



**Governor's STEM Advisory Council  
Executive Committee  
March 7, 2014  
10:00 a.m. to 12:00 p.m.**

**COMMITTEE MEMBERS PRESENT:**

Lt. Governor Kim Reynolds, co-chair  
Mary Vermeer Andringa, co-chair  
Jeff Berger (proxy for Brad Buck)  
Barry Butler (proxy for Sally Mason, via phone)  
Brenda Buzynski (proxy for Bill Ruud, via phone)  
Kacia Cain  
John Carver (via videoconference)  
Rob Denson  
Michelle Gowdy (proxy for Paul Schickler III)  
Gail Kotval (proxy for Debi Durham)  
Cathann Kress (proxy for Steven Leath)  
Kelly Ortberg  
Mark Putnam  
Gary Scholten  
Teresa Wahlert  
Jeff Weld, Executive Director

**OTHERS IN ATTENDANCE:**

Regional STEM managers, support staff of the Governor's office, STEM Council, and executive committee members, Hub institution representatives, invited presenters, technology support professionals, guests, visitors.

**AGENDA**

**Welcome:**

Lt. Governor Reynolds opened the meeting with special acknowledgement of two key individuals – one departing STEM and one joining. Northeast regional STEM manager James Hoelscher departs after serving Iowa STEM since the origin of the network. Of James, the Lt. Governor observed that he is the only regional manager to come from the private sector- a marketing/public relations background – bringing great business insight to our processes. James organized some of the best STEM festivals ever - enormous collaborations of businesses and educators throughout the northeast region. And, he served Iowa STEM well beyond his region on a variety of teams: (1) The Active Learning Community; (2) the IT Academy search; (3) the Asst. Director search; (4) the STEM Film Festival organizers; (5) the Business Toolkit (chaired); The PR Firm search; and (6) led the development of the "heat maps" depicting scale-up across Iowa. James' fingerprints are all over Iowa STEM and we are much better off thanks to his many contributions. He has moved on to the Institute for Decision-Making at UNI and we wish him only the best. The Lt. Governor officially welcomed Southeast regional STEM manager Kristine Bullock who has been on the job since November. Of Kristine, the Lt. Governor shared that she'd earned her B.S.E. degree in Biomedical engineering at the University of Iowa in 2009 and her Masters in Education at Christian Brothers University in Memphis, and that a joint search committee of UI and KCC STEM

advocates selected Kristine from a robust pool of talented applicants last November and we've all been grateful since. Kristine is an alum of Teach For America in mathematics and engineering at Memphis East high school and went on to coordinate the STEM Academy and lead the On-Line Development team for the West Tennessee STEM Hub which brings us her wealth of experience to already positively impact Iowa's STEM network and the SE region in particular where the UI-Kirkwood bond is deepening and other stakeholders throughout the region are being linked through her efforts. The Lt. Governor shared something few might know about Kristine - she is an expert on the aortic valve (of mice) having published research on aortic valve stenosis in premier medical journals. Welcome Kristine.

The remainder of the Lt. Governor's opening remarks centered on recent stops in Harlan and Mt. Pleasant where STEM is thriving. Of Harlan, she observed that "STEM is their culture" through many collaborative partnerships, 66 scale-up programs transforming the district including GTT, FTC, and PLTW, an after-school STEM club, and a sizeable fund for STEM through the local Foundation. And Mt. Pleasant was the first of six regional town-hall meetings on STEM the Lt. Governor is conducting this spring. The middle school gym was filled with students, teachers, parents, and business/community leaders celebrating STEM programming that permeates throughout. Remaining STEM Town Hall meetings are:

Wednesday, March 12, 2014

10 a.m. Gov. Branstad and Lt. Gov. Reynolds hold North Central Region STEM Town Hall, Fisher Elementary School Media Center, 2001 South 4th Street, Marshalltown, IA

Friday, March 14, 2014

2 p.m. Lt. Gov. Reynolds holds Northwest Region STEM Town Hall, Spencer School District Offices, Conference Room B, 23 East 7th Street, Spencer, IA

