

**BURNS**  **MCDONNELL**<sup>®</sup>



**BATTLE OF  
THE BRAINS**

**PROMOTIONAL WORKSHOP**

# STEM Stats

- 7,700 STEM jobs available each year in KC
- Area employers can only fill 30%

*\*KCSOURCELINK*

- One million new STEM jobs by 2026.

# HISTORY



**JANUARY 2011**

Our leaders create a gigantic idea: a competition to inspire kids to think big about STEM in support of Science City.



**SEPTEMBER 2011**

Battle of the Brains kicks off with more than 560 entries, representing the big ideas of 2,500 students.



**NOVEMBER 2011**

After months of hard work, the top 20 schools receive \$155,000-plus in grants – and Olathe North is awarded the Grand Prize for *Unplugged*.



**MARCH 2013**

After working with students, our team of architects, engineers and construction managers unveils *The Science of Energy* featuring *Unplugged*, the first million-dollar exhibit.



**SEPTEMBER 2013**

The second competition cycle attracts more participation than ever, with 3,500 students from 50 school districts submitting 501 big ideas.



**NOVEMBER 2015**

At another exciting ceremony, schools receive \$155,000-plus in grants and Mason Elementary is awarded the top prize.



**SEPTEMBER 2015**

Science City earns the prestigious Roy L. Shafer Leading Edge Award for Visitor Experience from the Association of Science-Technology Centers.



**SEPTEMBER 2015**

We shake things up for the third competition cycle with a new challenge – to build Science City's first outdoor exhibit, generating proposals from 5,300 students.



**DECEMBER 2014**

Our team works with the winning students to open the latest exhibits – *Genetics: Unlock the Code* and *Every Last Drop*.



**DECEMBER 2013**

Science City announces a double-digit growth in visitors.



**NOVEMBER 2013**

The top 20 schools get \$155,000-plus in grants and we shock the crowd by announcing the construction of TWO exhibits – the entries from Leawood Elementary and Olathe North.



**DECEMBER 2016**

Attendance at Science City has increased 84% since the competition began.



**MAY 2017**

We debut the latest million-dollar exhibit – a huge outdoor science playground called *Simple Machines at Play*.



**SEPTEMBER 2017**

So far, more than nearly 20,000 students (and counting) have participated in the competition – and hundreds of thousands more have visited the resulting exhibits.



**NOVEMBER 2017**

Students from Grandview's CAIR-Focus Program win the top prize and – along with the top 20 schools – earn \$155,000-plus in grants for STEM education.



**JANUARY 2019**

Science City is named "Favorite Family-Friendly Attraction" by Visit KC.



**MARCH 2019**

Another million-dollar exhibit – *The Amazing Brain* – debuts as the largest indoor exhibit at Science City.

