



WISCONSIN  
SCIENCE FESTIVAL?®  
CURIOSITY UNLEASHED.™

2018  
ANNUAL REPORT



# Dear Friends,

This is the **eighth year of the Wisconsin Science Festival**, and – like every year before – we are amazed at the enthusiasm of organizers who unleash curiosity in communities throughout our state. This year there was an event within an hour's drive of everyone in Wisconsin! And there was something for everyone, whether they visited a Universe in the Park program at one of our state parks, met our new mascot Beesly at Science on the Square in downtown Madison, checked out a lecture at a local public library, met an author from the Wisconsin Book Festival or participated in any of the nearly **300 events offered this year**.

We are humbled that a broad coalition of businesses, schools, universities, civic groups, libraries and museums come together each fall to make the festival happen. In addition to generous sponsors who make the festival financially possible, more than 150 organizations presented an event as part of the festival. This year's effort collectively reached 34,000 attendees.

Ultimately, though, the accomplishments of the Wisconsin Science Festival cannot be told with numbers. Instead, success is measured in stories of exploration. Families explore their interests while perusing a science expo. Scientists-in-training explore their communication skills while leading field trips for students. Adults explore their curiosity while learning from researchers at a local pub talk. Most importantly, we all get to explore the myriad of ways that STEM is present in everyone's life.

One local organizer put it simply: "Thanks for keeping science relevant for the general public."

To that we say: Thank YOU for all that you do to keep science relevant in your communities. We look forward to much collaboration to come!

Yours in curiosity,

#### **Laura Heisler**

Director, Wisconsin Science Festival  
Director of Programming, Wisconsin Alumni Research Foundation  
Director of Outreach, Morgridge Institute for Research

#### **Eric Wilcots**

Chair, Wisconsin Science Festival Steering Committee  
Professor, Department of Astronomy  
Deputy Dean, College of Letters & Science  
University of Wisconsin–Madison



# About the Wisconsin Science Festival

The Wisconsin Science Festival is a statewide celebration of science, technology, engineering, art and math. With events encompassing hands-on science exhibitions, demonstrations, performances, pub nights, workshops and more, the festival truly offers something for everyone. We aim to inspire and engage everyone in the enterprise of science and discovery; to cultivate curiosity; to communicate the power of knowledge and creativity to change our world view; to promote innovation and to cultivate the next generation of global citizens. As a grassroots movement of enthusiasts throughout the state, the Wisconsin Science Festival is presented by a growing coalition of Wisconsin's science and arts communities each fall.



# AT A GLANCE

2018

4  
Days



294 Events



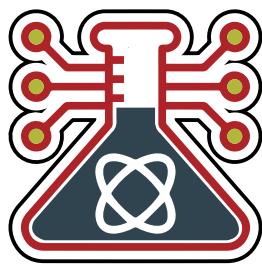
33,545 Attendees



72 Communities



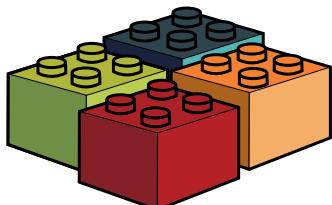
22  
SPONSORS



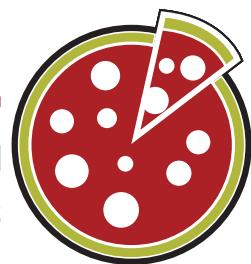
868  
STEM professionals  
connecting with  
their community



1,035  
T-shirts



82,000  
Legos® and compatible bricks sorted



1,264  
Slices of pizza to feed  
473 volunteers



# SPONSORS

2018

The Wisconsin Science Festival would not be possible without the financial and in-kind contributions of our sponsors and partners. From providing funding to hosting events and serving as volunteers, thank you for making this annual Wisconsin tradition possible.

