

# The Connector Exchange Coordination Community Meeting May 23, 2019

## Agenda

- Introductions and Group Updates
- The Connector Updates
- Editorial Calendar
- Development Updates
- Questions and Discussion
- Next Meeting



# Introductions and Updates

## NC STEM Center

- Burroughs Wellcome Fund
- Morehead Planetarium and Science Center
- Insight Designs



## American Institute of Architects



THE AMERICAN INSTITUTE  
OF ARCHITECTS

# The Connector Updates



## New Roles

- Jolene Gustafson, Director of Digital
- Kathy Thomas, Director of The Connector and Community Services
- Maggie Ewan, Program Assistant

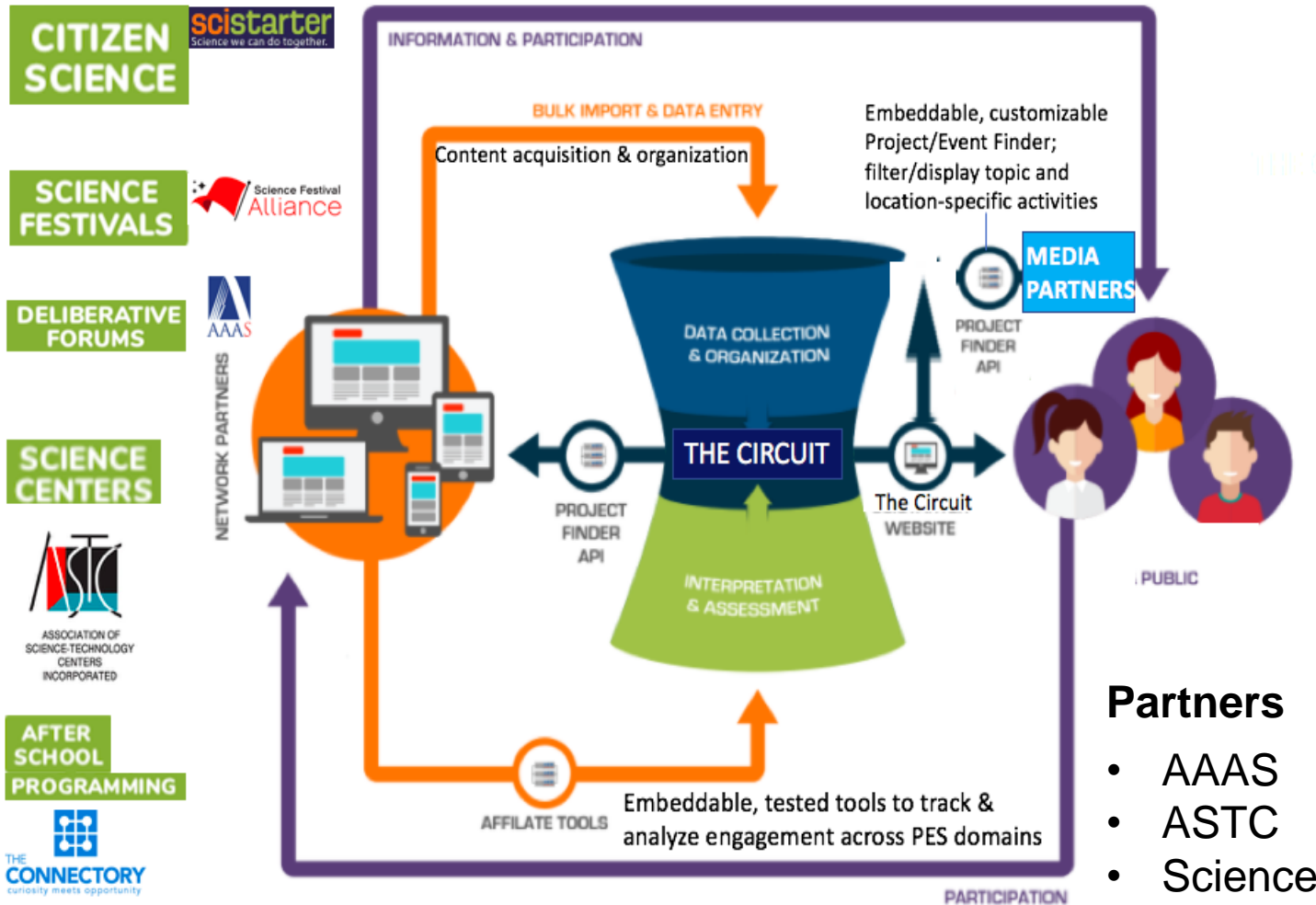
# IF/THEN Initiative

- **Lyda Hill Philanthropies**
  - Expansive coalition and \$25 million investment
  - Increase representation of women in STEM
- **Partnership with ASTC**
  - Ambassadors Program
  - Digital Asset Library
  - FabFems tie-in

