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.
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
70 PARTNERS
280 VOLUNTEERS
70 VENUES

100 EVENTS
30 SPONSORS
80 CLASSROOM VISITS
200 MILLION MEDIA IMPRESSIONS
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.

“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
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
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.

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Georgia Tech

**GOLD SPONSORS**

Delta

Google

**SILVER SPONSORS**

Mercer

The Georgia Company

UPS

Georgia State University

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Institute of Electrical and Electronic Engineers

IBM

Georgia BioEd Institute

Georgia-Pacific

**KRYPTON SPONSORS**

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BOSEbuild

Dendreon

**TITANIUM SPONSORS**

BOSEbuild

Dendreon

**MEDIA SPONSORS**

90.1FM WRAS

WSB-TV

WABC

Clear Channel Outdoor

**THANK YOU!**

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**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

Apprenticeship Education & Conservation Initiative*

ArtSciTech

ASHRAE*

Atlanta Astronomy Club

Atlanta Botanical Garden

Atlanta Geological Society

Atlanta History Center

Atlanta Science Tavern

Atlanta Urban Ecologists

Baba Brinkman

Bioignite*

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 Clore Company*

Community Guilds - STA(A)M Truck*

Connected Cycling

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

Mill Creek

Museum of Design Atlanta

NASA Kennedy Space Center*

North American Electric Reliability Corporation*

Northrop Grumman Corporation**

Norcross School*

Orpheus Brewery

Out of Hand Theater

Oxford College

PalliPro 3D Studio*

Perimeter College at Georgia State University

Piedmont Park Conservancy*

Pretty Good Friends

Sand Springs Education Force

The SAE School

SfN Atlanta & Center for Behavioral Neuroscience*

Solve for X

Spelman College*

Start Code*

STEM Games

Story Collider

SweetWater Brewing Company

TAG Education Collaborative

UCB*

University of Georgia Cooperative Extension*

University of Georgia LIGEEL-B Program

UPS*

Walsworth 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

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<th>Percentage</th>
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<td>White/Caucasian</td>
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<tr>
<td>Black/African-American</td>
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<tr>
<td>Hispanic/Latino</td>
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<tr>
<td>Multi-Racial</td>
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<tr>
<td>Other</td>
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2010 METRO ATLANTA CENSUS DATA

“Children 14 and under were not surveyed

ATTENDEE AGES*

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<th>Percentage</th>
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<td>18-24</td>
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<td>25-34</td>
<td>12%</td>
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<td>35-44</td>
<td>9%</td>
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<td>55-64</td>
<td>6%</td>
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<td>65+</td>
<td>5%</td>
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ATTENDEE GENRE

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<th>Percentage</th>
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<td>60%</td>
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<tr>
<td>Male</td>
<td>40%</td>
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</table>

“Children 14 and under were not surveyed

ATTENDEE CAME FROM 300 UNIQUE ZIP CODES

3 OUT OF 4 EVENTS WERE FREE

84% OF EXPO ATTENDEES REPORTED INCREASED KNOWLEDGE OF STEM JOBS

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

“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

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

Atlanta Science Festival 2017 Annual Report
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.

“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.

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.

86% of partners say they will participate in ASF again
57% reported new partnerships in the community because of ASF

| 70 | PROGRAM PARTNERS |
| 105 | EXPO PRESENTERS |
| 30 | SPONSORS |

200 MILLION MEDIA IMPRESSIONS
14,500 FANS ON SOCIAL OUTLETS

Atlanta Science Festival 2017 Annual Report
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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

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