



Talking Points

The purpose of this internal Talking Points document is to assist with providing consistent messaging about [The Connector](#). Please use in discussions with partners, program providers, families, and other key stakeholders; however, this is not a public resource.

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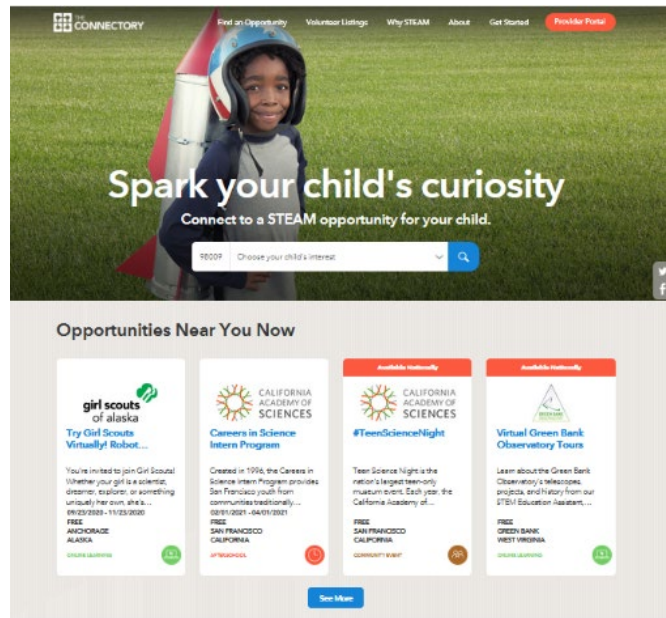
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Mission Statement

The Connector makes the connections to STEAM learning opportunities that inspire young people to explore, discover, and create.

History and Organizational Information

Originally developed and launched by Time Warner Cable as part of its [Connect a Million Minds](#) initiative, the database previously supported two resources — the Coalition for Science After School's National After School Science Directory (for practitioners) and Time Warner Cable's "Connector" (for parents). In 2015, the database merged with the existing National Girls Collaborative Program Directory to become the most comprehensive collection of STEM programs and events around the globe. The Connector is now managed by the National Girls Collaborative, and in collaboration with the Afterschool Alliance, Association of Science Technology Centers, National Afterschool Association, Educational Research Center of America, and VolunteerMatch.

Key Ideas and Supporting Points

The Connectory is the largest and most comprehensive directory of science, technology, engineering, arts, and math (STEAM) opportunities and providers in the country

- 6,000+ STEAM program providers included in the online database
- Represent a full range STEAM topics – including coding for girls, robotics competitions, maker workshops, architecture and design events, and science summer camps
- Program providers in all 50 states

A free, go-to resource that helps families and caregivers connect the children in their lives to STEAM learning opportunities

- Simple, easy to use
- Automatically suggests opportunities based on your location
- Searchable database of STEAM events, programs, and activities by zip code, area of interest, type of opportunity, ages, and time-period

A portal for STEAM providers to promote their programs, find collaboration partners, and serve their communities more effectively

- Program providers can register for free, showcasing their work to families and partners
- STEAM practitioners, educators, counselors, and researchers can share information, ideas, and resources

Developed to promote local opportunities that build STEAM skills that support positive youth development and prepare them for jobs in the 21st Century

- High-quality STEAM opportunities help youth learn critical thinking, collaboration, creativity, and communication skills
- Right now, the U.S. has more than 500,000 unfilled jobs that require computing skills. (Microsoft Research)
- Salaries for STEM jobs are 71% higher than the national average (US Bureau of Labor Statistics)

Frequently Asked Questions

Q: Who is The Connectory for?

A: The Connectory was developed so parents and other caregivers could find local STEAM education opportunities for kids in their lives. It was also created with program providers in mind, providing the means for discovering new partners as well as ways to showcase the STEAM opportunities that providers are offering for youth.

Q: What kinds of opportunities can I search for?

A: The Connectory features a range of STEAM opportunities for K-12 youth, including afterschool clubs, summer camps, Maker Fairs, online learning, architecture and design events, and upcoming one-day events. Browse all the STEAM opportunities near you or narrow your search using our advanced filters, such as by topic, location, age, or type of opportunity.

Q: What's the difference between a provider and an opportunity?

A: We have two different types of entries in The Connectory. Our definitions may vary from yours.

