

# CONNECT2 STEM



The University of Arizona  
Health Sciences

COX

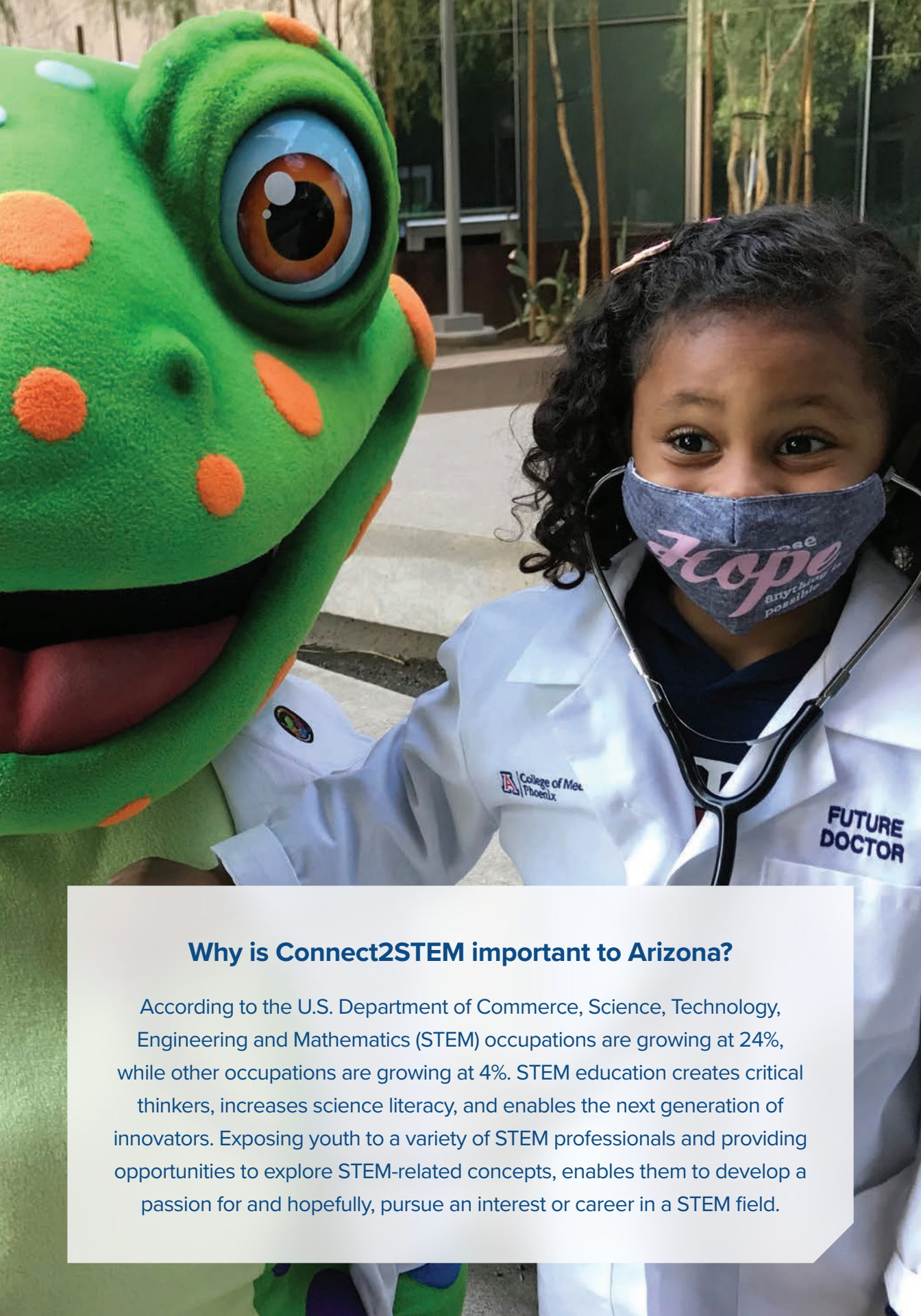


SCITECH  
INSTITUTE

## ENGAGEMENT & COMMUNICATIONS 2021 IMPACT REPORT

ORGANIZED BY:

University of Arizona Health Sciences  
Corporate & Community Relations



## Why is Connect2STEM important to Arizona?

According to the U.S. Department of Commerce, Science, Technology, Engineering and Mathematics (STEM) occupations are growing at 24%, while other occupations are growing at 4%. STEM education creates critical thinkers, increases science literacy, and enables the next generation of innovators. Exposing youth to a variety of STEM professionals and providing opportunities to explore STEM-related concepts, enables them to develop a passion for and hopefully, pursue an interest or career in a STEM field.



