THANK YOU SPONSORS

Cox
USAA

City of Phoenix
PUBLIC WORKS DEPARTMENT

Arizona SciTech Festival

SP+
INNOVATION IN OPERATION

Boyer

APS
DPR CONSTRUCTION
SUNDT

Fry's
Kitchell
29,570,481
TOTAL REACH

$273,526
TOTAL PUBLICITY VALUE

7,500
EVENT ATTENDANCE

505
TOTAL VOLUNTEERS

200
UA PHOENIX MEDICAL SCHOOL VOLUNTEERS

96
EXHIBITORS

44
NEW EXHIBITORS
The University of Arizona College of Medicine—Phoenix, in partnership with Cox Communications and the Arizona Science Festival, hosts Connect2STEM, an annual family-friendly event designed to showcase the wonders of Science, Technology, Engineering, Math and Medicine (STEM). As the largest STEM outreach event in Phoenix, Connect2STEM has reached more than 20,000 attendees over the last four years. Youth of all ages experience hand-on learning from 500 volunteer physicians, engineers, and students who encourage youth to explore a STEM degree or occupation.

“The UA College of Medicine—Phoenix is committed to inspiring the next generation of physicians, researchers and STEM professionals,” said Guy L. Reed, MD, MS, Dean at the medical school. “We are the university for all of Arizona and were thrilled to see so many children exploring science on our campus.”

**EXECUTIVE SUMMARY**

**Connect2STEM Wins the GOLD!**

The Association of American Medical Colleges awarded the UA College of Medicine – Phoenix the 2018 GOLD Award in the Excellence Competition. Connect2STEM won first place in the Special Events Category for ‘exemplary work and contributions in advancing medicine, research, and education.’
Connect2STEM secured phenomenal television coverage in the weeks preceding as well as the day of the event. This coverage generated last minute registrations and ultimately bolstered attendance and community impact of Connect2STEM.

### TOP MEDIA STORIES

**Arizona Republic/ AZCentral.com**

5,098,350 views

- Thousands of kids get hands-on with science and medicine in Phoenix

**NBC 12 News**

350,000 Reached

- Check Out The 4th Annual Connect2Stem

**ABC15**

1,146,000 Reached

- Sonoran Living: Enjoy free family events

**Flinn Foundation**

523,500 reached

- Arizona Bioscience News: Connect2STEM draws thousands to UA COM-Phoenix

**KJZZ FM**

110,000 reached
23,910,881
TOTAL MEDIA IMPRESSIONS
INCLUDES 20 PRINT & ONLINE STORIES FROM MAJOR NEWS SOURCES

DATA PROVIDED BY MELTWATER
SOCIAL MEDIA

To maximize promotion of Connect2STEM, we utilized various social media platforms before, during and after the event. Through videos, event countdowns and other general posts, we were able to drive attendee and exhibitor traffic to the registration page and also highlight key exhibitors and sponsors.

TOTAL IMPRESSIONS

166,721

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<th>SOCIAL MEDIA PERFORMANCE</th>
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GRASSROOTS MARKETING

Connect2STEM launched a successful grassroots marketing campaign and made significant impressions tracked through website homepage views, registration page views, email marketing, event posters, direct communication and distribution with hundreds of Arizona schools. Event partner, the Arizona SciTech Festival, played a vital role in promoting the event in schools and science clubs. Connect2STEM is the official kickoff for the SciTech Festival.

TOTAL IMPRESSIONS
1,207,913

EVENT PROGRAMS & POSTERS
866,770
Delivered to 780 local K-12 schools

E-MARKETING
29,947

WEBPAGE VISITS
9,707

LOCAL CALENDAR LISTINGS
46

CALENDAR REACH
301,487
The advertising plan, executed in collaboration with COX Communications, focused on increasing awareness and attendance for Connect2STEM. Advertising elements include local television commercials, print ads in Arizona Republic, social media boosts, e-marketing, digital ads with local publications and radio spots.

47 ADS

$97,510 EQUIVALENT VALUE
7,350,611 IMPRESSIONS
TOTAL PAID ADVERTISING
“Embrace Your Inner Nerd” was the theme for the 2018 Connect2STEM fair. Creative prints including collateral, videos, “nerd” glasses and signage that all supported the thematic presentation.
Connect2CAREERS is created specifically for high-school students to meet with and learn from experts in the STEM industry.

“I participate in events like Connect2CAREERS and Connect2STEM so that students and parents know of all the incredible opportunities there are in STEM.”

Tyrone Benson, PhD
Senior Reliability Research and Development Engineer at Intel.

