

PRESENTED BY





## THE 2018 ATLANTA SCIENCE FESTIVAL

The fifth annual Atlanta Science Festival reached 53,000 curious people of all ages at 120 engaging events at venues across the metro Atlanta region from March 9-24, 2018. With 30 sponsors and 80 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 25,000 people at Piedmont 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.

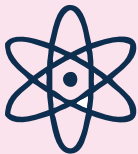
## GOALS

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

## 2018 BY THE NUMBERS



53,000  
ATTENDEES



120  
EVENTS



80  
PARTNERS



30  
SPONSORS



310  
VOLUNTEERS



89  
CLASSROOM VISITS



70  
VENUES



122  
MEDIA HITS





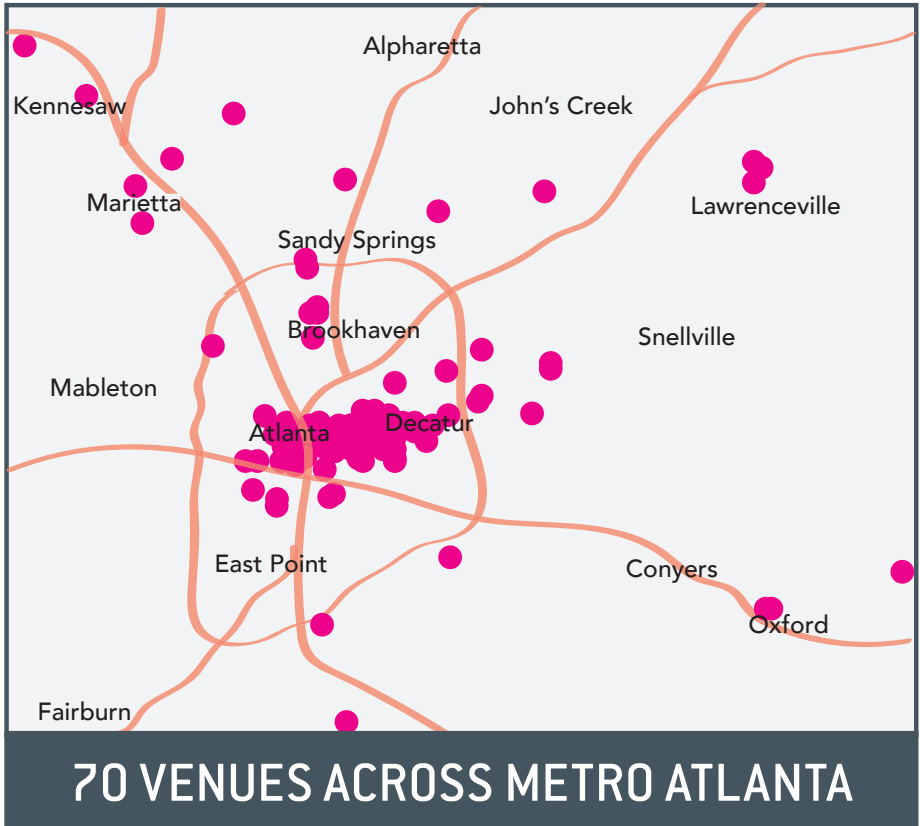
# FESTIVAL EVENTS

In collaboration with 80 program partners, the Atlanta Science Festival offered 120 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. Two thirds of the events were free to the public.

The Festival launched with an event called “Rise Up, Robots” featuring a droid comedian, a bionic arm and a robotic musician. For the two weeks that followed, events were hosted at 70 venues across metro Atlanta. About two-thirds of the events this year were designed for children and families, including an archeology event at Oakhurst Park in Decatur; a twilight trek through Zoo Atlanta in Grant Park; hands-on open house events at Georgia State, 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 the science behind coffee; and a science storytelling night.

