

walkSTEM has made an incredible impact in its first year. Our approach has been validated by community and education partners throughout the City of Dallas. The next step to building our vision is to increase the number of people served through all connection points (walkSTEM experiences, Afterschool Clubs, online through walkSTEM Academy, and consulting services for educational sites). walkSTEM has and will continue to grow through strategic partnerships with stakeholders who see the value of real-world STEM experiences. We look for partners who have established relationships with key constituencies (including underserved communities and girls) and can bring the walkSTEM methodology to these groups.

The walkSTEM program aims to make it easy for cities, schools and institutions, to create their own walkSTEM experiences. Our goal is to create a framework and tools that are free and easily accessible through the walkSTEM website. By disseminating best practices, walkSTEM methodologies can be easily utilized by interested parties. We encourage institutions to create their own walks and provide paid consulting services for groups who want customized walkSTEM experiences or professional development. This model permits walkSTEM partners to achieve maximum impact with minimal internal resources.

walkSTEM has already been approached by communities outside of Dallas who are interested in developing walkSTEM experiences in their cities, but our current capacity is insufficient to meet these needs. In order to successfully implement this model, we need strategic investments in the areas of human capital and technology.

Our Current Needs

- To create a sustainable and scalable organization, we need a full-time, paid staff. Currently, we rely heavily on volunteer support and cannot provide the level of service necessary to to scale our initiative. We need to hire a full-time Program Director and part-time Marketing and Communications Director within the next year.
- In order to increase our reach, we must make strategic investments in technological solutions. Resources for media and content creation, website and mobile app development are necessary to expand walkSTEM's impact.
 - ▶ In order to achieve our goal of creating an online space for thought leadership in informal STEM learning, walkSTEM needs a updated, high-quality website. The website will serve as a functional tool for students and educators and will include categorized, searchable content.
 - ▶ A walkSTEM mobile app will make it easy for

#IwalkSTEM



Dustin Marshall,
Dallas ISD
District 2 Trustee

"Because a deep understanding of math and science helps a child to make sense of the world around them and to develop logic and reasoning skills that will be important throughout their adult lives."



#IwalkSTEM

"Because I love the intersection between art, science and math." - Julie Hersh, Board Chair, Dallas Theater Center

"Because education is for all." - Hernan Saenz, Board Chair, Perot Museum of Nature and Science



JUDY ALVARENGA, DALLAS ISD TEACHER, AND OSWALDO ALVARENGA, DIRECTOR OF STEM, DALLAS ISD.



WALKSTEM FOUNDER AND EXECUTIVE DIRECTOR, DR. KOSHI DHINGRA, AND ADVISOR DR. GLEN WHITNEY.

people to engage in walkSTEM experiences throughout the metroplex, and eventually throughout the United States. A location-enabled app will show users nearby walkSTEM stops and provide them with text and video guides from walkSTEM academy in order to enhance their experience.

- ▶ Estimated one-time costs for website reorganization and app development are \$25,000 and \$100,000 respectively. Due to the high financial burden, walkSTEM will only be able to pursue these vital initiatives if they are sponsored through in-kind or monetary support.

To effectively reach the next level of service, we developed a strategic growth plan for the next three years:

- 2019 - hire full-time Program Director, hire part-time Development and Communications Manager, Reorganize walkSTEM website, launch many additional walkSTEM Clubs, create additional community walks in the Dallas-area.
- 2020 - hire a second Program Director, hire full-time Development and Communications Manager, development of walkSTEM mobile app, lease designated walkSTEM office space, launch additional walkSTEM Clubs, create additional community walks in DFW Metroplex and greater Texas.
- 2021 – launch additional walkSTEM Clubs, create additional community walks in Texas and nationally.

In order to fund these strategic initiatives while also keeping walkSTEM experiences accessible to all, walkSTEM must significantly increase contributed income. We will also aim to increase earned income by providing staff development training, walkSTEM implementation consulting services, and content creation services.