

Meeting notes:

West TN STEM Collaboratory Steering Committee Meeting, August 16, 2013 9AM – Noon University Center 338

Instructional Technology Team	Name	Organization	Title	Email	Phone
Chair	Lee Allen	University of Memphis	Associate Professor, Dept. of Instruction and Curriculum Leadership	allenlee@memphis.edu	901-678-4885
Co-Chair	Dorrie Powell	Hardeman County Schools	GEAR UP Site Coordinator	powelld1@k12tn.net	731-658-3151 ext. 33
Members present:					
Shelby Co. Schools Teacher Rep:	Kristine Bullock	East High School	STEM Lead Teacher	bullock.kristine@gmail.com	901-416-6160
Shelby Co. Schools Teacher Rep:	Ilham Tayahi	East High School	Engineering teacher	tayahii@scsk12.org	901-416-6215
UT Martin Rep:	Harriette Spiegel	U.T. Martin	IT Specialist II; Instructional Technologist	hspiegel@utm.edu	731-881-3124

Main topics discussed:

- 1. Future Content Module Development:** Addition of Engineering content modules into the Battelle For Kids/TN First to the Top Web portal as part of the TN STEM learning sub-group.
 - Integrate Engineering content across all new content modules developed in Language Arts, Science, Mathematics, and Social Sciences, including 9-10 grade level..
 - Develop a 9-12 content module as introduction to engineering: Engineering Is Everywhere! or similar
- 2. Assessment:** Develop comprehensive/balanced assessments for all course content module assignments.
- 3. West TN STEM Collaboratory Roadshow:** Travelling presentations/sessions/workshops introducing the BFK TN STEM high school content modules: How to access, overview of content, gather feedback and ideas for future modules. Roadshow will include online content module development team teacher/members.

West Tennessee STEM Collaboratory Hub

Steering Committee Meeting

Professional Development & Career and Technology Education
Sub-committee Report

August 16, 2013

Members Present: Alfred Hall, Missy Renshaw, Angela Christopher, Clark Knight, Lindsey Shephard, Alistair Windsor, Dedric McGhee, Larry Robinson, Rita Moore, and Richard Finnie

Summary

At the request of Hub Director, Alfred Hall, the two sub-committees met jointly for the first time. As a result of the shared ideas and synergy that was created, it is recommended that these groups be combined for all future meetings and activities.

The charges for each area were discussed, and committee members were able to share their ideas regarding potential opportunities for meeting the goals and objectives that were conveyed. The main focus of these discussions is captured below:

- Exploration of STEM and CTE Licensure Endorsements for STEM teachers at the secondary and middle school levels
 - Through collaboration and articulation efforts with the State Department of Education, the West TN STEM Hub is poised to help STEM teachers secure specific endorsements from the state in the areas of CTE and STEM education.
 - These endorsements will allow schools and districts to utilize additional resources from budgets that have been limited to other programs, thus creating many new opportunities for middle and high schools in the region.
- Professional Development topics and ideas for STEM Master Teachers in the Region
 - The committee identified the following areas for additional training and support:
 - Pacing strategies w/ modules
 - Inventory strategies for managing STEM equipment, materials, and supplies
 - Enhanced computer skills (programming, data collection and analysis)
 - Teaching and Learning with Technology
 - Engineering Design for elementary teachers (NGSS)
 - Classroom Management and instructional strategies

- Four (4) Concentrations for High Need/High Growth Job Areas in West Tennessee
 1. Health Science
 2. Advanced Manufacturing
 3. Transportation and Distribution Logistics
 4. Information Technology
 - These areas can be targeted for partnership efforts with STEM Businesses and Industries for future Challenge Summits and Competitions, as well as STEM publications and communication/marketing efforts.
- Professional Development opportunities for teachers of Dual Enrollment/Dual Credit STEM Courses
 - The area is prime for a convening of teachers/instructors from school districts and colleges/universities with dual enrollment/dual credit articulation agreements
 - Opportunity to discuss common expectations for college level STEM courses and the types of experiences students need to develop the respective STEM competencies
- Identify collaboration opportunities with the Tennessee STEM Leadership Academy to support the STEM Master Teacher Corps in West Tennessee