## GOLD SPONSORS

**ThermoFisher**  
SCIENTIFIC



WISCONSIN  
PUBLIC RADIO

Promega

## SILVER SPONSORS

BMO Harris Bank

Alliant  
Energy

AMERICAN FAMILY  
INSURANCE

## BRONZE SPONSORS

UNIVERSITY  
RESEARCH PARK  
UNIVERSITY OF WISCONSIN-MADISON

Mirus



iHeartMEDIA

Millipore  
Sigma

PIGORSCH MEDIA DESIGN

BALLINGER

## COPPER SPONSORS

Boyle Fredrickson | Adams Outdoor Advertising | Stafford Rosenbaum

## KRYPTON SPONSORS

Dupont | Madison.com | MGE Foundation | WMTV NBC 15 | Quarles & Brady LLP

## PRODUCERS

MORGRIDGE  
INSTITUTE FOR RESEARCH

WARF  
Wisconsin Alumni Research Foundation

WISCONSIN  
INSTITUTE FOR DISCOVERY

WISCONSIN  
UNIVERSITY OF WISCONSIN-MADISON

## PARTNER

WISCONSIN  
BOOK  
FESTIVAL



# #WiSciFest Press

**3.1 million**

impressions via mobile, online, radio, TV and print advertising



**32 news outlets**

reaching more than 2 million news and media website viewers

#WiSciFest webpages were viewed over

**50,000 times** the week of the festival

# STATEWIDE STORIES

2018

For the first time, a member of our staff traveled across Wisconsin to visit events and meet festival participants and hosts. The stories below are firsthand accounts from Wes Marner, the festival statewide coordinator.

## Practicing Communication at HUHS in Hartford

Hartford Union High School was my first stop. Busloads of 8<sup>th</sup> graders filled classrooms staffed by 9<sup>th</sup> graders at teacher Kevin Martin's "Science Across the Curriculum" event. The older students presented projects completed as part of the integrated curriculum program that uses project-based learning to weave together subjects – much like today's interdisciplinary science efforts.

One enthusiastic presenter, Nathan, shared "you have to do a lot of presentations if you go through this curriculum." Nathan's younger audience recoiled at the idea of public speaking, but our 9<sup>th</sup> grade facilitator was emphatic: "If you don't learn to communicate, you won't get anywhere in life. This is an important skill!"

I couldn't agree more, Nathan!

## An Upset Stomach in Marshfield

Later, I found myself 160 miles away at the Marshfield Clinic Research Institute. There, the first floor atrium had been transformed into a bustling science expo filled with physician, researcher and staff volunteers.

"Have you ever puked before?" a doctor asked two students who were eyeing the activity from a distance. They nodded, smiled and moved closer. Soon, they were engrossed in an activity about antacids while exploring a rainbow of pH indicators.

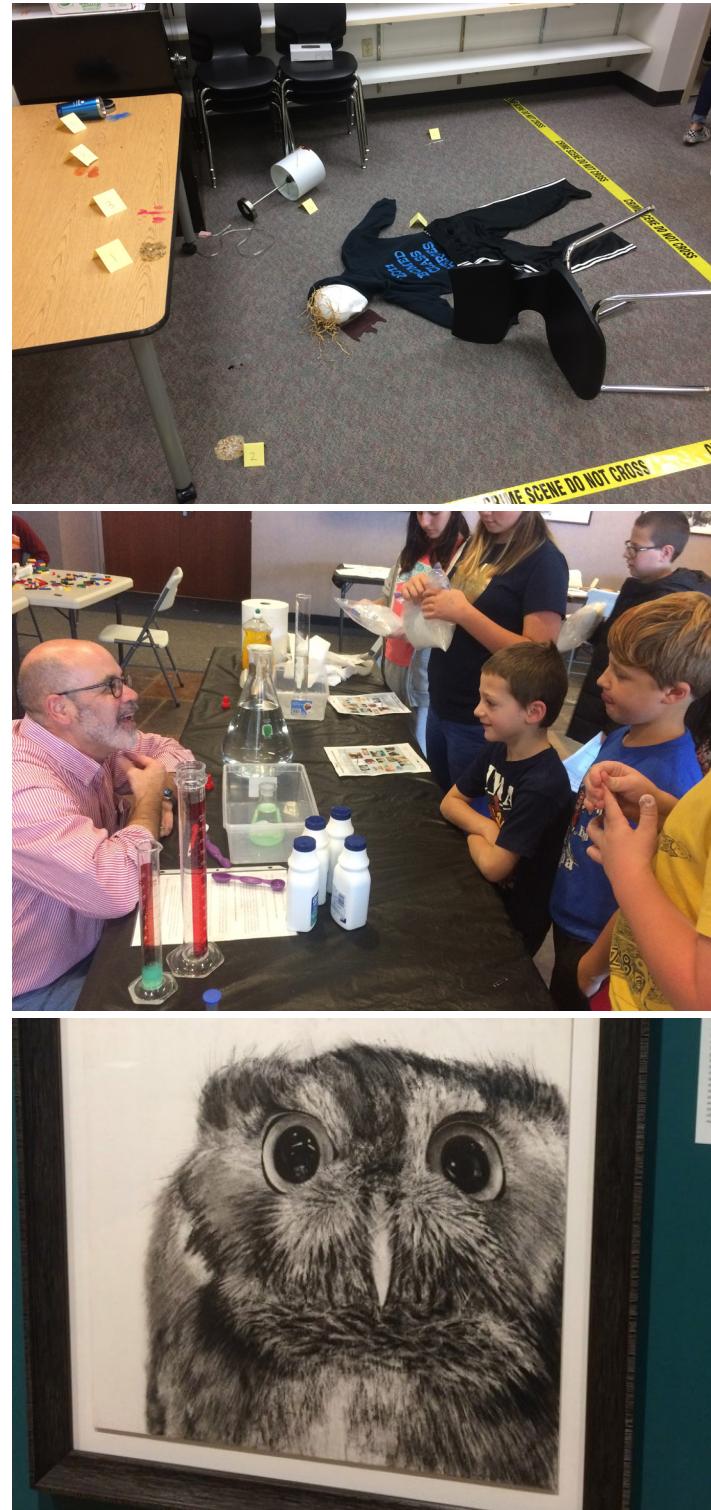
I asked the students' mom what brought them to this event. "Well, both of my kids are in the STEM program in their school, but there's not much else where we live. We came here because it's some science we can do nearby."

