



# STEM Ecosystems

NEW Ecosystem Communication Guide

This communications guide serves as a comprehensive resource for newly designated STEM Learning Ecosystems joining the STEM Learning Ecosystems Community of Practice (SLECoP). Its primary objectives are:

1. To facilitate effective communication between the new Ecosystem and SLECoP
2. To provide guidelines for mutual promotion and support
3. To ensure consistent messaging and branding across the SLECoP network
4. To empower new Ecosystems with tools and strategies for successful community engagement.

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# STEM Ecosystems: The Power of WE!

Ecosystems often do what no one partner can do alone.

Millions of young people are not engaged in science, technology, engineering and math (STEM) due to lack of access to the resources, technologies, or opportunities required. These are not just statistics. These young people are future scientists, engineers, and inventors. These “missing millions” are our future workforce. These are our problem-solvers.<sup>1</sup>

Built on over a decade of research to address this issue, the STEM Learning Ecosystems Community of Practice is a first-of-its-kind global collaboration of 114+ communities growing STEM collaborations that prepare all people for emerging opportunities. More than 42 million learners find themselves moving seamlessly from cradle to career within the space of a STEM Learning Ecosystem.



Based on trusted local partnerships, STEM Ecosystems expand resources, funding, and connections across sectors, breaking down silos in education and workforce development like never before. Partners include schools, afterschool and summer programs, colleges and universities, businesses, government, community-based organizations and more to connect learning pathways for young people, close opportunity gaps, stimulate economic growth, and address talent shortages.

Ecosystems are a grassroots approach to connecting the dots within a community and gathering partners to create new possibilities. Based on a shared interest, they develop a common language that benefits all end-users within the system.

## TIES - Teaching Institute for Excellence in STEM



TIES provides lead support to the STEM Learning Ecosystems Community of Practice as the backbone organization. The vision of a veteran educator has developed into a global organization uniting partners to drive gains for learners, families, communities and the economy at large.

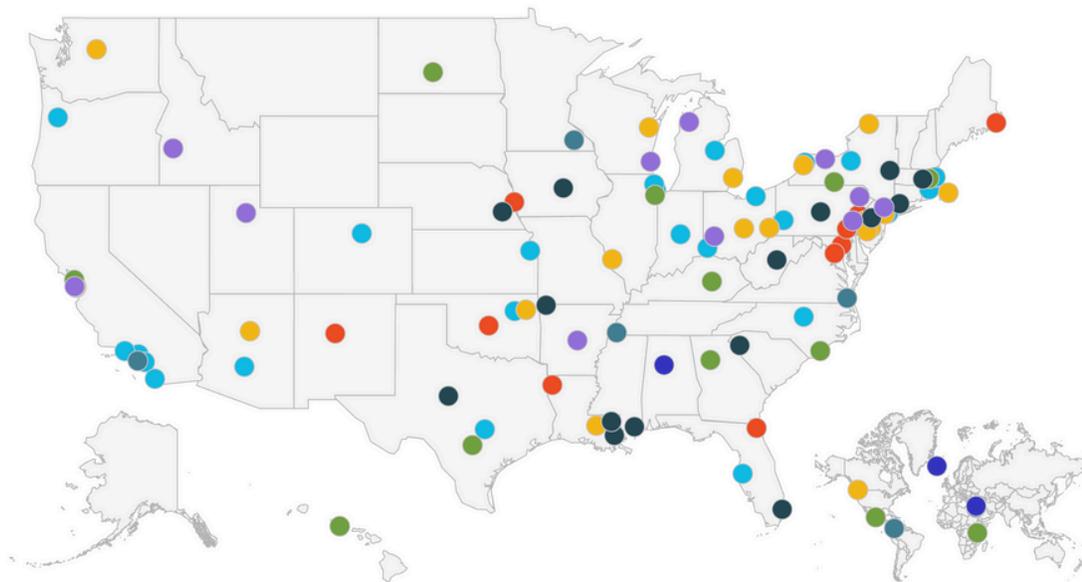
By connecting partners — educators, funders, community organizations, businesses and government agencies — TIES works to foster collaborative partnerships, to create meaningful and gainful STEM learning experiences that help all children make sense of the world. TIES mission is to enhance education and employment outcomes, fostering a more prosperous and equitable society. TIES is dedicated to making STEM - a powerful force for economic mobility - accessible to everyone, especially underserved and underrepresented learners.