# THANK YOU

TO OUR 2021 SPONSORS



# CONNECT2STEM 2021

*A Year Like No Other*

# 531,330

TOTAL MEDIA IMPRESSIONS

# 4,500

Virtual & Drive-Thru  
Attendance

# 240

Volunteers  
Virtual & Drive-Thru



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## 32 Drive-Thru Exhibitors

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# 29

Connect2STEM TV  
On-Demand Videos

3 Dinosaurs



3 Mascots

# 1,100

STEM Adventure  
Backpacks Distributed





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# EXECUTIVE SUMMARY

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## About Connect2STEM

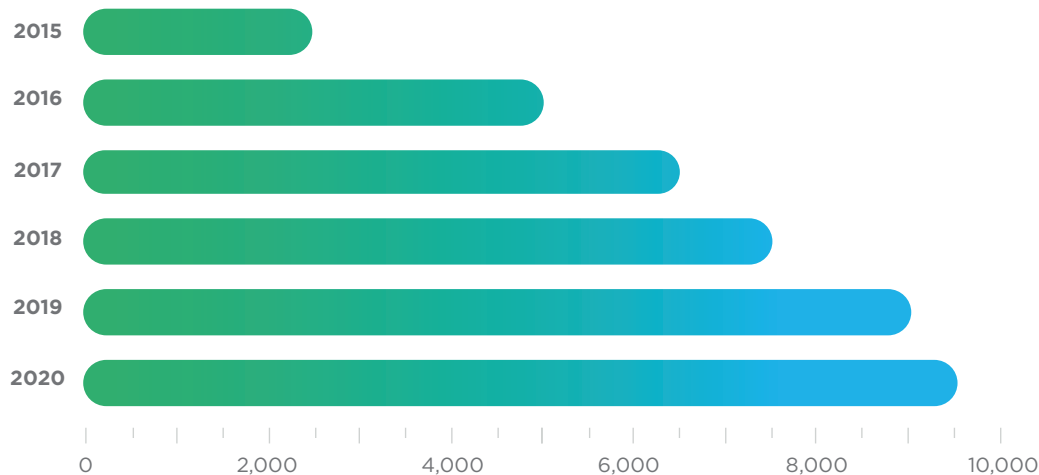
The University of Arizona Health Sciences and the College of Medicine - Phoenix, along with partners, Cox Communications and the Arizona SciTech Institute, presented Connect2STEM — series of exciting family-friendly experiences, celebrating Science, Technology, Engineering, Math and Medicine (STEM).

Connect2STEM, has welcomed more than 42,000 attendees over the last seven years, becoming the largest STEM community event in Phoenix.

Due to COVID-19, the popular event was reconfigured as a virtual kickoff, live YouTube sessions and an in-person drive-thru experience. Thinking outside the box, the UArizona Health Sciences Corporate and Community Relations team reimaged the eight-story parking garage on the Phoenix Biomedical Campus, turning it into a wonderland filled with displays promoting the joy and discovery of STEM.

Youth of all ages experienced and engaged with more than 200 volunteer physicians, engineers, and students who encouraged children to explore a STEM degree or occupation.

## Attendance growth of Connect2STEM:





“Arizona’s future depends on a highly-trained workforce – particularly in the areas of advanced medical technology, research, and related STEM fields. I am particularly grateful to the University of Arizona and the Phoenix Biomedical Campus for organizing this year’s event and for engaging young minds.”

— **Phoenix Mayor Kate Gallego**



“We open our doors so youth can meet a medical or pharmacy student and see the insides of a biomedical campus. These experiences are transformative for the children, parents and teachers that attend each year. This amazing event would not be possible without our corporate partners.”

