



United Engineering Foundation
DiscoverE Educator Awards - Mid-Year Report
July, 2015

The United Engineering Foundation's generous \$68,750 has enabled DiscoverE to increase program participation in the DiscoverE Educator Awards among educators, engineers, and college engineering students, and will increase the public awareness of the collaboration between engineers and educators. The following is an interim report on the activities that DiscoverE has undertaken from January 2015 to July 2015.

Purpose:

Launched in 2011, the annual Educator Awards recognize and celebrate outstanding middle and high school educators that are truly making an impact by inspiring students to discover engineering. DiscoverE publicizes and promotes these educators in order to inform and inspire other educators to do the same.

Significant Outcomes as of July 2015:

- We increased the international visibility of the program by promoting it to new audiences during the application period (Jan 15th – March 15th). We distributed an international press release announcement, sent targeted paid emails to educators, and placed ads in multiple e-newsletters. In total we received an 18% increase in applications.
- Three winners and eight runners-up were selected (including two non-U.S. educators).
- The winners and runners-up were announced and celebrated on June 8th. Deliverables included a new program booklet, plaques for the winners as well as large vinyl banners for each award winner to display at his/her school.

UEF Grant Fund spending as of July, 2015:

Grant Objectives:

1. *Increase the quantity and diversity of applications and Increase participation among educators, engineers, and college engineering students.*
 - ✓ Delivered: During the application period (Jan 15th – March 15th), we were able to secure a more diverse international applicant pool through running an international press release and promoting the award through internationally based organization newsletters such as the International Association of

Engineers and Federation of African Engineering Organizations. Two of our runners-up were international (one from Ghana and the other, Australia). Our overall applicant pool and final group of 3 winners and 8 runner-up were also very diverse as far as race and gender.

- ✓ Delivered: We purchased educator email addresses and sent targeted messages through MDR (an email marketing firm). We specifically reached out to STEM educators teaching in low income and diverse districts. As a result – almost half of the applicants were educators in districts with at least 50% of students on free lunch.
- ✓ Delivered: We purchased paid online ads (including LinkedIn) and also through email newsletters reaching a total audience of 70,000 individuals.
- ✓ Delivered: We created and distributed 3 HTML postcards and banners ads (each targeted specifically to either the engineer (engineering student) or the educator audience. We also produced about 1,000 hard copy postcards. The postcards (hardcopy and html) were distributed throughout our partner organization networks as well as our own network of past Educator Awards nominators, applicants, Future City mentors, teachers, and all other related DiscoverE audiences.
- ✓ Overall we increased the total number of applications by 18%

2. *Improve the application form functionality and add additional questions to learn more about out which promotional efforts were most effective.*

- ✓ Delivered: In addition to ironing out some technical bugs existing in 2014 online application form, we updated the 2015 form (including a new easy to use PDF application guide). We also added additional application questions (for example: how did they hear about the award?). This helped determine our most effective outreach tools. At this point it's clear that over 50% of the applicants heard about the opportunity through one of our targeted or partner emails and almost 20% heard about it through a colleague, and an additional 20% through a professional engineering association.

3. *Amplify visibility of 2015 winners (including June 8th Award Ceremony)*

- ✓ Delivered: Launched a successful Awards Ceremony, luncheon and panel discussion event on June 8th at the National Academy of Sciences Building in downtown, D.C. (with over 50 attendees representing DiscoverE's Steering Committee, Diversity Council, Sponsors and other members).
- ✓ Delivered: Improved collateral materials for the final awards ceremony (including staging, crystal plaques, improved program books etc.).
- ✓ Delivered: Provided individualized printed vinyl banners for each of the award winners' schools to increase personal and local/ school-wide recognition.
- Delivered: Local PR push in the local communities of each Educator Awards winner. Examples include an article in BlackEngineer.com: http://blackengineer.com/artman2/publish/Awards_amp_Lists_32/2015-DiscoverE-Educator-Awards.shtml and WashingtonInformer.com:

<http://washingtoninformer.com/news/2015/jun/10/md-teacher-feted-helping-students-engineering/>

4. *Further amplify the visibility of current/ past award winners and promote their stories and inspiration to a wider audience through Satellite Media Tour and Video series.*

Plans between July and December: After much investigation, we found that a satellite radio tour (as opposed to satellite media tour), would be more cost effective and reach a broader audience of educators, parents, engineers/ volunteers, and the general public. We will use the remaining funds to create up to 3 high quality videos. The theme and content of the radio tour and video series will complement each other as a “set.” The videos will serve as “how to’s” to complement the theme for the radio tour, which is “Top 5 ways to get YOUR students excited about engineering.” We are inviting two individuals to be part of the radio tour, Stephanie Cross (inspiring 2014 Educator Award winner) and retired astronaut, Sandy Magnus (currently the Executive Director of AIAA).

DiscoverE Educator Awards - UEF Grant

* Funds spent as of 7/13/2015

	Item	Bill to UEF
PROMOTION	International Press Release	\$1,775.00
	National Press Release	\$300.00
	MDR Paid Mailing	\$2,650.00
	HTML Postcard	\$400.00
	Printed Postcard Design	\$487.50
	Printing Postcard	\$737.00
	Linkedin / online ads	\$272.73
WEB	RedSwan - assistance with app form	\$500.00
	RedSwan - reformatting/cropping photos	\$75.00
AWARDS EVENT	West Room Rental (staging):	\$585.00
	A/V for Awards Ceremony	\$70.00
	Plaques	\$300.00
MATERIALS	Program Book Design	\$292.50
	Program Book Printing	\$315.00
	Banner Design	\$65.00
	Banner Printing	\$510.00
	TOTAL	\$9,334.73