EVALUATING SOCIAL MEDIA IMPACT in NSF INCLUDES Projects

Inclusion across the Nation of Communities of Learners of Underrepresented Discoverers in Engineering and Science (NSF INCLUDES)
MEET YOUR MODERATOR

Louis J. Gross, PhD

Founding Director, NIMBioS

Professor of Ecology and Evolutionary Biology and Mathematics, University of Tennessee, Knoxville
WHO IS THIS PRESENTATION FOR?

- **Principal Investigators** of NSF INCLUDES Pilot Projects
- **STEM Educators** planning to submit INCLUDES Alliance Proposals
- **STEM Educators** interested in learning more about evaluating program success
HOW TO INTERACT TODAY
MEET YOUR PRESENTERS

Pam Bishop, PhD
Director, National Institute for STEM Evaluation and Research (NISER)
Associate Director for STEM Evaluation, National Institute for Mathematical and Biological Synthesis (NIMBioS)

Sondra LoRe, EdS
Evaluation Associate, National Institute for STEM Evaluation and Research (NISER)
TODAY’S PRESENTATION

- What is NSF INCLUDES?
- Why talk about Social Media in evaluation?
- How to plan and measure the value of Social Media
- The 3 V’s of evaluating Social Media
- Experiential learning w/case studies
- Logic in Social Media evaluation
- Questions and comments
- How to learn more
WHAT IS NSF INCLUDES?

- Inclusion across the Nation of Communities of Learners of Underrepresented Discoverers in Engineering and Science

- Three essential components:
  - Design and Development Launch Pilots (DDLPs)
  - National Network Coordination Hub
  - Alliances
KEY ELEMENTS OF COLLABORATIVE INFRASTRUCTURE

- Vision
- Partnerships
- Goals & Metrics
- Leadership & Communication
- Potential for Impact Expansion & Scale
Over 90% of Americans between the ages of 19-29 use Social Media.

Nearly 80% of Americans between the ages 30-49.

Over 50% of Americans between the ages 50-64.

Nearly 40% of Americans older than 65 are using social media.
In 2017, two-thirds of U.S. adults get news from social media.

Social media sites as pathways to news:

- Facebook: 66% use site, 45% get news on site
- YouTube: 58%, 18%
- Twitter: 15%, 11%
- Instagram: 26%, 7%
- Snapchat: 18%, 5%
- LinkedIn: 21%, 5%
- Reddit: 6%, 4%
- WhatsApp: 11%, 2%
- Tumblr: 4%, 1%

Source: Survey conducted Aug. 8-21, 2017. "News Use Across Social Media Platforms 2017" PEW RESEARCH CENTER
HOW TO PLAN AND MEASURE THE VALUE OF SOCIAL MEDIA

1) The 3 V’s of social media evaluation

2) Experiential learning w/case studies

3) Logic in Social Media evaluation
Encourage students to spend weekends on campus

Engage & inform parents

Connect students from both participating campuses

Share sample career and research opportunities in STEM

Encourage a dialogue

EXAMPLE PROJECT
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| **What role will social media playing in program?**
Inform parents about what is happening at school
Promote the program through “shares” on newsfeeds
Entice students to stay on campus through weekend activities | **What will we value as a measure of success?**
Increase in Facebook “Likes” and “Follows” on Twitter
“Post clicks” from social media posts will lead to increased traffic on the project website. (Google Analytics)
Applications and graduation rate for enrollment in program increases | **How will we keep our presence strong?**
Team leaders and faculty will make a regular practice of taking and sharing photos and events with a school admin.
Start a parent Facebook group
Pay to boost posts for school events
Cross posting: 1.) Remind App to inform students of events. 2) Instagram at student events |
1. Listen while we read an example project.

2. Imagine you are either leading this project or evaluating it.

3. Think about your ideas for 3V.

4. Type some ideas into the chat box.

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<td><strong>What role will social media playing in program?</strong>&lt;br&gt;Provide a place for graduate students to share reflections&lt;br&gt;Promote the program to the community at large by sharing activities to build enthusiasm&lt;br&gt;A resource place for educators to find STEMM materials</td>
<td><strong>What will we value as a measure of success?</strong>&lt;br&gt;Measure interactions through comments section in grad group&lt;br&gt;Likes and follows to the PiPES Facebook and Twitter page&lt;br&gt;Post clicks on resource materials and traffic on PiPES website and YouTube page</td>
<td><strong>How will we keep our presence strong?</strong>&lt;br&gt;Grad students will make it a regular practice to post their reflections&lt;br&gt;Photos of activities will be shared following site visits and posted to PiPES main page&lt;br&gt;Responsibility for informational posts will be shared by leadership team</td>
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Merit and worth for your stakeholders
Percentage of internet users who use each social media service (US Adults)

Source: Pew Research Center
LOGIC MODEL FOR SOCIAL MEDIA USE

- **Inputs**
- **Outputs**
- **Immediate Outcomes**
- **Intermediate Outcomes**
- **Strategic Outcomes**

**Resources**

**Activities**

**Development**

**Reputation**

**Social Accountability**
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ATTEND OUR FUTURE WEBINARS! : www.nimbios.org/IncludesConf

March 1  Program Models as a Tool for Scaling Up NSF INCLUDES Projects
April 5  Engaging Diverse Populations in Evaluations of NSF INCLUDES Projects
May 3  Qualitative Data in Culturally Rich Evaluations of NSF INCLUDES Projects Evaluation
June 7  Strategies for Measuring the Broader Impacts of NSF INCLUDES Projects

NISER Resources

stemeval.org
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twitter.com/NISERevaluation
#NISEReval

Contact us!

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Thank you!

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