Cross Sector Partnership/Outreach, Communications and Community Engagement Constellation

4-9-2020 Zoom Meeting Recap

Attending: Siby Adina, Matthew Alvarado-Ross, Nicole Anterni, Katie Bilotta, Kathy Chen, Deb Feraco, Adrienne Linnell, Patty Suomala

Why the merge of Constellations?
After the last ecosystem meeting in February, it was apparent that the Cross-Sector Partnership and the Outreach, Communications & Community Engagement Constellations had several of the same goals. These included:

- Creating a member survey
- Acting as intermediary between requests from members, community and other audiences
- Sharing community events

Additionally the Cross-Sector Partnership Constellation hopes to:

- Identify ecosystem members, their needs and opportunities
- Fill in membership gaps, ie: industry, families, community groups etc.

The Outreach, Communications and Community Engagement Constellations hopes to:

- Advocate; make the case at the school and government level for the importance of the ecosystem’s work.
- Communications; Newsletter; social media, LinkedIn

The thought was these two constellations would be stronger together and be able to feed off of the ideas and initiatives of each other.

Member Survey
Continued talk regarding Member Survey. Reviewed current questions and made a few additions including:

- What is your area of interest (drop down menu including constellations and “other”)
- How does your company/organization relate to STEM?
- Suggestion was made to ask preferred mode of communication. Matthew confirmed that this question had already been posed to the group and preference is email and some social media. Summary of this survey is attached to email

Matthew will take list of questions and build a google survey to email to members. Constellation members will receive a test copy first.

UPDATE: Matthew has created survey. Please click here and review/take a test survey and offer any feedback!
Newsletter:
- Quarterly
- Patty will research newsletter platforms
- Could work off the word STEM for each issue. Something Science Related, Technology Related etc.
- Include webinars and resources coming up in the next 3 months
- Highlight one member per newsletter
- Add question to member survey asking if they would be willing to submit content to the quarterly newsletter. This will ensure we hear from a variety of constituent groups and everyone’s voice has an opportunity to be heard.

Social Media
Facebook, LinkedIn, Instagram, Twitter

Group agrees we need to be more active on these platforms to encourage participation and growth and show value of the ecosystem. Also agreed it is a lot of responsibility for one person, as everyone works full-time.

Came up with a few options:

1. Have different people responsible for content on different platforms. IE: One person does Facebook, one does LinkedIn etc.
2. Set up rotating schedule so each person is responsible for posting on all platforms during their scheduled week. With 10 or so constellation members this would be a light load.

Highlights from the ecosystem convening in San Antonio, TX – Adrienne Linnell

Adrienne Linnell (QCC) was able to attend the Convening of the STEM Learning Ecosystems in March. Highlights she shared are below.

The conference had a large focus on K-12 students. Two themes that were consistently reinforced in K-12 were:

- making education more engaging and participative, not regurgitation of memorized facts.
- encouraging entrepreneurial thinking

A second conference focus was on building ecosystems by aligning partners to a shared goal. One example was shared by the San Antonio ecosystem, which was driven through the partnership of Government and industry with education…..all mobilizing around one idea: cybersecurity. There is a huge need across all industry and gov’t, and the San Antonio ecosystem focuses on how to build a pipeline to get K-12 & Adults more interested in STEM/cybersecurity.

Some thoughts our constellation generated included:

- How can CMSNE mobilize and align? How can we think more strategically?
- Central MA targeted industries for job growth includes manufacturing, healthcare & logistics management.
- Central MA doesn’t have large IT companies/Boston is the hotspot
- There is an emerging need for cybersecurity for all businesses, so this cuts across industries.

Happy Announcement!
We were pleased to announce that Adrienne Linnell has offered to take on a leadership role for this constellation. Her dedication to STEM and the community will certainly drive us to success. Thank you Adrienne!

If you would like to partner with Adrienne and focus on leading the communications and outreach portions of this constellation, please contact Nicole Anterni.

**TO DOs:**

Adrienne will write a blurb about the San Antonio model for newsletter

Patty will research newsletter platforms

Matthew will create survey and email base on questions discussed. ✓ Completed