# STEM Investment

**18,000**  
**STUDENTS**

**\$620K**  
**GRANTS TO  
FINALISTS'  
SCHOOLS**

**2000+**  
**CREATIVE IDEAS**

# STEM Investment

**\$7M**

**AT SCIENCE CITY**

**120%**

**INCREASE IN  
ATTENDANCE**

**5**

**EXHIBITS**



# Record-Setting Participation



- 540 Teams
- 300 Schools
- 60 Districts

# Prizes



- \$155,000 in grants
- \$1 million exhibit



# Exhibits





# Key Dates



10/14

–



10/22

**Proposal Upload Period**



10/24

**Teacher Appreciation Event**



10/25

–



11/13

**Judging**



11/14

**Finalists Announced**



11/15

–



11/22

**Voting**



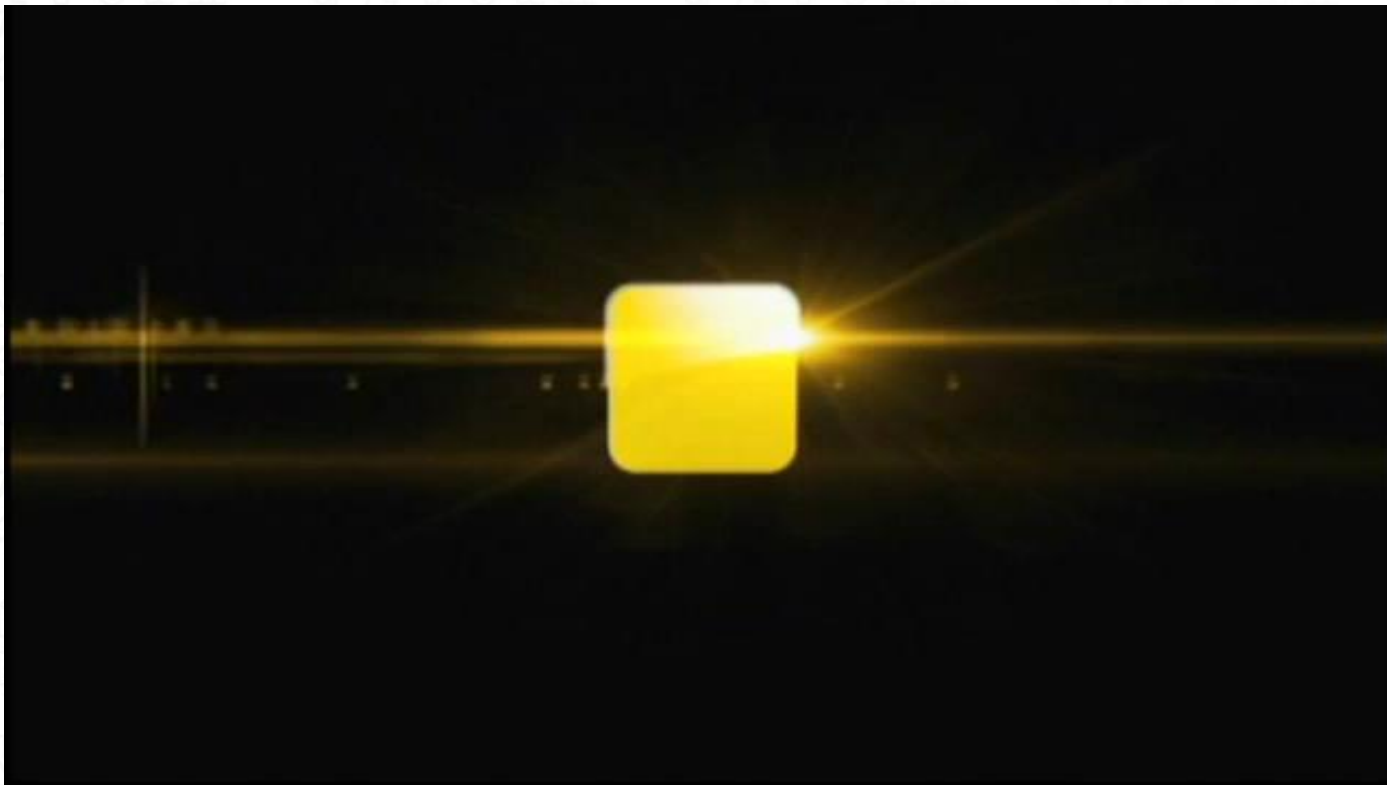
12/4

**Awards Ceremony**

# Media Moments



# Surprise Visits – Nov. 14<sup>th</sup>





# Award Ceremony – Dec. 4<sup>th</sup>



# STEM Stories



# Exhibit Reveal





# Grandview Success Story



# Our Battle of the Brains Approach



**GRANDVIEW**  
C-4 SCHOOL DISTRICT

# The Moment...





# Headline: "We Won!"



# #WeAreGrandview



"We Are Grandview" is our story. It is a campaign that represents a collective voice defining who we are as a community.

It puts a face on our students, staff, parents, community members and community partners.



# Sharing our Journey

## Video Storytelling

- [The Journey to Science City](#)

## Community Magazine “The School Report”

- [Meet the “Brains Behind the Big Brain Theory.”](#)

## GC-4 Staff News

- Blog written by FOCUS Instructor Vicki Adams  
[“Oh My Gosh, We Did This”](#)



**Tweet**

 **Grandview C-4 School District**  
@GrandviewCSD4

Tonight the @CityofGrandview recognized our FOCUS students and the @BOTBKC team for their @ScienceCityKC exhibit grand opening. Also recognized our middle school students for winning the @PREPKC Math Relays! Love that our city supports our kids. #WeAreGrandview



Add another Tweet

**Tweet**

 **Grandview C-4 School District**  
@GrandviewCSD4

State of the City Address: Great city. Great schools. #WeAreGrandview



1:23 PM · 1/25/18 · Twitter for iPhone

 View Tweet activity

Add another Tweet

**Tweet**

 **Grandview C-4 School District**  
@GrandviewCSD4

School board members recognized our Focus students last night for being awesome...oh and winning Battle of the Brains KC! @BOTBKC #WeAreGrandview



9:03 AM · 12/15/17 · Twitter Web Client

Add another Tweet

**Tweet**

 **Grandview C-4 School District**  
@GrandviewCSD4

Thanks for welcoming us to @FishTechGroup! FOCUS students are excited about a tour of the high tech facility!!



