

# A QuickStart Guide



## Framing strategies for talking about connected STEM learning environments

Framing involves making choices about how to deliver a message: what to emphasize, how to explain critical concepts, and even what to leave unsaid. The strategies described below were designed to equip experts and advocates with tools for communicating more effectively with members of the public about connecting STEM learning environments. These strategies build people's understanding of how STEM learning environments can be connected and why this is important. They also increase support for initiatives that ensure networks of STEM learning are accessible to all children.

### #1. Help people “see” how it looks to connect multiple nodes of STEM learning.

Use the **Wiring Learning Environments** metaphor in your communications to make the somewhat abstract concept of connected STEM learning environments feel more concrete.

**Feature a specific example**—like a program co-developed by biology teachers and aquarium staff—to help people visualize interconnection, and even imagine new ways to ensure that the energized learning generated in multiple locations is able to circulate and build.

### #2. Underscore inclusion and access as essential features of any STEM learning network.

Use the **Opportunity for All** value to orient thinking towards the universal benefits of wiring up learning environments, and likewise the need to make sure they're universally accessible.

Use the **Charging Stations** metaphor to explain that our STEM infrastructure is patchy currently, and to foster productive public thinking about how systemic improvements would address disparities in STEM learning—which benefits everyone.

### #3. Highlight ways that a developed circuitry of STEM learning opportunities supports the work of teachers and schools.

This is important because people know that educators and administrators have a lot on their plates already. The public is more open to ideas that will alleviate rather than add to their responsibilities.

You can read more about these recommendations in FrameWorks' Strategic Brief, available at: [www.frameworksinstitute.org/toolkits/wiring-up](http://www.frameworksinstitute.org/toolkits/wiring-up)