



AmeriCorps

Member Position Description



Member Position / Title: Social Media & Outreach Coordinator

Member Immediate Supervisor: SLL incoming Director of Operations

Days / Hours of Service: M-R 10:30-7pm, F 9-5pm

Member Immediate Supervisor Title: Director of Operations

Partner Organization Name: STEM Library Lab

Address: 3121 St Bernard Ave **City:** New Orleans, LA **Zip Code:** 70119

Website: stemlibrarylab.org

Organization/Agency Mission and/or Goals:

Founded in 2016, STEM Library Lab is a nonprofit equipment lending library that fosters academic success by providing teachers and students with access to equipment and support for high-quality active learning. In 2020, 89 teachers borrowed 136 times from our Equipment Lending Co-op. This resulted in an estimated 435 new inquiry-based lessons, creating over 6,300 inquiry-based learning experiences, virtual demos, and other hands-on opportunities for students.

Serving with STEM Library Lab will give you an opportunity to be a part of a small, passionate team that values open communication, new ideas, and the ambitious pursuit of educational equity. Since this will be our 4th full year of operations, you will learn how to grow a nonprofit and have a direct impact on how we develop. Together, we can make sure every child has the opportunity to discover their passion for STEM and pursue a brighter future.

Program Mission and/or Goals:

The Alliance for STEM Teachers is a new program of STEM Library Lab, in collaboration with partner organizations including the Tulane Center for K-12 STEM. The Alliance has two primary goals:

Goal 1: Develop an open-access physical location with services and resources to support teacher professional and personal development

Goal 2: Create a synergetic regional ecosystem through partnerships with K-12 schools and STEM organizations

With these goals in mind, the Alliance will unify the various stakeholders in the STEM education ecosystem in service to local teachers.

Community Need:

Louisiana students lag behind the nation in STEM performance, yet the industries in Louisiana increasingly require STEM degrees and training. Over the next decade, STEM jobs in Louisiana will grow 10% and non-STEM jobs only 5%. Additionally, Louisiana STEM professionals earn an average of \$31.28 per hour, nearly twice the median earnings for all other Louisiana jobs. There will be 1.2 million unfilled STEM jobs in the US this year, with an estimated 2.8 STEM jobs for every person seeking one in Louisiana.

This gap is particularly evident within minority and low-income student populations, and in the New Orleans Metro area minority and low-income students are over-represented in the public education system. Orleans Parish is 59% Black, but 83% of public school students are Black. Jefferson Parish is 52% White, yet 73% of public school students are non-white (41% Black).

Less than 20% of eighth graders in the state has a teacher who majored in math, and minority students are the most likely to have the least experienced teachers. In New Orleans, the majority of public school teachers have fewer than five years of teaching experience. Teachers with less experience need more training and support. Due to the likelihood that students will be behind on key benchmarks as a result of the pandemic, it is more important now than ever to give math and science teachers the tools they need to help get their students back on track.

Member Position Summary:

In a typical day at STEM Library Lab, the Social Media and Outreach Coordinator roles will fall into three categories, the predictable, the project based, and the unexpected. Predictable roles will involve coordinating posts, drafting email send outs, and preparing stories for the newsletter. The next tasks are project oriented. These might include specific outreach campaigns related to the Teacher Alliance or to the baseline programs of STEM Library Lab, as well as specific deliverables related to improving outreach.

The final set of activities are the unexpected. At STEM Library Lab, afternoons are often wildcard. Because teachers visit after school between 4-7pm, this time can go smoothly, or can be subject to changes. The SMMC may get pulled to document a makeshift training occurring in the Library, or interview a star teacher using the Free-Store. This position will include both office work at a computer, and field work out in the community.

Member Impact:

The SMMC will be responsible for the outreach growth of all 4 umbrella programs of STEM Library Lab, the Library, Free-Store, Professional Development, and Alliance.

Over the course of their term of service, they will be responsible for designing and executing a social media strategy based on two principles, which are 1) content that better enables beneficiaries to engage with and implement high quality science, and 2) content that showcases the activities of the STEM education ecosystem. Short term goals will center around quality and quantity of outreach material, as measured by number of posts and emails, and the engagement response of these posts. Their overall metrics of success will be traffic to SLL's programs and to the programs of other ecosystem partners.

Essential Functions of Position:

1. Develop education/ outreach plan
 - a. Research possible electronic and in-person opportunities for increasing awareness of SLL.
 - b. On a quarterly basis, prepare a timeline of upcoming education/ outreach events and activities.
 - c. Track results of outreach events and propose new strategies as needed.
2. Conduct outreach activities
 - a. Write social media posts, email campaigns, and organizational newsletters to increase excitement among SLL's stakeholders.
 - b. Represent SLL at community events and meetings, tabling or passing out marketing materials as needed.
 - c. Maintain organizational calendar and distribute invitations and press releases as needed to ensure good attendance at organizational events.
 - d. Develop promotional materials such as flyers, brochures, tshirts, stickers, etc. as needed.
 - e. Support other SLL teammates in occasional fulfillment of additional duties

Required Knowledge, Skills, and Abilities

- Strong passion for STEM Library Lab's educational equity mission; SLL is an Equal Opportunity Employer and diverse candidates are encouraged to apply;
- Ability to work with diverse sets of educators, students, and community stakeholders;
- Desire to work in a small, startup environment that will require self-motivation and flexibility;
- Strong oral/written communication and interpersonal skills, including ability to maintain effective and professional work relationships;
- Attention to detail is a must for this position. Strong management and organizational skills, in particular time management and multi-tasking;

Required Academic and Experience Qualifications:

- BS/BA is strongly preferred, 1+ years' experience in a school setting is preferred;
- Experience managing social media accounts
- Experience with graphic design software

Required Transportation Needs:

- Driver's license and clean driving record is required;