12:17 PM · 1/30/18 · Twitter for iPhone

Add another Tweet



SCIENCE CITY EXHIBIT  
GRAND OPENING

"THIS WHOLE  
EXPERIENCE HAS  
BEEN SO FUN! I  
HOPE THE NEXT  
WINNER HAS AS  
MUCH FUN AS I  
DID."

-MARIYAH W.  
FOCUS STUDENT



SCIENCE CITY EXHIBIT  
GRAND OPENING

"I AM VERY  
EXCITED! I  
CANNOT WAIT  
UNTIL THE EXHIBIT  
IS FINISHED!"

-TRINITY J.  
FOCUS STUDENT



SCIENCE CITY EXHIBIT  
GRAND OPENING

"I'M FEELING  
HAPPY AND I  
WANT THIS TO BE  
FINISHED BUT I  
DON'T WANT IT TO  
END."

-ZAKERY D.  
FOCUS STUDENT



Countdown to the 'amazing brain' grand opening....



“Oh my gosh, we did it.”



# Social Media

## LOOKING FOR BATTLE RESOURCES?



Visit [botbkc.com](http://botbkc.com)

Edit profile

### BattleOfTheBrainsKC

@BOTBKC

Kansas City's most exciting — and BIGGEST — K-12 #STEM competition,  
[@BurnsMcDonnell](#) Battle of the Brains #BOTBKC

📍 Kansas City, MO [battleofthebrainskc.com](http://battleofthebrainskc.com) 📅 Joined February 2011

754 Following 2,965 Followers

Tweets

Tweets & replies

Media

Likes



Erin Nash [@erinlynnnash](#) · 18h

A video of our field trip to Science City! We had so much fun and learned so much! [@BOTBKC animoto.com/play/qfTIXG7KF...](https://animoto.com/play/qfTIXG7KF...)



🗨️ 1

🔄 1

❤️ 3

📤

📧

# Social Media



**Jamie Ackart** @MrsAckart · Aug 28  
[@BOTBKC](#) [@ScienceCityKC](#) [@BurnsMcDonnell](#) [@OmahaCM](#)



**Jamie Ackart** @MrsAckart · Aug 28

Mrs. Grantham's 4th graders are collaborating with the designers at Omaha Children's Museum to help them generate ideas for #BattleOfTheBrains! Such a powerful experience!! #Ipsleads @ShoalCreekStars #starssc



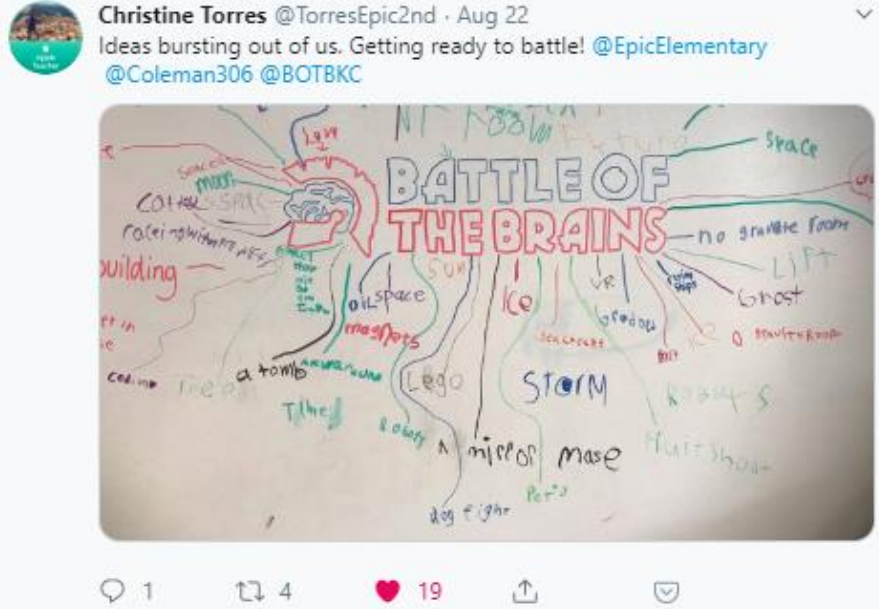
0:33 426 views



**Paige Moxness** @Mrs\_Moxness · Sep 13  
Overheard while discussing battle of the brains stations... "Yes, adults can do that." "My mom will not want to do that!" #greatconversations @BOTBKC @BurnsMcDonnell @thesmsd @PrincipalOrr1



# Social Media



**Britt Pumphrey**  
@brpumphrey

Humbled to be principal at @ApachelS512. I care much more about what is than what appears to be. All Thrive, All Day. Saved by grace.