**88%** OF ASF ATTENDEES RATED EVENTS AS VERY GOOD OR EXCELENT

**75%** SAY ASF HELPS THEM TO SEE OUR REGION AS MAKING ADVANCES IN STEM



*“I think this is an awesome contribution [to Atlanta] because it shows students that science is fun, and it gives them an understanding of how it impacts our society.”*

- 2018 Expo attendee



120 Events at 70 venues across metro Atlanta

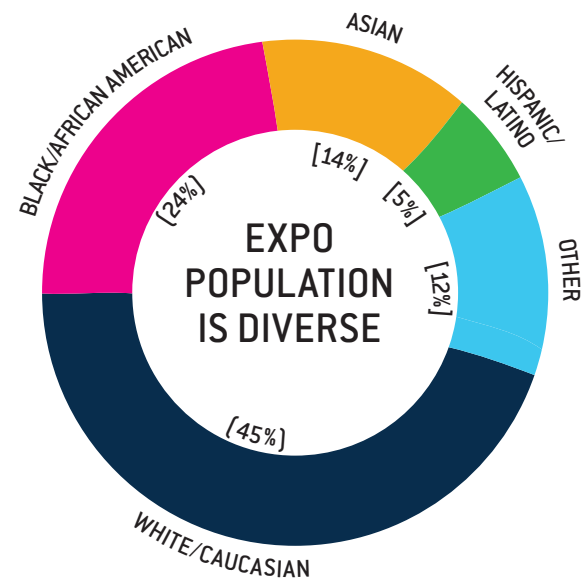




# EXPLORATION EXPO

As the Festival’s grand finale event, the Exploration Expo is Atlanta’s biggest free interactive science day, engaging 25,000 visitors in more than 100 activities and performances at Piedmont 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: 91% of the attendees thought the event was very good/ excellent and 96% reported that they would return in 2018. The Expo also showcases just how much of a “science city” Atlanta is. Seventy-five 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.



*“Science can be cool... but I didn’t have a lot of examples. I have like thousands now!!”*

– 2017 Expo attendee (child)



# 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.

## PRESENTING SPONSOR



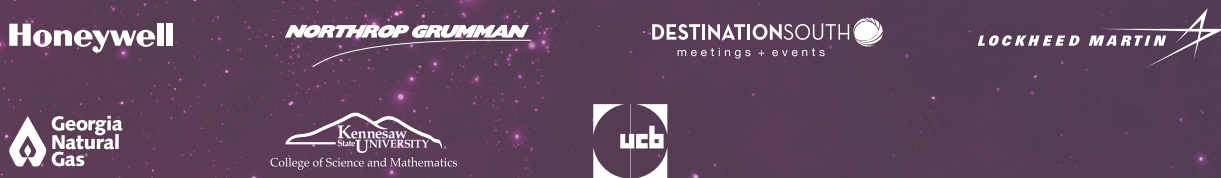
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## MEDIA SPONSORS



