

# CONNECT2



**EMBRACE YOUR INNER NERD**

January 28, 2017

MARKETING & COMMUNICATIONS  
**RECAP REPORT**



UNIVERSITY  
OF ARIZONA  
ZONA



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Phoenix



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OF ARIZONA  
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## THANK YOU SPONSORS

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**City of Phoenix**  
PUBLIC WORKS



STANDARD  
PARKING



541

**TOTAL MENTIONS**

26,208,436

**TOTAL REACH**

\$237,884

**TOTAL PUBLICITY VALUE**

6,500

**EVENT ATTENDANCE**

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# EXECUTIVE SUMMARY

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Connect2STEM 2017 is the University of Arizona's best community event yet. For two years in a row, this event boasts as the largest STEM outreach event in the city of Phoenix with more than 6,500 attendees, 200 volunteers and 100 exhibitor activities.

Connect2STEM is also a stand-out event across the country and received recognition by the Association for American Medical Colleges (AAMC) as one of the most innovative community initiatives hosted by a medical school in 2016 alongside Harvard Medical School and Yale School of Medicine.

The energy and success surrounding this event is a testament to the commitment of the UA College of Medicine—Phoenix and its numerous collaborative partnerships across the state and nation.

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**“Enriching events like these can have a tremendous impact in shaping a young person’s path, and inspiring the next generation of college students.”**

**EILEEN KLEIN**

*President of the Arizona Board of Regents*

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**“Connect2STEM was a great opportunity for young people and families to have fun learning about the ways science and technology advances the world around us.”**



**PHOENIX MAYOR GREG STANTON**

*Attended Connect2STEM with his son, Trevor in 2015 & 2016.*

# TOP MEDIA STORIES

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Arizona Republic and AZCentral.com

**5,000,000 views** | \$43,000 AVE

- ▶ [Looking to spark your kid's creativity, get them a good job and have fun? Check out free Phoenix STEM event](#)

ABC 15

**546,659 Reached** | \$5,056.60 AVE

- ▶ [Arizona Parenting Magazine shares fun weekend events for the family](#)

La Voz

**10,104 Reached** | \$93.46 AVE

- ▶ [¿Dónde llevar a los niños para que aprendan y se diviertan?](#)

Ahwatukee Foothills News

**17,000 reached** | \$159.36 AVE

- ▶ [Ahwatukee youths of color discover opportunities in science, technology](#)



23,677,197

**TOTAL MEDIA IMPRESSIONS**

INCLUDES 15 PRINT & ONLINE STORIES FROM MAJOR NEWS SOURCES

# TELEVISION HITS

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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.

28  
TOTAL HITS



FOX10 NEWS | 3TV | AZ FAMILY | KPHO 5

# SOCIAL MEDIA

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Earned Social Media promoted Connect2STEM before, during and after the event.

TOTAL IMPRESSIONS

154,758



92,736



36,590



293



25,139



# GRASSROOTS MARKETING

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Grassroots Marketing is the cumulative impressions generated for Connect2STEM from homepage views, registration page views, email marketing, event posters and local calendar listings. Our partnership with Arizona Sci-Tech allowed for direct communication and distribution with hundreds of Arizona schools. Thank you AZ Sci-Tech Festival, for your support and making Connect2STEM the official signature kick-off event!

## TOTAL IMPRESSIONS

1,194,095



## EVENT PROGRAMS & POSTERS

866,770

Delivered to 780 local K-12 schools

## E-MARKETING

41,276



## LOCAL CALENDAR LISTINGS

31

## WEBPAGE VISITS

6,047

# ADVERTISING

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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.