— **University of Arizona President Dr. Robert C. Robbins**



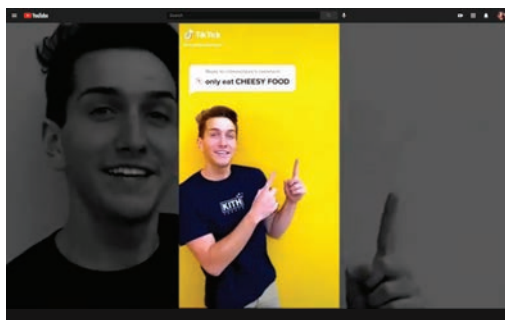
# CONNECT2STEM VIRTUAL KICKOFF

## JANUARY 20, 2021



Due to the pandemic, Connect2STEM 2021 was reimagined as an online interactive pavilion. Activities started with the kickoff on Saturday, January 30, 2021, at 10:00 a.m. via Connect2STEM TV. [Watch the Virtual Kickoff Event](#)

The event featured behind-the-scenes tours of the Wildcat Play Hospital, scrubbing in with a world-renowned neurosurgeon, hearing STEM career advice from an accomplished TikTok star, and cheering on energetic performances from the Be Kind Crew and Arizona School for the Arts.





## ATTENDANCE

580

Attendance

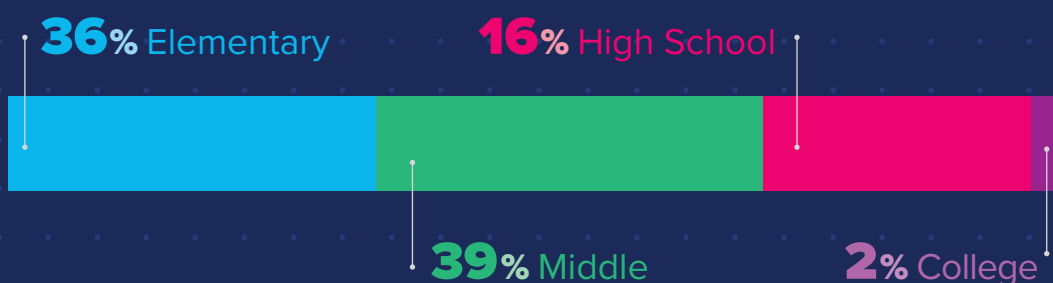
2,800

Website Page Views

1,317

Registrations

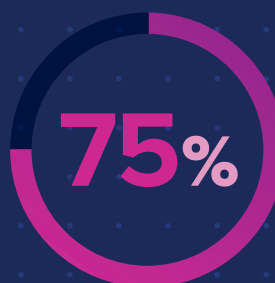
## AVERAGE AGE OF YOUTH ATTENDEES



## SURVEY HIGHLIGHTS



Rated the event  
**excellent** or **good**



Planned on  
attending  
**Live TV events**  
in February

## ATTENDEE HIGHLIGHTS OF THE EVENT

“We really found fascinating the segment with the neurosurgeon and the opportunity to see some of the technology used to train doctors.”

— Attendee

“The interview with the TikTok Content Creator — he was very encouraging and had an inspiring story to share.”

— Attendee

# CONNECT2 STEM<sup>TV</sup>

## Ongoing Live Sessions in February

Connect2STEM LIVE TV launched a brand-new series on Feb. 6, 2021 offering free online programming every Saturday in February. Featuring faculty, staff and students from all five University of Arizona Health Sciences Colleges — including Nursing, Pharmacy, Public Health and both medical schools in Phoenix and Tucson — dynamic STEM modules allowed youth of all ages to discover STEM careers and activities during the stay-at-home orders.

