

ATLANTA SCIENCE FESTIVAL™



[ASF]

[2017]

[ASF SOCIAL MEDIA]

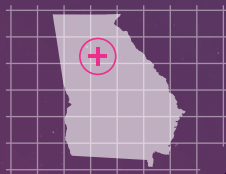


#ATLSCIFEST

[ASF WEBSITE URL]

ATLANTASCIENCEFESTIVAL.ORG

[ALL ACROSS THE ATLANTA REGION]



THE 2017 ATLANTA SCIENCE FESTIVAL

The fourth annual Atlanta Science Festival reached 41,000 curious people of all ages at 100 engaging events at venues across the metro Atlanta region from March 14-25, 2017. With 30 sponsors and 70 programming partners, the Festival brought together colleges and universities, K-12 schools, museums and informal science educators, businesses, and community organizations to celebrate science in Atlanta. The Festival culminated in Atlanta's biggest interactive family science day, the Exploration Expo, offering more than 100 hands-on exhibits and performances to 19,000 people at Centennial Olympic Park.



ATLANTA SCIENCE FESTIVAL™

MISSION

ENGAGE THE PUBLIC IN A CELEBRATION OF OUR LOCAL SCIENCE COMMUNITY, AND THE WAYS SCIENCE, TECHNOLOGY, ENGINEERING & MATHEMATICS HELP US TO BETTER UNDERSTAND AND IMPROVE OUR WORLD.

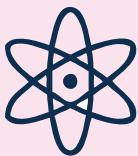
GOALS

- BUILD A CURIOUS COMMUNITY
- FOSTER CONNECTIONS
- HIGHLIGHT METRO ATLANTA

2017 BY THE NUMBERS



41,000
ATTENDEES



100
EVENTS



70
PARTNERS



30
SPONSORS



280
VOLUNTEERS



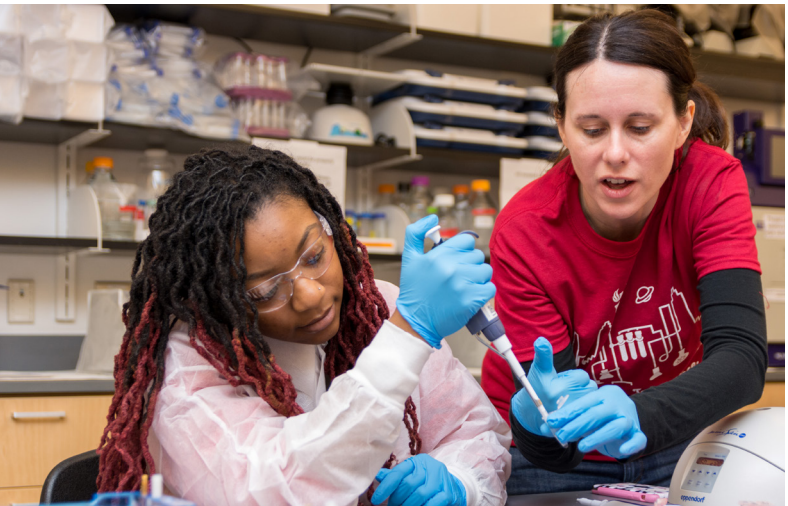
80
CLASSROOM VISITS



70
VENUES



200 MILLION
MEDIA IMPRESSIONS



FESTIVAL EVENTS

In collaboration with 70 program partners, the Atlanta Science Festival offered 100 unique events at venues spanning seven metro Atlanta counties. Experiments, performances, workshops, tours, and tastings connected scientists, teachers, and entrepreneurs with communities of young people, families, and adults interested in the roles science, technology, engineering, arts and mathematics (STEAM) play in today’s world. More than three quarters of the events were free to the public.

