



ARIZONA SCITECH festival

Presenting



Platinum



Gold



Silver



Bronze



Copper



Titanium



Foundational Partners



FESTIVAL RECAP

Jeremy Babendure

Executive Director, SciTech Institute

The 20/21 Arizona SciTech Festival was the most unique to date. With a season of uncertainty, adaptation became a theme. By October 2020, it was clear that the prospect of an in-person experience would not work and we had to shift to digital. I am grateful to our many collaborators who were willing to rethink what their hands-on, in-person experience would look like digitally; and, to the SciTech team for supporting them along the way. **The result...256 events involving 100+ collaborators that reached thousands of attendees!** Although this transition was tough, we observed some silver linings:

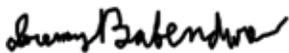
Access - digital enabled audiences to attend events that normally they would not due to geographic and/or economic reasons.

Exposure - collaborators consistently talked about new audiences attending their events.

Footage - SciTech alone captured 189 hours of footage which now can be repurposed for additional events.

Collaboration - physical barriers that would normally impede groups to work together at an event were dissolved through digital.

Although we are looking forward to shifting back to in-person experiences, we are also enthusiastic to explore a hybrid platform in 2022 and beyond.



Dr. Jeremy Babendure

SciTech Institute,
Executive Director

Associate Research
Professor, ASU
School for the Future
of Innovation in Society

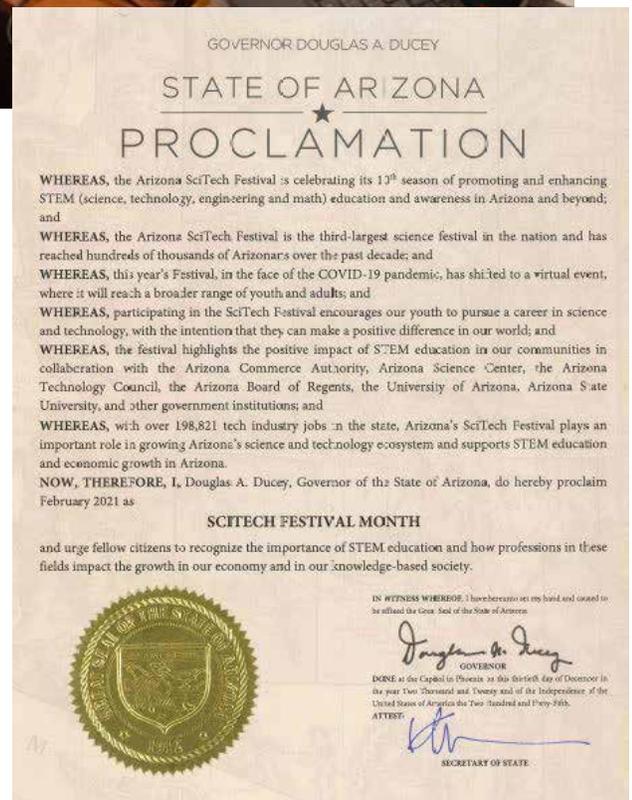
Senior Fellow, Institute
for Learning Innovation



Connect2STEM drive through experience



SciTech Command Center





30K Average daily impressions

432K Total impressions from the digital campaign (3.4K engagements)

106,164 impressions from 208 posts

7769	256	7144	66K	128
Followers	total events	likes	event impressions	videos

NEWSLETTERS

20 newsletters to **12K+** subscribers

EVENTS

3786	13.5K+	189	70
in-person via zoom	event views	hours of footage	host collaborators

“ We’re incredibly proud to celebrate a decade of engaging programming delivered by the Arizona SciTech Festival, which plays a key role in our efforts to build the workforce of the future. ”

- Sandra Watson,
Arizona Commerce Authority
President & CEO.



Twitter followers
2373 (891 following)



Instagram followers
701 (208 following)

DIGITAL AND PRINT ADS IN:

Phoenix Business Journal

Arizona Parenting Magazine

Green Living Magazine

Bear Essential News
distribution in *AZ Republic*
and *Tucson Daily Star*

12-page January highlight - 98,000

4-page February highlight - 98,000

4-page March highlight - 93,000

MEDIA

5837 commercials
on Cox and Univision Networks

79 Media Mentions & Collaborator Highlights

(ex. KJZZ, 12news, AZ Central, Univision, NASA.gov, Gila Herald, SignalsAZ)



ARIZONA SCITECH festival

The Arizona SciTech Festival is a statewide celebration of STEM that aims to inform, engage and inspire all Arizonans. Held in February, the Festival advances STEM awareness and highlights its economic importance by offering participants a variety of events and hands-on learning opportunities. Festival events also provide a grassroots strategy for diverse organizations from business, education, community and government to collaboratively share the importance of STEM with the public.