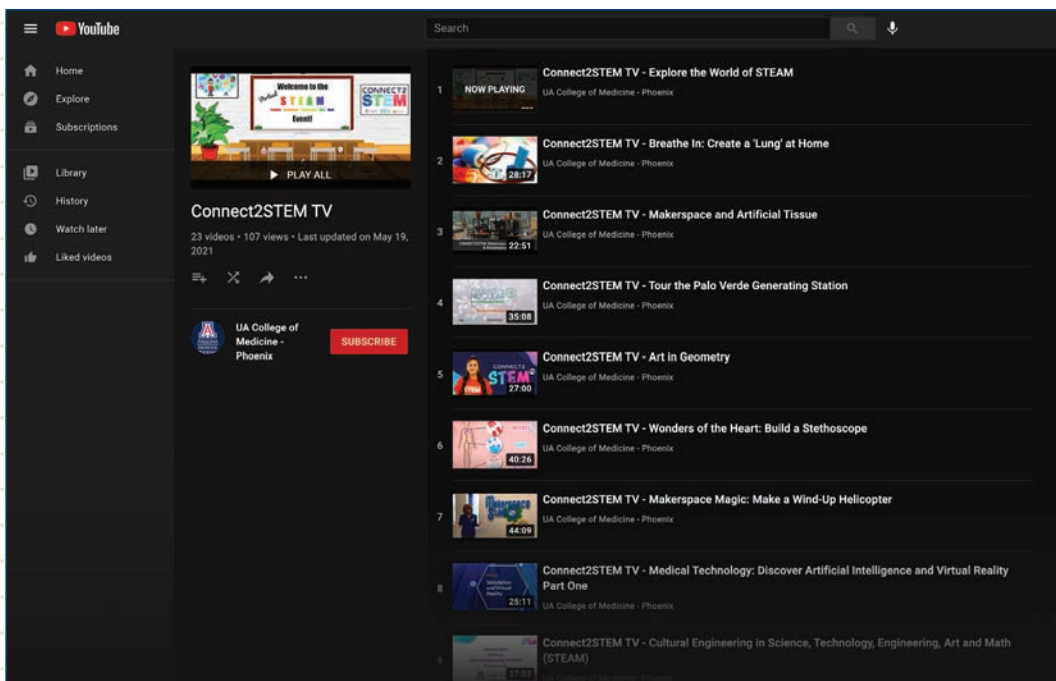
- **29** programs presented
- **4** Saturdays = more than **12.5 hours** of STEM learning
- Average Attendance (per session): **70** via Zoom, **758** via Facebook Live

## Connect2STEM TV Now Offers On-Demand Playlist

Connect2STEM TV offers on-demand videos providing an engaging learning experience for youth ages kindergarten through 8th grade and serves as an educational resource for parents and teachers.

### New videos featuring Banner Health Care Heroes:

- Beyond the White Coat
- Cooking Up Science
- Healthy Bodies and Healthy Minds
- Discover the Wonders of Nursing & Leadership



Visit [Connect2STEM TV Playlist](#) and view more than 20 videos highlighting STEM learning resources and activities.



# CONNECT2

# STEM

## DRIVE THRU EXPERIENCE



## SPECIAL EVENT DRIVES HOME BIG SUCCESS

MAY 22, 2021 | 9:00 AM — NOON

The University of Arizona Health Sciences, along with partners Cox Communications and the Arizona SciTech Institute, hosted a drive-thru version of Connect2STEM.

Faculty, staff and students from UArizona, along with dedicated community partners, provided a safe yet engaging environment for 1,100 young passengers and their families.

Attendees received drawstring backpacks curated with STEM activities and projects designed to expose youth to various STEM careers.

Check out the Drive Thru Experience [Photo Gallery](#)





## EVENT HIGHLIGHTS:

- ▶ **350** Vehicles
- ▶ **1,100** Youth Attendees
- ▶ **190** Volunteers, including **65** Youth Volunteers
- ▶ **32** Exhibits
- ▶ **1,100** STEM Adventure Backpacks Distributed

More than **30,000** people were reached internally and externally through a multi-channel social and communications plan.

