



W I S C O N S I N
SCIENCE FESTIVAL?
CURIOSITY UNLEASHED.

2019
ANNUAL REPORT



Dear Friends,

Curiosity: It's the driving force behind science, and it's one of the founding emotions that shape humans' interaction with the world. This year during the ninth annual Wisconsin Science Festival, **more than 30,000 stoked their curiosity at more than 300 events statewide!**

Once again, hundreds of businesses, schools, universities, civic groups, libraries and museums joined together to make the festival a reality. Powered by the sponsors who make the festival financially possible, the festival's reach included more cities and counties than ever before.

Numbers, however, don't adequately describe the impact that the festival's grassroots network of partners have on Wisconsin. That story is illustrated by the faces of youth who experience STEM in ways they had never imagined before attending a festival expo, it unfolds during conversations between scientists and patrons at your local pub, and it continues to expand as we all explore the ways that science is everywhere in our lives.

October 15, 2020, will kick off the tenth Wisconsin Science Festival. We can't wait to keep writing that story of curiosity with you!

Yours in curiosity,

Laura Heisler

Director, Wisconsin Science Festival

Director of Programming, Wisconsin Alumni Research Foundation

Director of Outreach, Morgridge Institute for Research



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

2019



1 Weekend



336 Events



33,168 Attendees



92 Communities



29
SPONSORS



3,533 Miles pledged to walk or bike instead of drive



46 Counties



SAY CHEESE!

More **selfies** with **Beesly**
than we can count

SPONSORS

2019

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.

Thank you!

GOLD SPONSORS



SILVER SPONSORS



BRONZE SPONSORS



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PRODUCERS



PARTNER



#WiSciFest Press

3.1 million

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

.....

31 news outlets

reaching more than 3 million news and media website viewers

.....

#WiSciFest webpages were viewed over

50,000 times the week of the festival



W I S C O N S I N
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Sponsor Minigrants Expand Festival Events

Have you ever wanted to see a hawk or owl close up? This year, the Marsh Haven Nature Center offered their “Wild Birds of Prey” and “Monsters of the Marsh” programs for the public during the Wisconsin Science Festival.

Visitors met raptors that have been injured and are now under the care of the Nature Center, hiked through the woods on the center’s trails, went fishing, made crafts and met animals at the “Creatures of the Night” program in the Respect Our Earth Theatre.



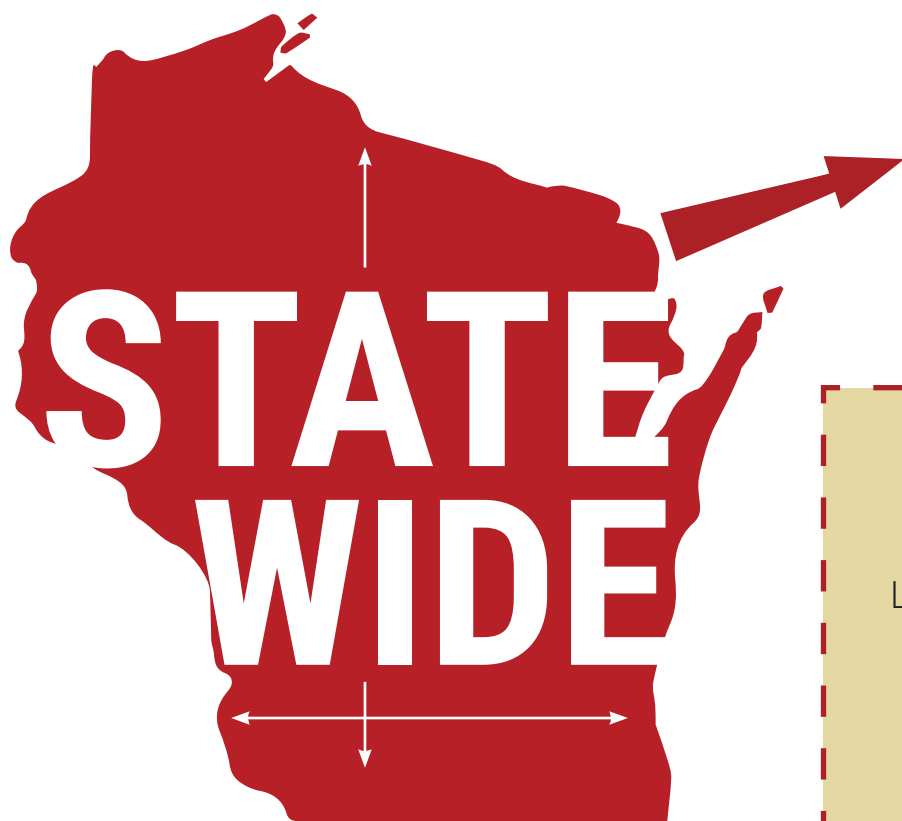
Three year old Kelsey “reads” a story to Poppy, a non-releasable Virginia Opossum. Poppy was part of the Creatures of the Night program, which tries to educate people about how helpful and beneficial opossums are!