She told me where they had driven from, and afterward I looked it up on a map. Their family had come nearly 80 miles - one way - to visit the science festival event in Marshfield.

## The Taxonomy of Curiosity in Wausau

My final stop on this trip was to the Leigh Yawkey Woodson Art Museum and their annual "Birds in Art" exhibit. As a biochemical engineer, I often get caught up in the technical aspects of science and the natural world, and the science festival helps me pause to appreciate the beauty that is intertwined with science.

A striking example was on display at the museum: *My name is Hubert and I am not an owl*. This life-like charcoal drawing depicts a young screech owl named Hubert along with the full scientific classification of his species. Hubert, though, had imprinted on humans at a young age and that informed the young owl's passage through life at a wildlife rescue in Illinois.



Often, we think of STEM education in terms of how well we teach students to conduct science. One of the things I love most about the Wisconsin Science Festival? It can be a spark to inspire someone to become a scientist!

# STATEWIDE BY THE NUMBERS 2018



WISCONSIN  
SCIENCE FESTIVAL?  
CURIOSITY UNLEASHED. 



**30% of organizers**  
say that WSF participation increases  
their usual attendance



**9 in 10 organizers** say that  
the festival is useful for  
their organization



**98% of sites**  
would consider being  
a part of the festival again



## EvalFest

The Wisconsin Science Festival is a member of EvalFest, a community of practice funded by the National Science Foundation to help evaluate the impact of science festivals nationwide.

**90%** of attendees surveyed reported the festival made them more aware of STEM in daily life

---

**100%** of attendees surveyed reported the festival made them more aware of WI as a state making advances in STEM

---

**100%** of attendees surveyed rated event as good or higher; 98% as very good or higher

## #WiSciFest Squared

### Local Businesses Partner to Create a Night of Strollable Science

Madison's Friday night hallmark event took science into the community with "Science on the Square." Dozens of venues on the capitol square in downtown Madison—including museums, pubs, stores and restaurants—hosted informal science talks, demonstrations or hands-on activities.

For example, Parthenon Gyros explored astronomy and offered rooftop stargazing while Fromagination delved into the science of cheesemaking. The Madison Children's Museum headquartered the event and hosted a variety of hands-on activities including a kickoff juggling demonstration that examined movement and the physics of human activities.

Beesly, the Wisconsin Science Festival's new mascot, led a "Pollination Promenade" around the square (posing for selfies along the way, of course), and hundreds of visitors took in a packed evening of other events.



Thanks to MG&E for bringing electric cars!

.....

Thanks to our Friday night sponsor!



## #WiSciFest Takes on Tantalizing Topics

### Infectious Disease

Signature events kicked off Thursday with "Big Ideas for Busy People: Contagion!" High-energy, five-minute flash talks and a ringing gong sounded throughout the packed room. This year, infectious disease experts set the stage for an interactive exploration of the future of viruses, bacteria, antibiotics and vaccines.

