The Connectory Exchange Coordination Community Meeting February 27, 2020

Agenda

Introductions (All)

The Circuit Project - Darlene Cavalier

Announcements/Updates (All)

The Connectory

- Analytics/Metrics
- Editorial Calendar
- Development Updates

Questions/Discussion

Next Meeting

THE CONNECTORY

Introductions

NC STEM Center

- Burroughs Wellcome Fund

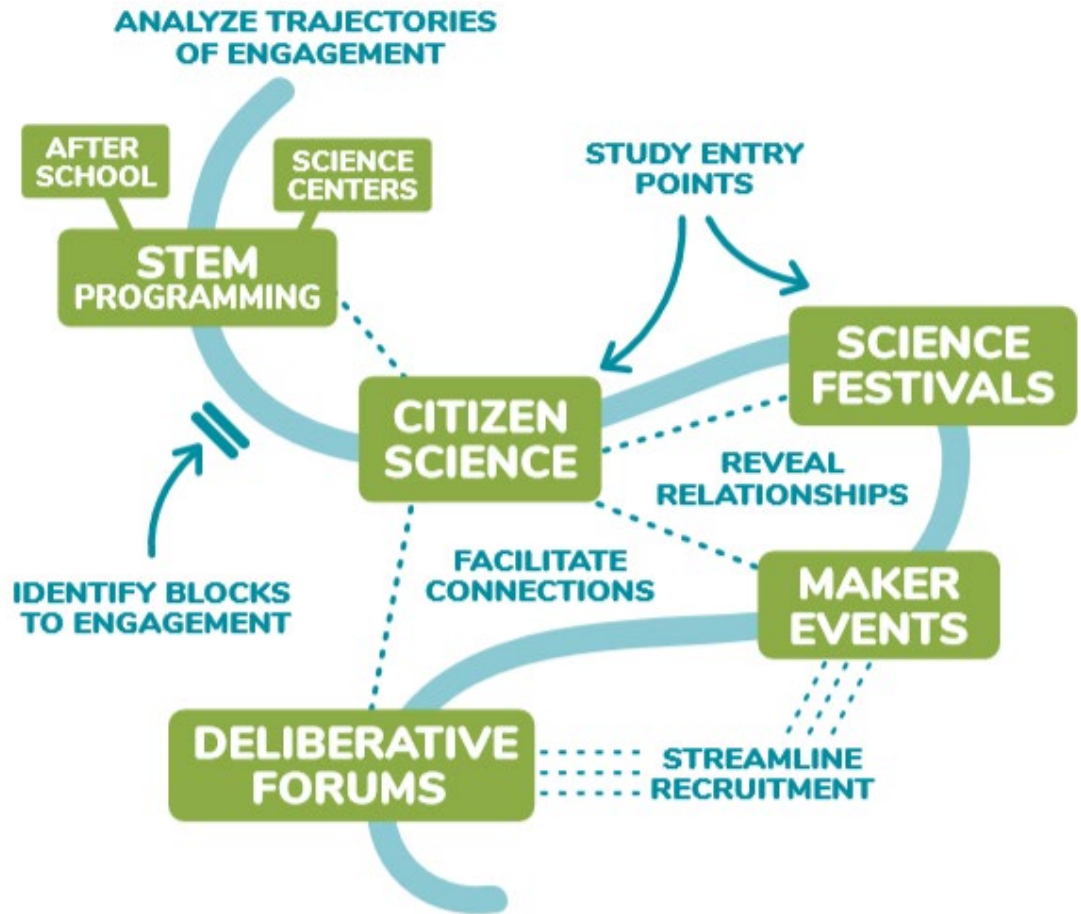- Morehead Planetarium and Science Center

- Insight Designs

The American Institute of Architects

The Circuit

What:

The Circuit is a proposed distributed digital platform for the development and deployment of innovative online and offline approaches and tools to connect Public Engagement in Science (PES) domains.

