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.
CONNECT2STEM 2021
A Year Like No Other

531,330 TOTAL MEDIA IMPRESSIONS

4,500 Virtual & Drive-Thru Attendance

240 Volunteers Virtual & Drive-Thru

32 Drive-Thru Exhibitors

29 Connect2STEM TV On-Demand Videos

3 Dinosaurs

1,100 STEM Adventure Backpacks Distributed

3 Mascots
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 reimagined 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
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.
AVERAGE AGE OF YOUTH ATTENDEES

- 36% Elementary
- 16% High School
- 39% Middle
- 2% College

SURVEY HIGHLIGHTS

- 88% Rated the event excellent or good
- 75% 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
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.
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.

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
EXHIBITOR TESTIMONIALS

“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
THANK YOU EXHIBITORS

2021 EXHIBITORS

Arizona Project Wet
Arizona Coyotes
Arizona Ghostbusters
Arizona School of the Arts
Basis.ed
The Be Kind People Project
Boys & Girls Clubs of Scottsdale
COX Communications
Dino Crew
DJ D-Swift

Engineering for Kids Phoenix Metro
Flood Control District Maricopa County
Girls Innovation Academy
Innovant Technologies, LLC
Page a Day Math
Phoenix Chamber of Commerce
Southern Arizona Research, Science and Engineering Foundation
SciTech Institute
Wexford/ASU/Center for Entrepreneurial Innovation

UNIVERSITY OF ARIZONA EXHIBITORS

All of Us Research Program
UArizona Cancer Center
UArizona College of Medicine – Phoenix
Center for Simulation and Innovation
UArizona Cooperative Extension
UArizona Agricultural Literacy & STEM Education
UArizona Early Academic Outreach

UArizona College of Medicine – Phoenix Scrubs Academy
Black African American Caribbean Employee Resource Group
Women in Medicine in Science Executive Committee
UArizona Near to You Network

BACKPACK CONTRIBUTORS

Arizona Center
American Heart Association
City of Phoenix Public Works
Phoenix Herpetological Sanctuary
GEM Environmental
Translational Genomics Institute (TGen)

UArizona College of Medicine – Phoenix Dept. of Equity, Diversion, Inclusion
Children’s Museum of Phoenix
UArizona Eller College of Management
UArizona BIO5
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:

4% Native Indian
16% Other/Multiracial
22% Asian
11% Black/African American
28% White/Caucasian
19% Hispanic
.01% Pacific Islander
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
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

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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

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