## THE ATLANTA SCIENCE FESTIVAL WAS FOUNDED BY



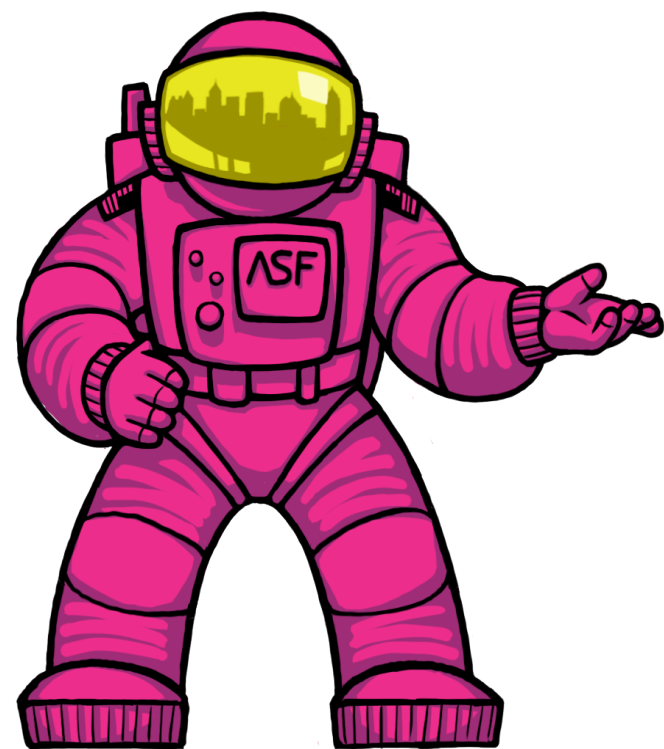
## PROGRAM PARTNERS & EXPO EXHIBITORS

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

- Agnes Scott College  
AIR Serenbe  
American Radio Relay League, Georgia Section\*  
The Amphibian Foundation  
Ape Cognition and Conservation Initiative\*  
ArtsATL  
Arts@Tech  
ASHRAE\*  
Atlanta Botanical Garden  
Atlanta Curling Club  
Atlanta-Fulton Public Library\*  
Atlanta Geological Society  
Atlanta Jewish Music Festival  
Biolgnite\*  
Blue Heron Nature Preserve  
Brain Injury Association of Georgia\*  
Burns & McDonnell  
C2 Education\*  
Call It God, Call It Science  
The Carter Center  
Centennial Academy\*  
Center for Behavioral Neuroscience\*  
NSF/NASA Center for Chemical Evolution\*\*  
Center for Puppetry Arts  
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 Circus School of Atlanta  
The City of Atlanta Mayor's Office of Resilience  
The Clorox Company\*\*  
Club SciKids\*  
Cobb 4-H  
Cobb County Public Library  
System  
Community Farmers Markets  
Decatur Makers  
Delta Air Lines\*  
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Destination South Meetings & Events
- Drew Charter School  
Emory University\*\*  
Fernbank Museum of Natural History\*\*  
Fernbank Science Center  
The Field of Dreams Academy\*  
First Christian Church of Decatur  
Flight of Swallows  
Fulton County 4-H  
G3 Robotics  
Games 4 Change  
Generation InFocus\*  
Gentle Spirit Christian Church  
Georgia Aquarium  
Georgia Clinical & Translational Science Alliance\*  
Georgia Department of Education  
Georgia Gwinnett College\*\*  
Georgia Institute of Technology\*\*  
Georgia Mineral Society  
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Georgia Organics  
Georgia Power Company\*  
Georgia Reptile Society\*\*  
Georgia State University\*\*  
Georgia State University Bio-Bus\*\*  
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Guerilla Haiku Movement\*  
Grady High School  
The Hereafter Artist Collective  
High Museum of Art  
High Road Craft Ice Cream  
High Touch High Tech\*  
Hollis Innovation Academy  
Honeywell\*\*  
The Howard School\*  
HowStuffWorks\*\*  
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The Imperial Opa Circus  
InterPlay Atlanta  
Jimmy Carter Presidential Library & Museum
- Kennesaw State University\*\*  
Little Minute  
Little Shop of Stories  
Marcus Autism Center  
Mercer University & Mercer Health Sciences Center\*  
Meunier, Carlin, & Curfman  
Midtown International School  
Monday Night Brewing  
Morehouse School of Medicine\*  
National Organization of Minority Architects  
North American Electric Reliability Corporation\*  
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The Paideia Schogl  
Philadelphia College of Osteopathic Medicine\*  
Piedmont Park Conservancy\*  
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The SAE School\*  
Science of Fun  
Shades of Green Permaculture  
The Silver Scream Spookshow  
Southeast Makers Alliance -  
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Spelman College\*  
Start Code\*  
Stated Clearly  
STE(A)M Truck\*  
STEM Gems  
Story Collider  
Taproom Coffee  
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UCB\*  
University of Georgia Cooperative Extension\*\*  
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West Atlanta Watershed Alliance  
Worldwide Shirts\*  
Wylde Center\*  
Young Women in Bio\*  
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**



