

Capstone Project Request : Entry # 177

Client Organization Name:

Arkansas STEM Coalition

Client Contact

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Organization Description/Mission/Purpose:

The Arkansas STEM Coalition is a statewide partnership of business, education, government and community leaders with a common goal to graduate more Arkansas students prepared for a global economy. The Coalition plans, encourages, coordinates and advocates policies, strategies and programs supportive of excellence in STEM in order to expand the economy of Arkansas and produce higher paying jobs. The Coalition is a catalyst providing inspiration and opportunity to develop a well-trained STEM workforce. The Coalition serves as an active proponent for economic and workforce development through STEM education by forming advocacy networks, fostering collaborative partnerships, securing funding and promoting public policy.

Description of the problem or need:

The Arkansas STEM Coalition has been in existence since 2010 and needs a marketing makeover which includes a redesign of the website. One of our four main goals of the Coalition is Marketing and Communication Development: Communicate the goals, vision, and value of the Arkansas STEM Coalition through a diverse set of marketing strategies to improve awareness of STEM education, benefits, and impact.

The website helps to engage and educate business and industry representatives, government entities, educators, and community partners about the implementation of specific strategies to improve what is taught and how it is taught in STEM content areas and to focus on STEM education and its relevance to economic and workplace development in order to create solid STEM pathways and to prepare STEM-skilled workers.

Description of deliverable requested: (E.g. website, database)

The current website for the Arkansas STEM Coalition is www.arkansasstemcoalition.com. It appears that the website will not be supported by current software such as an adobe flash player platform after December 31, 2020. The need to recreate and improve the website is great, necessary, and immediate to support the mission, vision, and goals of the Arkansas STEM Coalition. Pictures speak a thousand words and we need to include pictures and video in the website.

The website must include the tabs that are currently in use. A page about the Board is necessary and must include a Board member document page for current members with a password. We need more space on the programs tab for additional STEM program. The news and events tab needs versatility and must include a calendar, recent and archived newsletters. It is not necessary to have a blog.

The tab about STEM Centers must include an interactive map of all 12 STEM Centers that go to the websites of the STEM Centers. We need to increase the visibility and STEM work of the 12 STEM Centers.

The resources tab needs more space to include additional resource entries.

The front page needs a donate button and the donate tab must include instructions about how and where to donate.

There should be a contact page as a last tab with ways to contact the STEM leadership and send email requests.

List any current implementations of deliverable (URLs, etc.):

The current website for the Arkansas STEM Coalition is www.arkansasstemcoalition.com