Funding STEAM Curriculum Development

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Background
Panama’s developing and emerging economy is threatened by economic disparity and an outdated education system.
STEAM is a fast growing field and Panama needs to embrace STEAM if it wants to grow as a country.
Panama and Costa Rica’s curriculum for 3rd and 7th grade (Carnoy, Luschei, Marshall & Sorto, 2009).
Fundesteam exists to solve both issues of Panama’s economic disparity and an outdated education system by working to combat poverty with STEAM education.

Population density within Panama per km$^2$ (Erazo, Rodriguez & Sousa, 2015).
Project Goal

To increase Fundesteam’s marketability and accessibility to funding opportunities in order to help the organization develop and expand throughout Panama.
Project Objectives

1. Create a funding database.
2. Conduct a written survey.
3. Upgrade Fundesteam’s current website.
Deliverables
Funding Opportunities Database

- Adapted database based on the list of 66 donors provided by 3M.
- Used Pivot and Foundation Directory Online, two funding databases, to enhance.
- 42 potential donors
- 28 grant opportunities
- 14 possible partnerships
- No calendar made for grant opportunities
<table>
<thead>
<tr>
<th>Donor</th>
<th>Fund Category</th>
<th>Donor Info</th>
<th>Focus Area</th>
<th>Profile</th>
<th>Based In</th>
<th>Notes</th>
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<th>Phone</th>
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<tr>
<td>The American Institute for Foreign Study Foundation</td>
<td>Institution</td>
<td><a href="https://www.aifsfoundations.org">Website</a></td>
<td>Education and Exchange</td>
<td>Programs</td>
<td>USA</td>
<td>Partnership Opportunities, grants, but for foreign study and exchange programs</td>
<td>No direct contact</td>
<td><a href="mailto:AIFSFoundation@aifs.org">AIFSFoundation@aifs.org</a></td>
<td></td>
<td></td>
<td>Simone</td>
</tr>
<tr>
<td>Attac - Association for the Advancement of International Education</td>
<td>Institution</td>
<td><a href="https://www.aae.org">Website</a></td>
<td>Education and Research</td>
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<td></td>
<td>Support a Project based</td>
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<td>Simone</td>
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<tr>
<td>AT&amp;T</td>
<td>Corporate</td>
<td><a href="http://about.att.com/en/reports/environmental-issues">Website</a></td>
<td>Communication</td>
<td></td>
<td>USA</td>
<td>Supporting &quot;Innovation in 2016&quot;</td>
<td>Noriega Garcia</td>
<td>607-799-7574</td>
<td><a href="mailto:norieg.agarcia@att.com">norieg.agarcia@att.com</a></td>
<td></td>
<td></td>
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<tr>
<td>Autoridad de la Micro Pequena Mediana Empresas (AMPYME)</td>
<td>Institution</td>
<td><a href="https://www.ampyme.gob.pa/">Website</a></td>
<td>Public Agency</td>
<td></td>
<td>Panama</td>
<td>Business focused</td>
<td>-507-740-7500</td>
<td></td>
<td></td>
<td></td>
<td>Simone</td>
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<tr>
<td>Autoridad Nacional para la Innovación Guatemalteca (ANI)</td>
<td>Institution</td>
<td><a href="http://www.innovacion.gob.gt">Website</a></td>
<td>Public Agency</td>
<td>Technology</td>
<td>Panama</td>
<td>Technology focused</td>
<td>Irvin Haiman</td>
<td>-507-740-7500</td>
<td><a href="mailto:haiman@innovacion.gob.gt">haiman@innovacion.gob.gt</a></td>
<td></td>
<td></td>
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<tr>
<td>BAC CREDOMATICO</td>
<td>Corporate</td>
<td><a href="http://www.baccomercio.com">Website</a></td>
<td>Public Banking System</td>
<td></td>
<td>Panama</td>
<td>Strategic Donor for STEM Education</td>
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<td></td>
<td></td>
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<tr>
<td>BANCO NACIONAL</td>
<td>Institution</td>
<td><a href="https://www.bancomer.com">Website</a></td>
<td>Public Banking System</td>
<td></td>
<td>Panama</td>
<td>Official Bank of Panama</td>
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<td>Bancor</td>
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<td><a href="http://www.bancor.com">Website</a></td>
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<td>Panama</td>
<td>Supporting Education</td>
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# Grant Opportunities

