



WISCONSIN
SCIENCE FESTIVAL?
CURIOSITY UNLEASHED.®

2019
ANNUAL REPORT



WELCOME

2019

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



#WiSciFest | WiSciFest.org

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



33,168 Attendees



92 Communities



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



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.

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SILVER SPONSORS



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PRODUCERS



PARTNER



Thank
you!

#WiSciFest Press

3.1 million

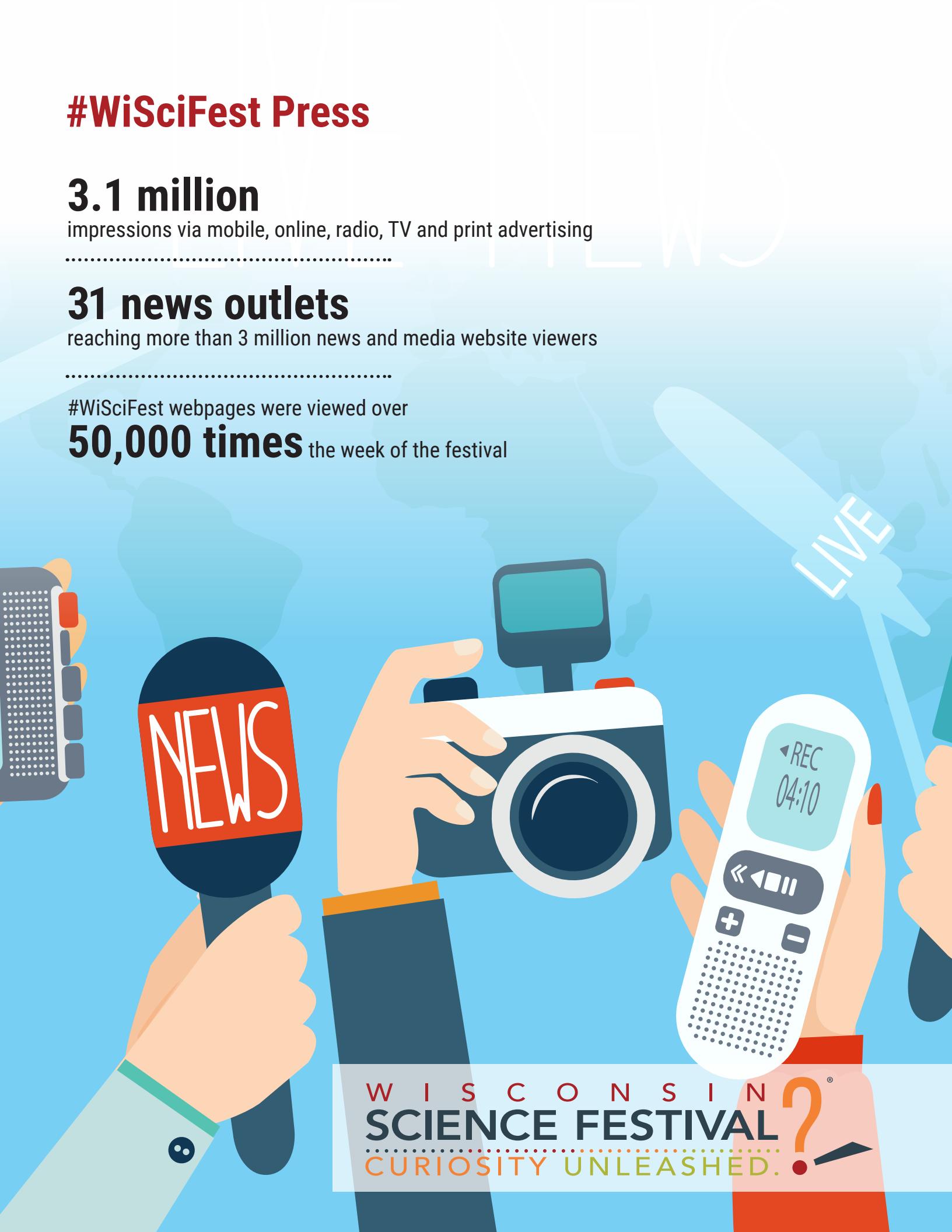
impressions via mobile, online, radio, TV and print advertising

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



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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

143
Local organizers held events in
92
communities



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!

