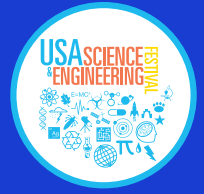


**SPARK
OF STEM**

Coffee Break
SERIES

A PROGRAM OF



Weekly Vignettes in November & December 2021

HOSTED BY:

Maynard Okereke "Hip Hop M.D."

PRESENTED BY:

AstraZeneca 



RECAP REPORT





Coffee Break
SERIES

PRESENTED BY:
AstraZeneca 

The Spark of STEM (SoS) Coffee Break Series was designed to inspire and equip K-12 educators with innovative STEM learning tools for the classroom. Due to the generous support of [AstraZeneca](#), we were able to offer the series at no-cost to educators.

The series was broadcast as five 15-minute vignettes that premiered on Thursdays in November and December 2021. The vignettes were immediately made available for [on-demand](#) viewing after they premiered. This brief and flexible format was designed to offer educators digestible content to fit within their demanding schedules. Many of the attendee quotes included below demonstrate how this format was well-received by the audience.

More than 1,100 educators registered to attend the series. 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-six percent of the U.S. public school educators registered were from Title 1 schools.

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

The SoS Coffee Break series featured 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. The series was moderated by engineer and science communicator, [Maynard Okereke, aka the Hip Hop M.D.](#)

Episode Lineup

Watch On-Demand Here



Jason Lindsey

“Mr. Science”, Hooked on Science

EPISODE: Holiday-Themed STEM Activities



Dr. Padhu Seshaiyer

Mathematician, George Mason University

EPISODE: Making Math Meaningful



Jennifer Colvin

Chief Innovation Officer, Learning Undefeated

EPISODE: Engineering Design Challenges for Every Classroom



Prof. Kelly Knight

Forensic Scientist, George Mason University

EPISODE: The Real CSI - Forensic Science for K-12 Students



Maynard Okereke

“Hip Hop M.D.”

EPISODE: Backyard Science Activities

REGISTRANT / VIEWER INFORMATION

Total Registrations: 1157

Total Views: 2734*

Live Views: 152

On-Demand views: 2582

*2734 views translates to a potential student impact of over **164,000** (based upon 20 students per elementary educator and 100 students per middle/high school educator)

U.S. Registrants: 83%

International Registrants: 17%

BREAKDOWN OF REGISTERED ATTENDEES BY REGION

Northeast: 36% (DC, DE, MA, ME, MD, NH, NJ, NY, RI, CT, VT, PA)

Southeast: 29% (AL, FL, GA, KY, LA, MS, NC, SC, WV, VA, TN, AR)

Midwest: 12% (IA, IL, IN, KS, MI, MN, MO, ND, NE, OH, SD, WI)

Southwest: 10% (AZ, NM, OK, TX)

West: 13% (AK, CA, HI, NV, CO, WY, MT, ID, WA, OR, UT)

We also had representation from 36 countries including American Samoa, Antigua and Barbuda, Australia, Azerbaijan, Belize, Botswana, Canada, Cayman Islands, Columbia, Ecuador, Egypt, Eswatini, Ethiopia, Georgia, Greece, Honduras, India, Indonesia, Iran, Iraq, Italy, Jamaica, Kenya, Macau, Malaysia, Mexico, Montserrat, Morocco, Namibia, Nigeria, Pakistan, Palestine, Panama, Philippines, Saudi Arabia, Singapore, South Africa, South Korea, Suriname, Taiwan, Thailand, Tunisia, Turkey, Uganda, Ukraine, United Arab Emirates, United Kingdom, Venezuela, Vietnam, and Zambia.