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<tr>
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<th>Special Requirements</th>
<th>Application Dates</th>
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<th>E-mail</th>
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<tr>
<td>AT&amp;T</td>
<td>Corporate</td>
<td><a href="https://about.att.com/societysocial/education/investing-att.html">https://about.att.com/societysocial/education/investing-att.html</a></td>
<td>Communication</td>
<td>AT&amp;T, Inc., is an American multinational conglomerate holding company headquartered in Dallas, Texas. It is the world’s largest telecommunications company, the second largest home Internet provider, and one of the largest competitors in the world. AT&amp;T is headquartered in Dallas, Texas, and is one of the largest home Internet providers in the United States. It is also the parent company of media conglomerate WarnerMedia, which owns Warner Bros., HBO, and Turner. AT&amp;T is a leading provider of wireless services in the United States through AT&amp;T Communications.</td>
<td>USA</td>
<td>Supporting innovation in education</td>
<td>Applications are closed for 2019 and reopen in January 2020</td>
<td>February 2020</td>
<td>Noralee Garcia</td>
<td>972-347-2204</td>
<td><a href="mailto:noralee.garcia@att.com">noralee.garcia@att.com</a></td>
</tr>
<tr>
<td>Secretaría Nacional de Ciencia, Tecnología e Innovación (SENERGY)</td>
<td>Institution</td>
<td><a href="https://www.senergy.gob.pa/proyecto-de-innovacion-energetica-energia-sostenible-en-electricidad-de-grande-capacidad">https://www.senergy.gob.pa/proyecto-de-innovacion-energetica-energia-sostenible-en-electricidad-de-grande-capacidad</a></td>
<td>Science and Technology</td>
<td>The SENERGY project is a Panamanian initiative aimed at promoting energy efficiency and sustainability. The project focuses on the development of sustainable technology and innovation in the private sector. The SENERGY project is a collaboration between the private sector and the government.</td>
<td>Panama</td>
<td>Priority for SENERGY grant should be considered before 2020</td>
<td>Application opens December 2019. Applications close February 2020.</td>
<td>March 2020</td>
<td><a href="mailto:info@senergy.gob.pa">info@senergy.gob.pa</a></td>
<td>9678277724</td>
<td><a href="mailto:info@senergy.gob.pa">info@senergy.gob.pa</a></td>
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<tr>
<td>Walmart</td>
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<td><a href="https://www.walmart.com/how-we-give">https://www.walmart.com/how-we-give</a></td>
<td>Retail</td>
<td>Walmart is an American multinational retail corporation that operates a chain of hypermarkets, discount department stores, and grocery stores. Walmart was founded in 1962 and is headquartered in Bentonville, Arkansas. Walmart operates under 56 different names.</td>
<td>USA</td>
<td>More focused on local grants, but does offer within Central America</td>
<td>Can apply here but applications are closed for 2019. Applications reopen February 2020.</td>
<td>April 2020</td>
<td>Mario Gonzalez Isla</td>
<td>5233061050</td>
<td><a href="mailto:mario-gonzalez-isla@walmart.com">mario-gonzalez-isla@walmart.com</a></td>
</tr>
<tr>
<td>Cargill</td>
<td>Corporate</td>
<td><a href="https://www.cargill.com/de/giving/community/education">https://www.cargill.com/de/giving/community/education</a></td>
<td>Agriculture</td>
<td>Cargill is an American multinational food corporation headquartered in Minneapolis, Minnesota. Cargill is one of the largest privately held companies in the United States. It is one of the largest food processors and has a diverse product line.</td>
<td>USA</td>
<td>STEM Education priority; Application is sent based on invitation only in early August</td>
<td>Partnership possibilities: Contact Cargill to find out more. Email: <a href="mailto:CargillGrants@Cargill.com">CargillGrants@Cargill.com</a></td>
<td>September 2020</td>
<td>Stacey Smida, Grants Manager</td>
<td>603-227-4459</td>
<td><a href="mailto:stacey_smida@cargill.com">stacey_smida@cargill.com</a></td>
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<td><a href="https://about.att.com/ethics/education/academic.htm">Link</a></td>
<td>Communication</td>
<td>AT&amp;T Inc. is an American multinational telecommunications holding company, headquartered in Irving, Texas. It is the world's largest telecommunications company, the second largest mobile service provider, and the third largest pay TV provider, provider of fixed wireline services in the United States through AT&amp;T Communications, Times Square, New York, NY. AT&amp;T is ranked 11th on the Fortune 500 ranking of the largest United States corporations by total revenue. AT&amp;T is ranked 11th on the Fortune 500 ranking of the largest United States corporations by total revenue.</td>
<td>USA</td>
<td>Supporting ‘Innovation in education’</td>
<td>Applications are closed for 2019 and open January 2020</td>
<td>February 2020</td>
<td>Noriele Garcia</td>
<td>972-373-0500</td>
<td><a href="mailto:noriele.garcia@att.com">noriele.garcia@att.com</a></td>
</tr>
<tr>
<td>Secretaría Nacional de Ciencia, Tecnología e Innovación (SENCYT)</td>
<td>Institution</td>
<td><a href="https://www.sencyt.gob.pa/envasescientificos/educacion/paginas/cy-te/ingenieria.aspx">Link</a></td>
<td>Science and Technology</td>
<td>SENCYT is an institution that promotes the development of science, technology, and innovation in the country, focusing on the education and training of the scientific and technological workforce.</td>
<td>Panama</td>
<td>Priority for STEM. Date has expired, but should be considered for 2020</td>
<td>Application opens December 2019</td>
<td>March 2020</td>
<td>No email contact</td>
<td>507-517-9014</td>
<td><a href="mailto:info@sencyt.gob.pa">info@sencyt.gob.pa</a></td>
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<tr>
<td>Walmart</td>
<td>Corporate</td>
<td><a href="https://www.walmart.com/give">Link</a></td>
<td>Retail</td>
<td>Walmart Inc. is an American multinational retail corporation that operates a chain of hypermarkets, discount department stores, and grocery stores.</td>
<td>USA</td>
<td>More focused on local grants going within the US but does offer grants within Central America</td>
<td>Can apply here but applications are closed for 2019. Applications are open January 2020</td>
<td>April 2020</td>
<td>Maria Gonzalez</td>
<td>521-301-6516</td>
<td><a href="mailto:maria-gonzalez@walmart.com">maria-gonzalez@walmart.com</a></td>
</tr>
<tr>
<td>Cargill</td>
<td>Corporate</td>
<td><a href="https://www.cargill.com/about/community/education">Link</a></td>
<td>Agriculture</td>
<td>Cargill, incorporated in 1965, is an American privately held global corporation.</td>
<td>USA</td>
<td>STEM Education priority; Application is sent based on invitation only in early August</td>
<td>Partnership possibilities:</td>
<td>September 2020</td>
<td>Stacey Smith, Grants Manager</td>
<td>800-227-4456</td>
<td><a href="mailto:stacey_smith@cargill.com">stacey_smith@cargill.com</a></td>
</tr>
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</table>
Written Student Survey