**IF/THEN**  
AN INITIATIVE OF LYDA HILL PHILANTHROPIES

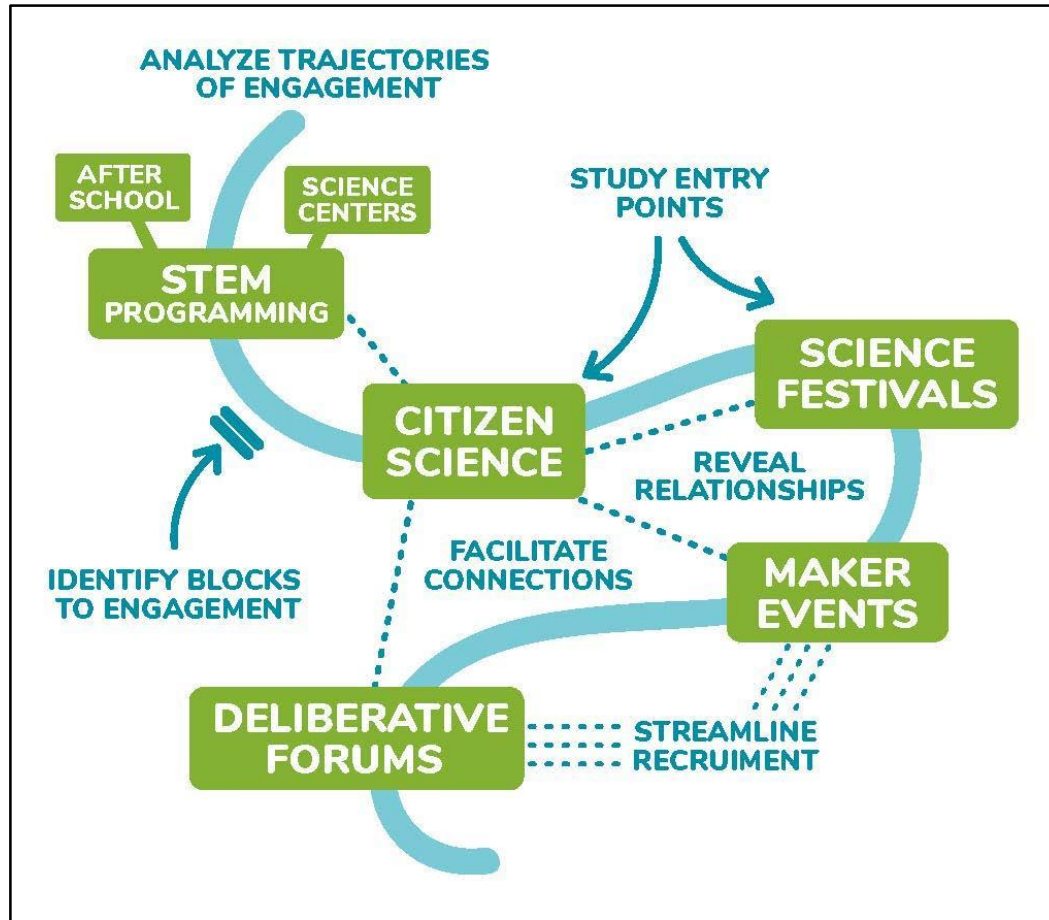


# NSF Proposal Update





# Research and Evaluation on Public Engagement



# The Connector Editorial Calendar

## June

- National Zoo and Aquarium Month
- World Environment Day: June 5
- World Oceans Day: June 8
- National Week of Making: June 21-27

