OVERVIEW

The STEM Learning Ecosystem Community of Practice, SLECoP is an established and highly recognized vehicle for bringing together diverse groups to collaborate to increase students’ access to, engagement with and excitement for science, technology, engineering, math and computer science (STEM.) It has also become a widely cited model for effective community collaboration because of its engaged stakeholders. From in- and out-of-school providers to museums and business and industry, the STEM Learning Ecosystem Community of Practice has created a path for successful cross-sector collaboration.

The STEM Learning Ecosystem Community of Practice includes 89 communities across the world, representing hundreds of organizations that serve an estimated 40 millions of students.

Two times a year, representatives of each of the 89 communities come together to learn from one another and to share best practices. These convenings have yielded an impressive body of actionable plans and ideas that are taken back to communities and implemented. From thoughts about curriculum to ideas for how to engage families, the invitation-only convenings have become the one event that STEM-involved professionals want to attend.

The SLECoP has several partnership options, issued only by invitation, to organizations interested in reaching the powerful and focused network.
THE VALUE OF THE SLECoP

The STEM Learning Ecosystem Community of Practice is playing a valuable role in connecting STEM-interested organizations and individuals throughout the world and coordinating collaborative projects. Its work and leaders are being recognized as key forces driving the future of STEM education throughout the world.

THE BROADC VALUE PROPOSITION FOR PARTNERING WITH THE SLECoP

• The SLECoP is the one body focused on STEM with tentacles throughout various communities and organizations. K-12 schools, museums, businesses, cultural institutions, colleges, after-school providers and government organizations who are interested in improving access to and excitement for high quality STEM.
• The STEM Learning Ecosystem Community of Practice offers a clear path to learn and share initiatives that are preparing every child and community to thrive through high-quality (STEM) education.
• The SLECoP’s work is equipping the next generation for the challenges and opportunities of tomorrow by instilling in them strategies for making thoughtful decisions.
• A strong STEM education equips students with the knowledge and skills for a fast-paced, information-driven world.
• Now more than ever, careers of many kinds require critical thinking.
• The SLECoP benefits society by ensuring that we continually replenish the workforce pipeline.
• The SLECoP helps ensure we can provide the world with a creative, resilient workforce that can meet the demands of rapidly changing industries.

THE BROAD BENEFITS OF PARTNERING WITH THE STEM LEARNING ECOSYSTEMS COMMUNITY OF PRACTICE

• Brand identification with one of the leading forces in today’s STEM education landscape;
• Brand awareness among the top thinkers and leaders in STEM education;
• Ability to gather valuable input from STEM leaders in positions of influence;
• Having a role in cultivating a future talent pool.

COMMON BENEFITS FOR EVERY PARTNER LEVEL

Branding alignment with the world’s 89 STEM Learning Ecosystem and opportunities to engage with those on the cutting edge of advances in STEM, including domestic as well as international.

• Receive recognition on the STEM Learning Ecosystem Community of Practice website as a partner;
• Have the opportunity to attend (at a discounted rate) two annual convenings of the SLECoP;
• Receive a table at each convening to display materials and talk to attendees.
• Place a catalog/guide book and piece of branded swag in the attendee bags.
• Participate in a mainstage lightning round to share brief comments.
The SLECoP is offering “test” sessions, for up to two hours, for selected companies and organizations at its two convenings per year. During these test sessions, partners will be able to show and explain their products or services and have an opportunity for meaningful and real-time feedback with the possibility of continuing the relationship beyond the convening.

In addition to the common benefits, test partners will:

- Receive a session at a convening organized as a hands-on focus group with TIES facilitating the session and working with the sponsor to plan and properly execute it;
- Receive prominent recognition in promotional materials for the annual convening;
- Send out two emails prior to the convening and one post-convening to all attendees.

SESSION PARTNER: $50,000  
(Three available)

In addition to the common benefits, session partners will:

- Have the opportunity to sponsor one mainstage session at an annual convening. Session partners will introduce the session and have their materials associated with the session. TIES staff will work with the partner for all aspects of session selection.

