

RECAP REPORT



INSPIRE

EDUCATORS

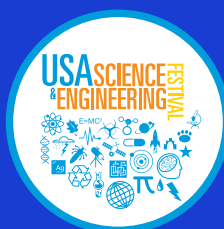
WORKSHOPS

MAY 19 & 20, 2021

PRESENTED BY



A PROGRAM OF





Thank you for supporting the [Inspire Educators Workshops](#), a program of the USA Science & Engineering Festival.

The Inspire Educators Workshop series was broadcast live on May 19 and 20, 2021 and was designed to inspire and equip teachers with the most current and innovative STEM learning tools for the classroom. The free virtual interactive conference series was presented by [AstraZeneca](#), the [Science Channel](#), and the [U.S. Department of Defense DoD STEM](#)

The online event consisted of four educator-focused workshops and multiple special guest appearances taking place over two consecutive days (two workshops per day). The program was targeted to K-12 educators currently teaching in public, private, charter/magnet, or home schools. Both livestream events were immediately made available for [on-demand viewing](#) at no cost.

More than 1,000 educators registered to attend the two-day conference series. Attendees had the opportunity to submit questions to workshop presenters via an online form during the livestream event and through May 26 for on-demand viewers.

We put outreach efforts into Title 1 schools around the country to reach educators with a high percentage of underrepresented students and we are encouraged by the results. Forty-one percent of the U.S. public school educators registered were from Title 1 schools.

Attendees were provided with free resources and other takeaways from the workshop presentations. These resources remain available to on-demand viewers [here](#).

The Inspire Educators Workshops featured presentations from passionate educators and leading STEM professionals. The workshops covered no cost resources, experiments, advice, and other STEM tools for teachers to engage and inspire kids in the classroom or in the distance learning environment. The event was moderated by World Champion Magician and Host of *Impossible Science at Home*, [Jason Latimer](#).

We partnered with [Passage Productions](#) to deliver high-quality professional programming.



MODERATED BY:

Jason Latimer

WORLD CHAMPION MAGICIAN AND HOST
OF IMPOSSIBLE SCIENCE AT HOME



TAREN LONG

Educator & DoD STEM Ambassador

Taking Risks for Mathematical Rewards



LAMAR “MR. Q-U-E” QUEEN

Math Teacher and Co-founder of Music Notes Online

Use STEM Music to Excite and Empower Learners



JESS KESLER

Professional Development Facilitator, TGR Foundation

Interdisciplinary Learning: Making Connections



ROY MOYE III

Aerospace Engineer and Founder/CEO of STEMusic

The Power of Teaching with a Song

Special Guest Speakers:



Nancy Bullard

Science Educator, Mrs. B TV



Dr. Joe Sanchez

Director of R&D Science Engagement
and STEM Programs, AstraZeneca



Jonte Lee

STEM Educator and DoD
STEM Ambassador



Daniel Thompson

Science Educator, Ron Clark Academy

[VIEW WORKSHOPS ON-DEMAND](#)

REGISTRANT / VIEWER INFORMATION

Total Registrations: 1060

Total Views: 765*

Live Views: 251

On Demand views: 514

*765 views translates to a potential student impact of over 50,000 (based upon 20 students per elementary educator and 100 students per middle/high school educator)

U.S. Registrants: 87%

International Registrants: 13%

BREAKDOWN OF REGISTERED ATTENDEES BY REGION

Northeast: 40% (DC, DE, MA, ME, MD, NH, NJ, NY, RI, CT, VT, PA)

Southeast: 30% (AL, FL, GA, KY, LA, MS, NC, SC, WV, VA, TN, AR)

Midwest: 8% (IA, IL, IN, MI, MN, MO, ND, NE, OH, SD, WI)

Southwest: 7% (AZ, NM, OK, TX)

West: 15% (AK, CA, HI, NV, CO, WY, MT, ID, WA, OR, UT)

We also had representation from 36 countries including Albania, American Samoa, Australia, Bangladesh, Bolivia, Botswana, Cameroon, Canada, Cayman Islands, China, Costa Rica, Dominican Republic, Egypt, Honduras, India, Indonesia, Jamaica, Mauritius, Mexico, Morocco, Nepal, Nigeria, Oman, Pakistan, Peru, Philippines, Puerto Rico, Qatar, Saudi Arabia, Singapore, Taiwan, Trinidad and Tobago, Tunisia, Uganda, United Arab Emirates, and the United Kingdom.