Provider – Providers and organizations that offer STEM/STEAM opportunities and are listed on the Partner Search page, which is **only** viewable by other providers and is there to aid collaboration.

Opportunity – Summer camps, workshops, career fairs, classes, competitions, and other **time-bound STEAM events for youth**. These can be seen by families and the general public on The Connectory.

Q: How do I join The Connectory?

A: Our Getting Started Guide is available at: <https://theconnectory.org/need-help>. Below are the steps to join The Connectory:

1. **Join:** [Make an account profile](#)
2. **Create:** Add your provider details
3. **Approval:** Your **provider listing** will be approved so it can be searched for by other providers
4. **Add:** Add all your STEAM opportunities for youth
5. **Approval:** Your opportunities will be approved so they can be searched for by families
6. **Discover:** Search for other providers to connect with

Q: My program has a lot of opportunities to add. Do you offer a bulk upload option?

A: Yes, if your program (a.k.a. provider) offers a dozen or more event opportunities for youth, you may want to consider using our bulk upload option. Contact us at info@theconnectory.org and we will send you a customized spreadsheet to complete. Depending on the cycle(s) and number of your offerings, uploads could be done monthly or seasonally.

Q: How do I find partners to collaborate with?

A: Providers are listed on the Partner Search page (you must be logged in to view), which is only viewable by other providers and is there to aid collaboration. There, you can search for partners by using keywords and filter your search results by location or distance, collaboration interest, resources available, and resources needed. By “resources,” we mean the assets that providers have or are looking for, such as girls or boys interested in STEAM, STEM curriculum, and/or access to tools, equipment, or computers.

Q: Can The Connectory help us find volunteers for our nonprofit program?

A: Yes! Our partnership with VolunteerMatch means you can link accounts and recruit volunteers to grow your nonprofit STEAM program. If you have an existing VolunteerMatch account you may link that account with your Connectory account and start connecting with volunteers. Our website lists the four easy steps to link accounts: <https://theconnectory.org/volunteer-match>.



Widget Promotion

The widget gives families, partners, and organizations access to the opportunities listed on The Connectory on YOUR website! The Connectory Widget is an embeddable version of our search engine that adds instant access to our ever-growing database of camps, competitions, festivals, online learning, and other STEAM opportunities for K-12 youth throughout the U.S.

You can customize the widget's size, as well as specify geographical location, type of opportunity, and number of opportunities you would like it to show on your website. Get the code at: <https://theconnectory.org/widgets>

Examples of organizations that use The Connectivity widget:

- Afterschool Alliance: <http://afterschoolalliance.org/myCommunityFind.cfm>
- Center for Mathematics & Science Ed: <http://umcmse.com/resources/stem-resource-center/>
- Greater Austin STEM Ecosystem: <https://greteraustinstemecosystem.org/community-stem-events-opportunities/>
- Kentucky Girls Collaborative: <http://kgsc.org/search-the-connectory/>
- The Franklin Institute (Leap into Science): <http://leap.fi.edu/join-us>
- SciGirls: <http://pbskids.org/scigirls/clubs>
- Texas Girls Collaborative: <http://www.txgcp.org>

The Connectivity Exchange

The Connectivity Exchange is a turnkey system of technology, functionality, and support to grow your own custom directory of local STEAM learning opportunities that is powered by The Connectivity. Features include:

- Fully branded, custom experience, from end to end.
- API ensures seamless integration with your current platform.
- Technical and operational support provided by National Girls Collaborative.
- Access to a network of organizations and individuals that develop and share best practices and are committed to advancing STEAM.

Examples of existing Connectivity Exchanges:

- [NC STEM Center](#)



For more information about The Connectivity Exchange contact Karen Peterson at:

kpeterson@ngcproject.org

Content-Targeted Messages for The Connectivity

- Twitter: https://twitter.com/the_connectory
- Facebook: <https://www.facebook.com/connectory>
- Instagram: <https://www.instagram.com/theconnectory/>
- Join The Connectivity mailing list: <http://ow.ly/veV530I9Rko>