1. National Science Board Vision 2030



## STEM Learning Ecosystems Community of Practice [SLECoP]

The STEM Learning Ecosystems Community of Practice, SLECoP is a robust peer network comprised of partnerships of local, regional and state STEM Learning Ecosystems from across the world. Continued community learning is sustained through peer-to-peer mentoring, leadership development, and collaboration of resource.



**42M**

PREK-12 CHILDREN

**900K**

PREK-12 TEACHERS & INFORMAL EDUCATORS

**4.6K**

PHILANTHROPIC, BUSINESS & INDUSTRY PARTNERS

## Benefits of SLECoP Membership

As a newly designated STEM Learning Ecosystem, your organization gains access to numerous benefits:

- **Network of Peers:** Connect with other Ecosystems facing similar challenges and opportunities
- **Professional Development:** Access webinars, workshops, and annual convenings
- **Resource Sharing:** Tap into a wealth of shared curricula, tools, and strategies
- **Visibility:** Gain national and international recognition as part of a leading STEM education initiative
- **Collaborative Opportunities:** Participate in cross-Ecosystem projects and research initiatives
- **Policy Influence:** Contribute to shaping STEM education policy at local, national, and global levels
- **Funding Opportunities:** Learn about grants and partnerships available to SLECoP members
- **Community Support:** Receive guidance and mentorship from experienced Ecosystem leaders



This guide will help you maximize these benefits by providing strategies for effective communication and engagement within the SLECoP network and your local community.



# Announcing the NEW Ecosystem

Announcing a new Ecosystem is a pivotal moment that deserves thoughtful communication to maximize impact and engagement. This section provides templates and strategies to ensure the announcement reaches key stakeholders effectively, highlighting the value of the new partnership. By following these guidelines, we aim to create excitement, foster community support, and set the stage for successful collaboration within the SLECoP network.

## SLECoP Press Release Template

- Headline
- Dateline
- Lead paragraph (Who, What, When, Where, Why)
- Quote from SLECoP leadership
- Background on SLECoP
- Details about the new Ecosystem
- Quote from new Ecosystem leadership
- Call to action or next steps
- Contact information



## New Ecosystem Announcement Guidelines

**Timing:** Coordinate the announcement with SLECoP to ensure optimal timing and impact.

**Key Messages:** Highlight the benefits of joining SLECoP and the unique strengths of the new Ecosystem.

**Local Angle:** Emphasize how this partnership will benefit the local community and STEM education landscape.

**Visuals:** Include high-quality images or infographics that represent both SLECoP and the new Ecosystem.

**Stakeholder Notification:** Develop a plan to inform members (partners, funders, educators) before the public announcement.

## Distribution Strategies

### Media Outreach:

- Develop a targeted media list (local, regional, and STEM-focused outlets)
- Personalize pitches to key journalists and editors
- Offer exclusive interviews or additional information to priority outlets

### Digital Channels:

- Coordinate social media announcements across SLECoP and new Ecosystem platforms
- Create a dedicated landing page or blog post with more detailed information
- Utilize email newsletters to inform existing networks and subscribers

### Community Engagement:

- Host a virtual or in-person event to celebrate the new partnership
- Engage local officials or education leaders to amplify the announcement
- Encourage partner organizations to share the news through their networks

### Follow-up:

- Plan for ongoing communication about the partnership's progress and impact
- Share success stories and milestones in the weeks and months following the initial announcement

By following these guidelines, both SLECoP and the new Ecosystem can ensure a coordinated, impactful announcement that sets the foundation for a successful partnership and generates excitement within the broader STEM education community.



# Branding Guidelines

Branding guidelines are essential for fostering effective communication and establishing a strong identity within the STEM Learning Ecosystems Community of Practice. They reflect our belief that authentic, consistent messaging and visual representation are key to building trust and connection with stakeholders. By adhering to these guidelines, we can collectively amplify our impact and promote a shared vision for STEM education.

## SLECoP Logo Usage

To maintain a cohesive identity across all communications, it is essential to use the SLECoP logo correctly. Follow these guidelines:

1. Logo Variations: Use the primary logo for most applications. Alternative logos (e.g., monochrome or simplified versions) can be used in specific contexts where color printing is not available.
2. Clear Space: Maintain a minimum clear space around the logo equal to the height of the letter "S" in "SLECoP" to ensure visibility and impact.
3. Size Restrictions: The logo should not be resized smaller than 1 inch in width for print materials or 100 pixels for digital applications to ensure legibility.
4. Do Not Alter: Do not modify the logo's colors, proportions, or orientation. Always use official files provided by SLECoP.

