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

Jonte Lee  
STEM Educator and DoD STEM Ambassador

Dr. Joe Sanchez  
Director of R&D Science Engagement and STEM Programs, AstraZeneca

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:

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>77%</td>
</tr>
<tr>
<td>Male</td>
<td>17%</td>
</tr>
<tr>
<td>Non-binary</td>
<td>6%</td>
</tr>
<tr>
<td>Prefer not to say</td>
<td>5%</td>
</tr>
</tbody>
</table>

PLEASE TELL US YOUR RACE/ETHNICITY*:

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asian</td>
<td>15%</td>
</tr>
<tr>
<td>Black or African American</td>
<td>23%</td>
</tr>
<tr>
<td>Hispanic or Latina/Latino</td>
<td>8%</td>
</tr>
<tr>
<td>Native American or Alaskan Native</td>
<td>5%</td>
</tr>
<tr>
<td>Native Hawaiian or Other Pacific Islander</td>
<td>9%</td>
</tr>
<tr>
<td>White</td>
<td>38%</td>
</tr>
<tr>
<td>Other</td>
<td>4%</td>
</tr>
<tr>
<td>Prefer not to say</td>
<td>11%</td>
</tr>
</tbody>
</table>

*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?

<table>
<thead>
<tr>
<th>Satisfaction</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very Satisfied</td>
<td>63%</td>
</tr>
<tr>
<td>Satisfied</td>
<td>31%</td>
</tr>
<tr>
<td>Neutral</td>
<td>6%</td>
</tr>
</tbody>
</table>

Overall Attendee Rating

<table>
<thead>
<tr>
<th>Satisfaction</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very Satisfied</td>
<td>63%</td>
</tr>
<tr>
<td>Satisfied</td>
<td>31%</td>
</tr>
<tr>
<td>Neutral</td>
<td>6%</td>
</tr>
<tr>
<td>Unsatisfied</td>
<td>0%</td>
</tr>
<tr>
<td>Very Unsatisfied</td>
<td>0%</td>
</tr>
</tbody>
</table>
How did you hear about the event?

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA Science &amp; Engineering Festival Newsletter</td>
<td>56%</td>
</tr>
<tr>
<td>Forwarded by a colleague</td>
<td>23%</td>
</tr>
<tr>
<td>Social Media</td>
<td>15%</td>
</tr>
<tr>
<td>School Administration or District Office</td>
<td>4%</td>
</tr>
<tr>
<td>The Science Channel</td>
<td>2%</td>
</tr>
</tbody>
</table>

**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

![Science Channel On-Air Graphic](image-url)

**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.
### Social Media Reach*

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

#### 3.91 million impressions

<table>
<thead>
<tr>
<th>TOP PARTNERS REACH:</th>
<th>TWITTER</th>
</tr>
</thead>
<tbody>
<tr>
<td>AstraZeneca</td>
<td>273 k</td>
</tr>
<tr>
<td>National Math Festival</td>
<td>1.7 k</td>
</tr>
<tr>
<td>S²TEM Centers SC</td>
<td>1 k</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TOP PARTNERS REACH:</th>
<th>INSTAGRAM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nancy Bullard</td>
<td>128 k</td>
</tr>
<tr>
<td>Jason Latimer</td>
<td>21.5 k</td>
</tr>
<tr>
<td>Daniel Thompson</td>
<td>13.2 k</td>
</tr>
<tr>
<td>Music Notes</td>
<td>2.4 k</td>
</tr>
<tr>
<td>STEMusic</td>
<td>1.5 K</td>
</tr>
<tr>
<td>Impossible Science</td>
<td>1.2 K</td>
</tr>
</tbody>
</table>

#### #INSPIREEDUCATORS

#### 3.7 million impressions

*All impressions gathered by Keyhole Analytics, Facebook, Instagram, Twitter and LinkedIn. Data pulled from April 2021–June 2021.
Sample Social Posts

Empowering youth to pursue #STEM careers begins in the classroom. We are proud to have sponsored the GSA@ScienceFest Inspire Educators Workshops, an event for educators designed to equip them with innovative STEM learning tools.

We are proud to partner with BUSA@ScienceFest for the Inspire Educators Workshop! Join us online for a 2-day webinar offering STEM resources and training for teachers. A FREE Virtual event taking place May 19th and 20th. Learn more: unasa@sciencefestival.org/inspire-educators...

Join @STEM教育部 and @DoDSTEM Ambassador Jonte Lee as you attend the Inspire Educators Workshop! Jonte will give insight into what it’s like to be a STEM educator! Learn more about the Inspire Educators Workshop series with the link below.

You’re invited to the National Math Festival on May 3. Calling all educators! Join us for the next K-12 Math Educators Workshop series! The virtual workshops feature some of the nation’s most inspiring education leaders and provide sessions discussing innovative ideas and tips you can utilize in your classroom.

Celebrate the 25th anniversary of JESSICA KESLER! She will share at-home science experiments during the May 19th workshops.

JOURNAListik: Join @STEM教育部, Dr. Nancy Ellering (from Dr.) at May 19th at the InspireEducatorsWorkshop. This 4th generation public school teacher’s science experiments have reached over 1 million followers on all platforms.

#STEM教育部 Workshop on May 19th. Click the link to register for the @STEM教育部 Workshop!

The Power of Teaching with a Song: Learn how to incorporate music and the song creative process into a science lesson for fun and engaging class activities.

Listed by STEMx and 27 others.

Add a comment...
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