*"**The Circuit** will provide researchers with unprecedented data on the landscape of projects, as well as when, where, why, and how people engage across the spectrum of PES."*

THE **CONNECTORY**

The Circuit

Why:

By revealing patterns of engagement, the platform will revolutionize assessment of STEM learning, support deeper engagement across a broad spectrum of informal environments, and help drive initiatives to reach new audiences.

ADVANCEMENT
of the PES/informal science field

Reach new and
UNDERSERVED AUDIENCES

New digital tools will help
SHAPE THE FUTURE OF PES

THE **CONNECTORY**

The Circuit

How:

This innovative model will digitally connect and disseminate currently siloed PES activities and make engagement trajectories explicitly visible in service to the public, organizers, and researchers.

WORKFLOWS

DATA ANALYSIS
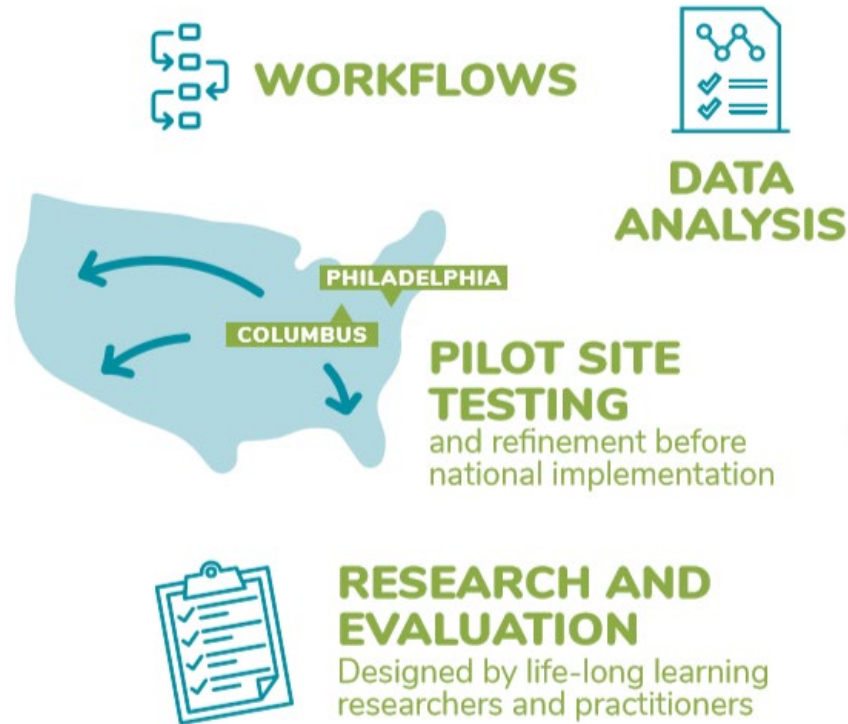
DIGITAL TOOL DEVELOPMENT

Tools to organize data from trusted sources

Dashboards to showcase participation

Embedded assessments to evaluate learning outcomes

Analytics to support outreach strategies

AI-powered recommendation system

Designed for mobile

Social media integration

PHILADELPHIA

COLUMBUS

PILOT SITE TESTING
and refinement before national implementation

RESEARCH AND EVALUATION
Designed by life-long learning researchers and practitioners

Partners: ASTC, The Connectory, Science Festival Alliance, AAAS, SciStarter, and Discover Magazine

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Announcements and Updates

NC STEM Center

- Burroughs Wellcome Fund

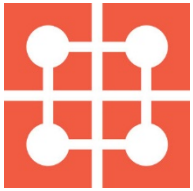- Morehead Planetarium and Science Center

