

STEM Action Center Board | 2013

STEM Action Center Board Meeting Minutes

July 16, 2013 • 3:00 p.m.

Governor's Office of Economic Development
60 E. South Temple, Third Floor

Members Present:	Jeff Nelson (Chair), Spencer P. Eccles (Vice Chair), Robert Brems, Blair Carruth, Christine Kearl, Gene Levinzon, Stan Lockhart, Martell Menlove, Mark Openshaw, Bert VanderHeiden, Brad Rencher (by phone)
Members Absent:	None
Staff:	Sophia DiCaro, Vincent Mikolay, Carol Curchoe, Meredith Mannebach, Sharon Cox
Visitors:	Sarah J. Brasiel, Nicole Forsgren Velasquez, Dan Donahoe, Rich Nelson, Brent Petersen

Welcome & Approval of Minutes

Jeff Nelson, STEM Action Center Board Chairman, called the meeting to order, welcomed the group and asked board members to review the minutes from the last meeting. **MOTION:** STAN LOCKHART MOVED TO APPROVE THE MINUTES, SECONDED BY MARK OPENSHAW. THE MOTION WAS UNANAMOUSLY APPROVED.

Progress Report

a) Project Plan Review:

i) RFI - Meredith presented the RFI progress report, pointing out that a contract with USU (who will design and assess the pilot) is in process; MOU's with providers is in process; and the schools selection is also in process. Vince added that 23 technologies were submitted through RFI process and 11 were selected, 4 of which are existing technologies. Meredith showed a video on one of the selected technologies after which board members asked clarifying questions. In reference to the technologies, Spencer recommended that care should be taken to not veer too far outside of products that are geared toward college math readiness.

Meredith continued by outlining next steps which includes the providers submitting a one-pager on their technology and the technologies that the schools require. These will be sent to the schools who will then indicate which ones they are interested in. Also, a one-day conference will be held in August where schools will come together to learn about the new technologies and get details about the pilot program. Martell Menlove, STEM Action Center Board Member, offered to help in any way needed to move the process along. Stan Lockhart, STEM Action Center Board Member, recommended that communication take place with all of the superintendents, with a view to base lining the available technology in each school and determine where the deficits are.

ii) RFP – Meredith Mannebach, STEM Action Center Program Manager, reported the RFP process will begin in August. STEM working groups will help guide the preparation of the RFP. The goal is to have the technologies selected by November, contracts signed and funds disbursed by December.

b) **School Selection:** Meredith Mannebach, STEM Action Center Program Manager, reported that an email was sent to all of the schools and responses are beginning to come in from schools who are interested in the pilot project.

c) **Working Groups:** Meredith Mannebach, STEM Action Center Program Manager, reported that 3 working groups have been organized – College Readiness with Christine Kearl and Blair Carruth as co-chairs; Instructional Technology with Martell Menlove and Gene Levinzon as co-chairs; and Marketing and Media with Stan Lockhart and Mark Openshaw as co-chairs. She stated that the Instructional Technology and The Marketing and Media working group held their first meeting. Meredith then turned the time over to Stan Lockhart and Mark Openshaw who reported on the Marketing and Media working group.

Mark Openshaw stated that the objective of the first meeting was to determine who is in the target market. He said that the consensus of the group was that parents are the "market," particularly the mothers in the home. He also stated that COMCAST was invited to present at their first meeting. He then turned the time over to Brent Petersen from COMCAST who gave a presentation which discussed their objectives, strategy and timeline for the STEM marketing campaign. He stated that their goal is to inspire the hearts and minds of parents, educators, businesses and community leaders with regards to the future prosperity of Utah and its citizens. He stated that COMCAST has a lot of resources that can be tapped into to help with this effort. He further stated that the overall strategy is to apply to different media channels including radio, newspapers and social media; develop a website where people can go to get information and

to engage the support of the business community to help fund the campaign. The timeline for the campaign launch is post Labor Day.

MOTION: STAN LOCKHART MOTIONED THAT A MEMORANDUM OF UNDERSTANDING BE DEVELOPED WITH COMCAST WHICH SPELLS OUT THEIR EXPECTATIONS. THE MOU IS TO BE BROUGHT BACK TO THE BOARD FOR APPROVAL BEFORE IT IS FINALIZED. THE MOTION WAS SECONDED BY MARK OPENSHAW AND UNANAMOUSLY APPROVED.

Other Business

MOTION: THE CHAIRMAN, JEFF NELSON, MOTIONED TO MOVE TO A CLOSED SESSION TO DISCUSS STAFFING, HR ISSUES AND THE SEARCH PROCESS. THE MOTION WAS SECONDED BY SPENCER ECCLES AND WAS UNANAMOUSLY APPROVED.

Adjournment

Following the closed session, the meeting was adjourned at approximately 5:00 p.m.