NOTES from the meeting

Introductions

Present were Joseph, Cait, Laura, Jenna, and Flaxen

Review of Notes from Last Meeting

Updates (Cait)

- Criteria for Inclusion policy
  - This is for things that people want to put on the website. This was discussed and handed down by the Steering Committee.
  - Four Rs:
    - Relevance
    - Regional
    - Recommended
    - Reasonable
  - This was tested and seems to work well.

1. Communication Tools
   (Website: http://oregoncoaststem.oregonstate.edu/,
   Blog: http://blogs.oregonstate.edu/oregoncoaststem/
   Facebook [https://www.facebook.com/OregonCoastSTEM], etc)

   - Analytics
     - Website
       - 50% are coming via search engines
       - 30% from referrals (OCA, HMSC)
       - the rest from facebook, etc.
     
     - Facebook
       - Hits spike with events
       - 75% of users are women
       - most of what is on it has been events and projects

   - Field Sites
     - North, Central, South
       - Clatsop county
       - Coos county

- Recent Events
  - Mentor Teachers
• The new folks are coordinating things in their regions (above), and trying to get their region to create a regional plan, kits, etc.

  o Hub Happenings
    ▪ Four newspaper stories from the local media are featured here

  o Professional Development
    ▪ Discussion about professional development process, reimbursement forms, etc.

• Media Release form
  o Modified the Central Lincoln School District’s form
  o It might be a good idea to put forms on the website.

Identify Committee Report (Cait and Kris)

• Inclusivity policy (discussed earlier)
• Funding allocation strategy now in place
• Endorsement policy now set
• A wiki space is set up for steering committee to use.
• At our last meeting, we agreed that we need to find out from the Steering Committee what this year’s desired outcomes are. Once we know this, we can create a marketing strategy and therefore design the communication strategies and tools to get there. We talked about this again and Cait said they are going to create a Logic Model. More on that later.

Identify Strategies for the next Quarter

• Just trying to keep things going at this point. All good so far.
• We discussed the levels of communication:
  o Raise awareness about STEM Hubs and the OR Coast STEM Hub in particular
  o Foster connections between OR Coast STEM Hub and the other STEM Hubs
  o Foster connections within the OR Coast STEM Hub
  o Encourage the movement of resources to OR Coast STEM Hub partners/participants.
• Much discussion about different audiences and events and types of communication that might be appropriate for this. Opportunities. Accomplishments. No decisions, just good dialogue.

Next steps for Committee members – Recruit potential guest bloggers who could contribute a STEM story, send to Cait

Adjourned at 2:45pm