



PROVIDING ACCESSIBLE OPPORTUNITIES

In 2022, NCAT and partners teamed up with Mall of America to offer Experience STEAM, a 5-day event set to spark interest and excitement in STEAM. Activities included a STEAM Carnival with tactile hands-on, educational experiences, student competitions, and cost-free pre-registered educator workshops and student camps.

The vision of Experience STEAM was to inspire social and economic mobility enabled by access to opportunities inspiring students to consider emerging technology and technician career fields.

NCAT partnered with Metro Transit to provide FREE transportation to anyone attending Experience STEAM for all 5-days of the event. This partnership helped eliminate barriers to participation, especially for socio-economic disadvantaged communities. 224 rides were utilized.

54 FIFTY FOUR

ORGANIZATIONS PARTICIPATED IN THE STEAM CARNIVAL, WORKFORCE DEVELOPMENT WORKSHOPS, & STUDENT CAMPS

26 TWENTY SIX

NSF ATE CENTERS AND PROJECTS CONTRIBUTED TO THE EXPERIENCE, BRINGING TOGETHER THE ATE COMMUNITY

18 EIGHT TEEN

WORKFORCE DEVELOPMENT EDUCATOR WORKSHOPS OFFERED

14 FOUR TEEN

STUDENT CAMPS OFFERED FOR GRADES 7-12 & POST-SECONDARY

YOUTH AMBASSADOR PROGRAM

Through partnerships, NCAT recruited organizations to specifically support a Youth STEAM Ambassador program, filling 270 of the 450 volunteer positions. The Ambassadors served as leaders in delivering activities, side-by-side with partners. This helped to lower barriers to seeing technician education opportunities and pathways to related careers, while increasing engagement by having youth actively demonstrating their knowledge and creating a relatability.

895K

Social Media Impressions

856K

Email Campaign Reach

194K

Website Page Views

37.5M

Online News Audience

317K

National & Local TV Audience

394K

Total Mall Visitors 5-Days

**These numbers reflect all NCAT and Mall of America outreach.*

