

# 2022

ANNUAL REPORT



*w i s c o n s i n*  
**SCIENCE FESTIVAL?**  
**CURIOSITY UNLEASHED.**

## *Dear friends, supporters and partners,*

Peering through the looking glass at the 2022 Wisconsin Science Festival, we see more and more ways to connect people to science. Taking place during the International Year of Glass, this year's event was indeed a sight to behold! For the first time ever, the Wisconsin Science Festival spanned a full week and featured **660 unique event occurrences**—twice as many as in any previous year—in **141 venues** in **48 Wisconsin counties** (another record!). Building on the innovations of the past two years of COVID-19-era festivals, we continued to grow new and different ways of connecting with curious people across Wisconsin. From the return of Science in a Bag—kits filled with different hands-on activities from festival sponsors and Wisconsin scientists—to a best-in-the-nation corn maze to Science on the Square to Science by the River in Wisconsin Rapids, this year once again had a bit of everything with some amazing highlights and unique activities.

Public gatherings may be forever changed by years of social distancing, the advent of hybrid events and innovations that encourage distributed collective activities like the cellphone-enabled BioBlitz. By embracing multiple ways of encouraging exploration of our surroundings, the 2022 Wisconsin Science Festival once again met people wherever they were while still encouraging everyone to try something new. More than **7,500 visitors attended the Science on the Square** event in downtown Madison, which again partnered with the Madison Night Market to feature **more than 30** hands-on science stations. Youth from **50 schools** across the state participated in field trips, both virtual and in-person at UW-Madison. Nearly **600 people** registered more than **2,800 unique BioBlitz observations**. We saw a robust return to in-person events including a one-of-a-kind celebration of glass at the High Noon Saloon in Madison, unique exhibits at the Bergstrom-Mahler Museum of Glass and the Kohler Art Center, the Wisconsin Book Festival, the Discovery Expo and a slew of collaborative events taking place all week long in the greater Eau Claire area. Nearly **2,000 families picked up Science in a Bag kits** from **49 libraries** around Wisconsin. In all, nearly **40,000 people** found a way to unleash their curiosity during the week, which was named **Wisconsin Science Week** by **Governor Tony Evers**.

With an even dozen Wisconsin Science Festivals in the books, the future of the festival is brighter than ever thanks to the generous and supportive sponsors who make the event possible, the more than 100 volunteers who did everything from stuffing bags to running hands-on activities to greeting visitors, the dozens of host organizations who put on events in communities all across the state and the incredible staffs of our presenting organizations. Thanks to all of you, the Wisconsin Science Festival is poised to reach even more people across Wisconsin in the years to come.

As the co-founder and director of the first dozen festivals, I want to personally thank everyone who has been a part of making the Wisconsin Science Festival a success. Going forward, the festival will be led by my longtime colleague Samantha Mulrooney who will be taking over as the director of the Wisconsin Science Festival in 2023. I can't wait to join the audience of nearly 400,000 people who have participated in the Wisconsin Science Festival since its debut in 2011. See you next year!

Yours in curiosity,

**Laura Heisler**

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







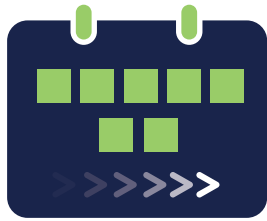
## About the Wisconsin Science Festival

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

# 2022



**1** Week



**660**  
Events



**39,000+** Attendees



**102,478**  
website page views



**18**  
SPONSORS



**48**  
counties

**80%** of events were  
outside Dane County



**200+**  
STEM professionals



# SPONSORS

# 2022

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



## SILVER SPONSORS



## BRONZE SPONSORS



## COPPER SPONSORS



## KRYPTON SPONSORS



## PRODUCERS



## PARTNER



Thank you!



In partnership with Wisconsin Public Libraries, 2,000 bags packed with hands-on science activities were given to youth across Wisconsin. Thank you to Alliant Energy for supporting this program.



# #WiSciFest Press

**3.3 million**

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

.....

**37 news outlets**

reaching more than **15 million** news and media website viewers

.....

#WiSciFest webpages were viewed over

**100,000 times** in October



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

## Focus on Glass: Magnifying Perspectives

Each year, the Wisconsin Science Festival highlights a specific aspect of the world around us. In 2022, the festival featured the International Year of Glass.