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Announcements and Updates
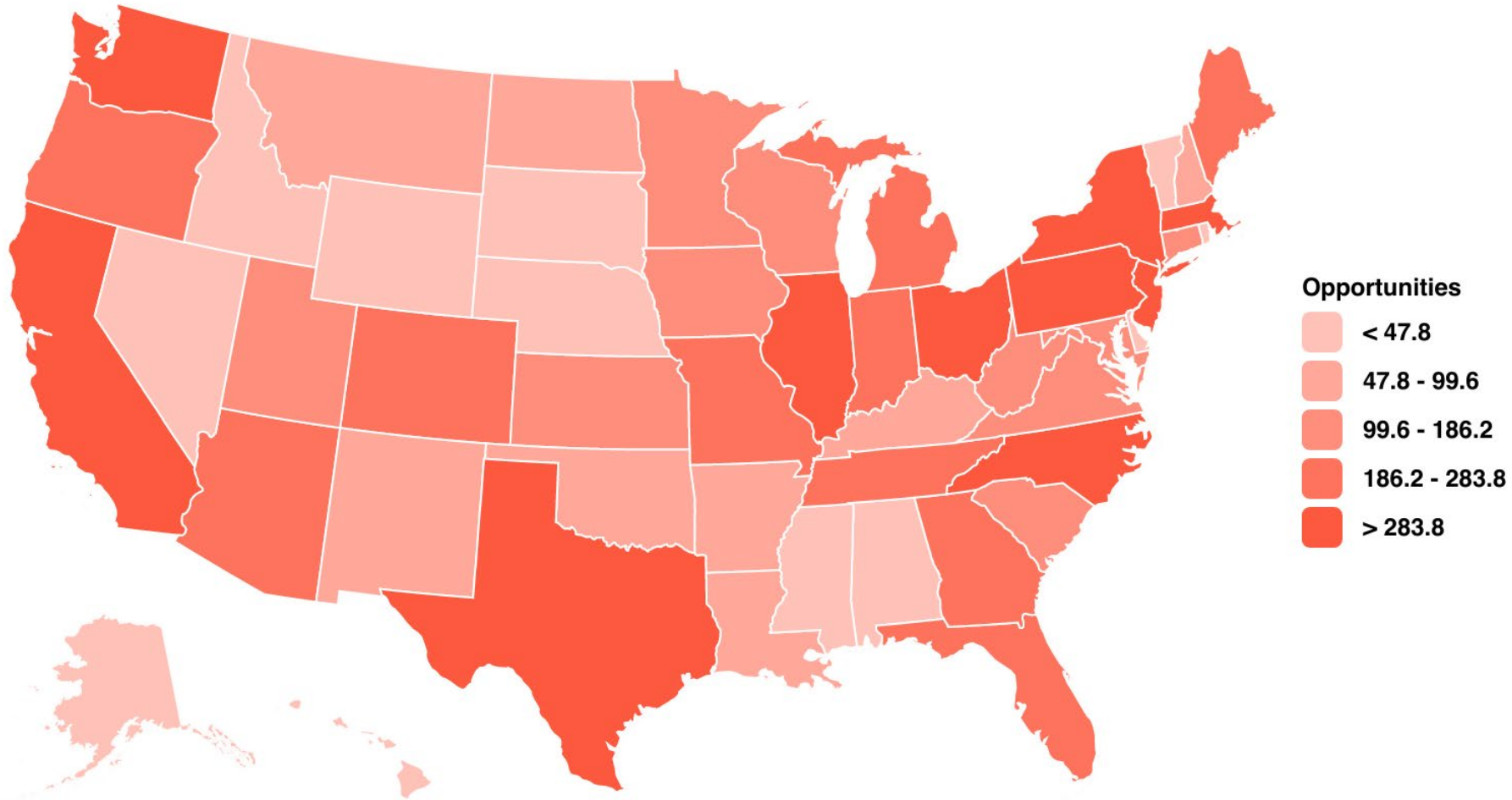

