

# HYPERSTREAM

THE TECH HUB FOR IOWA STUDENTS

## HyperStream Measurable Objectives by Audience

### Students

- ◆ High School Students (grades 10-12)
- ◆ Middle School Students (grades 8-9)

### Short-term objectives:

- # of students reached through HyperStream
  - Interactive, hands-on technology projects
  - Presentations
  - Contests/prizes/incentives
  - Ongoing mentoring
  - Web site members
  - Participation in the Wiki
  - Chatting on Web site forums
- # of schools participating in HyperStream
  - # of HyperStream Clubs in schools
  - # of HyperStream schools participating in IT Olympics
- # of hits to HyperStream Web site
- # of students enrolled in opportunities linked to HyperStream
  - Job shadows
  - Internships
  - Scholarships
  - IT Olympics
  - Other contests and competitions throughout Iowa

### Long-term objectives (3 years +):

- % increase in enrollment in Technology programs at Iowa's post-secondary institutions
  - By gender
  - By ethnicity
  - By major, minor, technology certificate
- % staying in state in Technology profession upon graduation from college



TECHNOLOGY  
ASSOCIATION  
OF IOWA

A program developed by the Technology Association of Iowa Educational Foundation

[www.hyperstream.org](http://www.hyperstream.org) | [parents.hyperstream.org](http://parents.hyperstream.org) | [educators.hyperstream.org](http://educators.hyperstream.org)

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## Teachers/Principals/Counselors

- # of educators involved in and supporting HyperStream
  - by position (i.e. math teacher, principal, counselor, technology director, etc.)
  - champion of HyperStream Club
  - involved in state competitions (ISU, ITEC, etc.)
  - leveraging Web site and Wiki
- # of hits to HyperStream Web site
  - # of educators chatting in Web site forums
  - # of Web site members
- # of classes hosting team's presentation, and by age, by curriculum
- # of educators participating in job shadowing, internships
- # of educators and administrators reached through exhibiting at industry meetings

## Parents

- # of parents making inquiries of HyperStream
- # of parents reached through communications
- # of hits to HyperStream Web site
- TBD (based on future planning)

## Secondary Audiences

- TAI member companies/employees

### Short-term objectives:

- # of companies involved
- # of Ambassadors, where located, activities
- # of students reached per team; timeframe of mentoring
- # of job shadows, internships provided

### Long-term objectives:

- # of trained workers added per company
- # of technology jobs available for skilled workers
- # of companies adding tech positions, # of positions



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- **Post-secondary institutions**

- ◆ Regents
- ◆ Private
- ◆ Community colleges

Long-term objectives (3 years +):

- % increase in enrollment in Technology programs at Iowa colleges
  - By gender
  - By ethnicity
  - By major, minor
- % increase in students graduating from Technology programs at Iowa's post-secondary institutions

- **Influencers**

- # of individuals reached via influencer industry meetings
- # of presentations made to influencer entities
- type of involvement in HyperStream from influencer entities
- # of individuals reached via Influencer communications

- **Media**

- # of media reached via editorial boards and PR efforts
- Placement value of:
  - HyperStream mentions in local, regional and national media
  - TAI and industry workforce mentions in both regional and national media related to HyperStream
- # of TAI members interviewed for HyperStream stories

