

WISCONSIN SCIENCE FESTIVAL?

CURIOSITY UNLEASHED.



2016: A Vision of Engagement

The Kids Lab Makerspace at the Pauline Haass Public Library in Sussex was overrun by eager young scientists ready to explore, and to the delight of library staff, the parents jumped right in to help with the event. "We envisioned a lot of kids tinkering on their own but what we witnessed was much parent-child together time," says the librarian. **Engaging youth and families in science, this is what the Wisconsin Science Festival is all about!**

The 2016 Wisconsin Science Festival (WSF), held across the state on October 20-23, surpassed a new milestone for statewide engagement noted by UW—Madison Chancellor Rebecca Blank: "For the first time, [the Festival] had more activities and events outside Madison than inside Madison, as it spread enthusiasm about science through the entire state." Over the 4-day festival, more than **200 events** were held in **35 cities** throughout Wisconsin.

UW Oshkosh welcomed over 200 participants to their Saturday Expo. The parents had just as much fun as the kids while exploring the use of color codes to program robots and learning about all types of insects. Students also enjoyed being amateur forensic anthropologists by investigating skeletal remains to help solve crimes and learn about our human ancestors.



Save the Date: November 2 – 5, 2017

Gold Sponsors

ThermoFisher
SCIENTIFIC

AMERICAN FAMILY
INSURANCE

Promega

BALLINGER

WISCONSIN
PUBLIC RADIO

Wisconsin Public Television

Silver Sponsors

BMO  **Harris Bank**

Bronze Sponsors

SC Johnson
A FAMILY COMPANY

ISTHMUS

Mirus.
The Transfection Experts

UNIVERSITY RESEARCH PARK
UNIVERSITY OF WISCONSIN-MADISON

Copper Sponsors

Boyle Fredrickson | Alliant Energy
Quarles & Brady | iHeartMedia

Krypton Sponsors

MG&E Foundation | The Badger Herald
Adams | Stafford Rosenbaum Attorneys

Produced by

WARF  **WISCONSIN**
UNIVERSITY OF WISCONSIN-MADISON

MORGRIFFE
INSTITUTE FOR RESEARCH

Featured Partners

WISCONSIN
BOOK
FESTIVAL

UNIVERSITY OF WISCONSIN
MILWAUKEE

Wisconsin Arts Board | Wisconsin Union
Wisconsin Foundation & Alumni Assoc.

Event Sponsors & Partners



Planning and implementing a statewide festival requires enormous amounts of time, effort, and financial support. This wonderful event would not be possible without our many corporate sponsors and partners. With their partnership, we are bringing Science, Technology, Engineering, and Math concepts to both urban and rural communities across Wisconsin. Thank you for helping spread the message that science is all around us and is fun!

Many of our partners have supported the Wisconsin Science Festival since its inception, and many allow their staff to volunteer at the Festival as well. Penny Patterson, Senior Director of Communications and Marketing Services at Promega Corporation, shares that events like those at the Festival help us all to:

"Appreciate what's happening around us right now, like why the leaves are turning color outside today.

Appreciate what happened thousands of years before us when the glaciers scraped by Wisconsin.

And appreciate what's happening within each one of us as our DNA replicates at a mind-numbing pace.

That's science...it helps us understand life...and the more we understand, the more amazing it becomes."



It's a Scientific State

WiSciFest.org

From the very beginning, the foundation of WSF was built on a network of collaborators. It has been a record year of business and organizational partnerships who are all passionate about STEAM education for all citizens in Wisconsin, no matter where they live. In 2016, there were over 200 events in 4 days.



The Children's Museum of Eau Claire

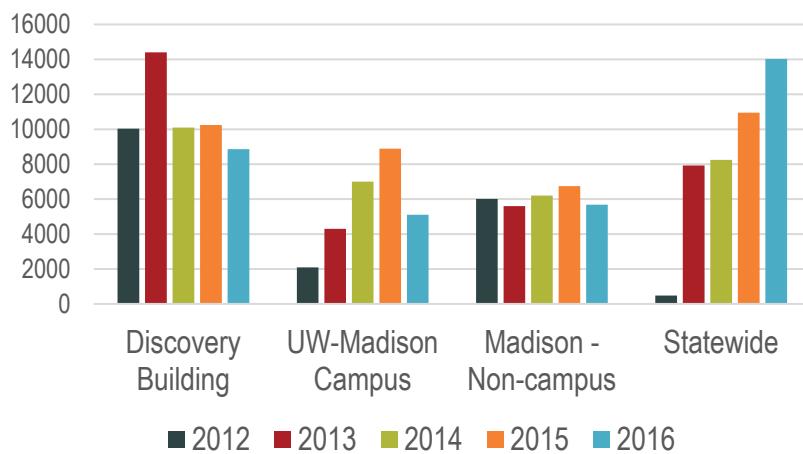


The Children's Museum of Green Bay



Pauline Haass Public Library

Attendance by Location



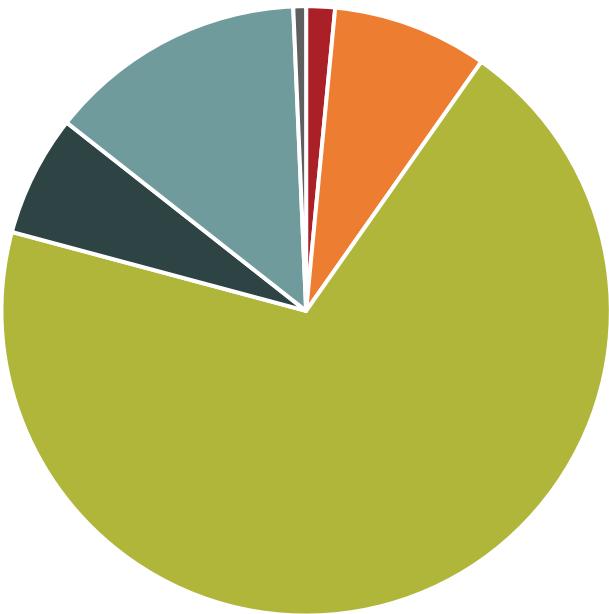


More than 156,500 attendees since 2011!

