NOTES from the meeting

❖ Introductions
Present were Joseph, Cait, Annie, Jenna, and Flaxen

❖ Review of Notes from Last Meeting

❖ Updates (Cait)
  • Criteria for Inclusion policy was accepted in October 2014 and it’s been used a couple of times already. This has been useful and while most items that are forwarded to the Hub to share meet the criteria, some do not and it is nice to have a policy in place. 95% of what’s sent to us follows the “Four Rs”:
    o Relevance
    o Regional
    o Recommended
    o Reasonable
  • Communication Tools
    (Website: http://oregoncoaststem.oregonstate.edu/),
    Blog: http://blogs.oregonstate.edu/oregoncoaststem/
    Facebook [https://www.facebook.com/OregonCoastSTEM], etc)
    o Website
      ▪ Website page views are up 13% in the past 30 days compared to the previous period, jumping from 1,589 (Nov 15 – Dec 15) to 1,797 (Dec 16 – Jan 16).
      ▪ The most popular website pages visited this month have been the Home page and the Professional Development page, distantly followed by the Educators and the Hub Happenings pages. 50% are coming via search engines
      ▪ In total, there have been 2158 page views; ave time spent is 2 minutes
    o Facebook
      ▪ 190 “likes”
      ▪ best time to post is 3pm
      ▪ post rate is about 4 or 5 posts per week
Blog

- 9 subscribers but more people are reading than subscribing (although subscribers could get emails to remind them when something is posted)
- Guest Bloggers: Joseph, Salmon Bowl coordinators, Some marine ed related MRM students, etc.
- The idea here is to be brief and interesting with lots of cool pictures.
- Focus should be on STEM activities, career paths in STEM...mix it up
- We brainstormed other ideas:
  - Letters to the editor
  - Parents of school kids that work in STEM (have kids interview parents)
  - Non-traditional routes to STEP careers
  - Kids post “how to” things like how to make a video with an IPad.
  - Reach out to folks who are more arts (than science) focused because they might be interested too.

Campaign Monitor

- This is an e-newsletter
- There’s too much going on, not everyone is going to visit the website or Facebook page, and the emails can help drive traffic back to the website. So we now pay $9/month to Campaign Monitor (it’s like Mail Chimp) for the ability to create and send fancy-looking email blasts to up to 500 people.
- It goes out roughly once/month. It highlights PD opportunities, competitions, etc.
- A lot of people are opening it and we can tell where they are going.
- The next one will go out in February.

Recent Events

- Regional meetings have been happening between STEM Hubs.

Hub Happenings

- Lots can be found on the website, blogs, newsletter, etc.
- There is a new Communications Toolkit that has great info on strategic planning, communication strategies, the power of stories and other forms of data. This might guide our committee.
Steering Committee Report (Cait)

- An Executive Committee has been formed and is now working on the vision, mission, goals, etc. They are using the Logic model. We still agree that we need to find out from these folks what this year’s desired outcomes are and once we know this, we can create a marketing strategy and therefore design the communication strategies and tools to get there. Until then, we’ll just keep moving along doing what we are doing.

Strategies for the next Quarter

- Continue to keep things going at this point. All good so far. The focus is to strengthen the “brand” and to get connections built.
- We continued to discuss the levels of communication:
  - Raise awareness about STEM Hubs and the OR Coast STEM Hub in particular
  - Foster connections between OR Coast STEM Hub and the other STEM Hubs
  - Foster connections within the OR Coast STEM Hub
  - Foster connections with the media, etc. One idea was to get anyone who gets funding from the OC STEM Hub to work with us to get a story put on the Blog, newsletter, etc. This includes teachers and mentor teachers.

Adjourned at 2:30pm. Next meeting is on 5/19/15 from 1-3pm.