A special thanks to our 70+ signature lead collaborators who hosted 256 digital STEM activities, challenges, demonstrations, discussions, virtual exhibits, tours, and STEM panels this season through the following formats:

ANYTIME: 6,000+ STEM activities were made available online

LIVE: Special events where audiences met with Arizona STEM professionals

SATURDAYS - In February, audiences experienced a diversity of live interactions from multiple organizations.

✳️ **In-person experiences** - As the state has begun to open up, several organizations created a socially distanced in-person event.

BUSINESS, INDUSTRY & WORKFORCE

- Boeing - LIVE with Boeing
- Forms & Surfaces - Meet a STEM Professional
- Microsoft - Video Game Coding
- ON Semiconductor - Tour & STEM Panel
- State Farm - Career Panel & Financial Foundations
- TGen - Research Institute Tour
- UND Aerospace - Aerospace Panel
- Univision - Líderes Hispanos en la Ciencia
- Zovio - Women in STEM Panel & Uncovering Passion

A SAMPLING OF EVENTS CREATED BY OUR AMAZING COLLABORATORS!



Gila Valley Health and Safety Festival

K12

- Accel - Join the discussion
- Basha High School - Live with Science is Fun
- Sonoran Schools - Scratch Art & Marble Painting
- West-Mec - How Things are Made

POSTSECONDARY

- Arizona State University - Open Door
- Eastern Arizona College - Gila Valley Health & STEAM Festival *
- Embry Riddle - Prescott Regional SciTech Festival *
- Grand Canyon University - GCU Live
- Maricopa County Office of the Superintendent - Boeing STEM Panel
- MIT - Dive into the Quantum-Verse
- University of Arizona - Connect2STEM *



Cox Communications Drive through photo booth



Arizona State
Treasurer's Office -
Meet Treasurer Lee

INFORMAL EDUCATION

Arizona Museum of Natural History - Meet Paleontologist Dr. Brian Curtice
 AZ Sonoran Desert Museum - Bats are INCREDIBLE!
 Boys and Girls Clubs of Greater Scottsdale - Eggsperiment & Water Refraction
 Education Empowers - Meet an Engineer
 Hall of Flame Museum - Firefighter Panel
 Julia Robinson Mathematics Festival - Math Festival
 Libraries - We're Still Here!
 Liberty Wildlife - Hospital Tour & CSO VIP event *
 Lowell Observatory - Imagining Pluto
 Noir Lab - Virtual Star Party
 Ocean Elders - Dive In with Liz & Sylvia
 Phoenix Zoo - Wild Wednesdays
 Prescott Astronomy Club - Prescott Sky
 Pueblo Grande Museum - Hopi Harvey Project
 RSV Argo - A Trip to the Galapagos
 Science Vortex - Scribblebots & Making Bubbles

CITY / GOVERNMENT

*Arizona State Treasurer's Office - Meet Treasurer Lee
 City of Chandler Library - Drones & Robotic Hands
 City of Buckeye - Buckeye Air Fair
 City of Glendale - Xeriscape Tour
 City of Phoenix Mach1 - 3D Printing, Cyclops Eye
 City of Phoenix Transportation - Union Pacific
 City of Tempe - Friends Friday with Geeks Night Out
 City of Surprise - Valley Vista High School Student Panel
 Maricopa Air Quality Department - Invisible Air
 Defense Intelligence Agency - STEM Panel & Tour
 Luke Air Force Base - Meet the F-35 Crew Chief
 USDA-ARS - Farm Science Day
 US Postal Service - Forever Stamp

