



WELCOME TO  
THE 2019 FRPA  
CONFERENCE

GAINING STEAM

PROGRAM COOPERATION IN YOUR DEPARTMENT

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CITY OF  
**Boca Raton**

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**RECREATION SERVICES**

Aquatics

Beaches

Cemetery

Community Centers

Libraries

Parks

Tennis

Athletics

Camps

Children's Museum

Golf

Nature Center

Special Events

Theater

## LEARNING OBJECTIVES



- Understand how three distinct facilities created a collaborative environment to creatively program and market a City-wide initiative

## LEARNING OBJECTIVES



- Understand STEAM and its components

# LEARNING OBJECTIVES



- Gain ideas to take back to your own institutions, to look for partners in the system or area
- Understand how a similar initiative can be re-created in your own agency

WHAT HAD  
HAPPENED  
WAS...

A STEAMY  
STORY

## WHERE THERE'S SMOKE... THERE'S STEAM

- We wanted to collaborate
  - Cross hiring
  - Interdepartmental awareness
- Discovery Meeting between Explorium and Gumbo Limbo
  - Opportunities
  - Constraints
- Who else would be interested in collaboration?

## WHY WE STEAM

Education initiative promoting the development of professional skills and creative problem solving

- Science
- Technology
- Engineering
- Art
- Math

# ONE STEAM MEETING

## Initiative Kick Off

- Assembled the STEAM Team
- Identify Objectives
  - Highlight relevant programs and opportunities across the city
  - Use cross-marketing to promote September programs and visitation
  - **Keep costs low**
- List Resources
  - Prizes
  - Budget
  - Old program templates





# PROGRAMMING & PLANNING



## Inventory of all programs

Priority for programs with historically low participation



## Considered the ages, abilities and finances of participants

# STEAM 2018 PROGRAM LIST

Program Title	Age.Min	Age.Max	Date	Location	S	T	E	A	M
After School @ The Library	9	17	Thrs	SRL				x	
Beginning Coding	7	17	Mon	SRL		x*			
Early Afternoon Explorers	6	12	9-Sep	CSE	x		0		
ESS: Full STEAM ahead	5	9	Multi	CSE	x	0	0	0	0
Expedition Science Playground	0	18	14-Sep	CSE	0				
Friday Night at the Museum	7	12	20-Sep	CSE	0	x	0	0	
Intermediate Coding	7	17	Mon	DTL		x*			
Library Lab	9	12	18-Sep	DTL	x	0			
Turtle Talk	0	17	Daily	GLNC	x				
<b>StS Programs</b>					<b>4</b>	<b>2</b>	<b>0</b>	<b>1</b>	<b>0</b>

## CHALLENGES

- Ensured there was at least one month-long, FREE, opportunity for each letter

- S** Turtle Talk
- T** High-tech Nature
- E** Engineering Challenge
- A** Art Gallery Challenge
- M** Triga-frog-atry



## PASSPORTS

- Listed event rules and program details
- Collect a stamp for each **STEAM** program/challenge completed
- Earn five stamps for a prize!
  - Gift Bag o' Swag



# WILDCARDS

What if...

- Someone cannot travel to multiple locations?
- They are in town for only one day?
- A hurricane cancels half of our programs?

**STEAM**  
through September

~WILDCARD~

## Scientific Sorters

Taxonomy is a branch of science that focuses on organizing living things. Using the clues below, see if you can classify each organism into the correct phylum.

**Kingdom: Animalia** - Multi-cellular living things that cannot make their own food.

**Phylum: Cordata** - Animals that have a spinal cord.

**Class: Mammalia**

Mammals have fur and give birth to live young.

**Class: Amphibia**

Amphibians live part of their life in water and part on the land.

**Class: Aves**

Birds have feathers and beaks in place of teeth.

**Class: Reptilia**

Reptiles have scales or hard plates on their skin.

**Super-class: Osteichthysans**

Bony fish live underwater, have scales.



Cardinal



Gray Fox



Atlantic Spadefish



Cuban Tree Frog



Box Turtle

# MARKETING



## Cross Promotion

Programs guides  
Email lists  
On-site Advrt.