"Glass is something that we all use, in ways that are both ordinary and surprising," says Laura Heisler, co-founder and outgoing director of the Wisconsin Science Festival. "From Platteville to Sussex, Marshfield to Madison, there were a number of events around the state that highlighted the importance of glass in science, industry, art, medicine and more."

Event host sites throughout the state explored the importance of glassware to beer and wine, or hosted glass-inspired crafts, mosaic art projects and gallery walks. The Bergstrom-Mahler Museum of Glass in Neenah held glassblowing demonstrations and a pub talk about the science behind glass. The John Michael Kohler Arts Center in Sheboygan hosted unique tours highlighting the specific ways glass is used to present and protect art.



# Celebrating the Importance of Scientific Practice and Learning Within Society

Wisconsin Governor Tony Evers and Wisconsin State Superintendent Jill Underly proclaimed October 10-16, 2022, as the inaugural Wisconsin Science Week. The proclamation was supported by the Wisconsin Science Festival Advisory Board, the Wisconsin Department of Instruction and the Wisconsin Society of Science Teachers.

## STATE *of* WISCONSIN DEPARTMENT *of* PUBLIC INSTRUCTION

### *Proclamation*

*Whereas*, scientific knowledge, skills, and ways of thinking are critical for society to address existing and future challenges that arise; and

*Whereas*, taking part in authentic science practices prepares students for specific, essential jobs, and nourishes the type of creative problem solving needed in all community, college, and career pursuits; and

*Whereas*, science meaningfully engages students in learning about the world around them, while helping them understand how to take care of it and instilling a sense of wonder and respect for it; and

*Whereas*, science is a fun and joyful enterprise that all students should have access to.

*Therefore*, be it resolved that, I, Jill K. Underly, State Superintendent of Public Instruction, declare the week of October 10-16, 2022, as Wisconsin Science Week, a time to show gratitude to current scientists and science educators, and encourage the next generation of scientists.

### **Wisconsin Science Week**

*Celebrating the Importance of Scientific Practice and Learning within Society*

October 10-16, 2022



A handwritten signature in blue ink that reads "Jill Underly". Below the signature, the text "Jill K. Underly, PhD, State Superintendent" is printed in a small, sans-serif font.



“All involved mentioned that they enjoyed the event and appreciated the opportunity to interact with each other and community members in a way we do not often have time to. Participants ranged in age from 7 to college students to university faculty and parents of college students. The younger participants were asking for more opportunities to participate even after spending 4 hours at the event.”

- UW-Eau Claire Game Fest

“The t-shirt designs and DIY coloring postcards were great this year!”

- Frank L. Weyenberg Library

“It was such a fun opportunity to give families a reason to visit (some of whom visited for the first time). One family traveled from all the way in Madison (about an hour one-way drive) to engage with our programming simply because it was advertised through WSF! We're so happy to be involved with this community program and can't wait to develop programs for next year!”

- Welty Environmental Center

“I am grateful for this opportunity! We have families that look forward to it each year.”

- T.B. Scott Library

“This is so cool.” “I really like my bee condo!” “My kids really enjoyed this, thank you for putting this on.”

- Hudson Public Library

“The children especially loved our hands-on activities (i.e., glass gem crafts), and were glad to make gifts for their friends and families.”

- Pauline Haass Public Library

“There were quite a few visitors to Lakeshore State Park from out of town or even out of the country who were quite taken with our jelly and herbal tea tasting. Also, since a volunteer and I speak Spanish, we were able to share with 7 Spanish speakers among those who stopped by.”

- Aronia Berry Tasting Drop-In

“This was a really easy process. Thank you. We love participating. People love being involved in the festival with activities across the state. And the variety of activities for different age groups is wonderful.”