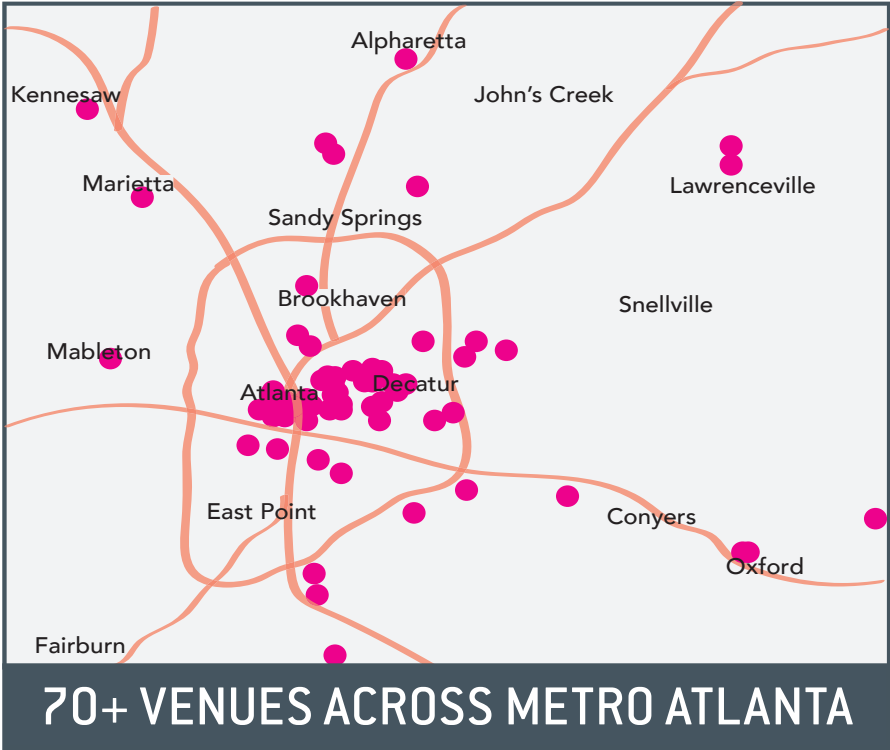
The Festival launched with a talk and book signing by American astronaut Captain Mark Kelly. For the nine days that followed, events were hosted at more than 70 venues across metro Atlanta. About half of the events this year were designed for children and families, including a robot racing event at 21st Century STEM Academy; a sports science event at Little Shop of Stories in Decatur; hands-on open house events at Georgia State, Georgia Tech, Chattahoochee Technical College and Emory University; and outdoor nature events with scientists across the region. The Festival also offered programming specifically for adults, including science themed performing arts events; programs featuring the science of beer and insect-based cuisine; and science comedy nights.

89%

OF ASF
ATTENDEES
RATED EVENTS AS VERY
GOOD OR EXCELENT

80%

SAY ASF
HELPS THEM
TO SEE OUR REGION AS
MAKING ADVANCES IN
STEM



“We went to quite a few of the events leading up to the Expo...It’s just a great thing that Atlanta does. It’s been very educational and exciting!”

- 2017 Expo attendee



100 Events at more than 70 venues across metro Atlanta

DISCOVER



EXPLORATION EXPO

As the Festival's grand finale event, the Exploration Expo is Atlanta's biggest free interactive science day, engaging 19,000 visitors in more than 100 activities and performances at Centennial Olympic Park. During the five-hour event, attendees touched a human brain, engaged in robot battles, learned the mechanics of jet engines, got up close and personal with reptiles, and more.

Atlanta's love of the Expo is mind-blowing: 92% of the attendees thought the event was very good/excellent and 97% reported that they would return in 2018. The Expo also showcases just how much of a "science city" Atlanta is. Eighty percent said they felt that Atlanta was a region making advances in STEM. In addition, the Expo attracts a broadly diverse audience, providing opportunities for groups underrepresented in the sciences to interact with STEM professionals.