## July

- Park and Recreation Month
- World Youth Skills Day: July 15

## August

- Back to School/Afterschool
- Bulk upload promotions



## Twitter Chat - TBD

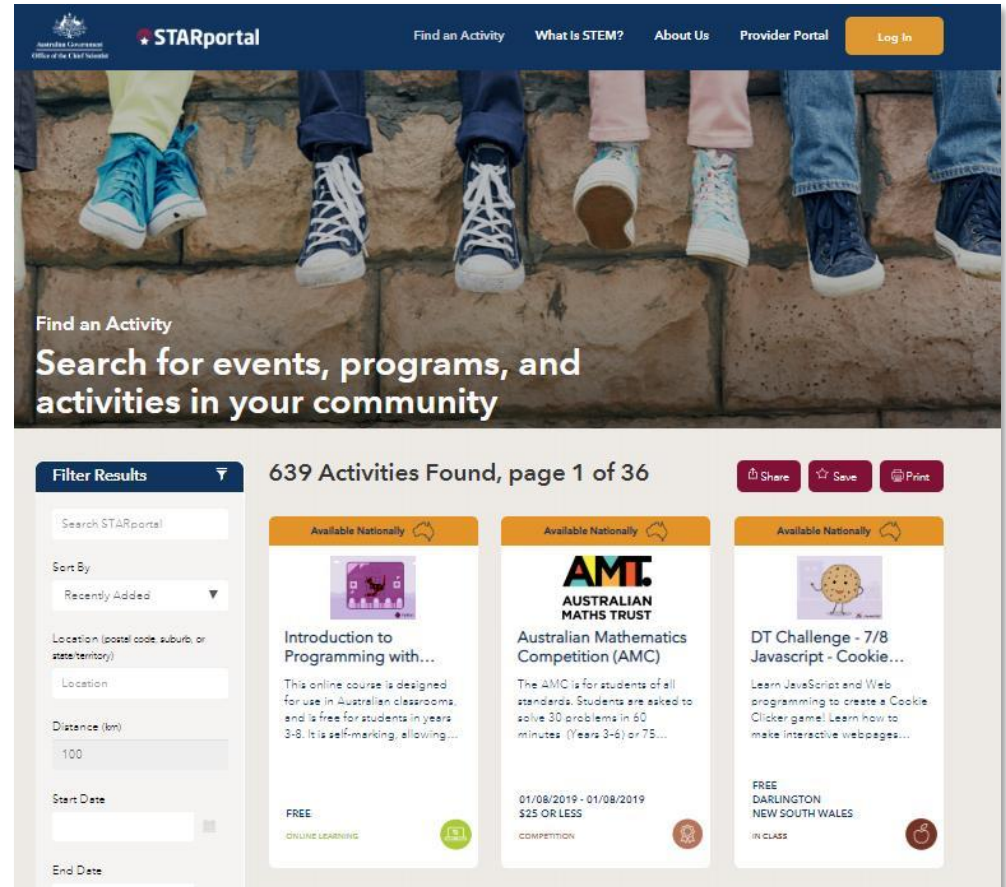
# STARportal 3.1 Updates

## Share-Print-Save

- Share via Facebook, Twitter, email link, copy link
- Print or download optimized PDF:
- Save activities and searches