BREAKDOWN OF REGISTERED ATTENDEES BY SCHOOL TYPE

Charter or Magnet Schools 8%

Traditional Public Schools 59%

Private Schools 19%

41% of US Public School educators were from Title 1 schools

BREAKDOWN OF GRADE LEVELS REPRESENTED*

Lower Elementary School K-2 33%

Upper Elementary School 3-5 43%

Middle School 45%

High School 45%

*Percentages exceed 100% due to educators who teach multiple grade levels

PLEASE TELL US WHICH GENDER YOU IDENTIFY WITH:

Female	77%
Male	17%
Non-binary	6%
Prefer not to say	5%

PLEASE TELL US YOUR RACE/ETHNICITY*:

Asian	15%
Black or African American	23%
Hispanic or Latina/Latino	8%
Native American or Alaskan Native	5%
Native Hawaiian or Other Pacific Islander	9%
White	38%
Other	4%
Prefer not to say	11%

*Percentages exceed 100% due to attendees who selected multiple options

ATTENDEE FEEDBACK

Do you plan to incorporate any resources from the workshops in your lesson plan?

97% of those surveyed said "Yes"

What are you most looking for to fuel STEM education in your classroom?

STEM content online resources 86%

Ideas for presenting STEM content in a new and inspiring way 86%

Connection to companies with future STEM career opportunities for your students 65%

Virtual field trips 69%

Science experiments students can try at home 76%

Online lesson plans 59%

How satisfied were you with the quality of the event speakers?

Very Satisfied 63%

Satisfied 31%

Neutral 6%

Overall Attendee Rating

Very Satisfied 63%

Satisfied 31%

Neutral 6%

Unsatisfied 0%

Very Unsatisfied 0%

How did you hear about the event?

USA Science & Engineering Festival Newsletter	56%
Forwarded by a colleague	23%
Social Media	15%
School Administration or District Office	4%
The Science Channel	2%

MEDIA AND PROMOTION

The event was promoted heavily on our website and to our newsletter list of over 100k teachers, parents, and homeschool educators.

We featured an advertisement in *Diversity in STEAM* digital magazine with a reach of 1.6 million readers.

This year we endeavored to promote the event to Title 1 schools. We reached out to approximately 300 school districts that represent high concentrations of Title 1 schools. As stated in the demographics above, 41% of the public school educators registered were from Title 1 schools.

The Science Channel featured on-air graphics promoting the workshops during primetime and daytime placements on the Saturday, Sunday, Monday, and Tuesday leading up to the livestream.

Click the image below to play the Science Channel on-air graphic



SOCIAL MEDIA

The event and speakers were heavily promoted across all of our social media platforms. Speakers and their organizations also touted their participation on social media. The following pages illustrate the event's reach across social media.

REACH FOR USA SCIENCE & ENGINEERING FESTIVAL SOCIAL HANDLES ON
TWITTER, FACEBOOK, INSTAGRAM AND LINKEDIN

3.91 million impressions

TOP PARTNERS REACH:

TWITTER

AstraZeneca	273 k
National Math Festival	1.7 k
S ² TEM Centers SC	1 k

TOP PARTNERS REACH:

INSTAGRAM

Nancy Bullard	128 k
Jason Latimer	21.5 k
Daniel Thompson	13.2 k
Music Notes	2.4 k
STEMusic	1.5 K
Impossible Science	1.2 K

#INSPIREEDUCATORS

3.7 million impressions

AstraZeneca @AstraZeneca

Empowering youth to pursue #STEM careers begins in the classroom. We are proud to have sponsored the @USAScienceFest #InspireEducators Workshops; an event for educators designed to equip them with innovative STEM learning tools.

USASEF @USAScienceFest · 7h
We want to extend a big thank you to our generous partners @AstraZenecaUS, @DoDstem, and the @ScienceChannel for sponsoring our #InspireEducators Workshops! Did you miss the series #LIVE? Watch on-demand TODAY by registering with the link below!

usasciencefestival.org/inspire-educat...

DoDSTEM @DoDstem

We are proud to partner with @USAScienceFest for the #InspireEducators Workshops! Join us online for a 2-day webcast offering #STEM resources and training for teachers. A #FREE #VIRTUAL event taking place May 19 and 20. Learn more: usasciencefestival.org/inspire-educat...

IT'S BACK!

INSPIRE EDUCATORS WORKSHOPS

MAY 19 & 20, 2021

FREE VIRTUAL STEM WORKSHOP SERIES FOR EDUCATORS

PRESENTED BY AstraZeneca, DoDSTEM, USEC

USASEF @USAScienceFest

Join #STEM educator and @DoDstem Ambassador Jonte Lee @JonteLee at the #InspireEducators Workshops! Jonte will give insight into what it's like to be a @DoDstem Ambassador! Learn more about the #FREE #InspireEducators Workshop series with the link below!

usasciencefestival.org/inspire-educat...

INSPIRE EDUCATORS WORKSHOPS

SPECIAL GUEST: **Jonte Lee**
STEM Educator and U.S. Department of Defense (DoD) STEM Ambassador

Jonte will give insight into what it's like to be a DoD STEM Ambassador.

