

WISCONSIN SCIENCE FESTIVAL? CURIOSITY UNLEASHED.



2015 Festival Breaks Records

The 2015 Wisconsin Science Festival (WSF), held across the state October 22–25, set new gold standards for attendance from kids and adults, as well as for the number of events and community partners.

A record number of attendees, totaling roughly **37,000**, enjoyed hands-on science exploration, talks, demonstrations and exhibits, far surpassing the previous all-time high of 32,200, set in 2013.

This large attendance increase is partly due to a growth in the number of statewide collaborators and venues hosting events. Many new schools, museums, libraries and nonprofit organizations jumped on the science festival bandwagon to provide programming in their cities. This year's festival could be found in **36 communities** (a 56% increase from 2014) and at **89 different venues** (a 41% increase from 2014). These statewide partners continue to be an integral part of the festival. Jointly, festival collaborators produced 285 educational experiences throughout the four days.

At the Discovery Expo, kids took part in a human development research project. Alina Boyden, a Ph.D. student of John Hawks at UW-Madison, is analyzing the evolution of brow ridges over hundreds of years. It is believed larger brow ridges are beneficial to protect the eyes in an attack. Boyden said, "The science festival was instrumental in helping me accomplish my research. I can't say enough about how effective it's been in assisting me to do better science."



Save the Date: October 20–23, 2016

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Thermo Fisher Scientific

Inspiring the Next Generation of Scientists



From left, Brian Musser, Heather Becker, Dick Wieboldt and Kathy Larson, employees at Thermo Fisher Scientific, Madison, WI.

With more than 50,000 employees around the globe, it's no surprise that Thermo Fisher Scientific actively cultivates the next generation of scientists. The future of their workforce depends on resourceful, innovative and curious young scientists to follow their dreams.

That is why the company is committed to science, technology, engineering and math (STEM) education as part of its corporate philosophy – to aid and encourage creative thinkers to expand their minds through unique programs and experiences.

Thermo Fisher has been a sponsor of the festival since the second year of the event in 2012. This year, the company increased its commitment and resources dedicated to WSF, stepping up to the plate as the festival's presenting sponsor.

"This program is a way to inspire and motivate the next generation of scientists, programmers, engineers and artists," said Michael Shafer, president of Thermo Fisher's chemical analysis business. "There is nothing quite like seeing a student experience the promise of their own great potential."

In addition to giving significant financial support, the company enables volunteers to devote time at the festival, including its own hands-on DNA extraction activity for kids at the Discovery Expo.