8 SPEAKERS
35 ATTENDEES PER SESSION
280 TOTAL HIGH SCHOOL STUDENTS
The first-ever hospital for children comes to life with our hands-on activities that impart life-lessons about health and wellness for our youngest STEM nerds. Led by our College of Nursing students, youth and parents engage in imaginative play and intergenerational learning. All stations provided in English and Spanish.
SURVEY SAYS

+93%

of attendees rated Connect2STEM as Extremely Good and Very Good

WHAT WAS THE HIGHLIGHT OF CONNECT2STEM?

“These kind of free events are hard to come by. This was our first time, and my son loved all of the hands-on activities. It was a great learning opportunity for him outside school.”

— Yoseline Felix

“Today was incredible, Just watching the kids walk through the bus, you could tell they loved being here. What an incredible opportunity for them and for our community.”

— Matt Rawley

Regional director for the STEM Revolution Bus, a traveling exhibit meant to excite students and teachers about science.

“This event was so well organized. All of the volunteers were knowledgeable and excited to interact with our girls. When 8-year-old girls are intrigued by science for five hours, it is a credit to all of the individuals who shared their passion for science with them. This is the type of activity that will motivate our children to seek out future science opportunities and, potentially, careers.”

— Jane
THANK YOU EXHIBITORS

2018 Exhibitors
• Advanced Genomic Solutions
• Arizona Department of Health Services
• Arizona Museum of Natural History
• Arizona Public Service
• Arizona Science Center
• Arizona Scitech Festival
• Arizona State University College of Health Solutions
• Arizona State University Graduate Association of Interdisciplinary Neuroscience Students
• BACK for Learning
• Banner Heart Institute
• Bioscience High School
• Central Arizona Healthy LifeStars
• Challenger Space Center
• Children’s Museum of Phoenix
• City of Phoenix Mobile Recreation
• City of Phoenix Public Works Department
• City of Phoenix Water Services Department
• CO+HOOTS Foundation
• Code Ninjas
• CodePHX
• Coding with Kids
• Commemorative Air Force
• Cox Communications
• Crave Sandwich Café
• CREST @ Paradise Valley High School
• Dino Crew Entertainment
• Education Empowers Inc.
• Embry-Riddle Aeronautical University - Prescott
• FreeForm, LLC
• Fresh Express by Discovery Triangle
• Girl Scouts of Arizona Cactus Pine Council
• Girls in Tech Phoenix
• Grand Canyon University
• Habitat for Humanity
• Heard Museum
• HOPE Animal-Assisted Crisis Response
• Intel Corporation
• Intuitive Surgical (Da Vinci)
• KJZZ FM
• Luke Air Force Base
• Maricopa Air Quality Department
• Mindfully Integrated Health Associates
• Mountain Ridge High School
• Musical Instrument Museum
• National Inventors Hall of Fame
• Nitro Live Creamery
• Northern Arizona University Athletic Training
• Northern Arizona University Occupational Therapy
• Northern Arizona University Physical Therapy
• Phoenix Zoo-Arizona Center for Nature Conservation
• Play-Well TEKnologies
• Primavera Online High School
• RealTimeSTEAM
• Sabercat Robotics 4146
• Science Prep Academy
• STEM Revolution
• STEM Sports
• Sundt DPR
• The Arizona Partnership for Immunization
• The Phoenix Herpetological Society
• University of North Dakota School of Aerospace Sciences
• USAA

University of Arizona Exhibitors
• UA 4-H Youth Development
• UA Agricultural Center
• UA American Indians into Medicine Program
• UA Bookstore
• UA Center for Simulation and Innovation
• UA College of Architecture, Planning and Landscape Architecture
• UA College of Nursing
• UA Department of Biomedical Informatics
• UA Department of Molecular and Cellular Biology
• UA Eller College of Management
• UA Health Occupations Students of America at the University of Arizona
• UA Health Sciences Library
• UA Lunar Planetary Laboratory
• UA Maricopa Cooperative Extension
• UA Mel and Enid Zuckerman College of Public Health
• UA Office of Diversity & Inclusion Med Start Health Careers
• UA Office of Undergraduate Admissions
• UA Pathways Scholars Program
• UA College of Pharmacy
• UA Police Department
• UA Precision Medicine with the Center of Applied Genetics and Genomic Medicine
• UA Program of Art in Medicine
• UA Roosevelt Early Childhood Family Resource Center
• UA School of Information
• UA The Center for Applied NanoBioscience and Medicine
• UA University of Arizona Alumni Association