## Online

Website  
Social Media



## City Internal Channels

Communications  
Department



## Summer Camps



# STEAM

through September



A city-wide scavenger hunt!  
Gumbo Limbo Nature Center • Children's Science Explorium • Boca Raton Public Library

## STEAM 2017

### Costs

Passports (1000)	\$490*
Stamps	\$267.75
Stickers	\$103
<b>Total</b>	<b>\$860.75</b>

### Participation

Passports dist.	485
Prize redeem.	18
<b>Cost/Participant</b>	<b>\$1.77</b>

## STEAM 2018

### Costs

Passports (750)	\$393
Stamps	\$78.38
Marketing	\$586.96
<b>Total</b>	<b>\$1,058.34</b>

### Participation

Passports dist.	623	28.5%
Prize redeem.	40	122.2%
<b>Cost/Participant</b>	<b>\$1.70</b>	

## STEAM 2019 & BEYOND!



FEATURE CITY **STEAM**  
PROFESSIONALS



CORPORATE  
SPONSORS



KICK OFF EVENT



**Free Admission • Music • Food  
Family Activities • Prizes!**

**& a Sneak Peek of the  
Children's Science Explorium's  
newest exhibit:**



**You are invited to the official kick-off  
party for STEAM through September!**

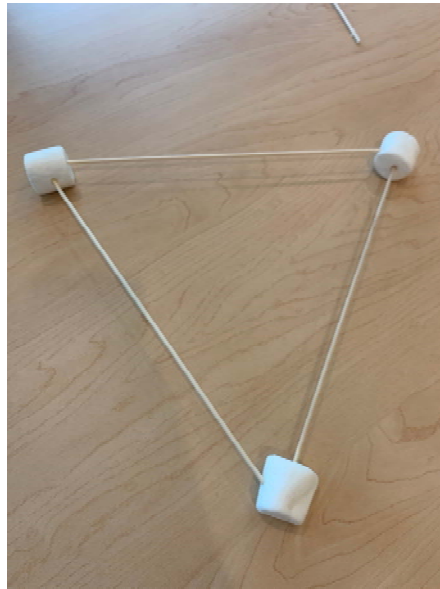
**Friday, August 30 • 6 to 8pm  
Sugar Sand Park  
[bit.ly/STEAMBoca](http://bit.ly/STEAMBoca)**

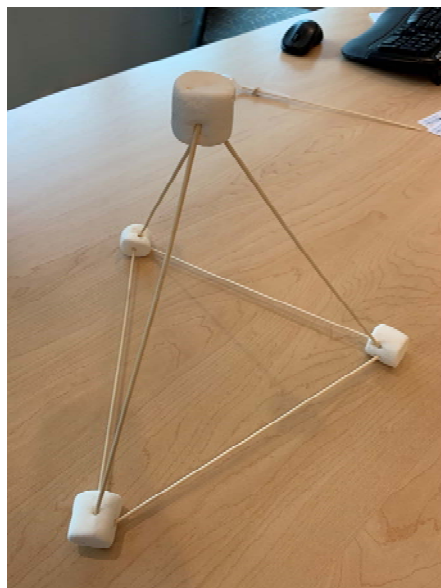


**through September**  
a city-wide scavenger hunt

 **City of Boca Raton**  
RECREATION SERVICES

**#LOVEboca #STEAMBoca**  
**[ScienceExplorium.org/STEAM](http://ScienceExplorium.org/STEAM)**







# WE STEAM & YOU CAN TOO!

HOW TO PULL IT OFF

Start with a Dream “STEAM” Team

Ask: What are our challenges?

List your strengths and resources

WE STEAM  
& YOU CAN TOO!



WE STEAM  
& YOU CAN TOO!

Consider your internal talent and resources

Who are your potential collaborators

Museums, libraries, robotics clubs,  
local businesses/employers, local PD,  
Children's discovery zone, geo-cache trails,  
or hobby groups



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GAINING  
**STEAM**

PROGRAM  
COOPERATION  
IN YOUR  
DEPARTMENT



QUESTIONS  
for Jill, Cory, Katie or Shilo



FOR MORE INFORMATION ABOUT THE FLORIDA RECREATION AND PARK ASSOCIATION VISIT [FRPA.ORG](http://FRPA.ORG)