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## EXHIBITOR HIGHLIGHTS:

- ▶ Life-like manikins from the University of Arizona College of Medicine – Phoenix Center for Simulation & Innovation
- ▶ The Be Kind People Project
- ▶ Performances by the Arizona School for the Arts
- ▶ Arizona Ghostbusters & Ectomobile
- ▶ Arizona Coyotes
- ▶ Engineering for Kids Robots
- ▶ Phoenix Biomedical Campus Black African American Caribbean Employee Resource Group hosted the Wildcat Play Hospital
- ▶ The Women in Medicine & Science Executive Committee hosted the ‘You Can Be Anything’ exhibit

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# EXHIBITOR TESTIMONIALS

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“Thank you so much for such an amazing event on Saturday! I can’t describe how much fun all our kids and staff had. It really made a positive impact in their lives to be provided an opportunity to talk about their innovations to so many people.”

— **Dr. Donna Jagielski**

Director of STEAM Makerspace Programs,  
Boys & Girls Clubs of Greater Scottsdale

“The Arizona Coyotes were thrilled to support the University of Arizona’s Connect2STEM event. We would like to thank the University of Arizona Health Sciences for organizing a tremendous educational program that exposed so many Valley children to Science, Technology, Engineering, Math and Medicine. The Coyotes will continue to support STEM which provides children with valuable skills sets that will help them be successful in the future.”

— **Jonah Rodriguez**

Hispanic Marketing, Arizona Coyotes

“Just wanted to share one of my favorite memories from the event: We had a team of four female medical students performing CPR and defibrillation in the “C” section of our exhibit. A car full of little girls driving by saw them and lit up when they realized that they could be doctors too! It was a great event.”

— **James Lindgren, MD**

Medical Director, Center for Simulation and Innovation,  
University of Arizona College of Medicine – Phoenix



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# THANK YOU EXHIBITORS

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## 2021 EXHIBITORS

Arizona Project Wet	Engineering for Kids Phoenix Metro
Arizona Coyotes	Flood Control District Maricopa County
Arizona Ghostbusters	Girls Innovation Academy
Arizona School of the Arts	Innovant Technologies, LLC
Basis.ed	Page a Day Math
The Be Kind People Project	Phoenix Chamber of Commerce
Boys & Girls Clubs of Scottsdale	Southern Arizona Research, Science and Engineering Foundation
COX Communications	SciTech Institute
Dino Crew	Wexford/ASU/Center for Entrepreneurial Innovation
DJ D-Swift	

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## UNIVERSITY OF ARIZONA EXHIBITORS

All of Us Research Program	UArizona College of Medicine – Phoenix Scrubs Academy
UArizona Cancer Center	Black African American Caribbean Employee Resource Group
UArizona College of Medicine – Phoenix Center for Simulation and Innovation	Women in Medicine in Science Executive Committee
UArizona Cooperative Extension	UArizona Near to You Network
UArizona Agricultural Literacy & STEM Education	
UArizona Early Academic Outreach	

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## BACKPACK CONTRIBUTORS

Arizona Center	UArizona College of Medicine – Phoenix Dept. of Equity, Diversion, Inclusion
American Heart Association	Children’s Museum of Phoenix
City of Phoenix Public Works	UArizona Eller College of Management
Phoenix Herpetological Sanctuary	UArizona BIO5
GEM Environmental	
Translational Genomics Institute (TGen)	

