

Colorado Science and Engineering Fair Strategic Plan – 2011/2012

Strategic Planning Area 1 – Finance & Stakeholder Engagement

Objective: In order for the state science fair to be a successful event, the Colorado State Science Fair, Inc. organization needs to have a fully engaged board of directors and funding to not only operate the CSEF, but to implement many of the ideas outlined in this strategic plan.

Goal 1a: Financial Stability

Establish a long-term savings and endowment that is greater than the annual expenditures with the endowment on a trajectory to provide income equal to the annual expenses.

Strategies

- 1a.1 Create a good story that will attract new financial supporters and persuade current financial supporters to increase their support.
 - 1a.2 Broaden the base of financial supporters to include more alumni.
 - 1a.3 Identify and reach out to foundations that have similar goals.
 - 1a.4 Submit one new grant application each year.
 - 1a.5 Have each current board member target 2-3 new potential sponsors each year.
 - 1a.6 Create an endowment plan that includes increases of 15% each year. Engage a financial planner to aid in this endeavor.
 - 1a.7 Implement the endowment plan.
 - 1a.8 Identify Colorado companies and organizations that would be good matches in terms of financial support for the CSEF and other activities.
 - 1a.9 Engage grand award judges and special award judges in identifying potential new financial supporters.
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Goal 1b: Stakeholder Engagement

Establish a broad growing stakeholder engagement by increasing board membership and support reaching legislators, schools, companies, students and parents with an annual increase in participation of 10% over a broad base of stakeholders.

Strategies

- 1b.1 Identify skill sets that the board of directors needs to operate more effectively and target specific individuals to fill those roles.
- 1b.2 Define board of directors expectations and hold members to them.
- 1b.3 Increase publicity surrounding the CSEF and the Regional Science Fairs.
- 1b.4 Increase CSEF Alumni engagement on the board of directors and the Advisory Council as well as at the CSEF, the regional science fairs, and other CSEF activities.
- 1b.5 Rework the purpose and makeup of the Advisory Council to include more input from alumni, parents and current students.
- 1b.6 Expand the use of social media beyond just the CSEF web site.
- 1b.7 Create a database of CSEF alumni.

Strategic Planning Area 2 – Outreach & Science Fair Operations

Objective: Participation in science fair competitions is completely voluntary and as such, the Colorado State Science Fair, Inc. organization needs to work towards increasing student and teacher participation by making the Colorado Science and Engineering Fair the premier science competition in the state through streamlined processes and improved experiences for all involved.

Goal 2a: Publicity

As the state level event for science fairs, the CSEF needs to be seen as a premier competition by students, teachers, parents, and the public. The CSEF organization needs to increase the amount of publicity that not only the CSEF receives, but the Regional Science Fairs as well.

Strategies

- 2a.1 Increase the number of emails/announcements sent to all news outlets around the state (collected from the regional fair directors) about CSEF and Regional Science Fair activities.
 - 2a.2 Expand the use of social media.
 - 2a.3 Enlist the parents of CSEF Finalists in contacting different media outlets by providing them with the materials needed to make a great story. Hold an informational session about publicity for parents during the CSEF.
 - 2a.4 Collect copies of stories regarding the CSEF and Regional Science Fairs that are published throughout the state of Colorado.
 - 2a.5 Continue to have a booth at the Colorado Science Convention and propose a presentation each year on different topics surrounding science fair competition for teachers to attend.*
 - 2a.6 Tap into the publicity resources the CSEF sponsors and contributors might have to spread the word about the event and the organization.
 - 2a.7 Actively participate in the Colorado Science Education Network.
 - 2a.8 Establish a complete listing of publicity contacts.
 - 2a.9 Organize alumni (create a database) and enlist their support in promoting science fair at all levels.
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Goal 2b: Teacher, School & District Support

In order to increase the number of schools that actively participate in science fair competitions around the state, the CSEF needs to increase the support provided to schools and teachers.

Strategies

- 2b.1 Create a middle school rulebook that doesn't change or minimize the rules provided by the Society for Science & the Public for Intel International Science and Engineering Fair participation, but makes them more understandable at that level.*
- 2b.2 Research and provide statistics (metrics) on how participating in science fair research and competitions helps students meet the Colorado state science content standards.
- 2b.3 Recruit CSEF Alumni and Board of Directors members to act as advocates and resources for the 13 different Regional Science Fairs.
- 2b.4 Provide yearly workshops on inquiry and science fair participation in different locations around the state.*
- 2b.5 Provide on-site help to schools wanting to start participating in science fair competitions.*

- 2b.6 Involve pre-service science teachers from Colorado State University in the CSEF as volunteers, mentors, and/or advisory council members.
- 2b.7 Enlist science fair advocates to visit with school administrators to promote science fair at all levels.

Goal 2c: Resources for Teachers, Students and Parents

In order to increase the number of students who participate in the regional science fairs that feed into the Colorado Science and Engineering Fair, the CSEF needs to provide more and better resources not only for teachers, but for the students and their parents.

Strategies

- 2c.1 Create a web page that will aide parents who act as the Adult Sponsor for their student(s).
- 2c.2 Provide help in filling out the forms – a paperwork hotline of sorts.
- 2c.3 Increase the number of special award organizations that are willing to provide mentors/help to students.
- 2c.4 Develop a categorized Frequently Asked Questions page on the web site.
- 2c.5 Create a seminar class to be taught at Colorado State University that focuses on mentoring and uses enrolled students as mentors for science fair students from around the state at a distance.
- 2c.6 Create podcasts on how to complete the paperwork required for competing in the science fairs.*

Goal 2d: Regional Science Fair Support

As many of the regional science fairs do not have paid fair directors or major institutional support, the CSEF needs to provide what support it can to ensure all 13 of the regional science fairs are successful and have the capacity to grow as a result of these strategic goals.

Strategies

- 2d.1 Create a middle school rulebook that doesn't change or minimize the rules provided by the Society for Science & the Public for Intel International Science and Engineering Fair participation, but makes them more understandable at that level.*
- 2d.2 Standardize the scientific review process across the state to make it easier for students to move from school to district to regional to state to ISEF competitions.
- 2d.3 Advertise the availability of tips to filling out forms on the CSEF web site and the Rules Wizard on the ISEF web site to teachers around the state.
- 2d.4 Create a packet of materials that Regional Fair Directors can give to new teachers wanting to participate in the science fair competitions.*
- 2d.5 Create a checklist to doing science fairs for teachers.
- 2d.6 Work with new and current CSEF special award organizations to expand awards to the regional science fairs as well.
- 2d.7 Identify sponsors for new/additional special awards for students, schools, teachers, volunteers, etc.

* Denotes items that might have budget/financial implications.