Thanks to our Thursday night sponsor!

**ThermoFisher**  
SCIENTIFIC



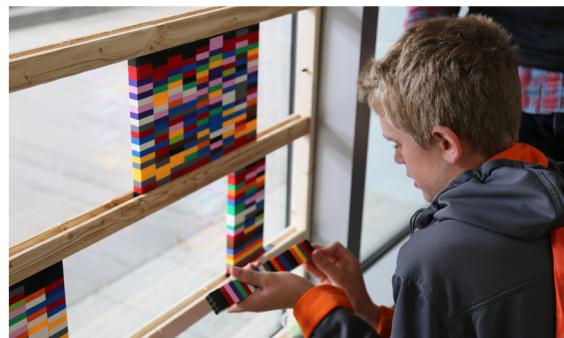
### Digital Data Display

People of all ages, from Racine to Bayfield, contributed to a data visualization project titled, "What Color Is: Data stored in stacks of color." Hundreds of participants created a personal color block stack based on color association questions.



"I love how the Wisconsin Science Festival gets people so engaged in science by learning and by exploring and discovering. I think [this project] is a great example of that, where you take something that kids do at home—they build with bricks and Legos—and then imbue it with science. Now these little bricks become meaningful in a really rich way they probably weren't before."

*- Karen Schloss, a UW-Madison faculty member and contributing researcher on the project*



## Living in the Anthropocene

Dennis Dimick, former environment editor for National Geographic, joined other experts to explore the scale and implications of humanity's impact on earth and its systems.

## Origins Documentary Screening

How did complex life form? How did humans first learn to walk the Earth? In July 2017, UW-Madison sent a team to South Africa, the site of international collaborations investigating our origins. The Origins project was presented in a full-length feature for the first time on the big screen!



## Gastropod Live!

Are oysters really an aphrodisiac? Can you hack your taste buds? When did carrots become orange? In this special live performance of the podcast Gastropod, co-hosts Cynthia Gruber and Nicola Twilley served up a three-course feast for our eyes and ears, including live experiments and interactive tastings.

## Discovery Expo

For four days, the Discovery Building was transformed into a wonderland of science to explore. Thousands of visitors experienced dozens of interactive, hands-on exploration stations ranging from virtual reality to health and medicine, chemistry, astrobotany and more!

- **196 Stations** over 4 days
- **65 Groups Represented**
- **2,700** field trip students
- **Thousands** more families!





WISCONSIN  
**SCIENCE FESTIVAL?**  
CURIOSITY UNLEASHED. 

## Top Ten Reasons to Host a **Wisconsin Science Festival** Event

1. Connect with new audiences
2. Build bridges between STEM role models and the community
3. Create unique experiences for school visits
4. Work with scientists honing their communication skills
5. Show off your work!
6. Experiment and try something new
7. Learn how other organizations are connecting with their communities
8. Raise the profile of STEM throughout Wisconsin by participating in this statewide movement
9. Showcase the intersection of science and the arts
10. Inspire curiosity in our fellow citizens!



# PEOPLE POWER

2018

From the local leaders who host events to the STEM professionals who share their passion for discovery and the volunteers who make it all happen, the Wisconsin Science Festival is ultimately powered by people. We are thrilled at the level of support that communities throughout Wisconsin lend to the festival and the hard work that they put in to creating sparks of curiosity in their audience.

## FOR DISCOVERY BUILDING



## ALL FESTIVAL TOTALS



ratio of STEM professionals to attendees

## Volunteer Profile

### Andrea ("Andy") Poulos

**Occupation:** Faculty Associate at UW–Madison in the ESL Program. I teach English writing courses, reading courses, grammar courses and speaking courses to academically admitted international students (both undergrads and grads) and do teacher training in the TESOL Certificate Program and with international TAs.

**Discovery Volunteer Experience:** Exactly five years. I started with the science festival in September 2013.

I love the breadth and energy of the Science Festival and seeing the pure wonder and delight on the kids' faces. The first time I saw this as a volunteer was coming around the circle and seeing a child in the soap bubble pool with a hula hoop bubble around her, but I've seen it with dry ice experiments, with touching snakes, with propelling home-made rockets, with pen forensics in a "crime scene," with dissecting owl pellets, with getting mini circuit boards to light up. Actually, the first time I saw that look was when I brought my extremely shy goddaughter to an event, and suddenly her little 4-year-old arm shot up to be a volunteer to dance about in front of a crowd in the role of a molecule. After that I decided I wanted to be part of moments like that for the broader community.