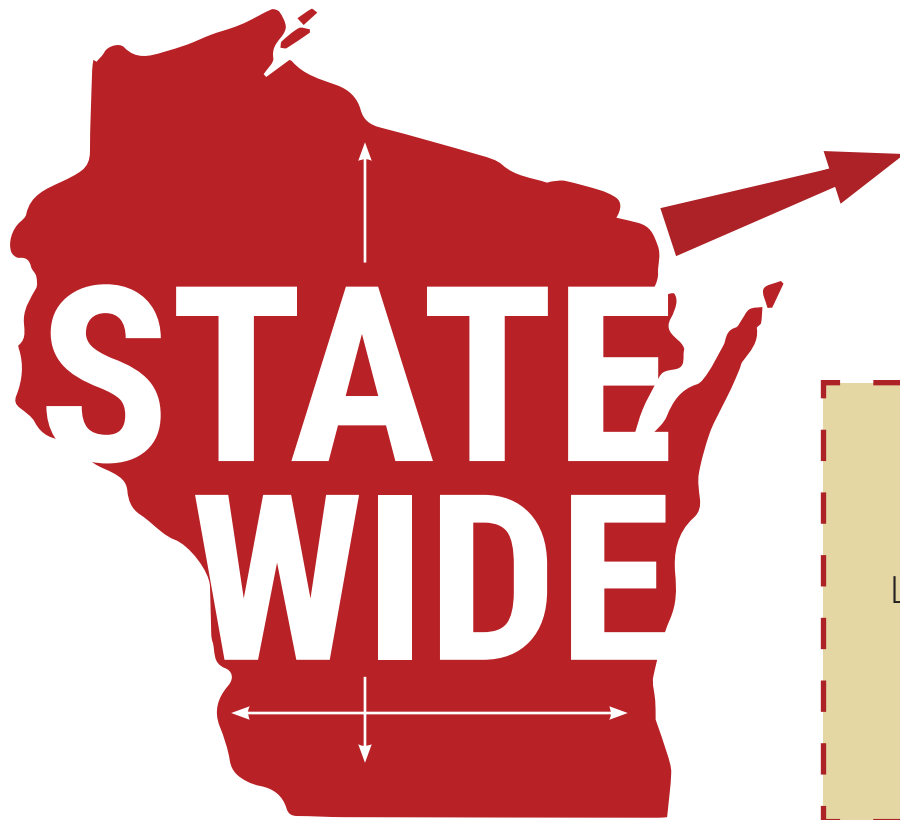
- W.J. Niederkorn Library

“Our practice BioBlitz hike included people of all ages. One delightful moment occurred when we chanced upon a wonderful Dryad's Saddle fungus. We took a moment to identify it together using the iNaturalist app, and then one young hiker (approx. age 6) asked about another plant that was nearby. It was so encouraging to see the natural curiosity of the young take center stage in our outing.”

- Delafield Public Library

“Patrons really had a lot of fun interacting with our science of glass interactive display. They left fun questions and observations about what they learned or would like to learn and enjoyed some take home activities: making sugar glass and an at-home glass scavenger hunt. Kids especially enjoyed taking home a piece of volcanic glass (obsidian)! Curiosity was certainly unleashed. :)”

- Ellsworth Public Library



**660**  
EVENTS



Events in...

**48**

Counties

**67**

Libraries

**9**

UW System  
Campuses



In the world of virtual events, we have continued to offer Wisconsin Science Festival programming beyond the week of the festival. In estimating our attendance, we assumed youth views include a parent/guardian attendee and adult audiences to be on average 1 1/2 people.



## Events for Learners of All Ages

Fluorescent cocktails? Hip Hop Science? The weeklong Wisconsin Science Festival kicked off with a “glow” in Madison at the Kiss My Glass event held at High Noon Saloon. This fun event combined the ever-popular Big Ideas for Busy People and Nerd Nite: Madison to showcase glass experts giving quick talks focusing on everything from the history and art of glass to microscopic imaging and the James Webb Telescope. The evening featured guest host Maynard Okereke, the Hip Hop MD, a passionate science communicator who uses his platform to encourage more involvement in STEM.

“We need all of our voices. We need all of us represented to bring new ideas and spark new ways of thinking, and help lead us into the future. You need to have diverse involvement if you’re going to grow and develop and thrive as a civilization,” says Maynard.

This was also the message Maynard relayed to hundreds of curious students at the interactive expo in the Discovery Building. After a brief hiatus during the pandemic, the Discovery Expo, a core component of the festival since its inception, returned to welcome more than 1,500 students and community members over two days to explore hands-on activities featuring research on a wide range of topics such as glassblowing, virtual reality, nanotechnology and so much more.

The hands-on fun was continued on a blustery Friday night in downtown Madison at the Science on the Square event, which has been going strong for five years—the last two of which have been a joint event with the Madison Night Market. This year, more than 7,500 event goers braved the cold and wind to explore the innovation and creativity of market vendors along with the science activities taking place along State Street or inside downtown businesses and museums.

“Science is for everyone, and creating an accessible and approachable space for learners of all ages to be curious has always been the core mission of this fun and unique event for our community,” says Sam Mulrooney, incoming director of the Wisconsin Science Festival.