BREAKDOWN OF REGISTERED ATTENDEES BY SCHOOL TYPE

Traditional Public Schools	54%
Private Schools	15%
Homeschools	12%
Charter or Magnet Schools	4%
Other	15%

46% of US Public School educators were from Title 1 schools

BREAKDOWN OF GRADE LEVELS REPRESENTED*

Lower Elementary School K-2	34%
Upper Elementary School 3-5	46%
Middle School	52%
High School	46%

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

BREAKDOWN OF REGISTERED ATTENDEES BY GENDER:

Female	79%
Male	16%
Prefer not to say	5%

BREAKDOWN OF REGISTERED ATTENDEES BY RACE/ETHNICITY*:

Asian	12%
Black or African American	23%
Hispanic or Latina/Latino	8%
Native American or Alaskan Native	1%
Native Hawaiian or Other Pacific Islander	1%
White	49%
Other	2%
Prefer not say	10%

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

ATTENDEE FEEDBACK

89% of attendees who took our survey said they were likely or very likely to use the tips from the series in their classroom.

99% of attendees who took our survey said they would like to see more content for educators and students in this 15-minute format.

How did you hear about the SoS Coffee Break Series?

USASEF Newsletter	65%
Social Media	13%
Title 1 School District Outreach	12%
Search Engine	3%
Other	7%

MEDIA AND PROMOTION

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

We endeavored to promote the series to Title 1 schools. We reached out to over 200 school districts across the country that represent high concentrations of Title 1 schools. As stated in the demographics above, 46% of the public school educators registered were from Title 1 schools.

We also reached out to ten educator associations with the Spark of STEM Series information.

SOCIAL MEDIA

The series 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.

Coffee Break Series Media Reach

Total Media Impressions from the Spark of STEM Coffee Break Series

2.97M Impressions*

Impressions Breakdown:

1.8M

Facebook Ads

781K

USASEF Newsletter

393K

USASEF Social Media
Accounts

FB Ad Statistics:

13

Number of ads

1.8M

Impressions from ads

2,923

Clicks to registration page/
YouTube playlist

ACCOUNTS OF THOSE WHO SHARED SCIFEST POSTS WITH LARGE FOLLOWINGS:

Twitter:

MATHCOUNTS- @MATHCOUNTS: 4,750

George Mason University College of Science-
@GMU_COS: 2,046

Learning Undefeated- @LearningUNDFTD: 1,131

Spark 101- @Spark101STEM: 1,129

Instagram:

Dr. Erica Colon- @nittygrittyscience: 25.9K

Hip Hop M.D.- @hiphopscienceshow: 14.4K

Prof. Kelly Knight- @kellythescientist: 11.3K

Jonte Lee- @jonterlee: 5,511

Mr. Science- @hookedonscience: 3,007

George Mason University College of Science-
@mason_science: 1,505

Coffee Break Series Sample Media

USA Science & Engineering Festival
Sponsored

Take a coffee break with us!

SPARK OF STEM Coffee Break SERIES

PROF. KELLY KNIGHT
Forensic Scientist

JASON LINDSEY
"Mr. Science"

Prof. Kelly...
Foren...

[WATCH MORE](#)

Jasor
Linds.
Jaso...

USA Science & Engineering Festival
Sponsored

Extend your coffee break with multiple episodes on-demand!

SPARK OF STEM Coffee Break SERIES

EXTEND YOUR COFFEE BREAK AND BINGE WATCH ON-DEMAND

[HTTPS://YOUTU...](https://youtu...)
Take a Coffee Break!

[WATCH MORE](#)

USA Science & Engineering Festival
Sponsored

Join host Maynard Okereke, "Hip Hop M.D.", for 15 minutes of FREE fun and engaging STEM

SPARK OF STEM Coffee Break SERIES

TAKE A COFFEE BREAK WITH US

Educators, join us for 15-minute "spark" of inspiration for teaching STEM in the classroom.

[HTTPS://YOUTU...](https://youtu...)
Grab your coffee and join us!