Marsh Haven Nature Center was one site that received event minigrant funding from the Alliant Energy Foundation. In this pilot year of the program, five sites within the Alliant Energy service area were selected for minigrant support:

- Marsh Haven Nature Center
- Children’s Museum of Fond du Lac
- Above and Beyond Children’s Museum
- Deforest Middle School
- Sauk City Public Library



The Wisconsin Science Festival thanks Alliant Energy Foundation for its generous underwriting of this program, and we hope to continue these minigrants in future years!



336
EVENTS



Events in...

46

Counties

23

Museums

50

Libraries

11

Science
Pub Nights

10

UW System
Campuses



40% of organizers
say that WSF participation increases
their usual attendance



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



Wisconsin Lieutenant Governor Mandela Barnes stopped by the Discovery Expo, where he joined hundreds of other visitors in making pledges supporting environmental sustainability.



Discovery Building Expo Goes Green

The Discovery Expo joined efforts with the University of Wisconsin–Madison Office of Sustainability and other festivals as part of an international pilot to be a model for reducing the environmental impact of science festival events. Our team worked with the UW Office of Sustainability and campus departments to develop hands-on activities to inspire participants to make changes in their lives to help reduce negative environmental impacts. Presenters and volunteers utilized reusable resources, minimized consumables and made extra efforts to recycle and compost materials during the Discovery Expo. This helped us save 180 single-use water bottles and divert more than 200 gallons of compost from the landfill. Thanks to our efforts the Discovery Expo received a Gold level as a certified UW Green event.

#WiSciFest Squared

In its second year, Madison's Science on the Square grew to 31 venues hosting science activities for the community. Created in partnership with the Madison Central Business Improvement District and headquartered at the Wisconsin Historical Museum, over 2,000 participants joined us for the perfectly crisp fall evening. Our mascot Beesly was happily buzzing around the downtown area greeting everyone and taking many, many selfies.

Venues explored a wide variety of STEAM concepts including cheese, chocolate, wine, specialty cocktails, shipwrecks, science illustration, archaeology and so much more! Adults and youth had an opportunity to ride on a science trivia trolley and could even engage in Science to Street Art through our giant light up Science Brite activity. You could definitely say there was something for everyone!



Thanks to **MG&E** for bringing electric cars!

.....

Thanks to our Friday night sponsor!