West TN STEM Hub Steering Committee Communications Team

Chair(s): Stephanie Ivey - outgoing; Bill Sehnert – incoming; Kimberly Grantham - remaining

Members:

Amy Curry	Society of Women Engineers	President
Michael Gibson	University of Tennessee Martin	Professor, Department of Agriculture, Geosciences, and Natural Resources
Tom Lawrence	Tennessee Society of Professional Engineers	President
JT Malasri	Tennessee Society of Professional Engineers	Past President
Dennis Merat	American Chemical Society	Chair, Associate Professor of Chemistry Christian Brothers University
Tim Roberts	AgriCenter International/UT Extension	Director of Education
Bill Sehnert	Peer Power Foundation	Director
Linda Sklar	Memphis City Schools	Director of Optional Schools and Advanced Academics
Phillip Stuckert	American Society of Civil Engineers	President
John Thomas	Hardin County	Director of Schools/Chair, SW Tennessee Rural Co-Op
Youlanda Jones-Wilcox	Dyersburg State Community College	Vice President for Institutional Advancement and Continuing Education
Cathy Wilson	University of Memphis	Associate Director CRISTAL
John Wilson	AgriCenter International	President

Charge: The Communications Team will provide guidance related to all marketing and communications components of the West TN STEM Collaboratory project. The team will:

- Assist in developing a marketing and communications plan;
- Provide feedback regarding marketing materials (brochures, newsletters, website);
- Ensure effective dissemination methods are being used to maximize regional impact.



West TN STEM Hub Steering Committee Communications Team

AGENDA (Including action items for work period 8/2013 – 11/2013):

- ☐ To kick off the meeting, the individual team members introduced themselves and where they worked. Bill Sehnert volunteered to take over as co-communications chair
- ☐ We reviewed our success to date and then opened up conversations about where we are going as a team.

Task	"R"	Due Date	Notes
Finalize Logo Design <ul style="list-style-type: none"> Get approved by state 	Stephanie Ivey	DONE!	
Create Website <ul style="list-style-type: none"> Determine platform Develop content Capture images Post information Create QR code for publications 	Kimberly Grantham	DONE!	ONGOING WORK: <ul style="list-style-type: none"> Link to online training sessions Finalize and post the searchable resource repository Begin monitoring the website usage based on TSIN indicators
Create Social Media Pages <ul style="list-style-type: none"> YouTube Facebook (post photos) LinkedIn Twitter 	Kimberly Grantham	DONE!	Benchmarks to show success: <ul style="list-style-type: none"> Likes on Facebook Followers on Twitter Engaging and growing new participants via a series of Facebook advertisements starting in mid-September and running through mid-October.
Quarterly STEM Connector Newsletter <ul style="list-style-type: none"> Determine content Determine layout Confirm recipients 	Kimberly Grantham, Annie Wise	ONGOING	Spring newsletters are out Late Summer – in progress. Waiting on key information from other steering committees
STEM GEMS <ul style="list-style-type: none"> Finalize Instruction Documents Spread the word to schools Contact 1-on-1 Send to Kimberly for approval/posting 	Kimberly Grantham, Kelsey Ford	ONGOING	Working to build and expand our library. STEM GEMS can focus on the following: <ul style="list-style-type: none"> A project An individual A concept A Teacher Career days Link to nomination form: http://www.surveymonkey.com/s/STEMGEMS
STEM Spotlights <ul style="list-style-type: none"> Spread the word to schools Contact 1-on-1 Send to Kimberly for approval/posting 	Kimberly Grantham	ONGOING	Working to build and expand our library! Nomination form link: http://www.surveymonkey.com/s/STEMSpotlights Has expanded into STEM Industry Spotlights