[WATCH MORE](#)

You Retweeted Learning Undefeated @LearningUNDFTD · Dec 2, 2021

TODAY, 3 PM Eastern! Level up your classroom activities to engineering design challenges. Tune in to learn an adaptable framework to make any activity into an engineering challenge! buff.ly/3cpQdPt #SparkofSTEM @USAScienceFest

SPARK OF STEM Coffee Break SERIES

DECEMBER 2
12pm PT / 3pm ET
(or watch on-demand)

JENNIFER COLVIN
Learning Undefeated

Engineering Design Challenges for Every Classroom

SPARK OF STEM Coffee Break SERIES

NOVEMBER 11
12pm PT / 3pm ET
(or watch on-demand)

JASON LINDSEY
"Mr. Science," with Hooked on Science

Join us to learn holiday STEM activities for the classroom

usasciencefest and hookedonscience
Paid partnership

usasciencefest Calling all educators! Join us tomorrow at 12pm PT / 3pm ET to hear from Jason Lindsey (@hookedonscience) aka "Mr. Science" with Hooked on Science! Jason will be demonstrating four #science #experiments that #teachers can use in the #classroom to get their #students excited about #STEM and the upcoming #holidays!

So grab your #coffee and join host, Maynard Okereke (@hiphoscienceshow) a.k.a.

100 views
NOVEMBER 10, 2021

Add a comment...

FREE SPARK OF STEM Coffee Break SERIES

Binge on 15-minute episodes of inspiration for teaching STEM in the classroom!

[WATCH HERE](#)

ATTENDEE QUOTES

“The Spark of STEM Coffee Break Series is a fantastic addition to my teacher toolbox. The flexible 15 minute format allows me to hear about new projects focusing on STEM innovation that are easily transitioned into lesson activities for my students. The activity sheets and resources are amazing!”

“I think these Spark of STEM Coffee breaks are a fun and innovative way of helping educators promote STEM in their classrooms! :)”

“As a teacher, I have extremely small amounts of breaks in my day and after school, so the 15 minute workshops are the answer to helping me to stay current in my practices.”

“I love the STEM coffee break series. The lessons are presented in a way that can be easily adjusted to fit your needs and your classroom without losing any content or engagement. I hope they keep adding to the series!”

“I absolutely love the 15 minute format as I can watch over my lunch break. The episodes are easily digestible and the tips are easy to integrate into the classroom. Thank you for hosting this for educators.”

“Great ways for teachers to get fresh new ideas for classroom activities, so students can get more hands-on activities and new ways to help students understand subjects.”

“Short videos are great for providing those little sparks of STEM. New ideas help keep my content exciting and it is great to hear from experts on what works for them.”

“Spark of STEM Coffee Break Series is a dose of inspiration during this challenging time to be a teacher. Thank you.”

“Wonderful segments and clips were short, enjoyable, and truly motivated me. Love the theme of ‘Coffee Break’”

“Excellent resource that both INSPIRES and provides TAKE-AWAY ideas to use in the STEM classroom! Thank you!”

“It was convenient! Watching it on demand allowed me to watch programming when I could during a lunch period.”

“I liked the length of the videos. The presenters were engaging and the activities were age appropriate. It really was a fun coffee break.”

“This series of information is something every teacher can use to create, imagine, and validate the skills for our 21st century STEM education. This series will set the tone for the school year.”

"I enjoyed the engaging presenters and the activities they chose to demonstrate. The length of the videos was perfect and the activities they shared will be easy to use with students as we prepare for our STEM themed summer academies. Thank you!"

"It's nice to smile nowadays especially when learning new ideas."

"I found the coffee breaks convenient and helpful - I really like that they are available to watch on my time."

"I love the variety of guest presenters and the attention grabbing intros. I liked the addition of how forensic science was fun in the classroom and is also a career path that a student could pursue. Linking what we do in the classroom to the real world."

"I enjoy getting new ideas that we can incorporate into our homeschooling. I love hearing from these experts and I appreciate their enthusiasm for educating young people!"

The Spark of STEM Coffee Break series can be viewed on-demand [here](#).

This program would not be possible without the generous support of AstraZeneca. We look forward to working together again and continuing our mission to inspire educators and students with high quality STEM content.

- The USA Science & Engineering Festival Team