"I think what I'll remember most is the enthusiasm. It's so amazing to see all these different people, all these different booths, all the different areas of science that are represented here. I think it's really cool."

- 2017 Expo attendee

SPONSORS & PARTNERS

The Atlanta Science Festival would not be possible without the financial and in-kind contributions of our sponsors and the tireless work of our partners who produce events, bring audiences, and provide professional services.

PLATINUM SPONSORS



GOLD SPONSORS



SILVER SPONSORS



COPPER SPONSORS



KRYPTON SPONSORS

Habif, Arogeti & Wynne, LLP Institute of Electrical and Electronic Engineers IBM
Georgia BioEd Institute Georgia-Pacific

TITANIUM SPONSORS

North American Electric Reliability Corporation
BOSEbuild Dendreon

MEDIA SPONSORS

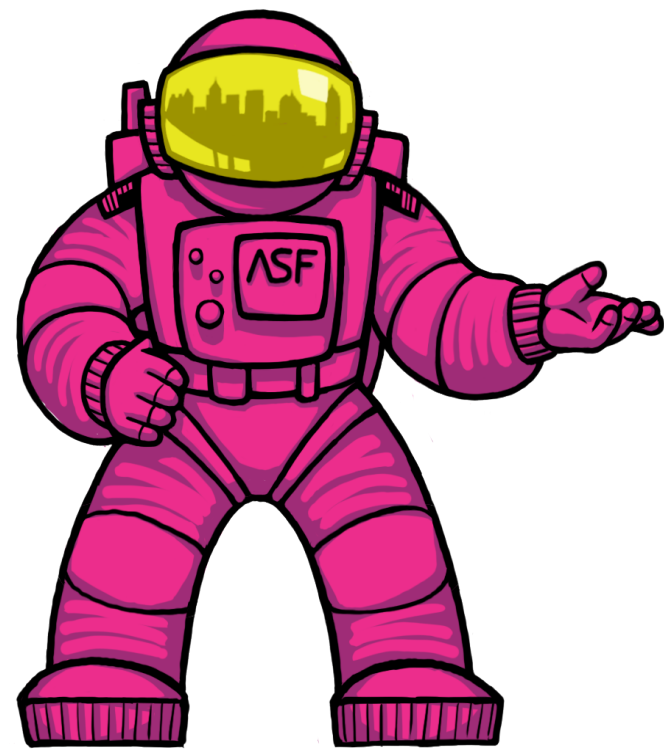


PROGRAM PARTNERS & EXPO EXHIBITORS

Expo exhibitors are denoted with a single asterisk. Program partners who also hosted an Expo booth are denoted with a double asterisk.