# SURVEY SAYS

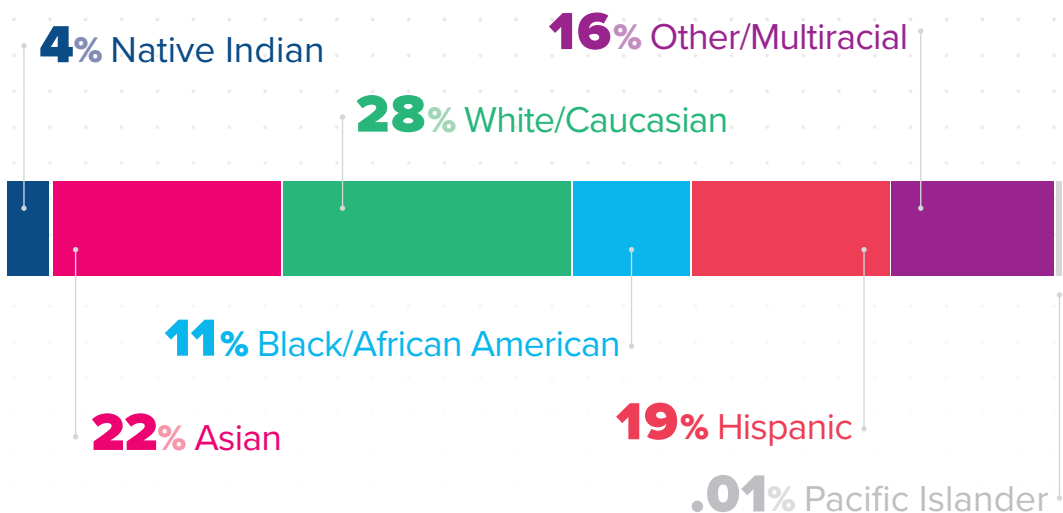
**46%**

Said this was their **first time** attending a Connect2STEM event

**75%**

Said they were aware the University of Arizona Health Sciences trains medical, nursing, public health and pharmacy students on the Phoenix Biomedical Campus

## Attendee Demographics:





## What was the highlight of Connect2STEM Drive-Thru?

“Seeing the different animal hearts.”

“Girls in action with live female professionals.”

“The bubbles that had a flammable gas in them that would make big flames when landing on the fire of the blow torch.”

“The dinosaurs!”

### Testimonials

“Family friendly, informative, and fun. Thank you, my children really enjoyed the drive, through and the activities they received.”

— **Rebekah M.**

“This drive thru experience was surprisingly informative and fun for a mobile event!”

— **Attendee**

“We’ve been attending Connect2STEM events for a few years now and we are never disappointed.”

— **Attendee**





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# STEM ADVENTURE BACKPACKS

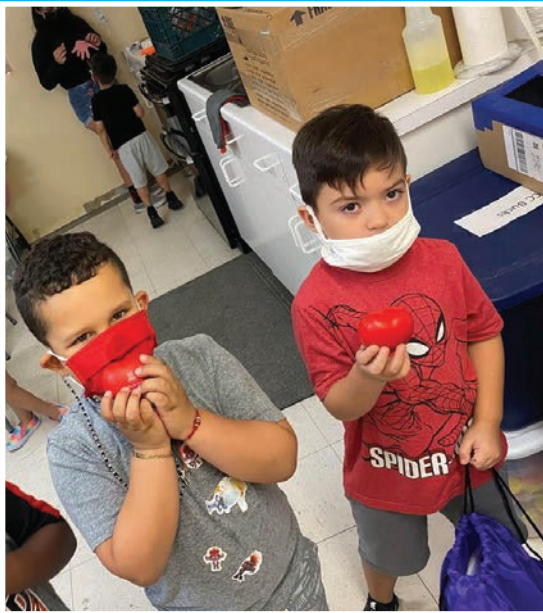
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Ensuring Connect2STEM served youth beyond the drive-thru experience, backpacks were also distributed to under resourced youth. UArizona College of Medicine – Phoenix students delivered the backpacks and hosted an introduction to medicine workshop.

Dozens of community volunteers spent several days assembling STEM Adventure Backpacks

- ▶ **700 STEM Adventure Backpacks** distributed to UMOM New Day Centers & Valley of the Sun United Way Summer Camps
- ▶ Each backpack included **35 different activities** including a DNA analyzer kit for strawberries, a kaleidoscope maker kit, along with coloring books, a brain hat and much more.





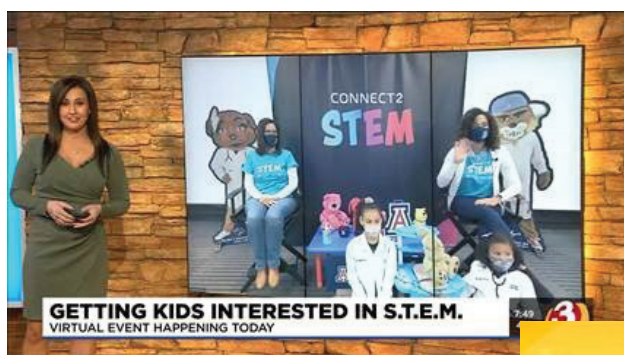
“Thanks to the University of Arizona Health Sciences, and all of the sponsors, for extending the Connect2STEM community program to children attending the Valley of the Sun United Way Summer camps. These backpacks brought Science, Technology, Engineering Math and Medicine (STEM) learning directly to our campers in a fun and engaging way. The colorful backpacks will also serve as a treasured keepsake and provide a much needed resource to carry their things to and from camp.”