Audience: Program Providers	Audience: Families/General Public
<p>Newsletters/Email</p> <p>Join the largest and most comprehensive directory of STEAM providers and opportunities in the US! The Connectivity serves as a place for providers to network, share resources, and collaborate on projects. Promote your K-12 camps, workshops, community events, online learning, and more to families and caregivers. It's free and the Getting Started Guide makes it easy. Register and start connecting at www.theconnectory.org.</p>	<p>Newsletters/Email</p> <p>The Connectivity is a free, go-to resource designed to help families connect the children in their lives with STEAM learning opportunities. Families can easily search for local K-12 events, such as online learning, robotics competitions, coding classes for girls, and afterschool science clubs.</p> <p>The Connectivity is the largest and most comprehensive directory of science, technology, engineering, arts, and math (STEAM) providers and events. The Connectivity was developed to promote local opportunities that build STEM and critical thinking skills essential for jobs in the 21st Century. Visit</p>

	<p>www.theconnectory.org today to find an exciting STEAM opportunity near you.</p>
<p>Twitter - @the_connectory</p> <p>The Connectory, the largest #STEAM program directory, makes the connections for youth to discover STEAM. It's free to use. Join today: www.theconnectory.org</p> <p>Browse The Connectory to connect & collaborate w/over 5000 youth-serving #STEAM providers - www.theconnectory.org. @the_connectory</p> <p>The Connectory is free to join & a great way promote your upcoming K-12 #STEAM events to your local community. Join today www.theconnectory.org!</p> <p>Connect. Share. Collaborate! Join The Connectory to search for & discover new #STEAM partners at www.theconnectory.org. @the_connectory</p>	<p>Twitter - @the_connectory</p> <p>The Connectory makes it easy to find #STEAM opportunities for youth near you. Visit @the_connectory today! theconnectory.org</p> <p>Connect kids to #STEAM during the school year. The Connectory is free, with events in all 50 states. Find an exciting opportunity today! @the_connectory www.theconnectory.org</p> <p>Looking to connect a child to the wonders of #STEAM? Find an event near you with @the_connectory www.theconnectory.org</p> <p>Find programs like @ [REDACTED] in The Connectory. Search 6,000+ #STEAM providers and events. @the_connectory www.theconnectory.org</p> <p>Ensure your child has the #STEAM skills for tomorrow. Visit The Connectory to connect with a learning opportunity near you. @the_connectory www.theconnectory.org</p>
<p>Facebook - @connectory Instagram - @theconnectory</p> <p>Join the largest and most comprehensive directory of STEAM providers and opportunities by registering with The Connectory. @connectory is a free online collaboration tool that helps STEM providers find partners, as well as showcase their K-12 STEM opportunities to families. Register and start connecting at www.theconnectory.org.</p> <p>Have you looked through The Connectory lately? Register your provider details & connect with over 6,000 youth-serving STEAM providers and local resources! Collaborate to provide high-quality STEAM experiences, or share ideas, program models, and other resources! www.theconnectory.com</p> <p>There are numerous success stories where programs have partnered to create more dynamic STEAM opportunities for youth. What's one way to do this? Join The Connectory and become part of a network that includes over 6,000 youth-serving STEAM organizations! www.theconnectory.org.</p>	<p>Facebook - @connectory Instagram - @theconnectory</p> <p>How do you connect more kids to great STEM/STEAM learning opportunities? The Connectory is your go-to resource. With events in all 50 states, you can introduce kids to fun, hands-on activities and help them discover the excitement of science, technology, engineering, arts, and math. Visit The Connectory and start connecting now. www.theconnectory.org</p> <p>Remember how your favorite science experiments made you feel? You can help kids get that same feeling. The Connectory is the largest and most comprehensive collection of STEAM learning opportunities in the country. Visit The Connectory now and find the top science, technology, engineering, arts, and math programs in your area. And start sharing that STEAM feeling. www.theconnectory.org</p> <p>Did you know that salaries for STEM jobs are 71% higher than the national average? Connect a child to STEM learning opportunities today and help them be successful tomorrow. Visit The Connectory, the largest and most comprehensive collection of STEM opportunities and programs in the country, at www.theconnectory.org.</p>

STEM vs. STEAM: Substitute the acronym STEM for STEAM or use STEM/STEAM depending on your audience. Use hashtags whenever possible: #STEM #STEAM.

Images: The image below (airplane child) may be used on all platforms at any time and is currently a part of The Connector's branding. We will provide new images/graphics and messaging from time to time.



The Connector Logo

The Connector logo is available in various formats for use by the Collaboratives and our partners. Download at: <https://theconnector.org/style-guide-0>



Website URL: <https://theconnector.org>

Getting Started Guide: <https://theconnector.org/need-help>

Refer questions to: info@theconnector.org