



# 2018 MSU Science Festival Summary Report

## April 6 – 22, 2018

The mission of the MSU Science Festival is to celebrate the many ways science, technology, engineering, art, and mathematics (the STEAM disciplines) touch our everyday lives and shape our future, broaden public access to informal learning environments, create meaningful direct interactions with scientists, and inspire the workforce of the future.

### Goals of the Festival

- Provide a rare opportunity for people of all ages to experience STEAM live and discover new concepts through hands-on experiences and face-to-face interactions with faculty, staff, students, and other STEAM professionals and cultural institutions across the state
- Inspire future generations about STEAM fields and opportunities
- Promote MSU as a champion of STEAM outreach and research across the state
- Provide a platform for faculty, staff, and students to develop and hone informal science communication skills
- Create networking opportunities with other scientific, cultural, and educational institutions

### Benefits Realized from Sponsorship Dollars and In-Kind Services

- Provide 17 days of free STEAM programming across the state
- Celebrate STEAM fields in fun and engaging ways
- Create awareness of STEAM resources across the state
- Create awareness of new STEAM careers
- Create excitement around STEAM fields
- Enable the appearance of two high profile speakers free of charge to the public
- Provide logistical support to the presenters and volunteers (venues, infrastructure elements, refreshments, signage and tech support)
- Market the Festival events to Michigan communities and schools

## Highlights of Special Guest Speakers

Special guest speakers **NASA Astronaut Josh R. Cassada** and **National Geographic Explorer and Submersible Pilot Erika Bergman** enthralled audiences by relating their experiences and the importance of exploration and discovery.

- Astronaut Cassada spent the entire day at the MSU Expo Zone talking with as many attendees as possible before his presentation at 4:00 p.m.
- National Geographic explorer Bergman spent a lunch hour with graduate women in STEM fields giving advice on National Geographic grant opportunities and sharing her journey. Ms. Bergman also gave an interview for WKAR Radio before her public presentation.

### What Attendees Said About the Guest Presenters

Astronaut speaker – great!

Josh Cassada was terrific.

This Festival has really evolved in a positive way since the first one, which I also attended. My 7 year old granddaughter was excited from start to finish, including walking with the astronaut.

Really enjoyed the video Erika Bergman shared. Very inspired speech.

Astronaut and oceanographer were great!

## 2018 MSU Science Festival Notable Numbers

### Overview

- 17 days of steam exploration, all free
- 20,000+ participants from 147 cities, 2 countries and 9 states
- 65 volunteers representing ~350 hours of volunteer time
- 300+ presenters representing ~1,200 hours of donated time
- 250 events (155 unique events)
- 73 MSU units
- 81 external partners
- 31 unique external venues in 15 cities
- 1,300+ K-12 student contacts who received special school programs

### Media

#### Increased use of our website 2018 vs. 2017 (per Google Analytics)

- 11% increase in total sessions (29, 327 sessions)
- 19% increase in page views
- 10% increase in average time spent (now 3:17 minutes)
- 9% increase in number of pages (3.97 pages visited)

## Email campaign

- Audience size 10,000 open rate of 14.9%, or 3% above average open rate

## Social media impressions

- Nearly 1.5 million media impressions in 2018
- Facebook audience grew 65% between 2017 and 2018

## Television/radio

- WILX advertising resulted in coverage of 5 counties (Ingham, Eaton, Clinton, Jackson and Hillsdale) with the average household seeing a Festival commercial 2.8 times and 88.8% of households in mid-Michigan seeing the commercial at least one time
- Live Weather Remote by Andy Provenzano of WILX Channel 10 at the Michigan History Center Scifest kickoff event
- WKAR TV advertising covered the mid-Michigan area with 168 advertisements to all age range programming
- 10 TV/radio interviews
- Additional coverage on the nightly news channels of WLNS Channel 6, Fox 47, WILX Channel 10, and HOMTV

## Print and online media

- Contracts with *Lansing State Journal* and *City Pulse*
- *City Pulse* front page article
- Website advertising through *Lansing State Journal*
- 14 online and print MSU Science Festival articles across the state and Mlive statewide article

## Evaluations

The MSU Science Festival is an evaluated event. Festival organizers partner with MSU's Community Evaluation and Research Collaborative and EvalFest, a collaborative of Science Festivals and events from across the nation.

We collected 963 surveys of Festival attendees, representing 2,931 participants, 147 cities, 2 countries and 9 states. Of these respondents, 63% were new to the Festival and 99% rated the Festival as good to excellent.

### Who Responded to our Survey?

<i>Respondents with adults and children in group</i>	<i>Total number in group by age</i>	<i>Gender</i>	<i>Race/ethnicity</i>
18% Under 5	9% Under 5	55% Female	76% White or Caucasian
37% 5 – 9	19% 5 - 9	43% Male	10% Asian
27% 10 – 14	13% 10 – 14		6% Latino/a
8% 15 – 17	4% 15 – 17		4% Black or African American
29% 18 – 34	16% 18 – 34		3% American Indian or Alaska Native
58% 35 – 54	29% 35 – 54		3% Prefer not to answer
22% 55 and older	10% 55 and older		2% Other
37% No children in group			1% Native Hawaiian or other Pacific Islander

### Ratings of 2018 Festival by Presenters and Attendees

<i>Presenters</i>	<i>Attendees</i>
93% Presenters who rated overall experience with the Festival as satisfied to very satisfied	99% Rated Festival good to excellent
94% Presenters who would recommend participating in the MSU Science Festival to a colleague or friend	100% Would recommend the Festival to others
	95% Learned something new today
	85% Became more aware of STEAM in their daily life
	75% Became more aware of jobs related to STEAM

### What Attendees Said About the Festival

- Deserves more news coverage! This is a wonderful festival, and not enough is said about it.
- Excellent event for all ages! Our 4th year and we learn something new every time.
- Best ever loved the bath bombs, crafts, pudding, I love the telescopes the most! Seeing the stars and moons was magnificent.
- I appreciate seeing young people in attendance and that plenty of women and girls are interested in science.
- I'm amazed at how many activities there are. It's a particularly great way to get children interested in science and science careers.
- What an amazing event to inspire the next generation of scientists. Thank you!
- I enjoy the variety of different scientific disciplines that are featured, that I may not have known about. I also enjoy the way the Festival has activities to engage both adults and kids!
- I just need more hours in my day. My kids are so involved it's taking forever. But that's a good thing!