# ACKNOWLEDGEMENTS

2018

## STEERING COMMITTEE

### Eric Wilcots

Steering Committee Chair

*Deputy Dean, College of Letters and Science, UW-Madison*

### Laura Heisler

Festival Director

*Wisconsin Science Festival*

### Kevin Anderson

Science Education Consultant

*Wisconsin Department of Public Instruction*

### John Baldacchino

Director

*Division of the Arts, UW-Madison*

### Bram Daelemans

Director of Investor Networks

*Wisconsin Technology Council*

### Rick Erickson

Bayfield High School

### Michael Harrison

Business Development Manager

*BioForward Wisconsin*

### Michael Harryman

Director of Marketing and Communications

*Wisconsin Public Television*

### Nancy Hoffman

Director

*Campus and Visitor Relations, UW-Madison*

### Leslie Orrantia

Director

*Community Relations, UW-Madison*

### Jeffrey Potter

Marketing Director

*Wisconsin Public Radio*

### Samuel Rikkers

Executive Director

*Tiny Earth*

### Arjun Sanga

President

*WiSys*

### George Tzougros

Executive Director

*Wisconsin Arts Board*

## FESTIVAL OPERATIONS

### Wisconsin Science Festival

#### Laura Heisler

*Festival Director*

### Discovery Building Event

#### Production

Becky Balistreri

Shauna Baranczyk

Jerrod Buckner

Jeanene Ennis

### Coordinators

#### Samantha Mulrooney

Volunteer Coordinator

#### Dan Murphy

Robot Zoo Coordinator

#### Morgan Olson

Field Trip Coordinator

#### Travis Tangen

Teacher Engagement Coordinator

#### Val Blair

Discovery Expo Coordinator

#### Wes Marner

Deputy Director and  
Statewide Coordinator

#### Jo Withers

Sponsorships

### Communications

#### Jacqui Fuller

#### Courtni Kopietz

#### Chris Najdowski

#### Brian Mattmiller

#### Jim Mayfield

#### Jeanan Yasiri Moe

#### Sally Younger

### Intern Support

Mujahid Anuar • Ruth Brandt • Jake Braun • Ryan Carolan • Collin Dott • Ebenezer Fanibi • Kleah Fernandez • Matias Figari • Ethan Heroux • Ben Kaeder • Hannah Mrazsko • Matt O'Connor • Peter Rehani • Lauren Sanders • Kaylee Sadeghpour-Hess • Max Schleck • Allie Sukus • Jack Swanson • Casey Dezonia

## ADDITIONAL ACKNOWLEDGEMENTS

Tiffany Kenney, Director, Central Madison Business Improvement District

The hundreds of local organizers who present festival events.