## COX COMMERCIAL FLIGHT

330 SPOTS

\$47,070 VALUE

195,109 IMPRESSIONS

THE ARIZONA  
REPUBLIC

azcentral.com



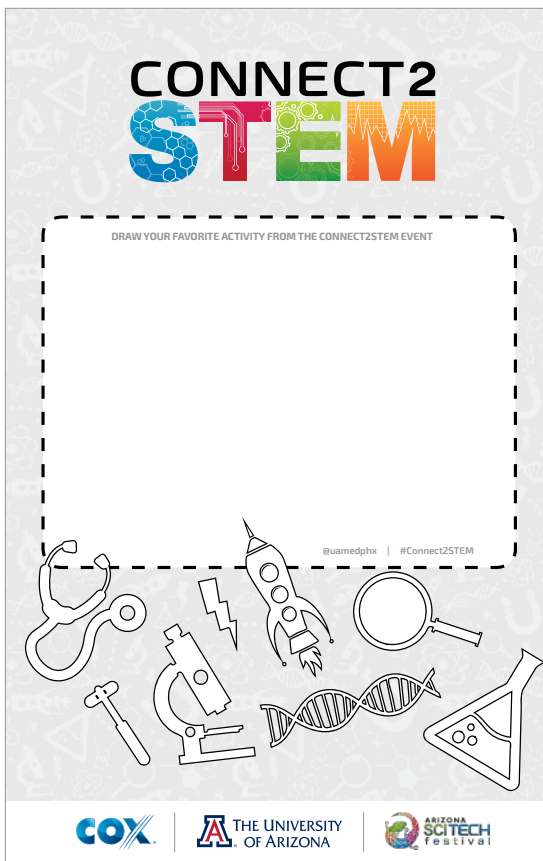


1,442,614  
IMPRESSIONS

**TOTAL PAID ADVERTISING**

# CREATIVE

“Embrace Your Inner Nerd” was the theme for the 2017 Connect2Stem 2017 fair. Creative prints including collateral, videos, “nerd” glasses and signage that all supported the thematic presentation.



EVENT ACTIVITY



EVENT SIGNAGE



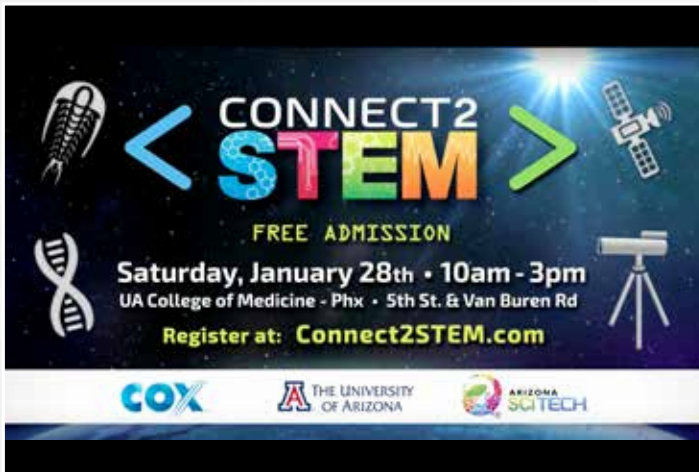
SOCIAL MEDIA POST

## CONNECT2 CAREERS

## CONNECT2 MENTORS



EVENT MAP



LOCAL TV COMMERCIAL



EMAIL BLAST



EVENT SIGNAGE

# CONNECT2 CAREERS

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.

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## 2017 LINE-UP

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**LINDA NELSON, MD**

Obstetrician-Gynecologist,  
UA College of Medicine – Phoenix

OBGYN and Reproductive  
Endocrinologist at St. Joseph's  
Hospital and Medical Center

**LAUREN HARTMAN**

Research Associate III, Translational  
Genomics Research Institute (TGen)

**DEBORAH A.  
GOROMBEI, RN**

UA Nursing MEPN Program

**MARTHA GULATI, MD**

Division Chief of Cardiology, UA  
College of Medicine – Phoenix, and

Physician Executive Director,  
Banner – University Medicine  
Cardiovascular Institute

**POLICE OFFICER**

UA Police Department

**SARAH MORRISON**

PhD Candidate,  
UA Lunar and Planetary Lab

**JOHN MCCULLOCH**

Reactor Engineer, APS

**TYRONE BENSON, PHD**

Senior Reliability Research and  
Development Engineer, Intel

# CONNECT2 MENTORS

Connect2Mentors is a multi-dimensional experience designed to inspire youth of color to engage in STEM careers. Thanks to our generous sponsor Arizona Community Foundation, local students participate in this day free of charge.