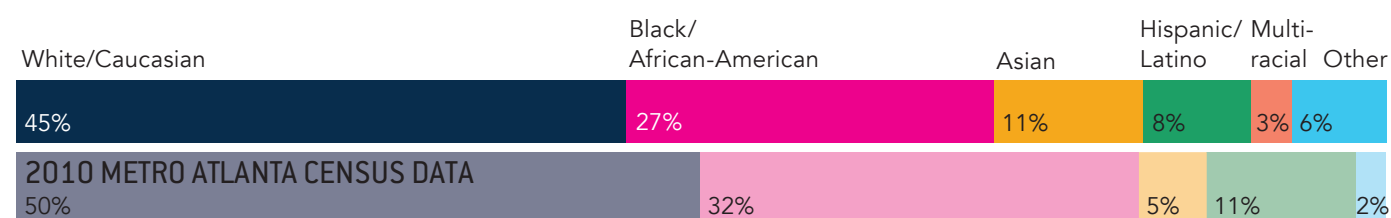




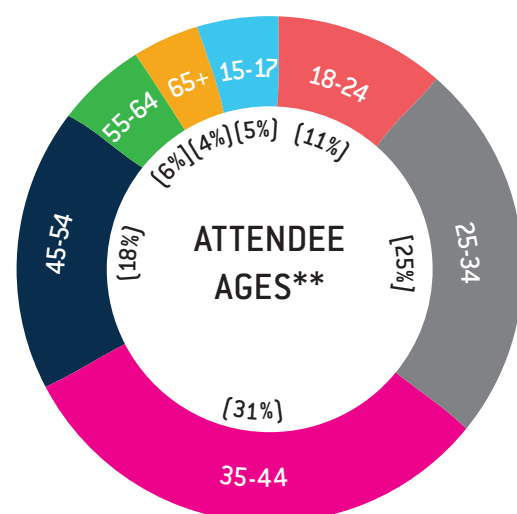
## BROADEN ACCESS TO STEM

With a reach of more than 200,000 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.

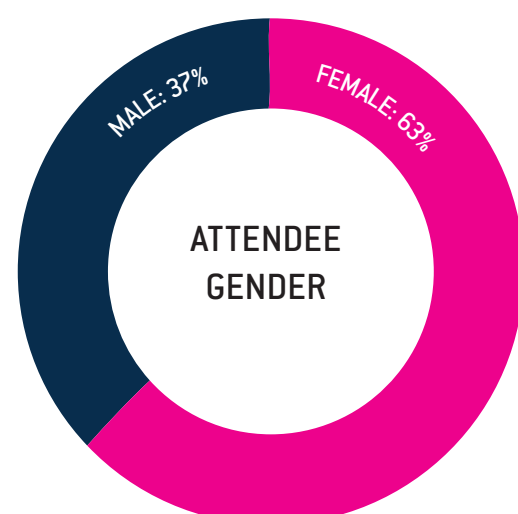
### ATTENDEE RACE/ETHNICITY\*



\*Includes all ASF events, Expo, and Imagining the Future (ITF) program. ITF data was extrapolated from school demographic information.



\*\*Children 14 and under were not surveyed



*"This event is helpful because I see so many potential career paths. [I] love how these scientists are diverse and putting themselves out there."*

- 2018 attendee at WABE Presents: Ask a Scientist

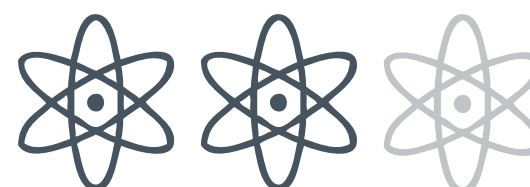


ATTENDEES CAME FROM

**340**  
UNIQUE  
ZIP CODES

**81%** OF EXPO  
ATTENDEES  
REPORTED INCREASED  
KNOWLEDGE OF STEM  
JOBS

**88%** OF EXPO  
ATTENDEES  
SAID THEY FELT MORE  
AWARE OF STEM IN  
THEIR DAILY LIVES



**2 OUT OF 3**  
EVENTS WERE  
**FREE**



Nine out of ten Expo  
attendees agreed or  
strongly agreed they  
**LEARNED  
SOMETHING  
NEW**





## ENGAGE EMPLOYEES/STUDENTS IN THE COMMUNITY

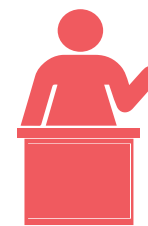
The Festival is the perfect outlet to share Atlanta's STEM advances with the broader community. Partners can help shape science learning throughout our community and develop our workforce in STEM-related fields by engaging with the public in a range of opportunities.