Festival Expenses

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

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



\$80,253 Total festival income

\$2.05 Cost per festival attendee to produce WiSciFest

\$755K Estimated statewide economic impact

\$30K Additional media support and advertising donated in-kind

The Social Media Buzz



What a great field trip last week to @WiSciFest! Great meeting of the minds! So fun!



Overheard at the @DiscoveryBldg: Oooo....cool! Wow! That's great! Awesome! Come join the fun at #WiSciFest!



We had a blast building Lego robots this weekend @WiSciFest! Glad our lab got to be involved in such a great event.

Some Event Highlights

WiSciFest.org

United States Patent & Trademark Office

Dr. Christal Sheppard, director of the U.S. Patent & Trademark office in Detroit, joined the 2016 WSF lineup of exhibitors. Why? Because she believes in supporting innovation. She is excited about patents and new discoveries but believes these ideas don't just come from adult business leaders. Anyone can have an innovative idea, including kids. Sheppard says that, "We have to get them excited about science, technology, engineering, and math because those are the minimal skills they will need to be an innovator and develop the businesses of tomorrow."

As part of their exploratory program, youth visitors built usable cups out of paper using designs from U.S. Patent # 1,124,925 which was issued to Ms. Juliette Gordon Low, the founder of Girl Scouts of America, in 1915.



Big Ideas for Amazing Students

At the capitol building, high school students from Tomah, Rib Lake, and Owen-Withee gave presentations about research that they conducted during their 2016 Summer Science Camp experience. Summer Science Camp is a Morgridge Institute for Research program where students from rural areas of Wisconsin spend a week at UW-Madison. During this week, students work with researchers and UW students to learn more about essential science topics. Representatives from the Wisconsin state legislature issued a joint citation commending the Wisconsin Science Festival for promoting innovation and discovery in science.

Science Arcade Night

Vintage arcade games were a hit on Friday's featured event at the Discovery Building. Thanks to the help of Geeks Mania Arcade, adults relived their youth while their children enjoyed a whole new experience. From board games and pinball to virtual and augmented reality, everyone was immersed in new experiences and felt like a kid again. Along the way, participants had great conversations with:

- John Kovalic, inventor of Apples to Apples and cartoonist
- Box Brown, award winning cartoonist and publisher
- Roger Sharpe, "The Man Who Saved Pinball"



Science Arcade Night is presented in partnership with the Wisconsin Book Festival.



Rock star volunteer Chuck Henrikson explores gravity with students using a spandex sheet, marbles, and weights during the Discovery Expo at the Discovery building.

The Wisconsin Science Festival would not be possible without volunteer support. At the Discovery Building, 134 volunteers donated 665 hours of their time. Volunteers include university students, researchers, teachers, and community members who love engaging families in hands-on learning.

What did most of the volunteers love most about the Wisconsin Science Festival? Seeing kids excited about learning!

Media Outreach

Outreach is vital to making the Wisconsin Science Festival a success. Thanks to great support from local and state media including WI Public Television and WI Public Radio, 73 news articles and 1,696 social media posts highlighted statewide events. WISC-TV's Neil Heinen welcomed Dr. Laura Heisler, Director of the Wisconsin Science Festival and George Tzougros, Executive Director of the Arts Board on For the Record to talk more about the festival and how it connects science to the arts and humanities.



Record Setting Field Trip Attendance

Over 3,300 students from schools throughout Wisconsin visited the Discovery Building on the UW—Madison campus during the festival. In addition to the Expo, students explored campus with visits to the Geology Museum, D.C. Smith Greenhouse, Engineering Hall, Union South and many other sites.

Many of these schools were able to attend thanks to funds dedicated to cover transportation costs. Generous private donors have targeted their resources for removing barriers and getting students to the Discovery Building.

“It was fantastic. My kids loved it and were super engaged the whole time.” - From a Verona Area School Teacher



PV Middle School – 6th graders exploring and discovering at the Wisconsin Science Festival
@sunprairiek12

Festival Highlights

UW- Milwaukee Honors College



Participants discussed archaeological evidence of alcoholic beverages in prehistoric Europe and how Iron Age people produced pre-hopped beer and mead. In partnership with Lakefront Brewery, everyone learned the science of malting and fermentation while tasting samples prepared using the prehistoric methods.

Big Ideas for Busy People



The Wisconsin Science Festival is not just for kids! There are many opportunities for adult learners as well. The Big Ideas lecture series brings together local, top notch researchers for 5-minute flash talks about their passions. And we mean 5 minutes. Any longer and you are gonged off the stage! Here Dr. Joshua Calhoun presents on Shakespeare's genome.

Above and Beyond Children's Museum



Youngsters in Sheboygan enjoyed spooky themed science experiments. "It's great that we were able to be part of the Wisconsin Science Festival. Families loved to hear that our event was part of something huge," stated museum staff. Next year, the museum hopes to recruit local educators to help plan an even bigger event.

Bayfield School



The 2016 Bayfield School Science Festival started with a bang. Over 300 students and parents enjoyed a family night of science and experimentation thanks to science teacher Rick Erickson and his colleagues. UW-Stout professor Matthew Kuchta joined the festivities with a great presentation on river systems using an erosion table. What was one of the most popular stations? A display about edible bugs!