- The Framework for Design Excellence

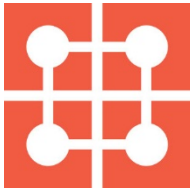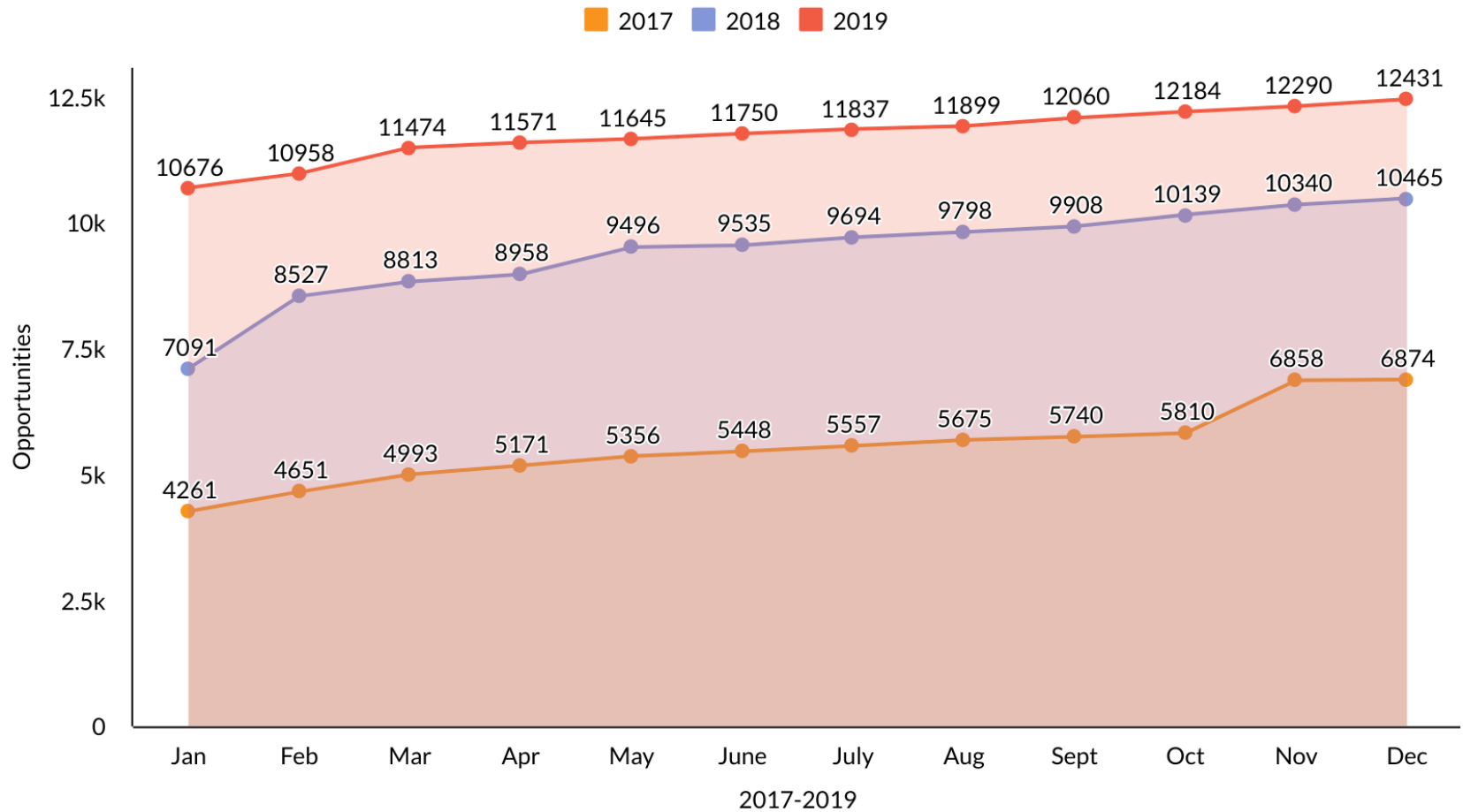- AIA issues letter opposing proposed executive order

The Connectory Updates

Active Opportunities = 12,599 (approved to-date)