- 21st Century STEM Academy**
- 21st Century STEM Foundation**
- AIR Serenbe
- Alliance Theatre
- American Chemical Society & The Woods Acre School*
- American Radio Relay League, Georgia Section*
- The Amphibian Foundation
- Apri Cognition and Conservation Initiative*
- Arts@Tech
- ASHRAE*
- Atlanta Astronomy Club
- Atlanta Botanical Garden
- Atlanta Geological Society
- Atlanta History Center
- Atlanta Science Tavern
- Atlanta Urban Ecologists
- Baba Brinkman
- Biolgnite*
- Blue Heron Nature Preserve*
- BOSEbuild*
- Brain Injury Association of Georgia*
- Cancer Treatment Centers of America*
- Centennial Academy*
- NSF/NASA Center for Chemical Evolution**
- NSF Center for Selective C-H Functionalization**
- Centers for Disease Control and Prevention**
- Chattahoochee Nature Center*
- Chattahoochee Technical College**
- Children's Museum of Atlanta
- The Clorox Company**
- Community Guilds - STE(A)M Truck*
- Connected Cycling
- Dance Canvas
- Decatur Makers
- Delta Air Lines*
- Dendreon*
- Destination South Meetings & Events
- Digital Life
- Drew Charter School
- Emory University**
- Fernbank Museum of Natural History**
- Fernbank Science Center
- First Christian Church of Decatur
- The Flying Classroom*
- Fulton County 4-H
- Georgia Aquarium**
- Georgia BioEd Institute**
- Georgia Gwinnett College**
- Georgia Institute of Technology**
- Georgia Mineral Society
- Georgia Natural Gas*
- Georgia Organics
- Georgia-Pacific*
- Georgia Power Company*
- Georgia Public Broadcasting
- Georgia Reptile Society*
- Georgia State University**
- Georgia State University Bio-Bus**
- Georgia Tech Research Institute*
- Girl Scouts of Greater Atlanta**
- Google*
- Guerilla Haiku Movement*
- Gwinnett 4-H
- High Museum of Art
- High Touch High Tech*
- The Howard School*
- HowStuffWorks**
- IBM Corporation*
- IEEE, Atlanta Section*
- IEEE, USA*
- The Imperial Opa Circus
- InterPlay Atlanta
- Kennesaw State University**
- Little Shop of Stories
- Love is Love Farm/Gaia Gardens
- MEL Science Ltd.*
- Mercer University and Mercer Health Sciences Center*
- Meunier, Carlin, & Curfman
- Midtown International School
- miniPCR
- Museum of Design Atlanta
- NASA Kennedy Space Center*
- North American Electric Reliability Corporation*
- Northrop Grumman Corporation**
- Nsoromma School*
- Orpheus Brewery
- Out of Hand Theater
- Oxford College
- PaliProto 3D Studio*
- Perimeter College at Georgia State University
- Piedmont Park Conservancy*
- Pretty Good Friends
- Sandy Springs Education Force
- The SAE School*
- SfN Atlanta & Center for Behavioral Neuroscience*
- Solve for X
- Spelman College*
- Start Code*
- STEM Gems
- Story Collider
- SweetWater Brewing Company
- TAG Education Collaborative
- UCB*
- University of Georgia Cooperative Extension**
- University of Georgia LISELL-B Program
- UPS*
- Waldorf School of Atlanta*
- West Atlanta Watershed Alliance
- The Westminster Schools
- Whole Kids Educational Farm
- Worldwide Shirts*
- Zoo Atlanta**

WHY GET INVOLVED WITH THE ATLANTA SCIENCE FESTIVAL?



The Atlanta Science Festival has quickly grown to be one of the city’s unique treasures, blanketing our region with science every March. The Festival has offered the chance for all metro residents to connect to science and celebrate the opportunities for educational advancement, careers, and innovations in STEM fields that are unique to our region. Our attendees are able to see the world-class research performed at local colleges, universities and companies, participate in the amazing science programming at our museums and institutions, and find their own personal connections to science at our many events. By becoming part of the Festival, individuals and organizations can play a major role in helping shape Atlanta as a “science city” and shine a spotlight on the work they do with STEM.