INTERNET PARTNER: $10,000  
(One available)

In addition to the common benefits, internet partners will:

- Have the opportunity to have their logo and link on the Internet service provided to convening attendees.
- Internet sponsors will have their material along with log-in credentials printed on each table for the conference.

WORKSHOP PARTNER: $7,500  
(Three available)

In addition to the common benefits, workshop partners will:

- Have the opportunity to sponsor one breakout session at an annual convening. Session partners will introduce the session and have their materials distributed at the session. TIES staff will work with the session partner for all aspects of session selection and promotion.
- Place one page of literature in the bags distributed to convening attendees.

LUNCHEON PARTNER: $35,000  
(Two available)

In addition to the common benefits, luncheon partners will:

- Have the opportunity to sponsor one main luncheon session at an annual convening. Session partners will introduce the luncheon and have their materials associated with the session. TIES staff will work with the partner for all aspects of session selection and promotion.

COFFEE BREAK PARTNER: $7,500  
(Three available)

In addition to the common benefits, coffee break partners will:

- Have the opportunity to introduce the coffee break and speak to the attendees during it.
- Coffee break sponsors will have their materials printed and distributed during the coffee break.

TABLE PARTNER: $3,500

- Receive a table at each convening to display materials and talk to attendees.

We are thrilled to renew our sponsorship of STEM Learning Ecosystems in 2020. The STEM Ecosystem Community of Practice Convenings bring together 400-500 education, business and community leaders, who are thought leaders in this field. It is a great way for us to have meaningful, face to face meetings (and social time) with dedicated, driven, decision makers.

GARY MYERS
Director of Outreach and Business Development
Vernier Software & Technology
WEBINAR & PODCAST PARTNERS: $3,000

(Six available)

We are offering selected organizations the opportunity to sponsor webinars or podcasts for members of the STEM Learning Ecosystem Community of Practice.

Specifically, webinar sponsors will:

• Receive 15 minutes at the beginning of the regularly scheduled monthly webinars to explain their products or services. We would share the host organization’s information to all webinar participants. The presentation would be 10 minutes and 5 minutes reserved for questions.
• Receive promotion in all materials sent out prior to the webinar, including a link to the sponsor’s website. The sponsor would approve all copy used to describe the sponsor and products or services.
• Receive mention in a follow-up email to all webinar participants.
• The webinar will be archived and available for anyone to watch, even if that person did not attend the webinar.
• Sponsors also have the opportunity to use the recorded webinar in any of their own promotional marketing.

Specifically, podcast sponsors will:

• Be interviewed for 20 minutes by a member of the TIES leadership team.
• A set of questions will be developed and agreed to prior to podcast and discussed.
• Receive advice about messaging points tailored to their products or services that will resonate with the SLECoP audiences.
• Receive promotion in all materials sent out announcing the existence of the podcast, including a link to the sponsor’s website. The sponsor would approve all copy used to describe the sponsor and products or services. The podcast will be stored on the SLECoP site, under the tab “Resources.” A link to the sponsor’s website will be included in a short paragraph that summarizes the content of the podcast.
• The sponsor will have the opportunity to use the recorded webinar in any of their own promotional marketing.

AUDIENCE

The STEM Learning Ecosystem Community of Practice represents a diverse group of leaders from numerous sectors, including public and private K-12 education, PreSchool, higher education, after-school and out-of-school organizations, museums, business and industry, libraries and various non-profits.

As of Fall 2019, 89 ecosystems were members of the STEM Learning Ecosystem Community of Practice. These ecosystems represent:

• More than 7000 school districts
• More than 40 million PreK-12 school children
• 1,200 informal and out-of-school providers
• 850,000 PreK to 12 teachers and informal educators
• 4,350 philanthropic and business organizations

CONVENINGS

Two times a year, the STEM Learning Ecosystem Community of Practice brings together leaders from each of its ecosystem communities to share best practices and to plan their work. About 350 leaders from a wide cross sector of organizations attend the three-day gatherings.

WEBINARS

The STEM Learning Ecosystem Community of Practice conducts monthly webinars on topics of interest for its members.

These webinars are typically one hour in length.

Attendance at the webinars ranges from 50 to 100 who attend in-person. The webinars are often downloaded and viewed by hundreds who were unable to attend in-person.