Page 7: Special Achievement

**Q21 Project Title**

STEM World: An Online STEM Hub and Community Outreach Platform

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**Q22 What was the overall goal of project, problem it sought to solve or opportunity it sought to leverage? (suggested word count 100-250)**

Narrative:

“STEM World is the single most important tool for STEM collaboration in our community.” Chad Watchorn, Southern Ohio Council for Higher Education (SOCHE)

Our region’s workforce is lacking a needed pipeline of STEM talent. Dayton companies cite workforce development as their #1 challenge. Statistics prove that STEM engagement programs enable students to learn not only about science, technology, engineering, and mathematics, but also about their future in society and the economy. As an active regional STEM leader, ThinkTV sought to address these issues. We created STEM World, a free, online STEM hub and outreach platform that leverages community collaboration, locally produced content and national PBS assets. <http://www.thinktv.org/stemworld/home/> Launched in 2018, STEM World is advancing the region’s goal for a STEM-literate workforce, and enabling learners to readily engage with quality science, technology, engineering and math. As a bonus, STEM World is creating a new pipeline of development opportunities for our station.

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## 2018 Development Awards - Application Form

**Q23** Describe the activity, what it achieved, and why it was successful. (suggested word count 200-400)

STEM World's launch is the result of organizational efforts within ThinkTV, including Development, Education, Production, Public Relations, Membership/Kids Club and Events departments. STEM World is a curated collection of the best national and local content - interactives, events, videos, games and experiences that leverage PBS STEM programming and the best assets from our region's STEM community. STEM World includes over 75,000 local and national resources free for all kids, teens, adults, parents, and teachers, and is especially useful for those in underfunded districts and rural areas with limited access to quality STEM resources and experiences. This innovative collection of STEM resources is proving to be a dynamic multimedia tool to create sustainable funding, spark STEM literacy, and fuel the talent pipeline for our region.

STEM World went live in January, 2018 after the project team completed the planning, design, and delivery campaign. In March, we created #STEM World, a year-long social media campaign for branding and engagement. The campaign's first three months introduced our community to the STEM World brand and its resources. The subsequent nine months will focus on user engagement and continued STEM exploration.

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## 2018 Development Awards - Application Form

**Q24** Tell us any metrics or benchmarks that show the success of project. Please consider quantitative and qualitative data. (suggested word count 100-250)

STEM World's effectiveness is already impressive, measured using reach, revenue and impact as benchmarks.

### REACH:

- Broadcast: Produced 16 different promo spots delivered 25x per day across 5 channels; ThinkTV Digital Studios airs 5: 60-second FULL STEAM AHEAD/ STEM World segments on the ThinkTV Kids 24/7 Channel (consistently holding a top 10% GRP nationally.) Funder STEM messages air prior to all STEM designated programming.
- Social Media: STEM World is on Facebook, Twitter and Instagram; actively shared on social media with our community collaboration partners. Over 4,480 individual STEM World video views. Reaching the viewer where they are: STEM World is accessed on multiple platforms with 65% desktop, 26% mobile/phone and 9% other device.
- Online: STEM World has 2,780+ visits since launching January. We are pleased to report its highest traffic skews toward the hard-to-reach teen demographic where 25% of all viewers are reviewing teen planet. 23% review Kid planet and the remainder are split between Adult planet, and parent or teacher landing pages.
- Engagement: 15,480 students & families with STEM World events, 42 Student Ambassadors, 15,000 lesson plans, 2,087 teachers professional development.

### REVENUE:

- Funding: Current underwriting secured for STEM World is \$80,500; projected underwriting is at \$200,000 for FY 19.

### IMPACT:

- Feedback:

"ThinkTV's STEM World initiative is a welcomed stepping stone to creating a path for early STEM Literacy and workforce development."  
Sean Creighton , President Southwestern Ohio Council for Higher Education

"We look forward to sharing content for this project!"

Becky Kamas - STEM Station Activity Manager, NASA Johnson Space Center

"ThinkTV's, approach to STEM education is overwhelming. I had no idea of the reach and depth of the available content and programming in STEM topics to which they present, much of it created locally. Since media is such a powerful capability it seems almost mandatory that it be used as fully as possible in STEM initiatives."

Milt Ross, Air Force/ Dayton Aero Space/Ret.

"Good afternoon - we just received yet another nice comment from a teacher regarding the Kayleen & David Go Digging curriculum and I thought I would share it with you."

Steve Rubenstein, Executive Director Crayons to Classrooms

"I picked up lesson plans from the STEM World corner at C2C. I loved it because our school is moving towards stem and it was a great lesson for kids (and me) to really see how to incorporate stem in the classroom..."

Heather McManus, Kettering Schools

## 2018 Development Awards - Application Form

**Q25** Tell us how the project leveraged national or local content (primetime, KIDS, pop-out, etc). (suggested word count 100-250)

STEM World brings together the best in national PBS STEM resources - programming, games, interactives and videos - with local content created by ThinkTV, including videos, interactives, and lesson plans for teachers. STEM World also features information about local STEM events and activities, linking families and educators with all of the exciting programs, field trips and STEM organizations in the region, becoming a true online hub for all things STEM.

STEM World is a single source for these easy-access resources for all ages:

PBS Kids STEM Games

PBS Kids STEM Videos

Local STEM Adventures

STEM Parents resources

STEM Teacher resources

Three locally-produced web series

- Science with Mike
- Full STEAM Ahead
- STEM Adventures

Three locally-produced workforce development sites

- STEM Career Labs
- Engineering your Future
- Career Connections
- PBS Digital Studios Network
- Instant link to all PBS related STEM programs and assets, ( Nova, Nature, SciTech Now, etc.)

LINKS:

<http://www.thinktv.org/stemworld>

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**Q26** Do you have any supporting materials or items to upload? (optional) **Yes**

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Page 11: Tell us what you thought!

**Q32** This year, we've created an online form to streamline the application process. Please tell us what you thought. **The online form was helpful**

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