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STEAM talks

↳ *Even the tiniest spark can make the greatest fire.*

Project Description and Grant Securing Plan

↳ **Background: From STEM to STEAM**

Kingsborough President Farley Herzek has brought the STEM (academic disciplines of science, technology, engineering, and mathematics) to attention since September 2014. At the Convocation of Spring 2015, he has officially introduced the concept of “STEAM” with “Art” added to STEM. As a graphic artist working in an academic environment, I strongly agree with him that Art is relevant to STEM and Art plays an important role in the STEM field as well.

↳ **Origin: My Acquaintance with Dominik Doktor**

While I was designing for our latest campaign “Dreams begin here”, I came across a Science student. His name is Dominik Doktor. He has a passion for science and his dream is to be a physicist and works for NASA.

A week after the photoshoot, Dominik called me with excitement - he discovered a star-watching telescope on campus! Another few weeks went by, he dropped by my office and told me that he was working on a wind turbine project with his science professor. Another few weeks went by, he told me he started an Astronomy Club! Two months ago, he learned about Kingsborough’s plan for building a STEM lab and he asked me if he could be put on board for this project as well. I was enlightened...

Each conversation I had with Dominik, sometimes a brief phone call, a text or an email, took me no more than 10 minutes. However, I received not only a piece of interesting science or technology information but also such positive energy! And this energy has kept me interested in learning more about his projects. As a graphic artist with communications background and an interest in media production, I believe I can manage *STEAM talks* to support and benefit KCC students in many different ways.

Master Objectives

- To promote STEM Initiative at Kingsborough.
- To increase enrollments in STEAM majors and improve academic performance in STEAM majors (GPA/transferring rates/graduation rates etc.).
- To educate the community on STEAM/STEM concepts.
- To build a social media platform for KCC students in the STEM fields to share their ideas, showcase their talents, to take one step closer to their dreams.
- To guide participating students to find their own voice in combining their academic research, their interest of study, their innovative ideas, their creativity, their personality, their commitment and courage all together and prove to themselves and others that they can be “the tiniest spark that makes the greatest fire.”
- To help participating students build their resume/portfolio in a creative and artistic form, and have their unique voice heard.

Timetable of Deliverables (Program Module)

Recruit a cohort of interested students. (Preferably referred by Science and Tech Professors)

Week 1: Introduction (meeting as a group)

Director introduces program to all. Students introduce themselves including their background and interest of study. Director will show samples of Ted talks on the internet. Students will watch an episode or two, then brainstorm their own topics of *STEAM talks*.

Week 2: Brainstorm (meeting as a group)

Students share 3 topics in Science/Tech fields that they are interested in “talking” about. Director helps students focus on one topic. Then students brainstorm on a “JAZZY name” for their talk.

Week 3: Building Bones (meeting as a group/ as individual)

Students start to structure for their talk and then develop a strategy for different ways of “Talking”, using references from ted.com. Share with the director and get feedback and finalizing on structure and style.

Week 4-5: Adding Meat (meeting as a group/ as individual)

Students start to build contents to the structure of their talk by researching on the topic from different sources.

Week 6: Presentation Rehearse 1. Solicit feedback. (meeting as a group/ as individual)

Week 7: Presentation Rehearsal 2. Solicit feedback. (meeting as a group/ as individual)

Week 8: Production (meeting as a group/ as individual)

*Broadcast to web LIVE (depending on the budget).

Week 9: Celebration – Acknowledgement – Distribution - Evaluation - Assessment. (meeting as a group)

Collaborations and Supports

This program will extend its outreach to all existing student based programs and clubs through Student Life. Students who participate in this program will be recruited by program director, after an interview and assessments on skills. (Criteria being developed).

Faculty and professionals will be involved. At the end of each talk, there will be 3 volunteer judges, (one student peer, one faculty member and one guest (STEM field professionals) to assess and provide feedback.

Grant Securing Plan

Production

Once students are recruited, they will commit to stay in touch with director at least 3 times a week (txt, email, phonecall, or office visit), to keep director up to date on their talk status.

STEAMtalks will be produced on one student per episode, at least two students per semester.

Distribution

Once production is made, postproduction will kick in to edit video and upload videos onto social media platforms for sharing. DVDs may also be produced as a method of distribution.

Potential Sponsorship

The idea of a STEAMtalks is to light a spark(an idea), deliver that idea to follow students through STEAMtalks, and make a great fire. Once the program runs on a regular basis, I believe the influence will spread grassroots. Then the outreach efforts of the program will become self-sustainable.

Potentially, once the program starts to attract a larger audience, especially through social media platforms, sponsorship will be included in the future budget planning.

Value of Investments

Your Investments will allow me to develop my grantwriting skills and to run a pilot project to gather data for funders. I expect that this project would be attractive to funders that support science and science education, such as the National Science Foundation's Advancing Informal STEM Learning (AISL-http://www.nsf.gov/funding/pgm_summ.jsp?pims_id=504793).