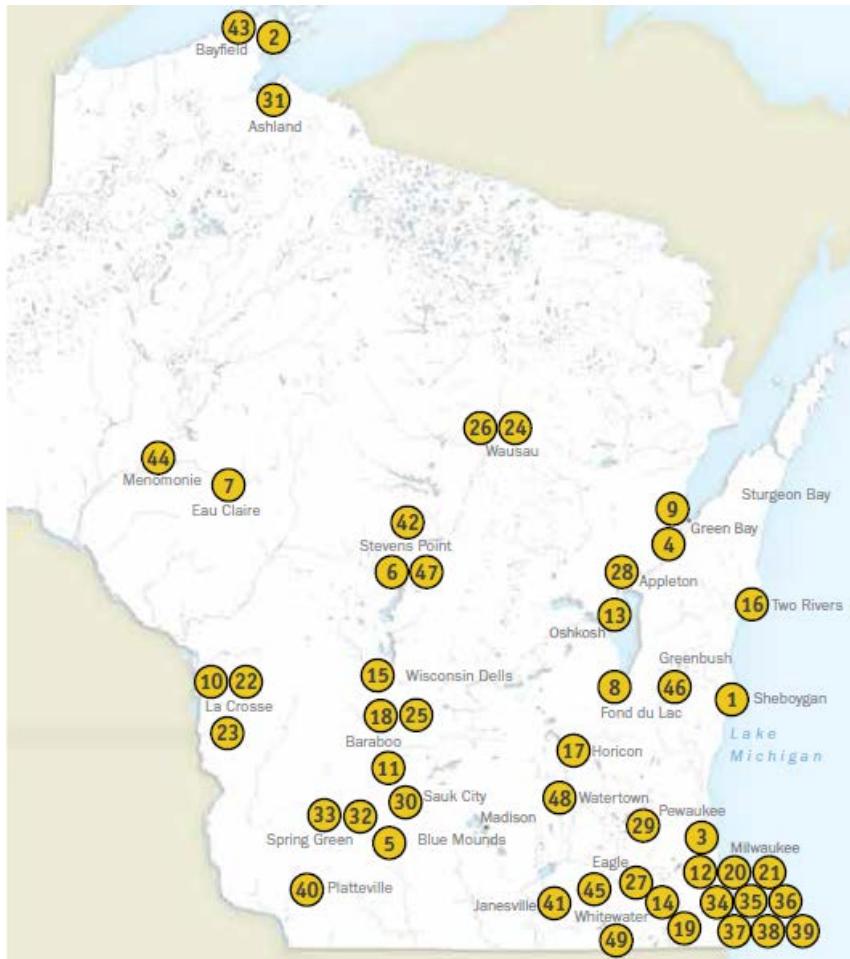
"We had a great time volunteering at the events this year," said Heather Becker, manager of human resources for Thermo Fisher's Madison site and volunteer at WSF. "Seeing the wonder and excitement on the kids' faces is so great to see."

"We're very fortunate to have a company like Thermo Fisher, right here in Wisconsin," said Kate VandenBosch, Dean of the College of Agricultural and Life Sciences at UW-Madison and Chair of the WSF Steering Committee. "Their employees wholeheartedly give back to the community and we love working with them."

It's a Scientific State

WiSciFest.org

From the very beginning, the foundation of WSF was built on a network of collaborators. It began small its first year, only in Madison, and in the past five years, has grown quickly and steadily to include more than 100 partnering businesses and organizations, passionate about STEAM education for all citizens in Wisconsin, no matter where they live.



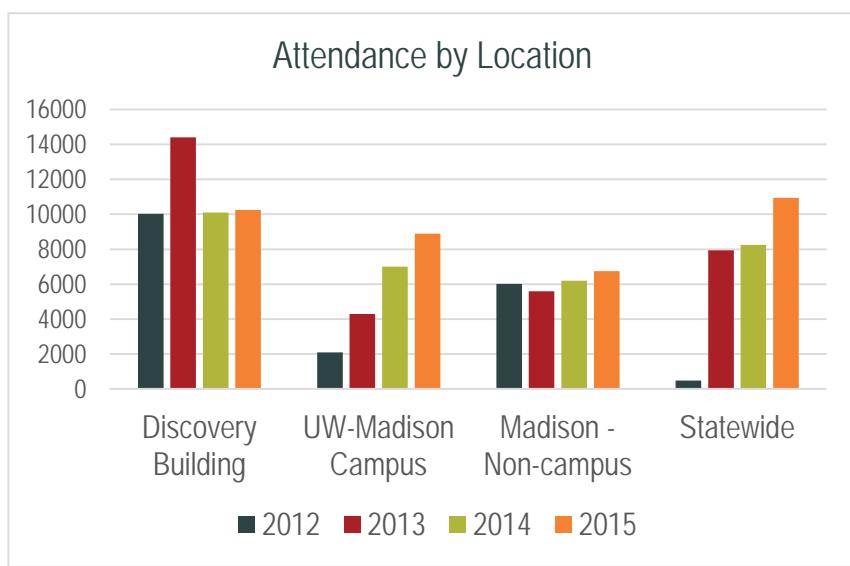
Leigh Yawkey Woodson Art Museum, Wausau



Children's Museum of Fond du Lac



International Crane Foundation, Baraboo



"We have participated in the Wisconsin Science Festival for several years. The collaboration allows us to **fulfill our mission** to create and present unique, entertaining and educational activities that encourage learning and curiosity. WSF's promotional reach and the sense of **being part of a larger whole** introduces the library to community members who may not be regular library users. **We enjoy being part of the festival** and I know the families who attend enjoy it too!"