— ANGELA BRYANT,  
VALLEY OF THE SUN UNITED WAY

# TOP MEDIA STORIES

## 531,330 TOTAL MEDIA IMPRESSIONS

**Live 3TV Morning Show —**  
Getting Kids Interested in STEM



**NBC 12 News Midday Show —**  
Science Fun and more at  
Connect2STEM 2021



### MEDIA MENTIONS:

- Good Morning Arizona (3TV/CBS 5)
- Arizona Midday (NBC 12)
- Jewish News of Greater Phoenix
- Arizona Parenting
- Arizona Commerce Authority
- Bear Essential News/Arizona Republic
- AZ Big Media
- KAET-TV (PBS) — Cronkite News
- Flinn Foundation
- AZ Bio
- Phoenix Community Alliance
- Downtown Phoenix, Inc.



# SOCIAL MEDIA & WEBSITE PROMOTION

To maximize the promotion of Connect2STEM, various social media platforms promoted virtual and drive-thru events. Through videos, fresh content, and collaborator posts, significant attendee traffic visited the registration page highlighting exhibitors and sponsors.

## UARIZONA HEALTH SCIENCES WEBSITE TRAFFIC

Users	2,687 per month
Pageviews	8,958
Newsletter Distribution	
External/Community Members	8,000
University of Arizona Health Sciences	6,500



Boys & Girls Clubs of Greater Scottsdale  
@BGCGS

Recently, a group of Club members greeted 400 families at the annual @Connect2STEM event at @uazmedphx downtown campus by showcasing their innovations from the Green Challenge. Thanks to industry sharks from @ineightsoftware @AngelCityData and @mcccd. #STEAM #STEM



The Flood Control District of Maricopa County  
@FCDfloodinfo

We're hanging out at the @Connect2STEM event today! Drive through participants are in for a treat: real rain gages and a take home activity with Stormi the Dog. #connect2STEM



BIO5 Institute  
@UAZBIO5

So fun engaging IN PERSON with our community and supporting our @uarizona partners @uazmedphx and @UAZHealth at @Connect2STEM drive-thru event in Phx today!! @AZSciTechFest Frog is holding our super cool DNA Extraction kit 🧬🐸 #BearDownScience



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# ECONOMIC IMPACT

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Connect2STEM Drive-Thru demonstrated the dedication of a community coming together to support STEM education. The event reached beyond the Phoenix Biomedical Campus and enlisted the services and support of several community-based organizations, creating a lasting, positive economic impact. The UArizona Health Sciences partnered with the Helpings Cafe from UMOM New Day Centers to cater the event and provide breakfast and boxed lunches for more than 190 volunteers. This provided funding for programs and services for those experiencing homelessness. Supplies and equipment were secured from the Community Tool Bank, a nonprofit tool lending program that provides organizations access to an inventory of tools for use in volunteer and community benefit projects.



# ABOUT THE UNIVERSITY OF ARIZONA HEALTH SCIENCES

The University of Arizona Health Sciences is the statewide leader in biomedical research and health professions training. The UArizona Health Sciences includes the Colleges of Medicine (Tucson and Phoenix), Nursing, Pharmacy, and the Mel and Enid Zuckerman College of Public Health, with main campus locations in Tucson and the growing Phoenix Biomedical Campus in downtown Phoenix. From these vantage points, the Health Sciences reaches across the state of Arizona and the greater Southwest to provide cutting-edge health education, research and community outreach services. A major economic engine, the Health Sciences employs nearly 5,000 people, has approximately 4,000 students and 900 faculty members, and garners \$200 million in research grants and contracts annually.

For more information: [uahs.arizona.edu](https://uahs.arizona.edu)

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