### MAIN LOGO FEATURES

ICON MARK



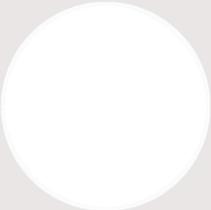
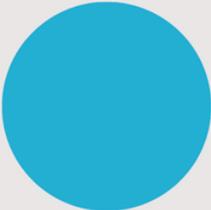
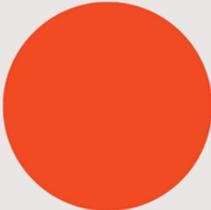
WORD MARK



### LOGO VARIATION



### COLOR PALETTE

				
HEX CODE #FFFFFF	HEX CODE #26B1D6	HEX CODE #F04D24	HEX CODE #FBD115	HEX CODE #6A6B6D
CMYK 0, 0, 0, 0	CMYK 82, 17, 0, 16	CMYK 0, 68, 85, 6	CMYK 0, 17, 92, 2	CMYK 3, 2, 0, 57
RGB 255, 255, 255	RGB 38, 177, 214	RGB 240, 77, 36	RGB 251, 209, 21	RGB 106, 107, 109



## RULES OF APPLICATION

### DO'S AND DONT'S

Versions of our logo can be used to match a variety of materials and applications. Make sure to apply them appropriately. Please be sure to utilize our logo that includes "powered by TIES." TIES is the backbone organization behind STEM Ecosystems. Logo width should never be less that 300 px. Logo must be displayed on proper backgrounds, examples are as follows on the next page.

The STEM Ecosystems logo may only be placed on background that do not take away from the logo's integrity. Refrain from using colors that wash out or clash with the logo or take away readability. The logo may not be altered in any way. Examples of do's and don'ts are below:



## New Ecosystem Logo Integration

When co-branding with your new Ecosystem's logo, follow these principles:

**Positioning:** Place the SLECoP logo alongside your Ecosystem's logo, ensuring both are of equal prominence. The SLECoP logo should typically appear on the left or above your Ecosystem's logo.

**Color Coordination:** Ensure that color palettes are complementary. If your Ecosystem has a distinct color scheme, consider using neutral backgrounds to maintain clarity.

**Usage Contexts:** Use co-branded logos on joint communications, promotional materials, websites, and event signage.

Co-branding is a strategic marketing collaboration between two or more brands that jointly create a product or service, leveraging each brand's strengths to enhance visibility, credibility, and customer reach.





# Collaborative Content Creation

Announcing a new Ecosystem is a pivotal moment that deserves thoughtful communication to maximize impact and engagement. This section provides templates and strategies to ensure the announcement reaches key stakeholders effectively, highlighting the value of the new partnership. By following these guidelines, we aim to create excitement, foster community support, and set the stage for successful collaboration within the SLECoP network.

By implementing cross-promotion strategies, SLECoP and new Ecosystems can create a mutually beneficial relationship that strengthens the overall STEM learning community. This collaborative approach ensures that both local and national efforts are amplified, leading to greater awareness and support for STEM education initiatives.

- Joint blog posts or articles: Co-author pieces on shared initiatives or STEM topics; Cross-post content on respective platforms
- Collaborative case studies: Document joint projects or initiatives; Showcase the impact of SLECoP membership on local efforts
- Video content: Create "day in the life" videos featuring both SLECoP and local activities; Develop testimonial videos from Ecosystem leaders and participants
- Infographics and visual content: Design shareable graphics that illustrate the connection between SLECoP and local Ecosystems; Create data visualizations showing collective impact
- Podcast or webinar series: Host discussions on STEM education trends and challenges; Feature diverse voices from across the SLECoP network

## Digital Presence

In today's digital age, a strong online presence is crucial for effectively communicating your brand values and engaging with your audience. This section outlines strategies for integrating your Ecosystem's identity with SLECoP across various digital platforms. By leveraging these channels, you can amplify your message, showcase your partnership, and create meaningful connections with stakeholders in the STEM education community.

### Website Integration

To effectively integrate the STEM Ecosystem initiative on their website, NEW Ecosystems can display the SLECoP logo and include a dedicated section that outlines their affiliation with the STEM Learning Ecosystems Community of Practice, highlighting the benefits of collaboration and shared resources.

Additionally, they should provide links to relevant SLECoP resources and events, ensuring visitors can easily access information about the broader ecosystem network and its impact on local STEM education initiatives.