Monday, May 5, 2014

1:30 p.m. Lt. Gov. Reynolds and STEM Co-Chair Mary Andringa holds South Central Region STEM Town Hall, Central College, Graham Conference Center, 812 University Street, Pella, IA

Tuesday, May 6, 2014

1:30 p.m. Lt. Gov. Reynolds and Gov. Branstad hold Southwest STEM Town Hall, Corning High School Auditorium, 904 8th Street, Corning, IA

Thursday, May 8, 2014

2 p.m. Lt. Gov. Reynolds hold Northeast STEM Town Hall, Gladbrook-Reinbeck High School Auditorium, 600 Blackhawk Street, Reinbeck, IA

#### **1. ITEM 1: Public Messaging Progress – Strategic America Partners Emily and Stacey**

- To date, print, radio, television and static display exposures have garnered more than fifty times the value of dollars in-put, noting that billboard presence across Iowa (at no charge) has generated approximately 1.8 million impressions. The multi-strategy public messaging campaign for Iowa STEM is nearing maturity as brand and imagery merge through billboards, public service announcement, flyer, presentation material, and major events (including Town Halls, STEM @ State Fair, USA Science Festival, and more). Emily shared a video profile of Iowa STEM that will be made available to Council members. Iowans doing STEM have been captured for use in all promotional documents moving forward. Stacey noted that final editing is now taking place for the Ben Silberman Greatness STEMs from

Iowans PSA that will debut on March 28 and be made available through the Iowa Broadcasters Association.

- Executive Committee members recommended (a) The promotional video and materials be made available for wider distribution; and (b) Leverage STEM @ State Fair for maximal exposure via the varied vendors with STEM ties.
- STEM Council is pleased to extend the contract with Strategic America for a second year.

## **2. ITEM 2: Hub Renewal Considerations -- Weld**

- With the luxury of one year yet before policy needs to be crafted, Weld posed the question to the Executive Committee – “What information or considerations need to be made regarding Hub institutional partner renewal, or the re-issuance of request for proposals, before next year?” Each member was invited to comment, as were other interested stakeholders. Highlights and points of consensus were:
- There need to be metrics put in place to evaluate the performance of current Hubs so that any decisions are data-driven and known ahead of time by institution leaders. Rob Denson volunteered to work with Weld in drafting such.
- Continuity was a resounding, consensus opinion of the Executive Committee, all other things being secondary. Stability in a volatile system.
- The STEM network would be all-the-stronger if non-Hub institutions of regions (‘Hub-lets’) had a place, a role. It was suggested that Hubs be evaluated on how well they engage other institutions.
- To maintain fresh perspective and soundly manage transition, the suggestions were made to (a) limit Hub terms to two consecutive (6 years); (b) stagger the term limits so that a subset of Hubs come due for review in any single year; (c) build an apprentice role for existent Hubs to on-board their successor; and (d) Think in terms of specialty roles of Hubs in a “matrixed business approach”.
- The clients and partners of the Hubs, including scale programs and business partners, ought to be involved in evaluating them.
- Current Hub institutional representatives reminded the Exec. Comm. of the significant investment being made not only monetarily but professionally across entire campuses, noting the hire of the manager as one very visible effect. As institutions mature in their role, stability in a complex system needs to be carefully considered, indeed prioritized (unless, as one Exec. Comm. member remarked, an institution is clearly “falling down” as Hub).
- An evaluative/renewal process will be developed and shared with the Exec. Comm.

## **3. ITEM 3: FY 2015 Proposed Budget - Weld**

- For the year beginning July 1, 2014, budget is broken into Programming (74%), Regional STEM Network (8%), Statewide Responsibilities (9%), and staffing/operations (9.7%). Weld highlighted budget line shifts from current year indicated in bold type, clarified in notes following the spreadsheet. A four-percent reduction in scale-up dollars enables sustenance of the externships program, evaluation, website, and operations. Discussion included tips for drawing more business cost-share into the externships program, engaging externs in school-year, and cost savings potential for website re-design through a program of the Governor’s office.
- The proposed budget was presented for vote. Teresa Wahlert made the motion which was seconded by Kelly Ortberg and Gary Scholten. Voice vote to approve the budget as presented was unanimous.