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 fifth 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.



**89**  
CLASSROOM  
VISITS



**5500+**  
STUDENTS  
REACHED

*"The most valuable part of the ITF experience was the exposure to a new career. My students were very curious about what it meant to be a neuroscientist. They asked a lot of thought-provoking questions."*

*- Teacher participating in Imagining the Future program*

### SPOTLIGHT: DELTA AIR LINES

Delta Air Lines joined ASF as our first corporate sponsor in 2014. Since then, they have increased engagement with the Festival and signed on as ASF's presenting sponsor.

At the 2018 Festival, Delta hosted a huge tent showcasing the science and engineering at work behind the scenes at the company. The team demonstrated welding of engine parts, offered a chance to understand engine maintenance through virtual reality, let attendees see a jet engine up close, and more.







## 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 a chemist from Emory University partnering with the team at Decatur Makers, to name a few.

80

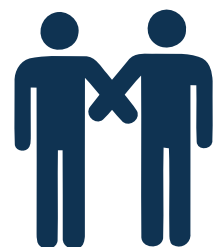
PROGRAM PARTNERS

104

EXPO PRESENTERS

30

SPONSORS



54%

of partners reported new professional collaborations in the community because of ASF

*"The Festival did a great job getting the word out about our event. We seemed to have many first time visitors. As an arts organization, we love to surprise visitors with how puppetry connects with many different disciplines."*

- Event Host (Center for Puppetry Arts)



## 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 2018, we garnered 122 media hits. In-kind contributions and media buys from Clear Channel Outdoor, Atlanta Magazine, WSB-TV, WABE radio, and WOWNOW resulted in 35 million impressions, and social efforts alone garnered 1.2 million impressions. As a result, the Atlanta Science Festival attracted 53,000 people in 2018, bringing our reach over five years to more than 200,000.

122  
MEDIA HITS

21,700

FANS ON SOCIAL OUTLETS





# BOARD OF DIRECTORS

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*Atlanta Science Festival*

**Meisa Salaita**  
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*Atlanta Science Festival*

# OPERATIONS TEAM

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Festival Co-Director

**Meisa Salaita**  
Festival Co-Director

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

**Danielle Freeman**  
Volunteer Coordinator  
*The Clorox Company*

**Joshua Grizzle**  
Marketing and Public Relations Consultant  
*Lenz Marketing*

**Debbie Mullis**  
Expo Volunteer Coordinator

**Melody Richardson**  
Exploration Expo Chair

**Jamie Lea Shiver**  
Event Management Consultant  
*Destination South Meetings & Events*

**Kellie Vinal**  
Festival Coordinator

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Chelsea Hoag  
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Jon Waterhouse

## Expo Team

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Cynthia Alford  
Gina Carellas  
Jennifer Leavey  
Jamie Lea Shiver  
Maria Thacker-Goethe

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Bill Christian  
Shira Colsky  
George Inglis  
Brittany Jones

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Emily Beck

## Program Coordination

Sarah Fankhauser  
Aaron McKee  
Chris Parsons  
Sarah Peterson  
Kellie Vinal

## Professional Services

Accounting: Cherry Bekaert, LLP • Creative: Lenz Marketing, Jonathan Splitlog, Vichhika Tep, GSU Motion Design Students • Evaluation: Georgia Tech CEISMC • Expo Management: Destination South Meetings & Events • Legal: Thompson-Hine, LLC • Marketing & Public Relations: Lenz Marketing • Photography: Rob Felt, Raftermen • Promotions: Urban Enterprises

ATLANTA  
**SCIENCE**  
FESTIVAL

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The Atlanta Science Festival was founded by:



EMORY  
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