- Received responses from 13 students
- Ages ranged from 10 to 15
- Some questions asked:
  - How long have they been attending Fundesteam?
  - Did your parents study science and technology?
62% said they would continue to study science and technology in high school or college.
Student Testimonials

How has your life been impacted by coming to Fundesteam?

“I have learned python and electronics which help me to be more interesting.”

- Oliver la Cayo, 13,

“I’ve felt more relaxed and motivated to learn more of this [STEAM] fascinating world.”

- Santiago Szwarckopf, 15
Upgraded Website

- Changed color scheme to match logo
- Added and revised content to increase specificity
- Changed pictures to ones from Fundesteam
- Split content into 3 pages
Off-Brand Color Scheme

- Changed main colors to those on the Fundesteam Logo (Hex Code Colors #1bb8eb and #1f419b)
Increased Specificity

- Added reasons behind the goals.
- Thoroughly described methods.
Changed Pictures

- None of the pictures on original website had anything specifically relating to STEAM.
- Using all Fundesteam pictures better shows the reach and impact.
Split Content

- Having multiple pages helps increase readability.
- Main page is “About Us”.
- Added History, which has the origin and timeline of Fundesteam.
- Added Media, which includes news, testimonials, and photos.
High Trafficking Websites and Bloggers

Organized contact information for:

- Vlogs
- Highest trafficked websites
- People with relevance in the STEAM field
Recommendations
1. Define organizational structure and roles
2. Better reporting to stakeholders
3. Alliance with MEDUCA
4. Improve Social Media Presence
5. Define boundaries with PanamaSTEM
6. Provide students with guidance
Any Questions?