Jenny Wegener, Pewaukee Public Library

Festival Attendance by Year

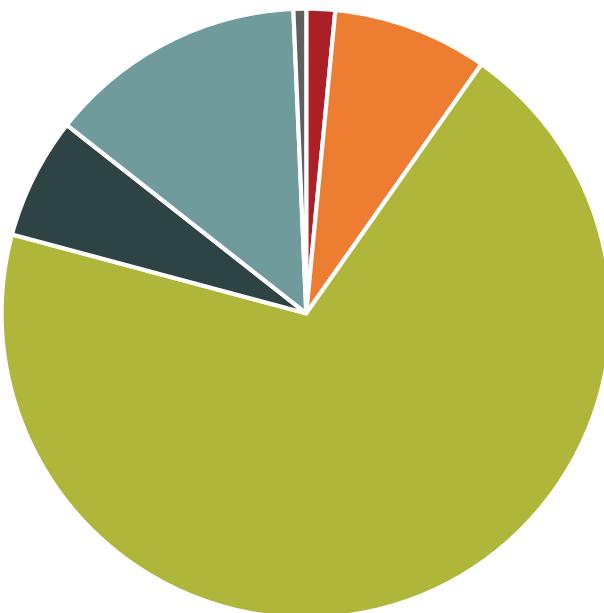
WiSciFest.org

2011	★★	5,000
2012	★★★★★	18,600
2013	★★★★★★★★★★★★	32,000
2014	★★★★★★★★★★★★	31,000
2015	★★★★★★★★★★★★	37,000

Festival Expenses

Marketing & PR, 69%
Programming, 14%
Hospitality & Travel, 8%

School Transportation, 6%
Fundraising, 2%
Miscellaneous, 1%



\$96K

Total festival income

\$2.33

Cost per festival attendee to produce WiSciFest

\$707K

Estimated statewide economic impact

\$34K

Additional media support and advertising donated in-kind

The Social Media Buzz



My girls and I love #WiSciFest. Can't wait to go back for more tomorrow!



Awesome "Big Ideas for Busy People" talks at #WiSciFest – a whole range of topics and enthusiastic gong enforcement on the time limit!



Excited for this #WiSciFest themed ice cream from Babcock Dairy! #microswirlberryscope

MADE IN WISCONSIN



100 Mile Sauce Co.

As Wisconsinites, we take great pride in our work and the things we produce. So when the WSF steering committee assembled in early January 2015, settling on curating a new track of programs dedicated to all things *Made in Wisconsin* was very easy.

At the Friday night feature event, you could find standards like beer and cheese alongside innovative products and companies like Rowheels and Snap-on Tools. The festival became a maker's paradise. The evening was finished off with a talk from the folks at Raven Software on the art and science behind some of the industry's most well-known video games

Thank you to all of the companies that participated in Made in Wisconsin programs throughout the four days of the festival.

100 Mile Sauce Co. | Alliant Energy | Avenue Club & Bubble Up Bar
Babcock Hall Dairy Store | Capital Brewery | Caprine Supreme
Cento | EatStreet | Filament Games | Gilson
Guilty Pleasure Dessert | Ian's Pizza | Jelly Belly | Johnson Sausage
Meeker Technology | Mirus Bio | Mojo's Majik | NCD Technologies
Off the Block Salsa | Porchlight Products | Raven Software
Roots Chocolates | Rowheels | Sector67
SHINE Medical Technologies | Snap-on | SOLOMO
Steenbock's on Orchard | Thermo Fisher Scientific
Wisconsin Brewing Co. | Wisconsin Public Television



Participants at the Hamilton Wood Type & Printing Museum in Two Rivers took home a unique WSF Made in Wisconsin print.