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

1. Connect with new audiences virtually or in-person
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!





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## FESTIVAL OPERATIONS

**Wisconsin Science Festival****Laura Heisler**

*Festival Director*

**Sam Mulrooney**

*Operations Manager*

*Incoming Festival Director*

**Coordinators**

**Becky Balistreri**

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**Tiffany Kenney**, *Director (Madison's Central Business Improvement District)*

**Tim Jenquin**, *Operations Director (Madison's Central Business Improvement District)*

**Michelle Morrison**, *Programming Coordinator (Madison's Central Business Improvement District)*

**Ben Rush**, *Deeper than Data Podcast*

**Badger Talks Live**

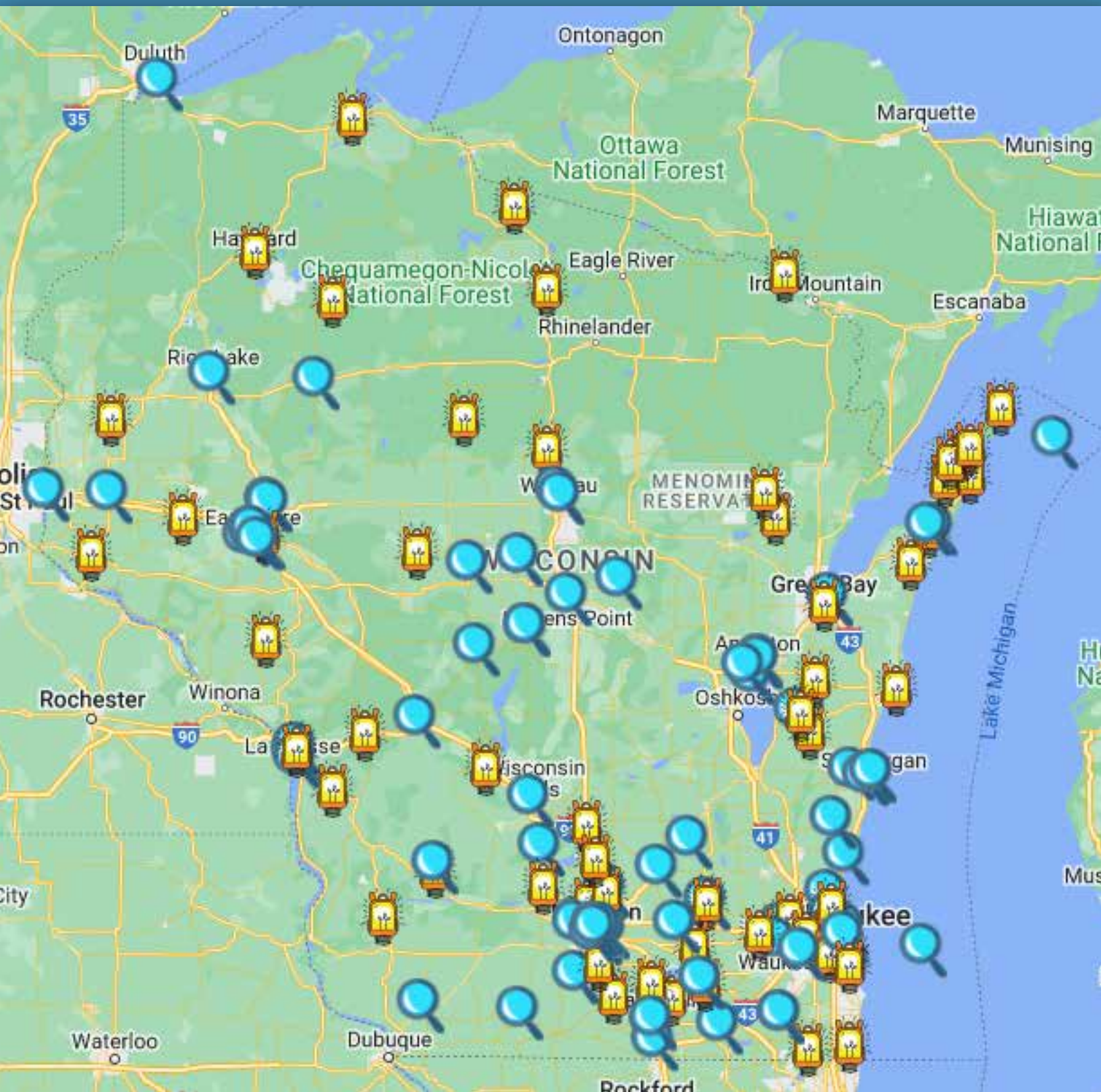
Allen F. Blocher Planetarium  
 Altoona Public Library  
 American Chemical Society  
 Amery Area Public Library  
 Aram Public Library  
 Argyle Public Library  
 Art Lofts Gallery  
 Art Preserve  
 Arts + Literature Laboratory  
 Atlas Science Center  
 Aviation Heritage Center of Wisconsin  
 BadgerBots  
 Baldwin Public Library  
 Baldwin-Woodville High School Performing Arts Center  
 Beaver Dam Community Library  
 Belleville Public Library  
 Bergstrom-Mahler Museum of Glass  
 Biotechnology Center at UW-Madison  
 Boys and Girls Club of the Greater Chippewa Valley  
 Brewer Public Library  
 Brillion Public Library  
 Brookfield Public Library  
 Brown County Library  
 Brown Deer Public Library  
 Building for Kids Children's Museum  
 Cedar Crest  
 Center for Demography of Health and Aging  
 Central Wisconsin Environmental Station  
 Chazen Museum of Art  
 The Children's Museum of Green Bay  
 Chilton Middle School  
 Chilton Public Library  
 Chippewa Falls Public Library  
 Community Library  
 Cudahy Family Library  
 DeForest Middle School  
 DeForest Public Library  
 Delafield Public Library  
 Delta Beer Lab  
 Devil's Lake State Park  
 Discovery Charter School  
 Discovery Connections  
 Door County Library  
 Door Peninsula Astronomical Society  
 Madison's Central Business Improvement District  
 Eager Free Public Library & Evansville Nature Center  
 Eagon Nature Preserve  
 Eau Claire Public Library  
 Eau Claire Wastewater Treatment Plant  
 Edgerton Public Library  
 Eliza Porter Photography Studio  
 Ellsworth Public Library  
 Everett Roehl Marshfield Public Library  
 Florence County Library  
 Frank L. Weyenberg Library  
 Gearbox Labs  
 GEEX  
 George Culver Community Library  
 George W. Mead Wildlife Area  
 Gillett Public Library  
 Greenfield Public Library  
 Gundersen Health