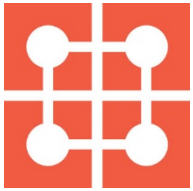

Opportunities
- < 47.8
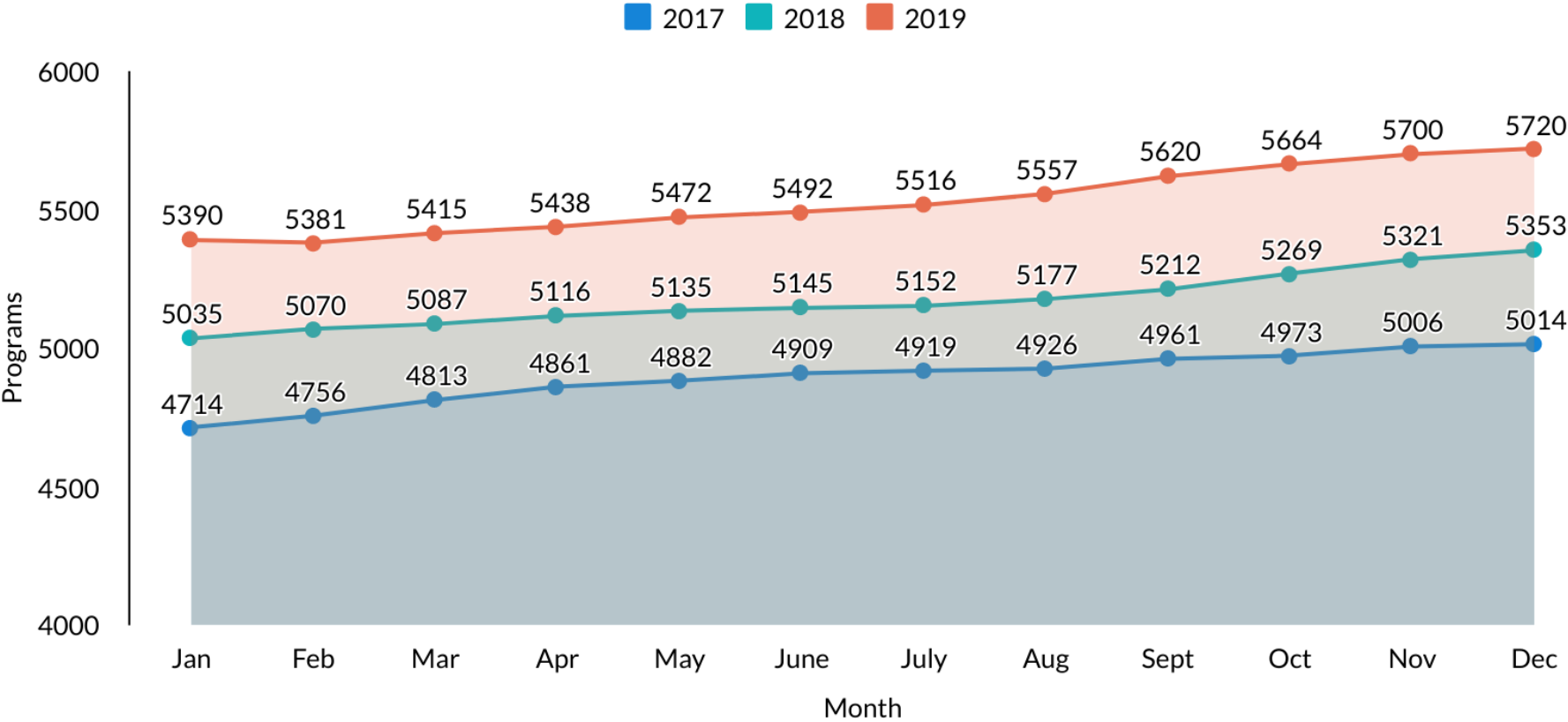- 47.8 - 99.6