Wisconsin Book Festival



At Madison Central Library, author Adam Benforado discussed the science behind our criminal justice system. This joint program with the Wisconsin Book Festival brought in a capacity crowd and was broadcast live on C-SPAN's BookTV across the country.

2015 marked the second year of a collaboration on programming and marketing between the two festivals, which run simultaneously.

Driskill Foundation Brings Students to Wisconsin

WiSciFest.org



Each year, a few thousand K-12 students descend upon the UW-Madison campus to experience the best the university has to offer in science, technology, engineering, art and math. This year's estimated field trip attendance on campus was **3,400 students**. "Bringing kids to campus is one of the most rewarding aspects of the science festival," said Laura Heisler, WSF director. "For some of them, it's the first time they have set foot on a college campus. We want to give them that experience so they can envision themselves here when they finish high school."

This year, the Driskill Foundation bolstered efforts for K-12 students to attend the festival. The charitable foundation underwrote transportation expenses for roughly 150 kids from the Chicago area to experience the festival firsthand.

Bayfield Science Fest Night



Bayfield School District science teacher Rick Erickson first caught wind of WSF at the Wisconsin Society of Science Teachers conference. Erickson quickly set out on a journey to bring the festival to the students in his school district.

On Thursday evening, October 23, Bayfield Science Fest Night welcomed roughly 200 area students and adults to look, listen, feel, touch, taste and discover. The first expo-style event in Bayfield was an enormous success!

In addition, other Bayfield area event hosts throughout the four days included the Ashland Chamber Music Society, UW-Stevens Point Northern Aquaculture Demonstration Facility and South Shore Brewery.

Hitting the Road

Schools in cities throughout Wisconsin visited the Discovery Building on the UW-Madison campus during the festival. They ventured beyond the walls of Discovery as well to visit locations like the Geology Museum, D.C. Smith Greenhouse, Engineering Hall, Union South and many other sites.

Many of these schools were able to attend, thanks in part to private funding sources, dedicated to bringing students to the Discovery Building.

Baraboo
Beloit
Bristol
Cedarburg
Chilton
Delavan
Ladysmith
Lodi
McFarland
Milwaukee
Muskego
Necedah
Oconto
Oregon
Ozaukee
Richland Center
Sauk Prairie
Sheboygan
Sparta
Stoughton
Verona
Waukesha
Waunakee
Wisconsin Rapids

Festival Highlights

Nerd Nite



For the second year in a row, Saturday night at the Discovery Building featured one of Madison's most beloved beer and brains programs – Nerd Nite. Paired with Atlas Improv Co., attendees got their fill of laughter and wit alongside some lighthearted science.

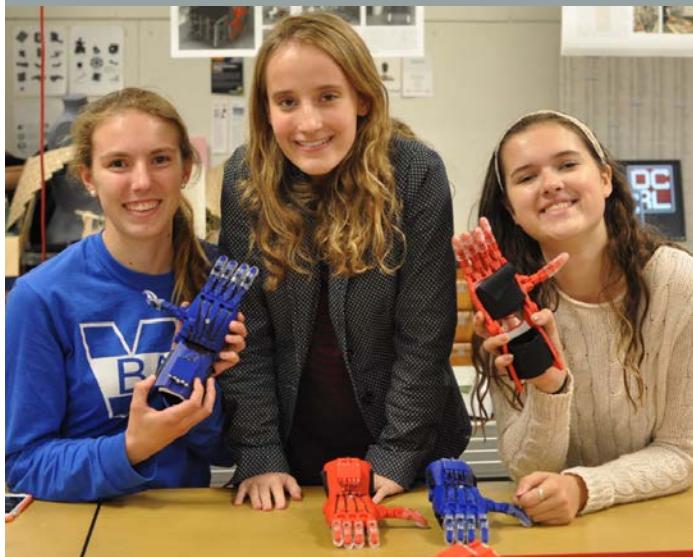
La Crosse Public Library



"Participating in the science festival was so much fun! It was great to tell people that organizations all over the state (including us!) were a part of it. We've especially been trying to improve our technology-related programming and this was a perfect opportunity."