# Best Practices

1. Use #BOTBKC, district/school hashtag, and one other related hashtag like #STEM.



# Best Practices

## 2. Post or share/retweet photos and videos. Parents love to look for their kids!



# Best Practices

## 3. Give shout-outs to your educators and students. Celebrate their passion + hard work!

The image displays a collage of social media posts from various schools and organizations, all celebrating participants in the Battle of the Brains competition. The posts include:

- SM Sch**: "Please Finalists entries i @DrSp" (with a video thumbnail showing a person at a podium).
- LPS53 @**: "Our Battle evening a @ADdolph @BOTBKC" (with a photo of a person at a podium).
- Frank B**: "These in @olathe compet Welland" (with a photo of a person at a podium).
- Olathe Public**: "Students prep educate our s" (with a photo of a person at a podium and a link to a video).
- Grandview C-4 Scl**: "#ProudParentMom Congratulations etu @Sc" (with a photo of a person at a podium).
- KCKPS Qu**: "Quest stud #botbkc! V" (with a photo of a person at a podium).
- Brian Mercer @BrianMercerNKC**: "Sep 16 Check out @NKC\_SAGE teacher @JulieGoldsberry tweets from earlier today highlighting the @BOTBKC student teams ready for the #BattleoftheBrains competition! #NKCSagePride" (with a photo of a person at a podium).
- Julie Goldsberry @JulieGoldsberry**: "Sep 16 This team plans to have a positive effect on people's lives with their Battle of the Brains exhibit proposal. @NKC\_SAGE @NKCSchools @BOTBKC @BurnsMcDonnell #Reaction" (with a photo of a group of students standing on a staircase).



# Best Practices

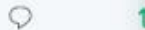
## 4. Connect the competition back to your district's efforts, programs and resources.



**Shannon Fuller** @ShannonFuller  
PEGS NKCS D is  
@NKC\_SAGE



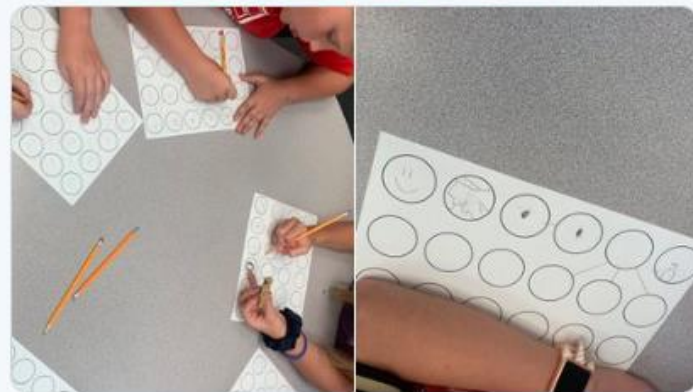
**RennerBridges** @RennerBridges  
Business Meeting #2 for #BOTB  
other resources w/ @KaganOnl  
list + ALL MEETINGS NEED CAN  
@BOTBKC



**Amie Galvan** @amiegalkan · Sep  
Excited to be participating in this  
Today students collaborated with  
through Google Hangout. Fantast  
thinking all while being encourage



**Ariel Jankord** @MrsJankord · Sep 12  
Working on @BOTBKC project after school. I kicked off with a creativity warm  
up: 30 circles, that I got from @TheTechRabbi during last year's  
@Hive\_Summit hosted by @mrmatera It was a great kick off for our  
brainstorming session! 🧠 #Creativity #PBL @BurnsMcDonnell



# What's Coming Up on Social

10/14

–

10/22

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10/24

Teacher Appreciation Event

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11/13

Judging

11/14

Finalists Announced

11/15

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12/4

Awards Ceremony

# What's Coming Up on Social

Plus...

- Resources
- User-generated content (UGC)
- Other fun and informative content



# Hashtag and Handles

**#BOTBKC**



**@BOTBKC**



**Burns & McDonnell Battle of the Brains**

# Promotional Toolkit



[THE COMPETITION](#)

[RESOURCES](#)

[ABOUT US](#)

[EXHIBITS](#)

## PROMOTIONAL TOOLKIT

[botbkc.com](http://botbkc.com)

FAQs

Key dates

Best practices

BURNS  MCDONNELL®



**BATTLE OF  
THE BRAINS**

Q&A