



ALABAMA STEM COUNCIL COMMUNICATIONS PLAN

Goal: To provide all Alabama learners with access to excellent STEM educational programming and experiences that build a solid foundation and support the burgeoning Alabama STEM economy.

OBJECTIVE	COMMUNICATION STRATEGY	TACTICS
<p>INCREASE STEM AWARENESS</p>	<p>Provide a baseline understanding of STEM awareness across the state.</p> <p>Support and promote STEM Council objectives.</p> <p>Using results from baseline survey, establish communication plans to incrementally improve awareness in various stakeholder groups.</p>	<p>Design a statewide survey to inform the initial communications approach.</p> <ol style="list-style-type: none"> 1. Build out and maintain website, targeted to specific audiences. 2. Establish social media channels & social communications plan. 3. Develop standard messaging around council objectives, value, and progress. 4. Identify key members of the council to serve as advocates and develop key messages for them. 5. Develop Media Kit 6. Identify STEM Champions from key business sectors to serve as spokespeople/advocates <ol style="list-style-type: none"> 1. Develop plan to engage school and community leaders. 2. Develop a communication plan to educate parents/guardians on STEM opportunities across the state. 3. Develop communications plan to engage students in STEM learning opportunities 4. Develop communication plan to engage business and industry to provide internships, apprenticeships, mentoring, etc.
<p>PROMOTE STEM ENGAGEMENT</p>	<p>Provide students, parents, guardians, educators & community leaders with resources to easily identify STEM engagement opportunities.</p> <p>Equip students, educators, parents & guardians with STEM-related Alabama-specific career info geared at creating awareness and interest in STEM fields.</p>	<ol style="list-style-type: none"> 1. Develop and maintain an online portal to act as a gateway for targeted groups to access STEM programs across the state. 2. Promote online portal to STEM organizations across the state and encourage groups to upload programs and events. <ol style="list-style-type: none"> 1. In collaboration with APTV, produce a series of STEM episodes focused on Alabama STEM careers. 2. Using video footage from production, produce shorter video segments and career profiles for social and web.
<p>ILLUSTRATE THE IMPORTANCE OF STEM SKILLS</p>	<p>Showcase existing out-of-school opportunities for K-12 students.</p> <p>Gear messaging towards key statistics and data that resonate the most with targeted audiences.</p>	<ol style="list-style-type: none"> 1. Promote field trip opportunities for K-12 students at Alabama STEM businesses and organizations. 2. Showcase STEM summer programs available to Alabama students. <ol style="list-style-type: none"> 1. Distribute promotional material to school and community leaders. 2. Speak at events and conferences about the critical need for STEM in Alabama.
<p>HIGHLIGHT ALABAMA-SPECIFIC STEM CAREERS AND PATHWAYS</p>	<p>Equip students, educators, parents/guardians with STEM-related Alabama-specific career information aimed to create awareness and interest in STEM fields.</p> <p>Partner with community colleges and trade schools to highlight education and training pathways available to Alabama students.</p>	<ol style="list-style-type: none"> 1. Collaborate with APTV to produce a series of STEM-focused episodes focused on Alabama STEM careers. 2. Using video footage from production, produce shorter video segments and career profiles for social and web. <p>Commercial PSA series.</p>