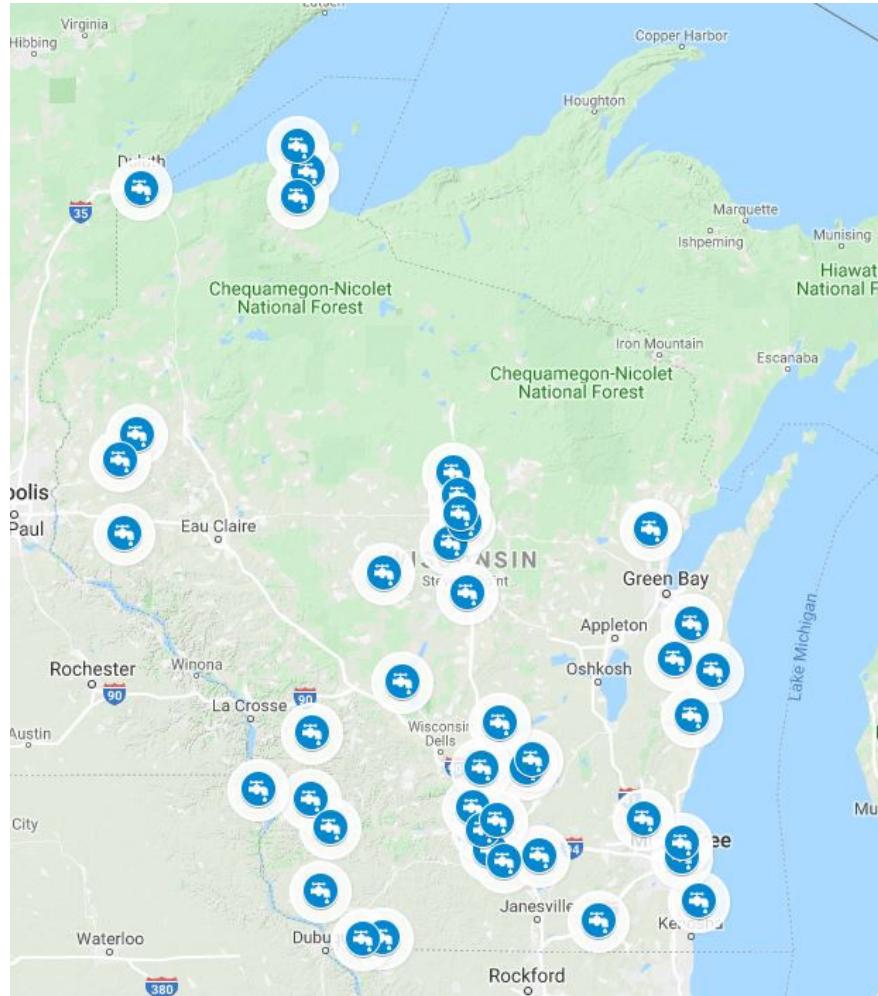


2019: The Year of Water

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.





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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

2019

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

ACKNOWLEDGEMENTS

2019

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

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Wisconsin Technology Council

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BioForward Wisconsin

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Director of Marketing and Communications

Wisconsin Public Television

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Community Relations, UW-Madison

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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

Courtni 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.

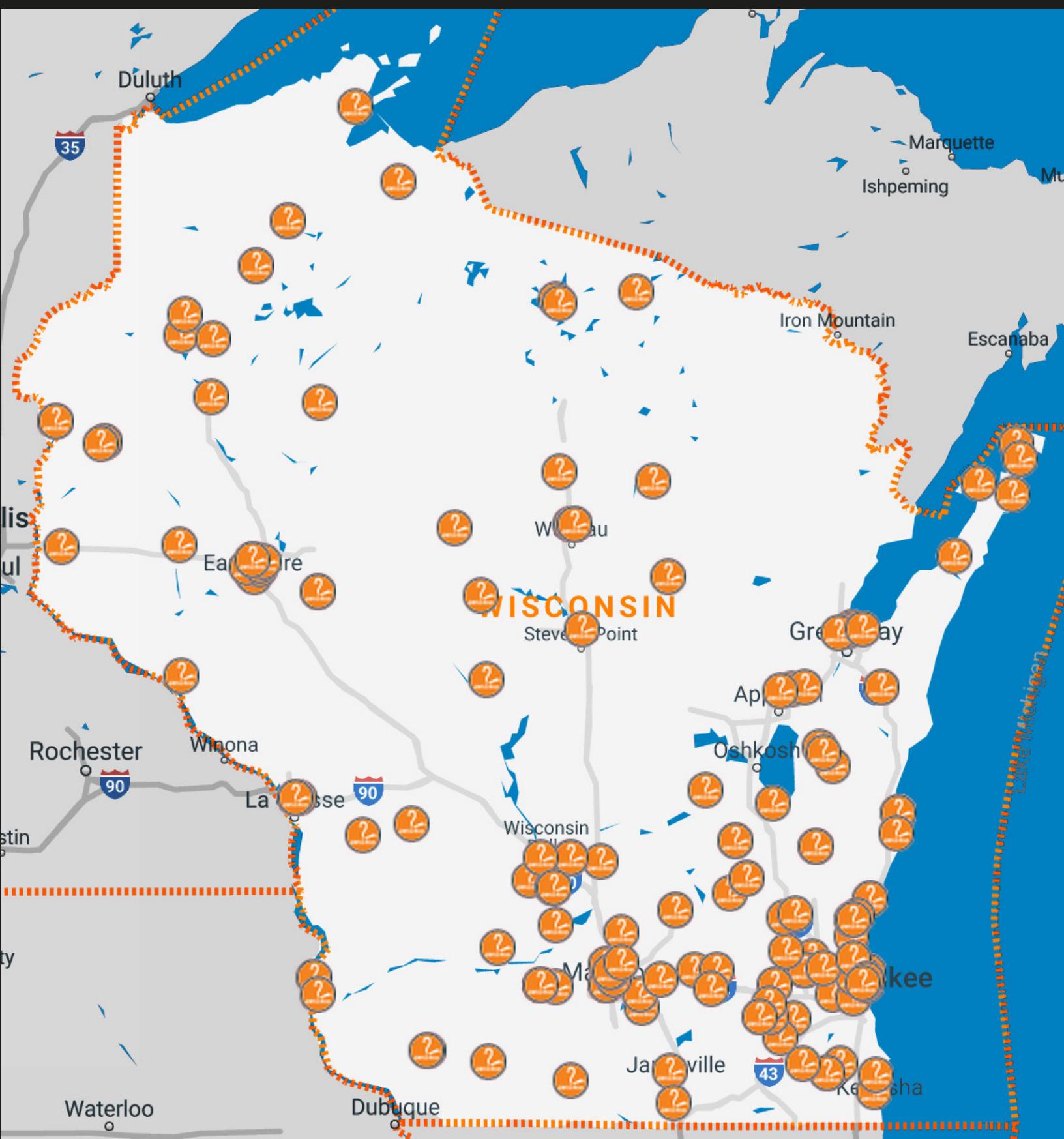
The hundreds of presenters and volunteers who give their time.

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
Titletown
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

STATEWIDE SITES

2019



Save
the
Date



October 15-18, 2020