iMAGINE Upstate

STEAM Community Outreach

Sarah Arbogast, Director
sarboga@clemson.edu
MISSION

Create meaningful experiences that promote a culture of lifelong learning and **career readiness** with an emphasis on science, technology, engineering, arts and mathematics (STEAM), innovation, and entrepreneurial activity in Upstate South Carolina.
Upstate SC STEM Collaborative

Do More Together...

*pursue opportunities and possibilities in STEM education to promote workforce development in the Upstate*

- **December 2011**
  STEM Action Session

- **March 2012**
  STEM Steering Committee

- **April 2015**
  iMAGINE Upstate

- **November 2011**
  STEM Symposium: Planting the Seeds for Tomorrow’s Professionals

- **January 2012**
  Industry identified a need for an organized team in the Upstate

- **January 2013**
  Upstate SC STEM Collaborative is formed

- **July 2016**
  Science On the Move joins the team!

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GOALS

1. Celebrate STEAM in an innovative way
2. Educate the general population
3. Showcase STEM careers currently and projected to be available in our region
4. Increase public interest and conversation around STEAM programs and STEM careers
5. Promote our region’s workforce to major employers
6. Drive change – make an impact in our economic development.
GOALS & AUDIENCES

Showcase
Increase awareness
Shift public interest
Develop the community
Educate
Celebrate
Promote

General Community
Students (K-12)
Employers / Industry
Make STEM careers cool and attainable for our community through out of school intervention.

MARKETING STEM
The inaugural program was held March 28th – April 4th, 2015. The community STEAM festival was held on April 4th in downtown Greenville and the Peace Center for Performing Arts.

2015 PROGRAM

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This was a commercial we did for the 2016 festival using footage from 2015.
The 2016 program was held March 26th - April 9th, 2016. The two weeks of crowdsourced STEAM events surrounded the 2nd Annual iMAGINE Upstate Festival on April 2nd.

The festival was held in the West End of downtown Greenville. Unmanned aviation, environmental conservation, and alternative energy in automotive were major highlights.

2016 PROGRAM

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This is a recap video of the 2016 festival. We interviewed standees to see what they had to say in the second year!

2016 VIDEO

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2017 PLANNING

• Bay Area STEM Festival
  – Content saturation
  – 10 Days (50 Events)
  – 50K Participants

• Cambridge Science Festival
  – More in not always better
  – 10 Days (180 Events)
  – 60K participants

• San Diego Festival of Science and Engineering
  – Major focus on EXPO Day
  – 10 Days (50 Events)
  – 75K Participants

• Philadelphia Science Festival
  – Value in public transit
  – 9 Days (90 Events)
  – 120K Participants
2017 PLANNING

- 10 Days (March 23 – April 1)
- Ease of crowdsourcing
- STEAM Fest (April 1)
- Career Expo (March 28)
- Support signature events
  - iMAGINE Rock Hill
  - Spartanburg STEAM Fair
  - 3D Printing Workshops
  - 4-H Engineering Challenge
2016 REACH

Social Media Impressions by Month

- Focus on Community Calendar
- STEAM Newsletter
- Organic social growth

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THOUGHTS. QUESTIONS. IDEAS

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