### PART OF SOMETHING BIGGER

The North Louisiana STEAM Alliance is a community of practice recognized by the STEM Funder's Network STEM Learning Ecosystems ([www.stemecosystems.org](http://www.stemecosystems.org)). Sci-Port Discovery Center a 501(c)3 nonprofit, is the host organization with Dr. Heather Kleiner as the founding chair. STEAM education refers to Science, Technology, Engineering, Arts and Mathematics. The Arts were officially added to our name as of January 1, 2022.

[MORE ABOUT STEM ECOSYSTEMS](#)

**STEM Ecosystems:** PASA's focused work on advancing STEM learning after school and during the summer, and its close partnership with the Providence Public School Department to design and co-lead an intensive STEM summer program for middle school youth, earned PASA an invitation to become a member of the national STEM Ecosystem initiative. PASA has teamed up with the **Rhode Island STEAM Center** to share ideas for better connecting the informal STEM education community with science and math educators in schools and to make intentional program connections to STEM career pathways.



# Sample Language

## Join Our Community:

We are proud members of the STEM Learning Ecosystems Community of Practice, working together to advance STEM education and create meaningful opportunities for all learners.

## Part of a Global Network:

As a recognized member of the STEM Learning Ecosystems Community of Practice, we collaborate with a diverse network of communities dedicated to enhancing STEM education. Through this partnership, we share resources, best practices, and innovative solutions to empower educators and inspire the next generation of STEM leaders. Our commitment to this initiative reflects our dedication to fostering inclusive and impactful learning experiences that prepare students for future success.

## Hashtag & Tagging Strategy

Official Hashtags: Use SLECoP's official hashtags in relevant posts to increase discoverability.

**#STEMEcosystems #SLECoP**

Custom Hashtags: Create a unique hashtag for your Ecosystem that can be used alongside SLECoP hashtags.

**#STEMlearning #STEMworkforce**

Campaign-Specific Tags: Develop hashtags for joint initiatives or events to track engagement and reach.

### Hashtag Best Practices:

1. Keep hashtags short and memorable
2. Use capitalization for multi-word hashtags to improve readability
3. Research hashtags before use to ensure appropriateness and avoid unintended associations

Tagging: Use **@STEM Learning Ecosystems**

**STEM Learning Ecosystems**  
3,526 followers  
3w · 🌐

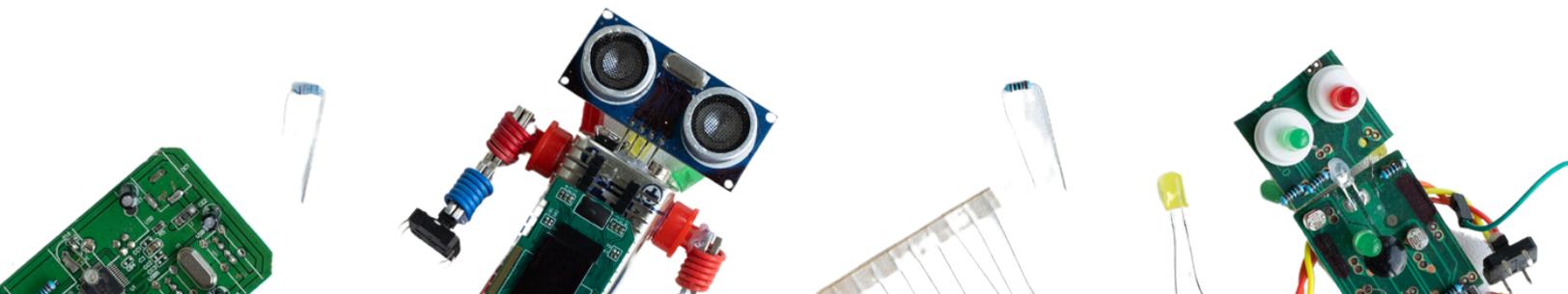
Learning by doing! The best way to empower partners to advocate for learning opportunities that are engaging and authentic for young people. **#SLECoP**

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**DO STEM**  
1,012 followers  
3w · 🌐

Members of the DO STEM Council were able to get a hands-on exploration tour of the newly established **SmartLab** at the **Montgomery County Educational Service Center Learning Center North**. As the tagline says Learning is different here. PBL-centered STEM learning environments and curricula that prepare students for the careers of tomorrow.

**John M. Spičko Ed. S.**  
**STEM Learning Ecosystems**  
**DoD STEM**





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