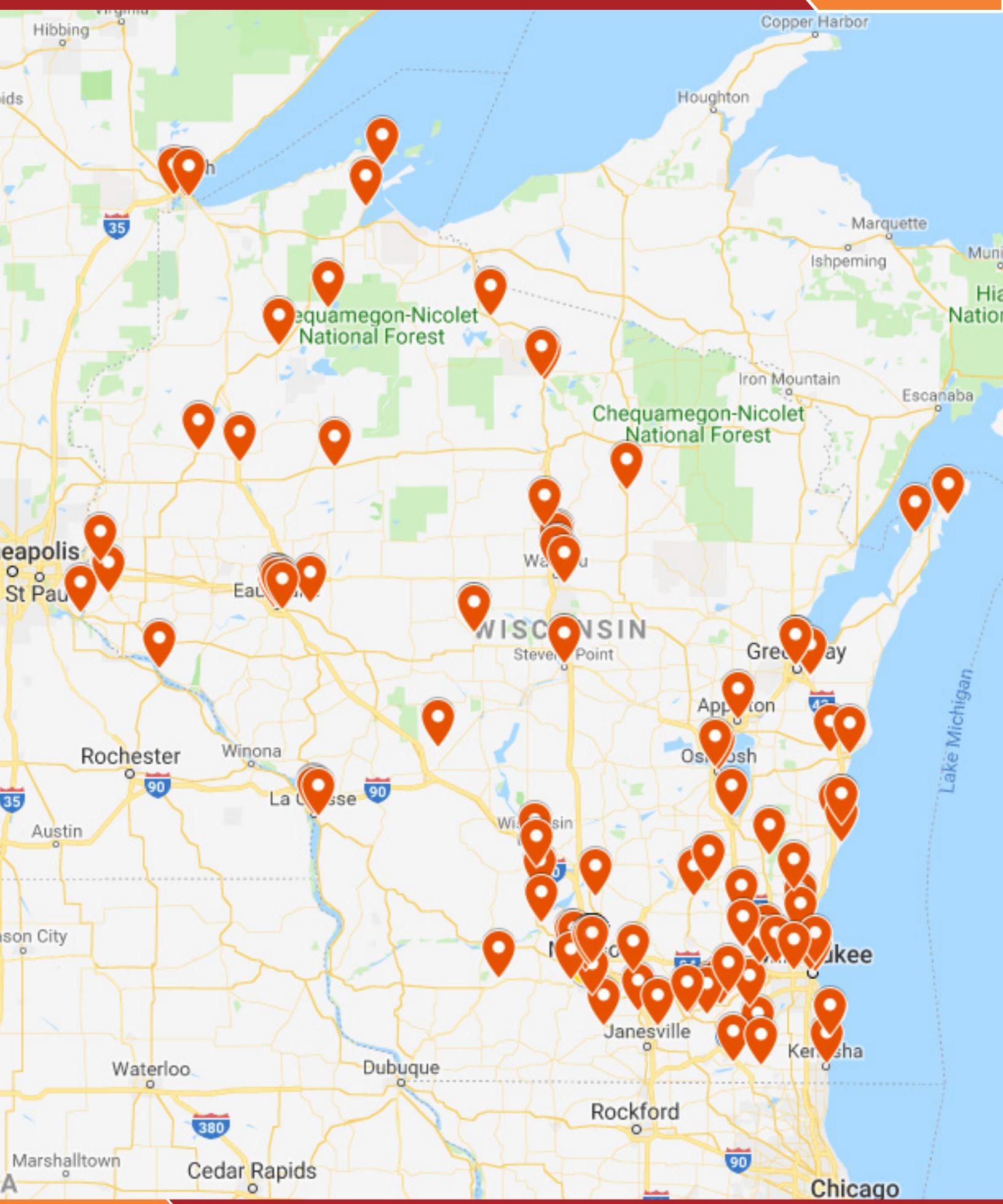
The hundreds of presenters and volunteers who give their time.