REGISTER FOR FREE: USASCIENCEFESTIVAL.ORG

You Retweeted

National Math Festival @NatMathFestival

Join @USAScienceFest for this free workshop series taking place May 19-20 from 3-4pm Eastern each day - one of the featured speakers is 2021 NMF presenter LaMar "Mr. Q-U-E" Queen of @music_notes on "Use STEM Music to Excite and Empower Learners!"

USASEF @USAScienceFest · May 2
Calling K-12 educators! Join us for the next #FREE #InspireEducators Workshop series! The virtual series-hosted by @jasonlatimer- will feature a group of passionate educators and #STEM professionals discussing innovative tools and tips you can utilize in your classroom.

IT'S BACK!

INSPIRE EDUCATORS WORKSHOPS

MAY 19 & 20, 2021

FREE VIRTUAL STEM WORKSHOP SERIES FOR EDUCATORS

REGISTER FOR FREE: USASCIENCEFESTIVAL.ORG

usasciencefest

usasciencefest The #InspireEducators Workshops is a special virtual even series featuring #educators and #STEM professionals passionate about engaging and inspiring students in #STEM! Attendees will be exposed to innovative learning tools including:

- Interdisciplinary Learning Unplugged
- Music as a Tool and an Effective Amplifier to Learning
- Inspired Methods for Increasing Math Aptitude

2,407 views
7 DAYS AGO

Add a comment... Post

usasciencefest

usasciencefest Educators, join us on May 20th for the #InspireEducators Workshop! On May 20th, you will hear from educator @jessica_ks, @tgrfound, @thestemusic founder Roy Moye III @royt3, and #STEM educator @mr_daniel_thompson @_mr_thompson_1

Click the link in our bio to register for the #FREE #InspireEducators Workshop series!

The virtual #InspireEducators Workshop series is hosted by Jason Latimer @jasonlatimer @latimerlatimer and is presented by @thestemusic

20 Liked by thestemusic and 20 others
6 DAYS AGO

Add a comment... Post

INSPIRE EDUCATORS WORKSHOPS

@mrs.b.tv will share at-home science experiments during the May 19th workshops

MRS. NANCY BULLARD

REGISTER FOR FREE: USASCIENCEFESTIVAL.ORG

usasciencefest

usasciencefest Join #STEM educator @mrs_b_tv on May 19th at the #InspireEducators Workshop! This 4th generation public school teacher's science experiment videos have amassed over 1 million followers on #tikTok!

Click the link in our bio to register for the #FREE #InspireEducators Workshop series!

1w

nnsteamhub #nnSTEAMhub #STEM #STEM #STEMeducation

1w

1w Liked by stemwiz and 30 others

Add a comment... Post

STEMusic

INSPIRE EDUCATORS WORKSHOPS

ROY MOYE III
Aerospace Engineer and Founder & CEO, STEMusic

May 20th // 3pm ET

The Power of Teaching with a Song

Learn how to incorporate music and the song creation process into a science lesson for a fun and engaging class activity.

May 19 & 20
REGISTER FOR FREE: USASCIENCEFESTIVAL.ORG

usasciencefest

usasciencefest Join @thestemusic founder, Roy Moye III, at his workshop on May 20th to learn how to incorporate music into a science lesson for a fun and engaging class activity!

Click the link in our bio for more information about the #FREE virtual #InspireEducators Workshop series!

1w

1w Liked by thestemusic and 27 others

Add a comment... Post

ATTENDEE QUOTES

"Incorporating music comprised of math concepts is quite genius. Being a math minor myself, I enjoyed seeing math presented in an engaging manner, that reaches students who aren't inclined to learn math in a traditional way (i.e. memorize formulas just because it's always been done that way, with no explanation of "why" they truly are done that way)."

"The videos and presentations were easy to watch and understand, as they should be. The speakers are able to translate their ideas into simple and fun ways to engage the audience, while passing on teaching methods and ideas to engage their students. Good job!"

"I'm always inspired by seeing what STEM educators are doing in their classrooms."

"I love it, I always wanted to know how to incorporate music to my classes and I actually got what I needed to start trying this method with my students."

"I loved this! It was very inspiring! I will be looking forward to more workshops!"

"I really enjoyed this workshop and gained lots of ideas to use in my home classroom."

"Thank you for helping teachers to inspire the future leaders of STEM!"

"I thought the format was easily accessible and the topics relevant."

"I enjoyed the three shorter sessions within the hour. It was informative but I did not lose interest."

"Information was relevant and useful for my STEAM classroom instruction."

PRAISE FOR MODERATOR, JASON LATIMER

"I just wish he would also be a speaker and teach us some of his way of working with the students."

"He was high energy."

"I appreciate the energy you provided to us as an audience."

"Thank you for the awesome work."

"Very engaging"

The Inspire Educators Workshops can be viewed on-demand [here](#).

We thank you for your generous support of this program and look forward to working together again.

- The USA Science & Engineering Festival Team