BROADEN ACCESS TO STEM



ENGAGE EMPLOYEES/STUDENTS IN THE COMMUNITY

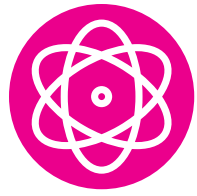


CONNECT WITH OTHER SCIENCE, CULTURAL & EDUCATIONAL INSTITUTIONS



GAIN COMMUNITY VISIBILITY

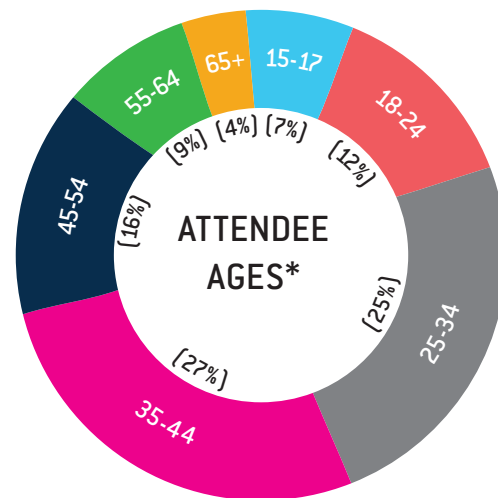
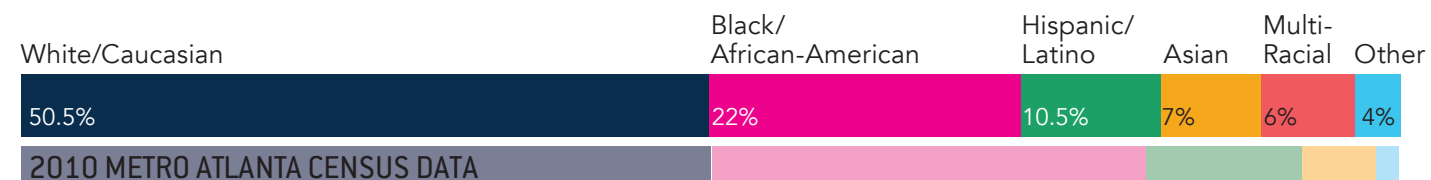




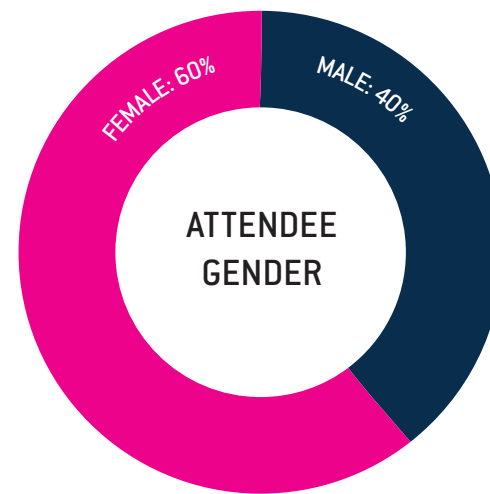
BROADEN ACCESS TO STEM

With a reach of nearly 150,000 since its inception in 2014, the Atlanta Science Festival has continued to lower the barriers of access to science across the metro region. Consistently, the attendees have been a majority female, and the racial/ethnic makeup has been similar to the demographics of the metro region. The majority of the attendees at the Exploration Expo, the city's largest public science event, were from underrepresented groups.