Hatch Public Library  
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 High Noon Saloon  
 Hildebrand Memorial Library  
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 Horwitz-DeRemer Planetarium  
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 Lester Public Library  
 Logic Puzzle Museum  
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 Madison Central Library  
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 Mayo Clinic Health System  
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 Milwaukee Astronomical Society  
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 Pewaukee Public Library  
 PopelkaTrenchard Glass Studio  
 Portage Public Library  
 Poynette Area Public Library  
 Rib Lake Public Library  
 Rock River Coalition  
 Rusk County Community Library  
 Sandhill Wildlife Area  
 Sheboygan County Chamber of Commerce  
 Sherman & Ruth Weiss Community Library  
 Snapshot Wisconsin  
 South Milwaukee Public Library  
 Sparta Free Library  
 Spinning Top and Yo-Yo Museum  
 Stonecipher Astronomy Center  
 Suring Area Public Library  
 T.B. Scott Free Library  
 Treinen Farm Corn Maze & Pumpkin Patch  
 Upham Woods Outdoor Learning Center

UW Connects Badger Talks  
 UW-Eau Claire  
 UW-Eau Claire – Barron County  
 UW-Green Bay – Sheboygan  
 UW-La Crosse  
 UW-Madison  
 UW-Madison Arboretum  
 UW-Madison Extension – Wood County  
 UW-Milwaukee (Manfred Olson Planetarium)  
 UW-Stevens Point  
 UW-Whitewater  
 UW-Whitewater – Rock County  
 Vaughn Public Library  
 Watertown Public Library  
 Watertown Senior & Community Center  
 Waunakee Public Library  
 Welty Environmental Center  
 Wisconsin Institute for Discovery  
 Winchester Public Library  
 Winter Public Library  
 Wisconsin Agriculture in the Classroom  
 Wisconsin Book Festival  
 Wisconsin Department of Natural Resources  
 Wisconsin Dragonfly Society  
 Wisconsin Energy Institute  
 Wisconsin Historical Museum  
 Wisconsin K-12 Energy Education Program (KEEP)  
 Wisconsin Medical Society  
 Wisconsin Rapids River Trail  
 Wisconsin Science Museum  
 W.J. Niederkorn Public Library  
 Wonders of Physics  
 WUD Film Committee







Save  
*the*  
Date



October 16-22, 2023

Now a **WEEKLONG** event!