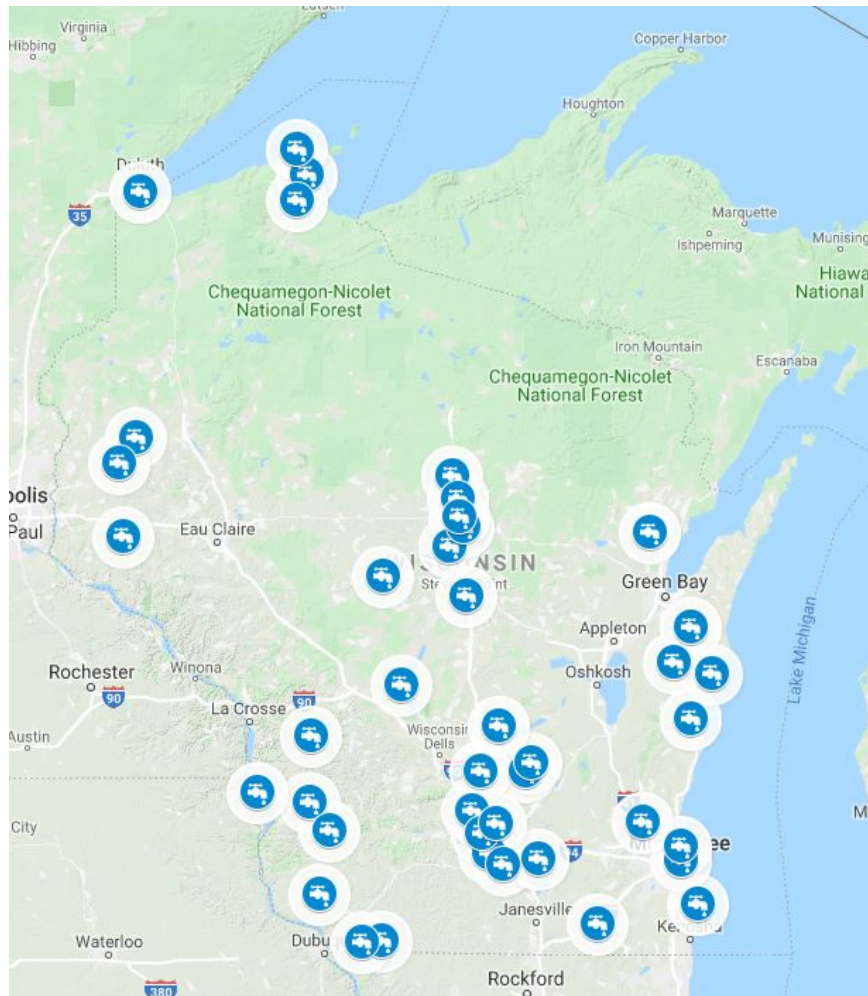


2019: The Year of Water

In partnership with the Wisconsin Department of Public Instruction and the Wisconsin Society of Science Teachers, the Wisconsin Science Festival helped to launch "WATER: A Statewide Inquiry Experience."

This multiyear effort encourages teachers to use and share any science lessons related to water, and it encourages using a core data collection lesson that can be visually shared throughout the year. The core lesson asks students to mark off a paved over area where water runs (like a parking lot) and sweep up what's in that area at multiple times throughout the year. They look for patterns in what substances are in the water and how it connects to the watershed and can extend investigations to the ecosystem, chemical runoffs and impacts on the choices we make about water.

So far, 33 schools have taken part in the project, with many more expected to contribute in the coming years. You can check out their work here: <http://siftr.org/WisconsinWater>



Wisconsin Science Festival Wins Funding to Diversify Festival Audience

With funding from the Alfred P. Sloan Foundation, the Wisconsin Science Festival was one of five science festivals in the U.S. selected to contribute to the Diversity First Accelerator project. Administered by the Science Festival Alliance, this Accelerator project aims to increase diversity among science festival audiences and help new festivals address diversity early on.

In the first phase, the Wisconsin Science Festival partnered with **Nuestro Mundo Community School**. STEM professionals from the festival spent time with a 4th grade classroom each week for six weeks, serving as science mentors, coaches and instructors to help the students create exploration stations related to water. The students then brought their activities to the Discovery Expo and presented them to the public. In spring 2020, they will present their work at a Family Science Night at their school.

In the next phase, the festival will work to expand this engagement model to schools throughout Wisconsin and will begin serving as a mentor festival for new organizations starting science festivals of their own throughout the U.S.





W I S C O N S I N 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!



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.

FESTIVAL TOTALS

 **284**
Volunteers

 **697**
STEM professionals



“

We believe in science as the solution to the world's greatest problems. We support the Wisconsin Science Festival to promote science and technology to people of all ages, which supports lifelong learning and encourages the next generation of curious thinkers.

- Matt Ebersole Genus IntelliGen Technologies

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
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Director of Investor Networks
Wisconsin Technology Council

Rick Erickson

Bayfield High School

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Business Development Manager
BioForward Wisconsin

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Wisconsin Public Television

Leslie Orrantia

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Jeffrey Potter

Marketing Director
Wisconsin Public Radio

Fran Puleo

Assistant Director of Outreach Programs
UW-Madison Campus and Visitor Relations

Arjun Sanga

President
WiSys

George Tzougros

Executive Director
Wisconsin Arts Board

FESTIVAL OPERATIONS

Wisconsin Science Festival**Laura Heisler**

Festival Director

Wes Marner

Deputy Director and Statewide Coordinator

Discovery Building Event Production**Becky Balistreri**

Shauna Baranczyk

Lincoln Brennan

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

Jo Withers

Corporate Engagement Officer

Jerrod Buckner

Community Engagement Coordinator

Communications**Jacqui Fuller**

Courtnei Kopietz

Chris Najdowski

Brian Mattmiller

Jim Mayfield

Jeanan Yasiri Moe

Sally Younger

Intern Support

Amadou Daff • Corbin DeSautell • Matias Figari • Tyler Fritz • Krystal Hakes • Michael Hall • Ryley Hartwig • Joyce Hu • Will Husted • Ben Kaeder
Madelyn Lacroix • Lizabeth (Lilly) Neary • Callie Schiesl • Max Schleck • Kara Thewis • Heidi Wagner

ADDITIONAL ACKNOWLEDGEMENTS

Tiffany Kenney, Director, Central Madison Business Improvement District

The hundreds of local organizers who present festival events.