## Addition of parent accounts

## New activity alerts

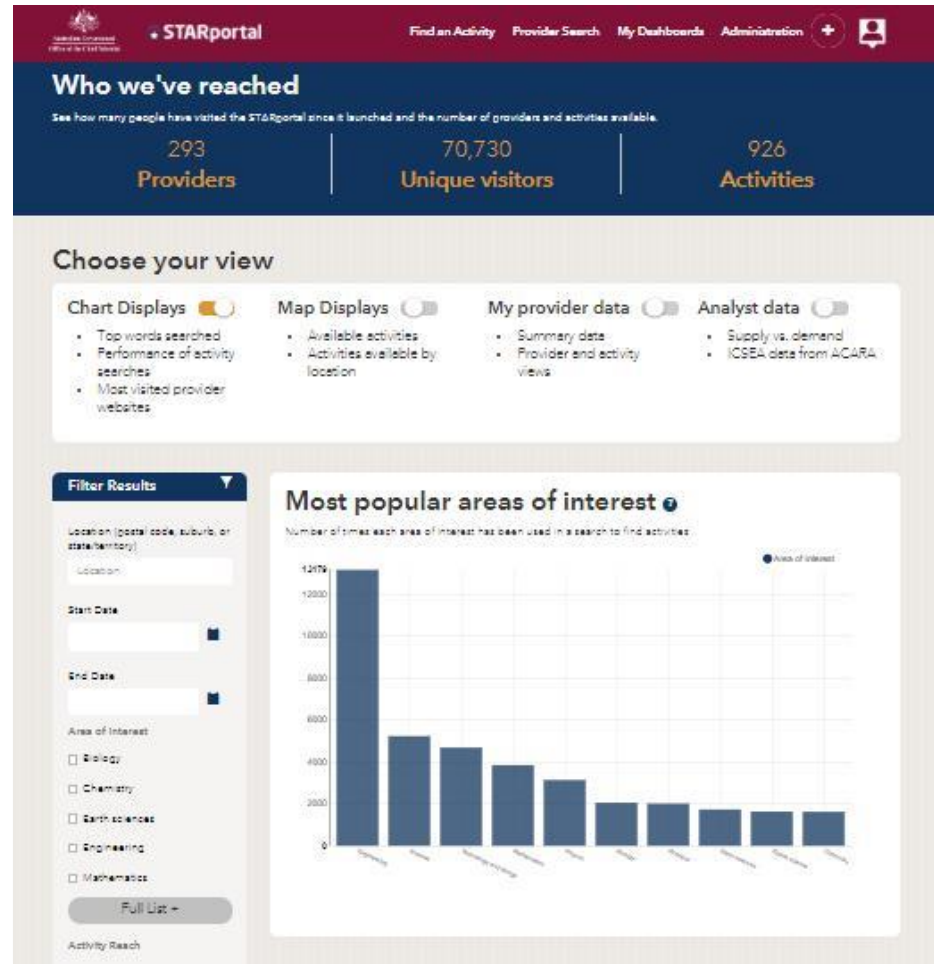




# Insights Dashboard

## Chart Displays

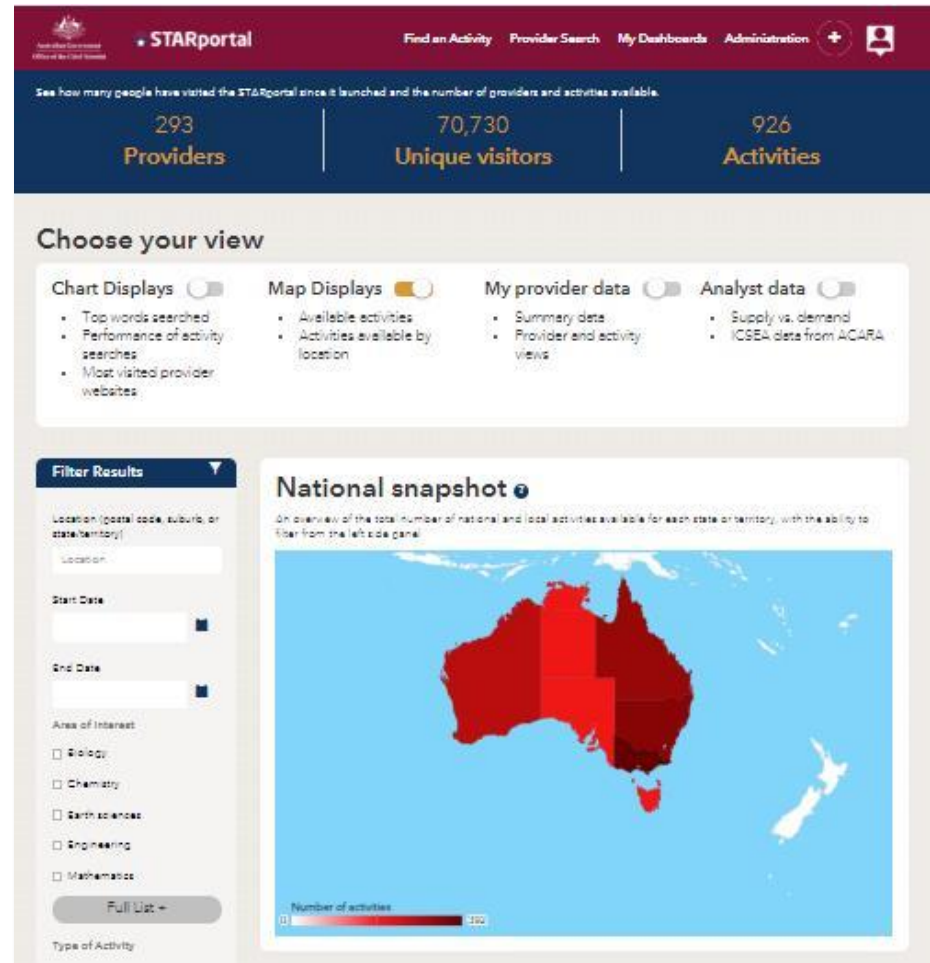
- Most popular areas of interest
- Top 10 words searched
- Most/fewest activities found by words searched
- Most visited provider websites



