

Recap Report

OCTOBER 20, 2023

THE NATIONAL CONFERENCE CENTER



HOSTED BY:
Maynard Okereke
Hip Hop M.D.



PRESENTED BY



U.S. AIR FORCE

WORKSHOP
SPONSORS



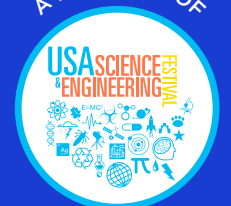
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Thank you for supporting [X-STEM NOVA](#), a program of the USA Science & Engineering Festival.

X-STEM NOVA was held on October 20, 2023 at the National Conference Center in Leesburg, VA. The free conference - presented by the [U.S. Air Force](#) - was designed to showcase diversity and inspire middle and high school students about careers in the STEM fields.

The all day event, emceed by the Hip Hop M.D. [Maynard Okereke](#), featured multiple presentation sessions given by top STEM role models covering a broad range of topic areas including oceanography, aerospace engineering, molecular biology, cybersecurity, and green energy. Each presentation was followed by a Q&A session, giving students the opportunity to directly interact with speakers.

Five interactive workshops were sponsored by the [U.S. Space Force](#), [Amazon Web Services InCommunities](#), and [Maximus](#). Workshop topics included artificial intelligence and machine learning, catapult design and engineering, energy transformation, and computer network security. Most students had the opportunity to view four speakers on the main stage and participate in one hands-on workshop.

During lunch, students visited tables hosted by our partner organizations, gathered for group photos in the branded photo stations, and mingled with speakers. The [National Conference Center](#) helped to keep this event free by allowing students to bring their own lunches.

The 2023 X-STEM NOVA conference marked the event's return to the region for the second consecutive year. Over 1,300 students from the Washington DC metro area and surrounding states registered to attend the event.

To prepare the student attendees, we produced [this video](#) to inform them of the event format, venue guidelines, and to build anticipation and excitement for X-STEM.

View and download photos from X-STEM NOVA [here](#). A list of participating speakers and workshop presenters can be found below.

X-STEM NOVA Speakers



MSgt Travis Ervine, *Airborne Mission System Specialist*
Air Force Special Operations



Rebecca Johnson, AM, Ph.D., *Conservation Genomics & Wildlife Forensics Researcher*
The Accidental Wildlife Detective - A story of genome research, discovery and becoming a science leader



Ray Lundquist, *NASA System Engineer*
The Facets of STEM at NASA



Roy Moyer III, *The Singing Engineer, Founder & CEO of STEMusic*
What STEM Can Do For YOU!



Ashley Rasys, DVM, Ph.D., *Eye Researcher*
Reptiles Revolutionizing Research



Padhu Seshaiyer, Ph.D., *Mathematician and Data Scientist*
Understanding the World Through the Lens of Mathematics and Data for Solving Grand Challenges



SrA Lucille Voeun, *Cyber Systems Administrator*
Air Force Special Operations

X-STEM NOVA Workshop Presenters

Mission Precision: Catapult Challenge

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Art Bots: Who's the Artist? Engineer or Machine, powered by AWS InCommunities

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Kinetic Butterflies, powered by AWS InCommunities

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Firewall or Failwall? Protect and Direct Your Data

PRESENTED BY 



BREAKDOWN OF REGISTERED ATTENDEES BY GRADE LEVEL

ES (grades 5 and under)	5%
MS (grades 6-8)	39%
HS (grades 9-12)	56%

BREAKDOWN OF REGISTERED ATTENDEES BY SCHOOL TYPE

Public School	51%
Homeschool	24%
Private School	25%

30% of registered attendees were from Title 1 schools

BREAKDOWN OF REGISTERED ATTENDEES BY GENDER

Female	41%
Male	45%
Prefer not to say*	14%

BREAKDOWN OF REGISTERED ATTENDEES BY ETHNICITY

Asian	7%
Black or African American	23%
Hispanic or Latina/Latino	9%
Native American or Alaskan Native	0%
White	22%
Other	1 %
Prefer not to say*	38%

*Some educators noted they did not know the ethnicities and/or gender of the attendees at the time of registration.

PROMOTION AND SOCIAL MEDIA

X-STEM was promoted heavily on our website and to our newsletter list of 90k teachers and parents.

Priority invitations were extended to Title 1 schools to provide the best possible opportunity for students from underserved communities to attend. Overall outreach included 171 schools across the DMV made up of public, charter, and private schools.

The event and speakers were heavily promoted across all of our social media platforms. Speakers, workshop presenters, and partners also touted their participation on social media. With a goal to engage the audience and increase awareness, we encouraged attendees to share their experience during the event using #XSTEM.

The following page illustrates the campaign.

X-STEM NOVA By the Numbers

REACH ON USASEF EMAIL, SOCIAL ACCOUNTS & NEWSLETTER

127.4K Impressions



"Fun and engaging way to dive into STEM!"

- EDUCATOR WHO ATTENDED

X-STEM NOVA Stats:

1,350

students, teachers, and parents registered to attend

88%

thought X-STEM was an effective way to get students more interested in STEM

30%

of students registered were from Title 1 schools

Sample Posts



Scenes From Around X-STEM NOVA