West TN STEM Hub Steering Committee Communications Team

Task	"R"	Due Date	Notes
One-Pager with Facts <ul style="list-style-type: none"> Determine content Secure photos Finalize layout Determine delivery method 	Annie Wise	Done!	You can find it on our website.
Photo Shoot <ul style="list-style-type: none"> Where When Who Photo Release? 	Kimberly and Students	ONGOING	We are taking photos at each event. Posted on our Facebook page. We do use photo releases.
Create Communication Calendar <ul style="list-style-type: none"> Includes all teams Talk with leaders & co-leaders to see what messages need to go out, to who, and how 	Kimberly	October 2013	We plan to work on this once we get feedback from the 8/15 Steering Committee.
Mini Grant Opportunity <ul style="list-style-type: none"> Create RFP Publicize Select Award 	Stephanie Ivey	Fall 2013	Award \$400 for developing a hands on activity to do with a school.
Student Competition for PSA		Fall 2013	Students create videos answering the question, "What is STEM in our area?"
Assist Platform School with marketing	Kimberly Grantham	Fall 2013	School is compiling list and sending to us. Includes updating logo, printing promotional & informational signs and flyers, publicizing the September 24 th open house.
Disseminating Information <ul style="list-style-type: none"> Regional Contacts Delivery Methods 	Kimberly Grantham EVERYONE owns this one!!	Ongoing	Make a point to "work" all networks: <ul style="list-style-type: none"> Professional Organizations Rotary Clubs Chambers of Commerce Use point of contact for schools. We need to focus on ALL of west TN. We are looking for you to share information with us and share our information with your contacts!
Student Ambassadors Program	Stephanie Ivey	Fall 2013	Tiered mentoring structure between college, high school & middle school students.
Write and Submit Report	Kimberly Grantham		Will submit to committee for review/approval. Send to Dr. Ivey



West TN STEM Hub Steering Committee Communications Team

Discussion Questions:

- What is the best way request event and news worthy information from our team members?
 - The team decided regular email request (every other week on Wednesdays) is the best way to remind them. We created two survey links to help collect the information:
 - Survey link for submitting STEM Events to the website: <http://www.surveymonkey.com/s/HubEvent>
 - Survey link for submitting Communication Needs: https://www.surveymonkey.com/s/com_needs
- What are other organizations we should include in our communications?
 - TSTA (state)
 - TMGIA
 - Hospitals/Medical contacts
 - Banking
 - Top 100 Businesses in Memphis
 - Discovery Park of America (Polly Brasher and Linda Jordan)
 - Pink Palace (Steve Pike and Wesley Kreel) & the Coon Creek Site

Individual To-Dos:

- Individual STEM Spotlights: go back and become one or find some.
- Industry STEM Spotlights: We need this from you and we REALLY need to identify rural spotlights.

Final Reminders:

- We are depending on you to share information about the Hub.
- We are depending on you to share information with the Hub.

**West TN STEM Hub Steering Committee
Sustainability Team
August 16, 2013 Minutes**

Attending: Mandi Gilliland, Sharon Rozzi, Eric Harris, Tamara Jones, Judy Faris,
Peter Bridson, Susan Armacost, Laura Pearson

Absent: Sean Healy, Kim Cherry, Kate Collier, Jim Fitzhenry, Phil Coop, Paul Horne

Peter Bridson gave a brief update on the Sustainability Report that is due in November, 2013. Conversation was related to the need for a more specific plan rather than generalities in the report.

It was suggested that we begin to craft a plan to approach industry partners for financial support. Ideas to explore include:

- Create a case for support that focuses on hard data and statistics related to the region's need for STEM related employees
- Inform industry partners of opportunities to engage through STEM Industry Spotlights on the Hub website, STEM Speaker's Bureau, judging essay competitions or others
- Create an "elevator speech" that explains how the STEM Hub works
- Communicating with employers when one of their employees is highlighted on the STEM Hub website or volunteers with the HUB, offering opportunities for the business to promote their community involvement internally and through external means
- Create a Sponsorship list for all STEM Hub major initiatives to include initiative details, cost of initiative and sponsorship amount and benefits.

Action items include (Susan Armacost is working to get these lists):

- Identifying foundations and companies that are local headquartered or have local decision makers
- Identify companies who participate in the Adopt-A-School program through the Shelby County Consolidated School District
- Identify the actual cost of each major initiative

Due to the tight time line for crafting our Sustainability Report, the Sustainability Team will meet in September and October to continue our work on securing support.

Dr. Stephanie Ivey asked that we select an industry representative to serve as Co-Chair of the Sustainability Team.