GNOSEF 2016-17 Public Relations Efforts

Goals:

• Increase number of teachers participating in the August 2016 Teacher Workshop.
• Increase number of schools/students participating in the 2017 GNOSEF.
• Introduce new schools/students to GNOSEF.
• Share stories of STEM student achievements.
• Utilize PR and Social Media efforts to create awareness of and engage students with GNOSEF.
Highlights from GNOSEF Teacher Workshop

Saturday, Aug. 27, 2017
GNOSEF
Creating the Future...
GNOSEF Media Highlights
“Gone with the Wind”
WGNO “News With A Twist”
Weather LIVE from GNOSEF

Wednesday, Feb. 15, 2017
GNOSEF creates...A Broadcom Masters Winner!

Broadcom Masters winner Rachel Pizzolato is joined by her teacher Cathy Bucvult of John Curtis Christian School on “The Spudcast” on WLAE TV 32
GNOSEF 2016-17 Highlights
Social Media

Facebook
65 Likes
37,821 Reached

Twitter
375 Tweets
1,100 Profile Visits
110,000 Impressions
1,364 Followers

Instagram
87 Followers
455 Following
210 #GNOSEF Posts
Awards and Post-event Media
Top Winners Named in the 2016-17 Greater New Orleans Science and Engineering Fair

Sr. Division/Jr. Division - Grand Award Winners
• Teacher Workshop participation held steady vs. prior year.

• New teachers and schools participated in the Teacher Workshop and GNOSEF 2016.

• 358 students submitting 326 projects (vs. 328/321 in 2016 – 9% increase) participated in the Fair and enjoyed engaging with GNOSEF and its supporters via social media.

• Public Relations and Social Media efforts continue to provide awareness and engagement for GNOSEF’s mission, programs and events. They also help drive attendance; offer a communications avenue for participating schools, students and sponsors, all while producing brand equity for the organization.