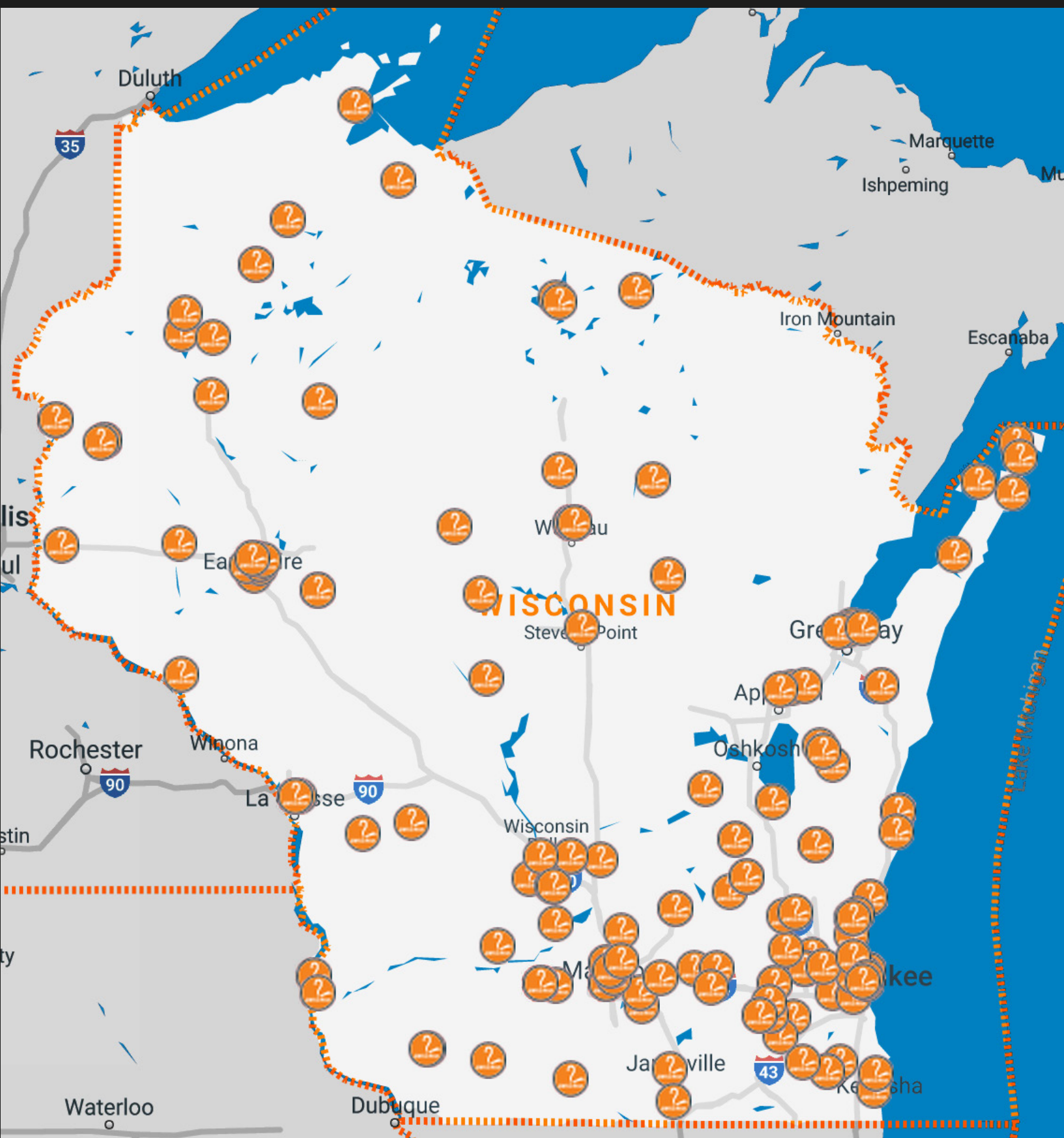
The hundreds of presenters and volunteers who give their time.