ATTENDEE RACE/ETHNICITY

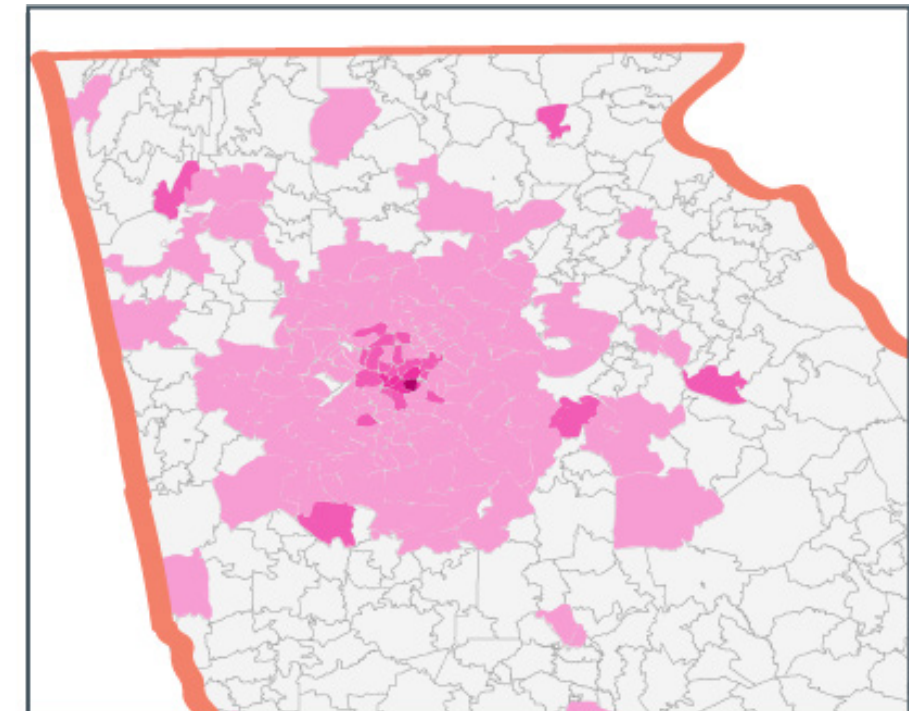


*Children 14 and under were not surveyed

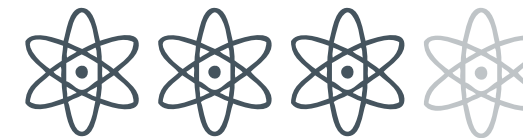


*"I like seeing the first African American guy [to pilot a plane around the world solo]. I love seeing minorities breaking barriers because students will sometimes tell you, 'Everything's been done.' No it hasn't! We have a long way to go in technology and the sciences, so I like the fact that **here we have role models.** I really enjoyed it!"*

- 2017 Expo attendee

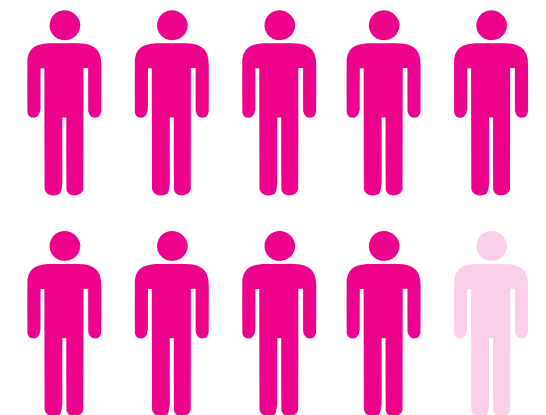


ATTENDEES CAME FROM 300 UNIQUE ZIP CODES



3 OUT OF **4** EVENTS WERE **FREE**

84% OF EXPO ATTENDEES REPORTED INCREASED KNOWLEDGE OF STEM JOBS



Nine out of ten Expo attendees agreed or strongly agreed they

LEARNED SOMETHING NEW

89% OF EXPO ATTENDEES SAID THEY FELT MORE AWARE OF STEM IN THEIR DAILY LIVES



ENGAGE EMPLOYEES/STUDENTS IN THE COMMUNITY

The Festival is the perfect outlet to share Atlanta's STEM advances with the broader community. Partners can help shape science learning throughout our community and develop our workforce in STEM-related fields by engaging with the public in a range of opportunities.

Organizations may host events, showcase hands-on science at the Expo, encourage employees and students to volunteer for the Festival and participate in the Imagining the Future program, in which STEM professionals visit local K-12 classrooms. Our partners have reported that working together at the Festival has brought about camaraderie and pride amongst employees. Plus, it's fun!



IMAGINING THE FUTURE: STEM PROFESSIONALS VISITING METRO AREA CLASSROOMS

Now in its fourth year, the Imagining the Future program connects K-12 teachers with STEM professionals for classroom visits. Each spring, the program reaches thousands of children throughout the metro region, and offers an excellent opportunity for scientists to connect with the community.



80
CLASSROOM
VISITS



5000
STUDENTS
REACHED

"I love this program! I hope it grows and grows! I thank you all for everything that you do, [and] can not wait for next year!"

- Teacher participating in Imagining the Future program

SPOTLIGHT: THE CLOROX COMPANY

With a local presence in Atlanta, the Clorox Company created a Southeast Science Education Team to share their science with residents of the metro region. This team provided the perfect outlet to get involved with the Festival. Since its inception in 2013 and with the help of connections made through the Festival, the team has reached more than **123,000 students**.