**4. ITEM 4: Scale-Up Showcase** – Tamara Kenworthy, HyperStream

- As program director for HyperStream through the Technology Association of Iowa's education foundation, Tamara introduced the exemplary scale-up program as partner-rich (80 Iowa companies), expanding in repertoire (added V-REP), and growing (well over 100 active clubs). The team from Stilwell Junior High showcased their efforts, led by teacher Ruth Henderson and sponsor Chris Burns of Farm Bureau. The students shared their reasons for being involved which ranged from website design to cyber-security to robotics to the merger of music and technology. Sponsor Burns and many more from Farm Bureau volunteer in order to offer support and encouragement as well as technical advice, and just as importantly "it benefits us and our company."

**5. ITEM 5: "Housekeeping" matters Bimonthly financial statement** – Jastorff, Rankin, Weld

- Kari walked through the financial statement detailing real-time balance of funds for Iowa STEM, highlighting changes since the January meeting. This budget is posted to [www.iowaSTEM.gov](http://www.iowaSTEM.gov) for public viewing, as are the regional STEM budgets. Weld invited a motion to proceed to vote on approval of the financial statement as presented. Mark Putnam made the motion which was seconded by Cathann Kress. No further discussion ensued; the motion carried unanimously by voice vote.
- Carrie Rankin detailed her development endeavors to date since on-boarding in early December. Those activities include vast numbers of contacts and meetings across Iowa, some for the proximate cause of supporting the March 28 conference and others for ultimate strengthenings of private sector support of STEM. Relatedly and as an on-going development process she is leading a methodical and inclusive creation of a multi-partner business engagement toolkit for STEM that will position schools, businesses, and communities across Iowa to adopt best practices for STEM.
- Weld presented a draft policy guide for the selection of regional board chairs and their scope of responsibility. Affirmative comments ensued.

**6. Item 6: Taking Stock** – Weld

- On Monday March 10 Iowa STEM administrative team hosts Indiana STEM leaders for a day of playbook sharing for "replication" (their words) in Indiana. It is further tribute of the work of this Committee and the Council at large, which, in the opinion of the executive director is "yet to hit full stride" considering:
  - Messaging campaign is just beginning;
  - Regional Festivals are coming up;
  - Four STEM schools implement next fall;
  - OECD Test Schools get results in May;
  - IT Academy is just getting off the ground;
  - College and community college STEM network just getting organized;
  - Business Toolkit not yet online;
  - Counselors and parents yet to be formally tapped;
  - "Seal of approval" still in draft;
  - STEM license yet to be implemented;
  - Broadband, Ag science, computer science groups still at drawing board
  - And, evaluators are just now gathering year 2 data on scale-up impact.

**CLOSING**

**Co-chair Mary Andringa** closed the meeting by thanking Lt. Governor Reynolds for her energy and dedication to STEM, as well as to the operations team in Cedar Falls and the regional managers for making the Council's visions come to life for learners across Iowa. She revisited one of James Hoelscher's words of advice for the Council that we strive to interlink and weave partnerships throughout our regions so that everybody has a place in STEM, a role to play. Co-chair Andringa congratulated the Strategic America team for great work in telling the STEM story, and she expressed gratitude to the people who make up the Executive Committee – their remarkable commitment as evidenced by their attendance and their most valuable contributions to shaping Iowa STEM, particularly their insights on Hub renewal that were gathered today. She is very much enjoying her STEM duty working with everyone, side-by-side with the Lt. Governor and thanked everyone.

ADJOURNED: 12:05 PM

NEXT MEETING\*: May 15, 10:00am to noon, ICN Room, Grimes State Office Building.

\*Statewide STEM Conference and Advisory Council meeting March 28, Iowa Events Center. Please register at <http://www.iowastem.gov/2014-statewide-stem-conference>

Compiled by Jeff Weld