“Connect2Mentors allowed students to get the best experience possible from quality programs that include a variety of activities.”

**Lanette Campbell,**  
Advisor at Maricopa County  
NAACP Youth and College division.



75

Youth Attended

10

Med Student Mentors

19

Professional Mentors

Thank You Partners & Sponsors



# WILDCAT. PLAY HOSPITAL

Led by UA Nursing and [Pediatrics](#)





HOSPITAL

# WILDCAT

## PLAY HOSPITAL

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.



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# SURVEY FEEDBACK

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93%

of attendees rated **Connect2STEM**  
as **Extremely Good and Very Good**

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“It is a fun and exciting way to introduce various aspects of science to kids of all ages.”

— Gordon

I really appreciate how it exposed my son to so many different areas of STEM. Thank you, great event.

— Amy

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“My daughter attended with her Girl Scouts Troop. It was very hands-on, organized and perfect for all ages. Her favorites were the sustainability and bioscience tables and the surgery section, as well as the helium bubble machine and virtual reality booth. This is truly a must-see event. Thank you Cox Communications, UA, NAU and all other sponsors.

— Christine

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# THANK YOU EXHIBITORS AND VOLUNTEERS

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200 Volunteers	DIRTT	Physics Bus from Physics Factory
4H Youth Development	Ear Candy	Play-Well TEKologies
Agave Surgical	Empowerment Systems	Primavera Online High School
Allergy Asthma Clinic	Forensic Anthropologist - Laura Fulgi	S.YSTEM Coalition
American Academy of Pediatrics	Gateway Community College	South Mountain Community College
APS	Glendale Community College	Sparkletts
Arizona Alliance for Community Health Centers	Goodwill	Team Paradise
Arizona Autism	Google	TGEN
Arizona Diamondbacks	GraphLock Inc.	UA Alumni Association
Asian Corporate & Entrepreneur Leaders	Halle Heart Children's Museum	UA Athletics
ASU College of Nursing & Health Innovation	Hernandez Wellness Clinic	UA Bookstore
ASU Nursing	HonorHealth	UA Center for Applied NanoBioscience & Medicine
ASU Science is Fun	HOPE Animal's	UA College of Medicine - Phx
Atos	HOSA	UA College of Nursing
Audubon Arizona	Intel	UA College of Pharmacy
AZ Science Center	Intuitive Surgical	UA Eller College of Management
AZ Scitech	Job for AZ Graduates	UA Mel and Enid Zuckerman College of Public Health
AZDHS	Junior Achievement	UA Police Department
Banner University Medical Center Heart Institute	Latina STEM Conference	UA Project WET
Bayless Healthcare Group	Linda Nelson - OBGYN	UA & ASU Neuroscience
Be the Match	Lunar Planetary Lab/OSIRIS	UA Cooperative Extension
Bioscience High School	Maricopa Community Colleges	UA Maricopa County Cooperative
CAPLA	Master Gardner	Wildcat Water Mobile Lab
Challenger Space Center	Mayo Clinic	UA Office of Admissions
ChandanShamala Library	Medtronic	UAT
Chief Science Officers	Mesa Community College	UA Maricopa Agricultural Center - Entomology
Children's Museum of Phoenix	Mobile Health Unit - Dr. Rosales	UA Roosevelt Early Childhood Family Resource Center
CHIP Programs	Mountain Ridge PLTW Biomedical Sciences/HOSA	Waste Management
City of Glendale	NAU - Physician Assistant & Physical Therapy Programs	Water Art
City of Phoenix	Ottawa University	Wesley Community & Health Center
COMP Library/UAHS Library	Pathways Program	Wilbur & Wilma the Wildcats
Cox Communications	Peddler's Son	YMCA
Crave	Phoenix Astronomical Society	
Desert Botanical Garden	Phoenix Police Explorers	
	Phoenix Symphony	

