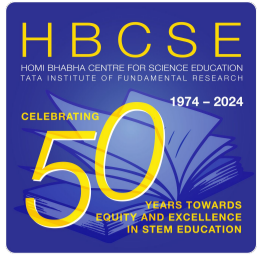




STEAMBoat: Learnings from two years of online outreach sessions



URL: <https://steamboat.hbcse.tifr.res.in/> Email: steamboat@hbcse.tifr.res.in

Introduction

- STEAMboat is a monthly online outreach offering launched in Nov. 2021. Two seasons (24 sessions) held till date.
- Originally targeted at students and teachers who were not able to physically attend school due to the pandemic-induced disruption but could be reached online, especially in Indian languages.
- Aim to explore Science, Technology, Engineering, Arts, Mathematics (STEAM) and their intersections!
- Held at 11 AM on the 2nd Sunday of each month
- Objective was to make content easy to understand and informal

Behind the scenes

1. Identify and nurture a pool of prospective speakers
2. Speaker presents initial topics and ideas to the STEAMBoat team*
3. Few mock sessions follow, which incorporates suggestions and feedback
4. Designing the posters, and PR work
5. The session takes place on Zoom and is simultaneously live-streamed on YouTube.

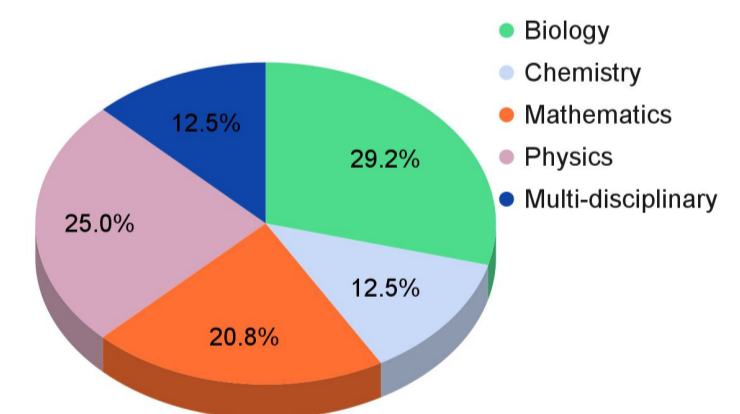
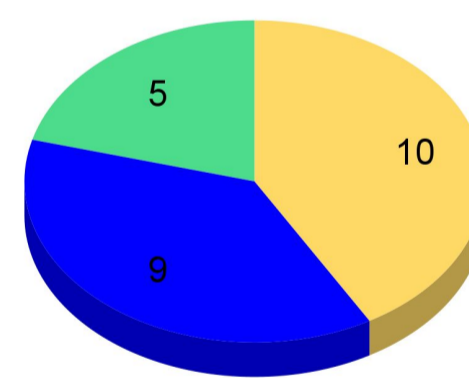
Season 1



Season 2

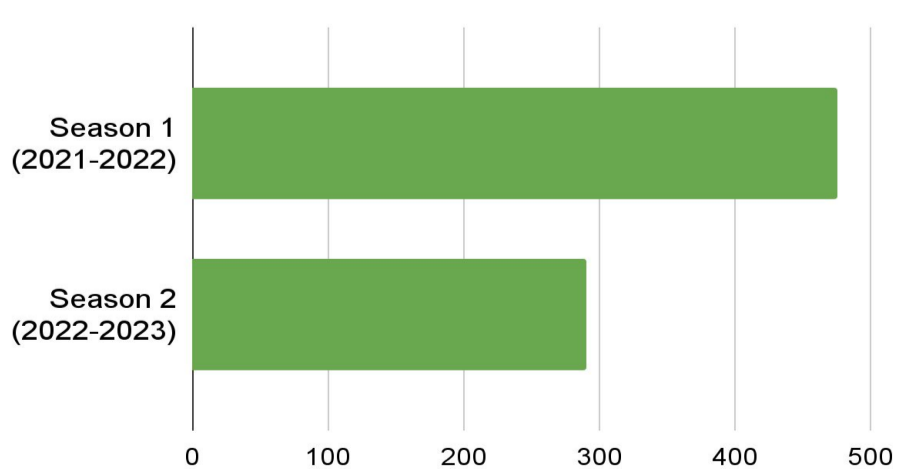


Language and Subjects



Pre-recorded:
1 Gujarati, 1 English, 2 Hindi and 1 Marathi

Avg. views on YouTube



Website



Moving forward

- How do we reach out to a wider audience, now that offline sessions are possible?
- What PR strategies might help?
- How to have consistent and loyal viewers?
- What content to cover?
- How do we make STEAMboat a vibrant outreach offering that the audience eagerly looks forward to?

Team members

Adithi Muralidhar, Amish Parmar, Arnab Bhattacharya, Disha Dbritto, Manoj Nair, Ravi Sinha, Sathish C G, Sugra Chunawala and Suravi Kalita. Thanks to all the speakers who have volunteered to conduct sessions over the past two seasons.