# Insights Dashboard

## Map Displays

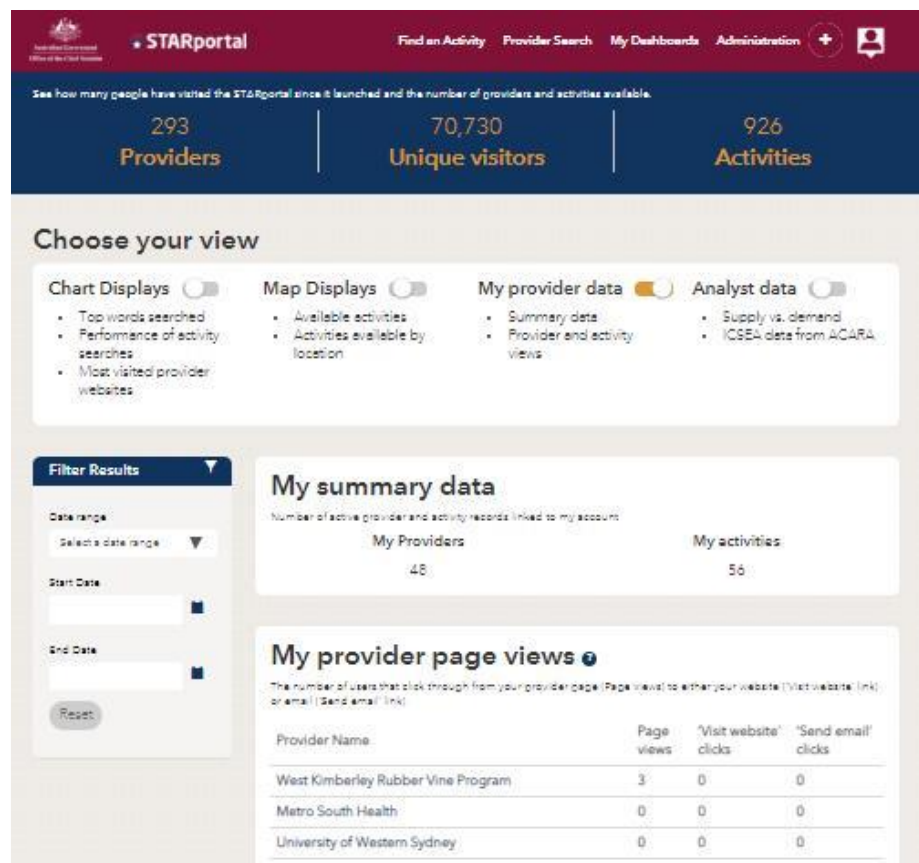
- National snapshot – total # of national and local activities for each state or territory
- # of nationally available activities
- Location based activities – density display by city, with zoom in abilities



# Insights Dashboard

## My Provider Data

- Summary data – number of active provider and activity records linked to my account
- My provider page views and clicks through on “Visit website” and “Send email”



# Insights Dashboard

## Analyst Data

- Supply vs. demand – ratio of activities / location searched
- ICSEA data from ACARA – data searchable by postal code, which shows scores and quartile rankings as compared with surrounding postal codes





# Questions





# Next Meeting

- Late September or early October?
- Agenda Items and Topics of interest