- 99.6 - 186.2
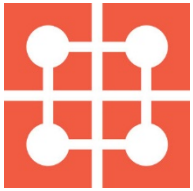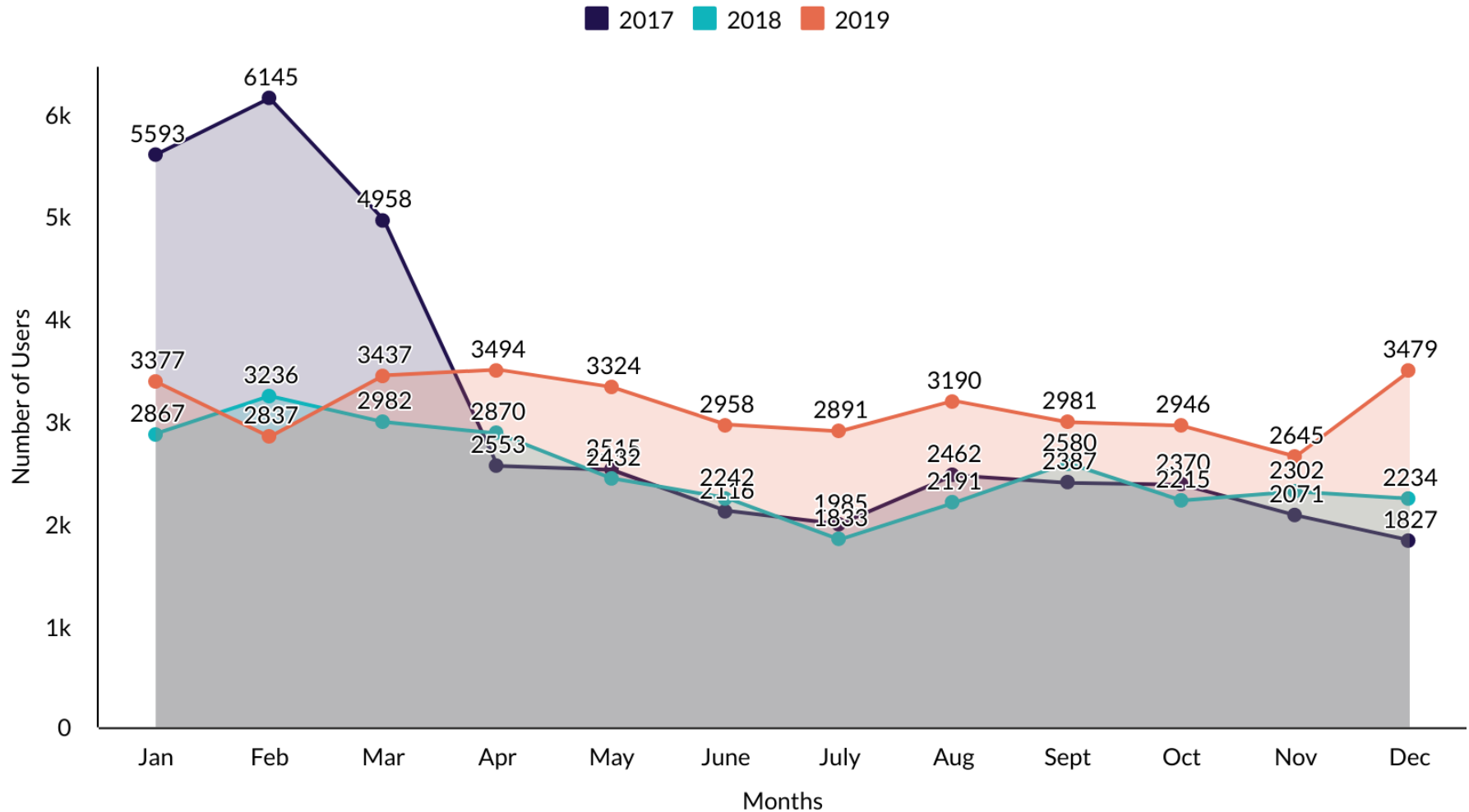- 186.2 - 283.8
- > 283.8

