

Apollo 50th Anniversary and Office of STEM Engagement (OSTEM)



Over 1000 events and exhibits listed on **interactive map on Space STEM Forum** (spacestem.nasa.gov)

- The **most comprehensive listing** of Apollo anniversary events
- 520+ hosting organizations
- Search and sort capability by zip code, name, key words
- Events in all 50 states plus DC, Puerto Rico, and international
- **1,000,000+ attendees at listed events**
- **Over 300 events at 240+ sites on July 19th - 20th** alone. Occurred in all 50 states plus DC, and from Nova Scotia to Bangladesh

Apollo 50th Anniversary STEM on the National Mall

- **Two 40' x 20' tents for OSTEM activities manned by over 80 volunteer staff**
- One tent housed the Cosmosphere Apollo Redux exhibit that was funded through OSTEM. More than 2000 people filled out and turned in the scavenger hunt forms and over **10,000 items given away**
- One tent housed 10 Apollo/moon based STEM activities and over **21,000 NASA items such as booklets, bookmarks, stickers, bags and lithograms** were given away

Created and distributed two Space STEM activity booklets for 5-12 year olds

- **Forward to the Moon with Artemis** – Initial OSTEM order of 10,000 with call to ride from mission directorates and centers totaling **over 100,000 ordered**
- **Spaceflight Explorer, Junior Ranger Activity Guide** – Collaborated with National Park Service to create and NPS printed over **50,000 with distribution to over 50 National Parks**

8000+ activity booklets and 10,000+ bookmarks distributed to Museum Alliance organizations

- 74 organizations in 28 states
- Libraries, Challenger Learning Centers, museums, and Solar System Ambassadors.
- Also posted for download on Space STEM and Museum Alliance sites.

World Scout Jamboree with over 48,000 attendees

- Five NASA activities, three were OSTEM related and staffed
- OSTEM arranged for an ISS downlink with astronaut Drew Morgan
- Administrator provided taped message with exploration call to action for scouts

Forward to the Moon Design a Mission Patch Coding Challenge

- Global student challenge to use coding to design animated mission patches
- **Over 10,000 entries in the week long challenge**
- NASA partnership with Tynker Coding for Kids, winners won a classroom chat with NASA experts

13 STEM webinars held to prepare educators for the Apollo anniversary and Artemis/Moon to Mars.

- Open to Space STEM Forum, Museum Alliance, Solar System Ambassadors
- “Celebrate with STEM Forward to the Moon” also open to general public
- **Live total attendance 1000+**
- **4000+ downloads** of archived recordings and materials

STEM Forward to the Moon Broadcast

- 30 minute STEM broadcast on July 19 featuring student lunar activities from four museums
- 27,165 combined social media engagement
- **30,000+ views on Youtube**
- 1,299 number of live streams

#VirtualMoonshot

- 18 host centers from 14 U.S. states/territories and Canada.
- **Combined social media followers: 560,000**
- Total reach: 6,108
- Total engagement: 4,303

NASA’s Museum Alliance piloted a forum (Ryver) to support Apollo 50th planning

- 200+ participants to date
- Open to Space STEM Forum members; presented in March meeting
- Ongoing expansion into other topic areas, such as planetaria and exhibits

STEM Apollo Watch Party/Media Kit

- Suggestions for planning Apollo 50th Anniversary events, with resource lists and links
- Draft media advisory to help publicize Apollo events
- **Over 2,300 pageviews**

Apollo Next Giant Leap Student (ANGLes) Challenge

- **3,100+ student participating, 400+ teams and 320+ teachers trained**
- 32 states with 15 regional hubs
- OSTEM funded trips for winning teams to JPL and GSFC

OSTEM NASA Express and Museum Alliance Listings

- Strengthened awareness of dozens of Apollo related events through these listings
- Many included national or global events or activities related to Apollo
- Examples included US Space and Rocket Center Global Launch and Conrad Foundation Challenge

NASA and Peanuts Worldwide STEM Partnership

- Supported SAA with Peanuts Worldwide for STEM curriculum for K-8 students
- Contributed to development of STEM related components of McDonald’s Happy Meal items
- STEM Happy Meal items are being distributed worldwide

