Funding STEAM Curriculum Development

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Background

Panama's future success is threatened by economic disparity and an outdated education system. The majority of the country's wealth exists within the capital and education system has remained unchanged for over 30 years. Fundesteam is a non-profit organization that exists to combat poverty in Panama through STEAM education.
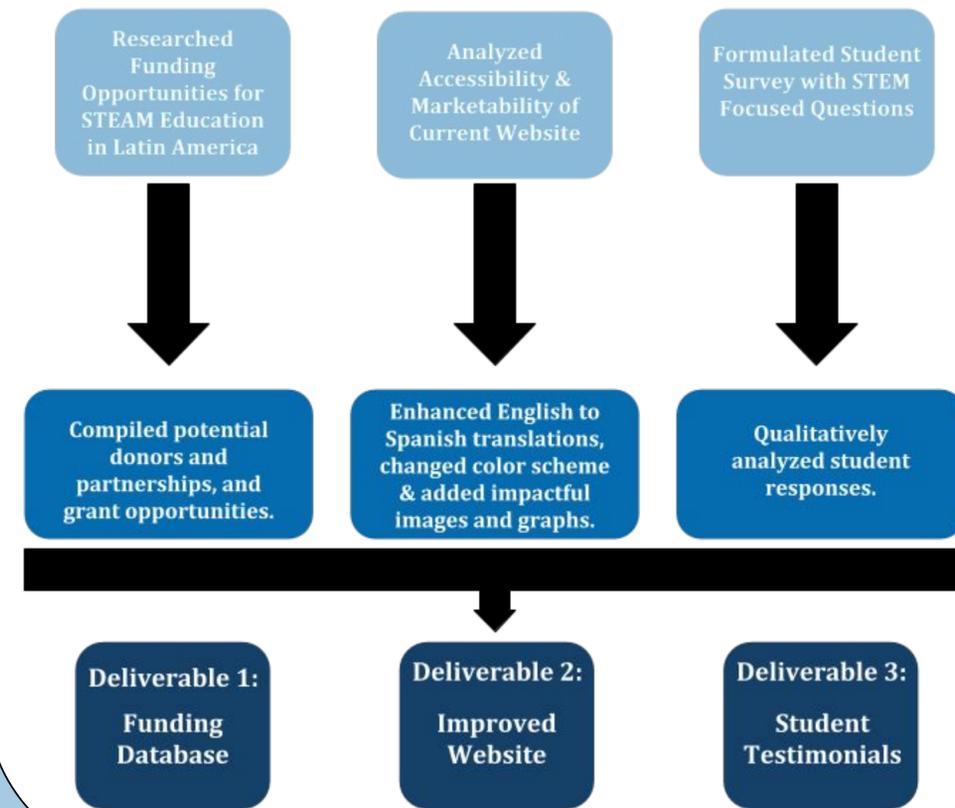
Project Goal

To market and display Fundesteam in a manner that will allow them to be more accessible to potential donors and find funding opportunities, in order to develop and expand.

Project Objectives

1. Create a searchable funding database.
2. Update Fundesteam's current website.
3. Collect Fundesteam student testimonials.

Methodology

Researched Funding Opportunities for STEAM Education in Latin America

Analyzed Accessibility & Marketability of Current Website

Formulated Student Survey with STEM Focused Questions

Compiled potential donors and partnerships, and grant opportunities.

Enhanced English to Spanish translations, changed color scheme & added impactful images and graphs.

Qualitatively analyzed student responses.

Deliverable 1: Funding Database

Deliverable 2: Improved Website

Deliverable 3: Student Testimonials

Student Testimonials

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

Oliver la Cayo, 13, on the impact Fundesteam has made on his life.

"I've felt more relaxed and motivated to learn more of this [STEAM] fascinating world."

Santiago Szwarckopf, 15, on the impact Fundesteam has made on his life.

62%

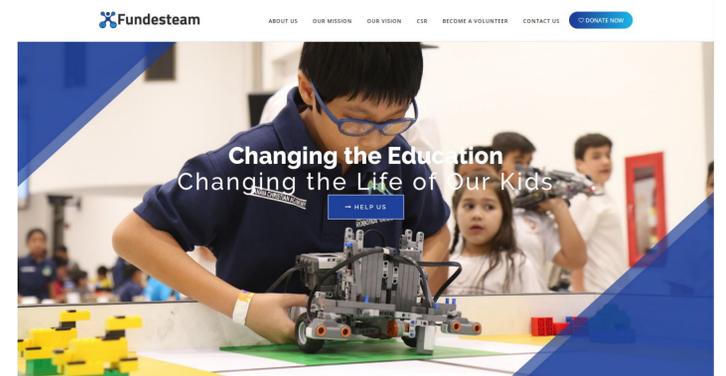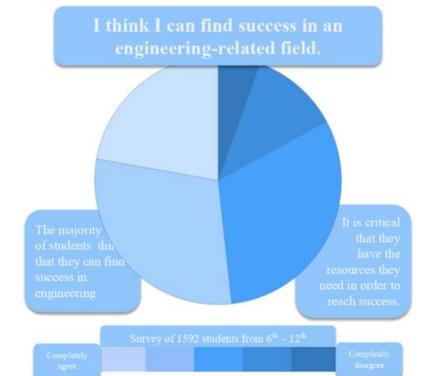said they would continue to study STEAM in high school or college.

Creating a Funding Database

Created an Excel spreadsheet with contact and application information for potential donors and partnerships, and grants.

Upgrading Fundesteam's Website

Put a more relevant image on the home page, changed the color of the buttons to Fundesteam's blue, and added infographics based on a survey conducted in Fundesteam schools.

I think I can find success in an engineering-related field.

The majority of students think that they can find success in engineering

It is critical that they have the resources they need in order to reach success

Survey of 1592 students from 6th – 12th

Acknowledgements