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Opportunities 2017-2019

Programs 2017-2019

Website Visitors 2017-2019
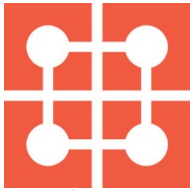
Top Channels

Jan 1, 2019 - Dec 31, 2019

- Organic Search
- Direct
- Referral
- Social
- Email

12.1%
43.1%
42.7%

Jan 1, 2018 - Dec 31, 2018

- Organic Search
- Direct
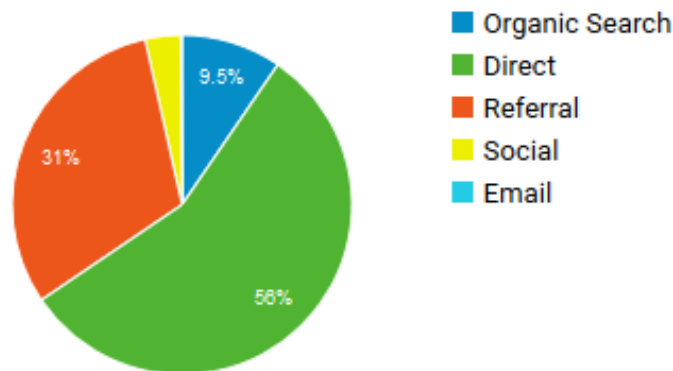- Referral
- Social
- Email

9.5%
31%
56%
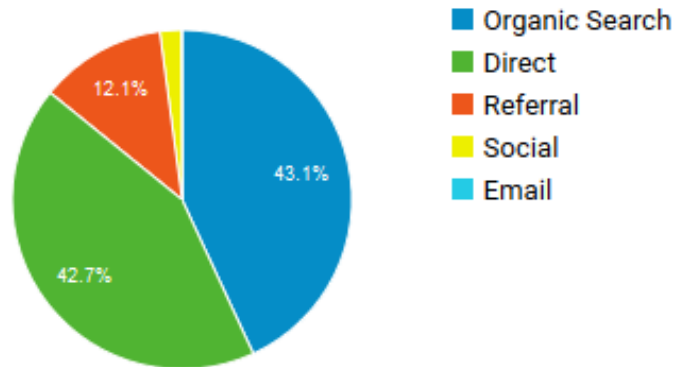
Organic: From search engine results that is earned, not paid
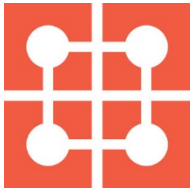
Direct: User types in URL, bookmarked pages, or unknown sources

Referral: User on another website clicks on a link that takes them to your website

Social: Traffic from a social network, such as Facebook, LinkedIn, Twitter, or Instagram

Email: Traffic from email marketing that has been properly tagged with an email parameter

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Top Referring Domains

1. ngcproject.org
2. afterschoolalliance.org
3. Facebook
4. Twitter
5. aia.org
6. leap.fi.edu
7. pbskids.org
8. monell.org
9. oso.stanford.edu
10. kgsc.org (NGCP Kentucky Collaborative)
11. societyofwomenengineers.swe.org
12. umcmse.com (University of Mississippi)

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Categories/Interests

Category	Percentage
Engineering	13.24%
General Science	12.74%
Coding/Programming	12.42%
Technology	11.41%
Computer Science	8.3%
Biology	7.03%
Space Science/Aerospa...	4.75%
Making/DIY	4.31%
Robotics	4.31%
Earth and Environmental...	4.12%
Architecture and Design	3.61%
Math	3.17%
Arts	2.53%
Invention Education	2.09%
Humanities	2.03%
Entrepreneurship	1.65%
Digital Media Production	1.2%
Natural History	1.08%

The Connectory Editorial Calendar

March
- Women's History Month
- Teen Tech Week (1st-7th)

April
- National Volunteer Month (VolunteerMatch)
- Robotics Week: Apr 4-12
- National Library Week: 19-25 (Leap into Science)

May
- National Inventor's & American Wetlands Month
- Global Accessibility Awareness Day (#CSForAll)
- Summer Camps Promotion

Twitter Chats – At least two in 2020

THE
CONNECTORY

New Development Team

Vancouver-based web development team that works with environmental organizations, social nonprofits, co-operatives, and social good enterprises from around the world on large-scale web projects that align with their love and respect for the planet and its people.

Questions/Discussion

Next Meeting

- June 2020

- Agenda Items and Topics of interest