Kelsey Johnson-Kaiser, Youth Services Librarian

Hands Across Milwaukee



UW-Milwaukee Associate Professor Frankie Flood led a workshop on 3-D printing and assembling prosthetic hands. These participants from Whitefish Bay high school learned about the opportunities the world of 3-D printing has opened up and put at people's fingertips.

Big Ideas for Busy People



Eric Wilcots (UW-Madison) and Janice Eells (UW-Milwaukee) were two of the nine speakers in a series of lightning-quick presentations showcasing campus research. The catch? These presenters have to keep to their five-minute limit or they'll be gonged off the stage!

Reinvesting in the Wisconsin Idea

On the first day of this year's festival, a welcomed surprise showed up in the Isthmus, a Madison-based weekly newspaper.

Reinvesting in the Wisconsin Idea, by Alan Talaga, appeared in the in the opinion section. Talaga tackled the topic of the Wisconsin Idea and WSF's role in living out this beloved philosophy.

Talaga responded to the festival's goal of highlighting science, technology, engineering, art and math related educational resources throughout the entire state.

The Wisconsin Science Festival offers a chance to bring these gems to light, allowing the public to interact with and explore the scientific wonders in their own backyard.

That sounds like a pretty good modern revamp of the Wisconsin Idea to me.

They have events for children – play with robots! They have events for adults – play with beer! But what I love about the Wisconsin Science Festival is that it is statewide.

He continues:

Of the 161 listed events on the festival's website, only 84 – a little more than half – take place in Madison. For a festival curated by a group on the UW-Madison campus, that's pretty good.

The Isthmus and Mr. Talaga's recognition of the steering committee's efforts to make WSF an experience that truly serves Wisconsinites in every corner of the state – a state that is abundant with educational resources – is greatly appreciated.

To read the full article, visit Isthmus.com.



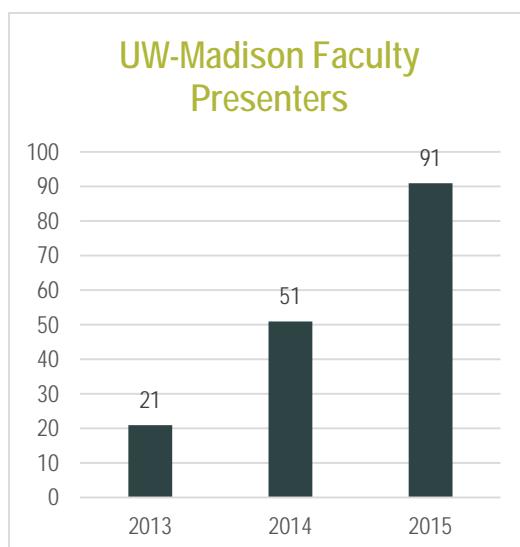
Gabbie and Tina volunteered making butter with K-12 students in the Little Author in the Big Woods activity with writer Yona McDonough, an event co-produced with the Wisconsin Book Festival.

Giving Their Time to Science

Tina Cheng is no stranger to the Discovery Building. In the past two years, she volunteered nearly 50 hours of her time, mostly in three-hour increments, to support science education for K-12 students.

Cheng appreciates her volunteer experience because, "It's always exciting to go to the Discovery Building – to assist with fun experiments, to see the joy on children's faces and to immerse myself in the programs. Every time I am there, I learn something new! During the science festival, I made butter with students by *vigorously* shaking heavy cream."

The festival could not succeed if it weren't for volunteers like Tina who share their love for science in fun and meaningful interactions with participants. At the Discovery Building alone, **207 volunteers contributed nearly 1,100 hours of service** throughout the festival. Thank you to the Discovery Volunteers and people who donated their time all across the state!



Throughout the past three years, participation in the festival by UW-Madison faculty has grown tremendously. These faculty members share their skills and expertise through talks, workshops and hands-on experiences.