## STATEWIDE PARTICIPATING SITES

Above & Beyond Children's Museum  
 All of Us Research Program  
 Allen F. Blocher Planetarium  
 Artisan Forge Studios – Fire and Sparks Facility  
 Babcock Hall Dairy Store  
 Bayfield School District  
 Beaver Creek Reserve  
 Belleville Public Library  
 Bellin College  
 Bookworm Gardens  
 Boulders Climbing Gym  
 The Brink Lounge  
 Brocach Irish Pub & Whiskey Den  
 Building for Kids Children's Museum  
 Burlington Public Library  
 Cable Natural History Museum  
 The Camera Company  
 Cameron Currie Lab  
 Carpenter Nature Center  
 Casual Joe's  
 Cedarburg Public Library  
 Chazen Museum of Art  
 Children's Museum of Eau Claire  
 Children's Museum of Fond du Lac  
 Children's Museum of Green Bay  
 Children's Museum of La Crosse  
 Children's Theater of Madison  
 City of Superior  
 Clary's Popcorn  
 Colectivo Coffee  
 Colossal Fossils Inc.  
 Copper Crow Distillery LLC  
 D.C. Smith Greenhouse  
 Death's Door Distillery  
 Devil's Lake State Park  
 Discovery Outreach  
 Discovery World  
 Dodge County 4-H  
 Door County Brewing Co.  
 Door Peninsula Astronomical Society  
 EAA Aviation Museum  
 Eager Free Public Library  
 Edgerton Middle School  
 Einstein Project Makerspace  
 Evansville Nature Center  
 Everett Roehl Marshfield Public Library  
 Fitchburg Public Library  
 Forage  
 Framing by Stengl  
 Frank L. Weyenberg Library  
 Friends of Willow River and Kinnickinnic State Parks Inc.  
 Fromagination  
 Galaudet Gallery  
 Gundersen Health System  
 H.H. Bennett Studio  
 Hartford Union High School  
 Henry Vilas Zoo  
 Horicon Marsh Education and Visitor Center  
 Hsu's Ginseng Enterprises Inc.  
 Ice Age Trail Alliance  
 International Crane Foundation  
 JavaVino  
 Kenosha Public Museum  
 Kettle Moraine State Forest - Northern Unit  
 Kettle Moraine State Forest - Southern Unit  
 Kohler-Andrae State Park  
 L.R. Ingersoll Physics Museum  
 La Crosse Science Cafe  
 Lake Geneva Public Library  
 Lake Superior Zoo  
 Lakeshore State Park  
 Lazy Monk Brewing Co.  
 Leigh Yawkey Woodson Art Museum  
 Leif Everson Observatory  
 Life Support Barbeque  
 Lodi Public Library  
 Lucky 7 Dog Rescue  
 MacKenzie Center  
 Madison Central Library  
 Madison Children's Museum  
 Madison Gas and Electric  
 Madison Museum of Contemporary Art  
 Maiden Rock Bluff State Natural Area  
 Manitowoc County Historical Society  
 Marshfield Clinic Research Institute  
 Mayo Clinic Health System  
 McMiller Ski Trails Center  
 Mead Public Library  
 Mead Witter School of Music  
 Mercer Public Library  
 Middleton Performing Arts Center  
 Middleton Public Library  
 Milton Public Library  
 Milwaukee Area Technical College  
 Milwaukee Area Technical College Downtown Campus  
 Minocqua Public Library  
 Modicum Brewing Co.  
 Monk Botanical Gardens  
 Mukwonago Community Library  
 Neuroscience Training Program  
 Neville Public Museum  
 New Moon Cafe - Oshkosh  
 New Visions Gallery  
 Newport State Park  
 Nezzy's Sports Bar & Grill  
 Northwoods Wildlife Center  
 Old Railroad Segment - Langlade County  
 Oregon Public Library  
 Oshkosh Public Museum  
 Overture Center for the Arts  
 Parthenon Gyros  
 Pauline Haass Public Library  
 Peninsula State Park  
 Pewaukee Public Library  
 Phipps Center for the Arts  
 Ridgeway Pine Relict State Natural Area  
 River Falls Public Library  
 Rock River Archaeological Society  
 Rookery Pub and Fine Dining  
 Root River Environmental Education Community Center  
 Rusk County Community Library  
 Sauk City Public Library  
 SC Johnson  
 Schuster's Farm  
 Sharon Lynne Wilson Center for the Arts  
 Sheboygan Children & Teen's Book Festival  
 Sherman & Ruth Weiss Community Library  
 South Shore Brewery  
 Square Wine Co.  
 Steenbock's on Orchard  
 Students Participating In Chemical Education  
 Superior Rotary  
 T.B. Scott Free Library  
 Town Hall Library  
 UW-Eau Claire  
 UW-Eau Claire at Barron County  
 UW-Madison Arboretum  
 UW-Madison Astronomy Department  
 UW-Madison Communications  
 UW-Madison Dairy Cattle Center  
 UW-Madison Flight Simulation Laboratory  
 UW-Madison Geology Museum  
 UW-Madison Parent and Family Program  
 UW-Milwaukee  
 UW-Milwaukee at Waukesha  
 UW-Parkside  
 UW-Whitewater  
 UW-Whitewater Observatory  
 Verona Public Library  
 VomFass State Street  
 Washburn Observatory  
 Wausau Children's Museum  
 Wellspring Education Center & Organic Farm  
 Weston Elementary School  
 Wetherby Cranberry Company  
 Wheatland Center School  
 Willow River State Park  
 Wisconsin Alumni Association  
 Wisconsin Book Festival  
 Wisconsin Department of Natural Resources  
 Wisconsin Earth Science Teachers Association  
 Wisconsin ESL Institute  
 Wisconsin Historical Museum  
 Wisconsin IceCube Particle Astrophysics Center  
 Wisconsin Initiative for Science Literacy  
 Wisconsin Maritime Museum  
 Wisconsin Materials Research Science and Engineering Center  
 Wisconsin National Primate Research Center  
 Wisconsin Union Theater  
 WisPolitics.com  
 WUD Film Committee  
 The Yoga Room

# STATEWIDE SITES

2018



*Save  
the  
Date*



October 17-20, 2019