2017

FOURTH YEAR PARTNER

SILVER SPONSOR

12 CLASSROOM VISITS
reaching 1100 students

**EXPO BOOTH &
FACILITY TOUR**

all supported by 48 volunteers

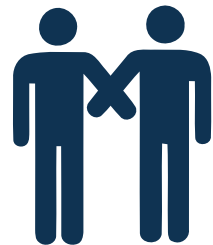




CREATE CONNECTIONS TO OTHER SCIENCE, CULTURAL & EDUCATIONAL INSTITUTIONS

The Atlanta Science Festival provides rich opportunities to connect with other like-minded individuals and organizations. The most successful of our events involve multiple organizations coming together to create exciting public science events that reach new and different audiences. With such a diverse list of partners, we are able to bring together organizations that might not otherwise meet. Past examples of successful partnerships include scientists from the Centers for Disease Control and Prevention working with Out of Hand Theater, a robotics engineer from Georgia Tech joining forces with Georgia Public Broadcasting, and Orpheus Brewery partnering with a chemist from Kennesaw State University, to name a few.

86%
of partners say
they will participate in
ASF again

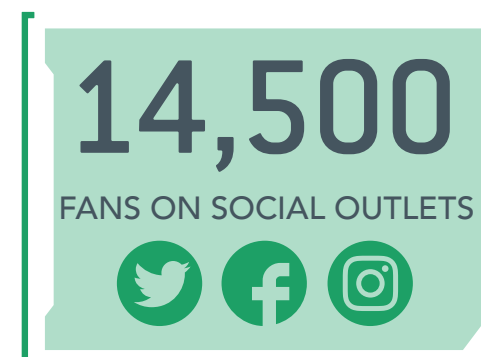
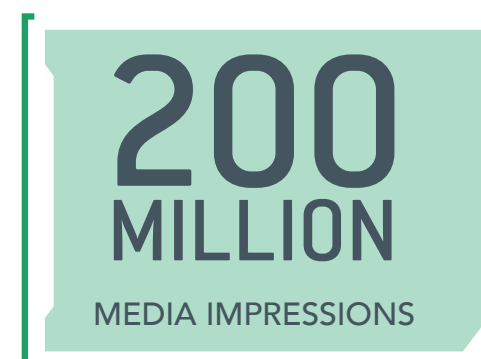
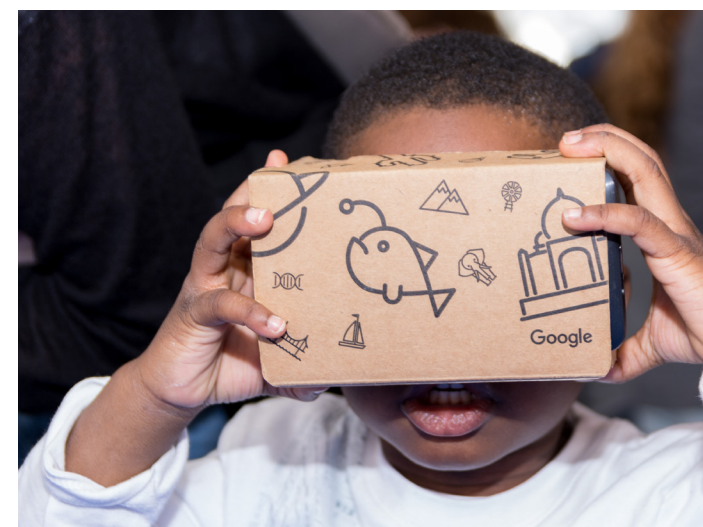