STATEWIDE PARTICIPATING SITES

A Room of One's Own
 Abbotsford Public Library
 Above & Beyond Children's Museum
 AC Hotel by Marriott Madison Downtown
 Acoustic Cafe
 Alice Baker Memorial Public Library
 Alma Public Library
 Amery Ale Works
 Amery Area Public Library
 Anodyne Coffee
 Anthology
 Antigo Public Library
 Arts at Large
 Augusta Memorial Public Library
 Bekkum Memorial Library
 Belleville Public Library
 Boulders Climbing Gym
 Brown County Library
 Building for Kids Children's Museum
 Burlington Public Library
 Cable Natural History Museum
 Carpenter-Ridgeway Park
 Cave of the Mounds National Natural
 Landmark
 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
 Chilton Middle School
 Chippewa Valley Eye Clinic
 Clary's Popcorn
 Colectivo Coffee
 Colossal Fossils Downtown Museum
 Columbus Elementary School
 Copper Falls State Park
 Dandy – Midventurous Modern
 DeForest Middle School
 Delta Beer Lab
 Devil's Lake State Park
 Discovery Charter School
 Discovery World
 Dodge County Administration Building
 Door County Maritime Museum – Cana
 Island Light Station
 Door County Maritime Museum – Death's
 Door Maritime Museum
 Door County Maritime Museum – Sturgeon
 Bay Museum
 Downtown Madison
 East Troy Railroad Museum
 Eau Claire County Extension Office
 Eau Claire Wastewater Treatment Plant
 Eliza Porter Photography Studio
 Flyways Waterfowl Experience
 Fontana Sports Specialties
 Forage
 Frank L. Weyenberg Library

Fromagination
 Galaudet Gallery
 Genna's Cocktail Lounge
 The Glass Orchard
 Governor Tommy G. Thompson State
 Fish Hatchery
 Greenfield Public Library
 Grohmann Museum
 Hartford Union High School
 Havenwoods State Forest
 Henry Vilas Zoo
 Horicon Marsh Education and Visitor Center
 Hunt Hill Audubon Sanctuary
 Ian's Pizza on State
 Interstate State Park
 Isthmus Publishing Company
 James Watrous Gallery
 Jefferson Public Library
 Johnson Creek Public Library
 Johnson Public Library
 Kaukauna Public Library
 Kettle Moraine State Forest – Northern Unit
 Kettle Moraine State Forest – Pike Lake Unit
 Kettle Moraine State Forest – Southern Unit
 Kilwins
 Kimberly-Little Chute Public Library
 Kohler Public Library
 Kohler-Andrae State Park
 L.D. Fargo Public Library
 Lake Kegonsa State Park
 Lakeshore State Park
 Lakeview Community Library
 Latitude 44 Yoga Studio
 Lazy Monk Brewing LLC
 Ledge View Nature Center
 Leigh Yawkey Woodson Art Museum
 Leopold Center
 Madison Central Library
 Madison Children's Museum
 Madison Gas and Electric
 Maduro Cigar Bar
 Marathon County Public Library
 Marsh Haven Nature Center
 Marshfield Clinic Research Institute
 Mead Public Library
 Mid-Continent Railway Museum
 The Mining & Rollo Jamison Museums
 Minocqua Public Library
 Mirror Lake State Park
 Mt. Horeb Public Library
 Mukwonago Community Library
 New Berlin Public Library
 New Holstein Public Library
 Newport State Park
 Northside Library
 Northwoods Wildlife Center
 Ottawa Lake Recreation Area, Kettle Moraine
 State Forest – Southern Unit
 Overture Center for the Arts

Parthenon Gyros
 Pauline Haass Public Library
 Peninsula State Park
 Pewaukee Public Library
 Portage Center for the Arts
 Prairie du Chien Memorial Library
 Racine County Fairgrounds
 The Rigby Pub
 Richard Bong State Recreation Area
 Ripon College
 River Falls Public Library
 Rusk County Community Library
 Sandhill Wildlife Area
 Sanger Center for the Sciences,
 Beloit College
 Sauk City Public Library
 Schuster's Farm
 Sharon Lynne Wilson Center for the Arts
 Shell Lake Public Library
 Sherman & Ruth Weiss Community Library
 The Soap Opera
 South Shore Brewery
 Southwest Library
 Square Wine Co.
 Stoughton Public Library
 T.B. Scott Free Library
 Teddywedgers
 Tigerton Public Library
 Titledown
 Town Hall Library
 U.S.S. Liberty Memorial Library
 Union South 1308 Gallery
 United Way of Greater Milwaukee
 UW-Eau Claire
 UW-Eau Claire at Barron County
 UW Geology Museum
 UW-Green Bay
 UW-La Crosse
 UW-Madison
 UW-Milwaukee
 UW-Milwaukee at Waukesha
 UW-Platteville
 UW-Stout
 UW-Whitewater at Rock County
 W.J. Niederkorn Library
 Walter E. Olson Memorial Library
 Wildcat Mountain State Park
 Wildlife in Need Center
 Wisconsin Department of Natural Resources
 Wisconsin ESL Institute
 Wisconsin Historical Museum
 Wisconsin Museum of Quilts & Fiber Arts
 Wisconsin Veterans Museum
 Wyalusing State Park
 The Yoga Room



Save
the
Date



October 15-18, 2020