

MICHIGAN STATE UNIVERSITY SCIENCE FESTIVAL

RECAP | 2021 VIRTUAL FESTIVAL

How do you plan for the largest science festival in Michigan during a global pandemic?

The MSU Science Festival team put out a call for presenters and over 300 stepped up to create highly engaging virtual presentations geared to learners of all ages.

The 2021 Festival provided a rare opportunity for the public to see first-hand the cutting-edge research taking place at MSU, engage with scientists, and experience science live, albeit virtually, in fun and interactive ways.

With the online format this year, it was exciting to know that visitors could attend from all over the U.S. and beyond, and it was fun to call out my sister, who was attending from Tennessee! The fact that 500 people attended a presentation on Michigan's geological history demonstrates the curiosity that people have about the world around them and underscores the value of MSU SciFest!

Danita Brandt, Associate Professor
Paleobiology and Paleocology, Invertebrates



PUBLIC EVENTS

More than 200 presentations were part of the offerings to the public—talks, demonstrations, hands-on experiments at home, explore-on-your-own adventures, and an April Bioblitz citizen science program.

ATTENDEE SURVEY RESPONSES SHOW

92%
learned
something new

98%
rated the Festival
good or excellent

Expo days took place on three Saturdays in April on the Spartan Easy Virtual Platform. Many of the Expo presentations, as well as other non-Expo events, were live-streamed to Facebook and YouTube, and are still available to watch.

These virtual events are wonderful. Please do them even after Covid. It is a neat offering for the whole state and other states. I never heard of this science fest before and apparently it has been happening for 9 years!

Attendee

MORE THAN **6,000** ATTENDEES PARTICIPATED IN **200+** EVENTS.

They came from **247** cities | **24** states | **8** countries

Citizen Science: The Bioblitz

In April, the Festival hosted a Bioblitz activity, new this year, that allowed the public to get involved with their world by observing and identifying as many species of living things as possible while helping scientists see changes in the biodiversity around us. Participants snapped photos and uploaded them to the MSU Science Festival page of the iNaturalist app. A team from the Fisheries and Wildlife student group helped with identification.



MICHIGAN STATE UNIVERSITY SCIENCE FESTIVAL

SCIENCEFESTIVAL.MSU.EDU

K-12 SCHOOL PROGRAMS

The Festival provided virtual programs to more than 6,000 K-12 students, a 165% increase from 2020. The school programs were modeled after the “Ask a Scientist” program. This format proved to be a great way to introduce students to different disciplines, make connections to their classroom curriculum, and learn about career paths and other career opportunities.



Photo: teamfoldscope.myshopify.com

MORE THAN **6,000 STUDENTS** FROM **51 SCHOOLS** PARTICIPATED

50+ unique programs were offered

1,200 Foldscopes were distributed to 6th graders

(sponsored by MiSTEM Network Mid Michigan regions)

Thank you, we really enjoyed the virtual field trips! I had no idea such an interesting place is so nearby. I hope the students will go one day with their families, and I hope they liked seeing scientific instruments and observations in action.

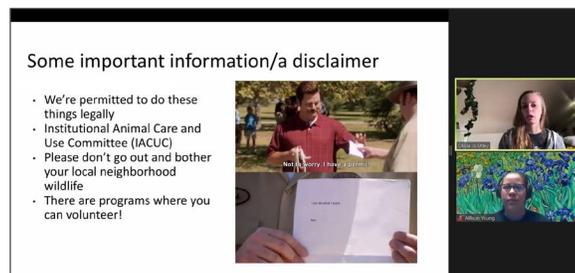
Rahiel Housey-Johnson
Hamtramck Schools

SCIENCE COMMUNICATION TRAINING PROGRAM

The MSU Science Festival received a Creating Inclusive Excellence Grant from the Office of Inclusion and Intercultural Initiatives to provide training, mentorship, networking opportunities, and direct experience in science communication to 20 MSU undergraduate and graduate students through the development and presentation of a Science Festival public or school presentation.

I feel that I am more comfortable talking about science to an audience. Science can be a very intimidating subject, but I feel that I have the skills necessary to convey the message that science is not as scary as we think.

Communication training participant



THANK YOU TO OUR 2021 SPONSORS!

Nobel!

- University Outreach and Engagement

Curiosity!

- WILX Channel 10
- WKAR
- FRIB/NSCL

Exploration!

- Lansing State Journal
- MiSTEM Network

Creativity!

- MSU Libraries

Supporter!

- College of Agriculture and Natural Resources
- College of Social Science
- Office of Research and Innovation

ACCOLADES:

United Nations' Sustainable Development Goals

MSU has earned global accolades for working toward the United Nations' Sustainable Development Goals. The Times Higher Education 2021 Impact Rankings mentioned the MSU Science Festival as a factor in ranking MSU in the top 20 in the U.S. for SDG4, “Quality Education.”