57%
reported new partnerships
in the community because
of ASF



GAIN COMMUNITY VISIBILITY

Shine the spotlight on the science and technology behind your organization by becoming part of the Atlanta Science Festival family. Outside of the attention your organization will receive at events and at the Expo, the Festival highlights partners in via social media and web outlets; contests; television, radio, print, and out-of-home advertising; press releases and targeted media pitching. Our team distributes posters, classroom flyers, and program booklets throughout the community. In 2017, we garnered an estimated 200 million media impressions via 130 media hits, in-kind contributions from Clear Channel Outdoor and Atlanta Magazine, and media buys with WSB-TV, and WABE radio. As a result, the Atlanta Science Festival attracted 41,000 people in 2017, bringing our reach over four years to nearly 150,000.



BOARD OF DIRECTORS

David Hartnett, Chair
Chief Economic Development Officer
Metro Atlanta Chamber

Lizanne DeStefano
Associate Dean, College of Sciences
Georgia Institute of Technology

Lilyn Hester
Head of Public Affairs, SE
Google

Jason Hoch
Chief Content Officer
HowStuffWorks

David Lynn
Professor of Chemistry
Emory University

Sarah Peterson
Co-Founder
Atlanta Science Festival

Jordan Rose
Co-Director
Atlanta Science Festival

Meisa Salaita
Co-Director
Atlanta Science Festival

Jonathan Sangster
General Manager of Economic Development
Georgia Power

OPERATIONS TEAM

Jordan Rose
Festival Co-Director

Meisa Salaita
Festival Co-Director

Cynthia Alford
Event Management Consultant
Destination South Meetings & Events

Danielle Freeman
Volunteer Coordinator
The Clorox Company

Joshua Grizzle
Marketing Consultant
Lenz Marketing

Debbie Mullis
Expo Volunteer Coordinator

Melody Richardson
Exploration Expo Chair

Olivia Shellman
Evaluation Coordinator
Georgia Tech Center for Education Integrating Science, Math & Computing

Kathy Siefert
Public Relations Consultant
Carabiner Communications

Kellie Vinal
Festival Coordinator

Advisory Council

Russell Allen • Donna Barrett • Ann Cramer • Adrian Epps • Julie Fooshee • Kyle Frantz • Evans Harrell • Diley Hernandez • Jennifer Johnson • Bejanae Kareem • Karen Kelly • Jennifer Leavey • Michael Robertson • Stephanie Stuckey-Benfield • Daren Wang

Marketing & Public Relations Team

Joshua Grizzle
Kathy Siefert
Ben Barnes
Rachel Cushing
Chelsea Hoag
Christine Mahin

Expo Team

Melody Richardson
Cynthia Alford
Tim Barrett
Gina Carellas
Andi Chaney
Jennifer Leavey
Hines Richardson
Maria Thacker-Goethe

Volunteer Coordination

Danielle Freeman
Debbie Mullis
Gigi Burke
Bill Christian
Shira Colsky
Jessica Hunter
Kenny Igarza
George Inglis
Brittany Jones

Evaluation Coordination

Meltem Alemdar
Olivia Shellman

Program Coordination

Sarah Fankhauser
Marisa Levy
Chris Parsons
Sarah Peterson
Sabiha Runa
Eric Shen
Kellie Vinal

Professional Services

Accounting: Habif, Arogeti & Wynne, LLP • Creative: Lenz Marketing, GRD@GSU, Dan Murdoch • Evaluation: Georgia Tech CEISMC
Expo Management: Destination South Meetings & Events • Legal: Thompson-Hine, LLC • Marketing: Lenz Marketing
Photography: Rob Felt, Craig Colsky • Promotions: Urban Enterprises • Public Relations: Carabiner Communications

ATLANTA
SCIENCE
FESTIVAL

191 Peachtree Street, NE
Suite 3400
Atlanta, Georgia 30303

AtlantaScienceFestival.org
info@atlantasciencefestival.org
770.322.4992

The Atlanta Science Festival was founded by:



EMORY
UNIVERSITY



Georgia
Tech