OTHER

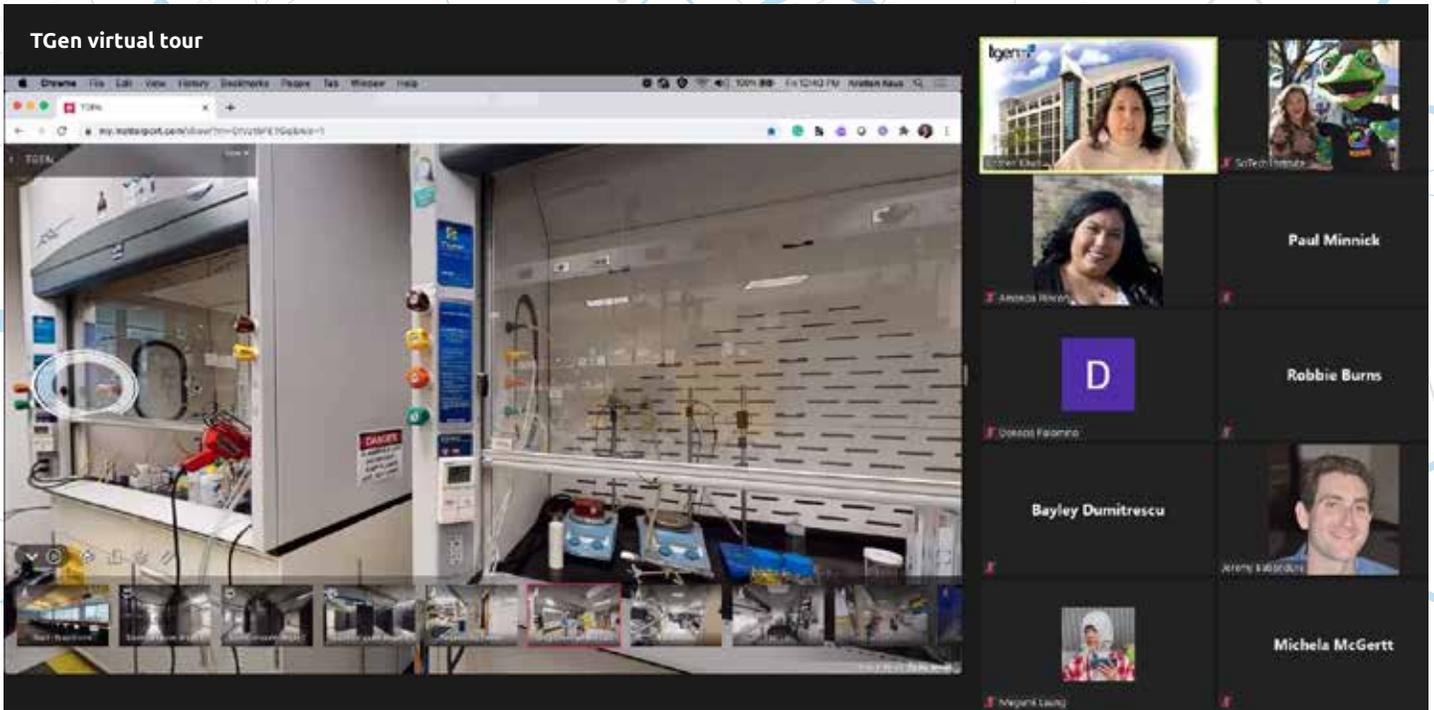
Arizona Science Teachers Association - STEM Unconference
 Arizona Sustainability Alliance - MARSFarm
 Bear Essential News - Super Science Night
 CoderDojo - What is CoderDojo
 CSO International - Live with Chief Science Officers
 Future City - Regional Finals
 Launch Team 6352 - FIRST Fridays
 Project Lead the Way - Career Connections & STEM Panel
 SkillStruck - Coding Corner
 Your Prime Suspect - Forensic Science with Lisa!

“ Zoom is honored to provide our frictionless unified collaboration platform to thousands of youth and communities throughout Arizona and worldwide by sponsoring the 2021 Arizona SciTech Festival. As the chosen platform for expos, workshops, conversations, exhibitions and virtual tours, Zoom will amplify the purpose of the SciTech Institute by empowering them to make STEM connections globally in 2021 and beyond. ”

- Tracie Bryant, SLED Manager, Zoom Video Communications

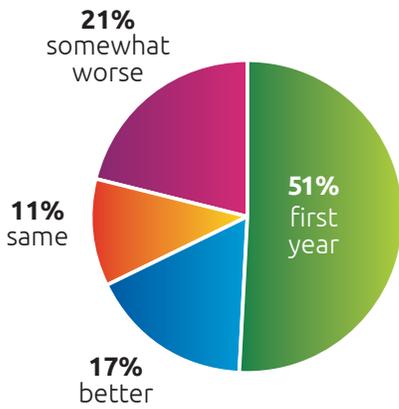


IMPACT NUMBERS

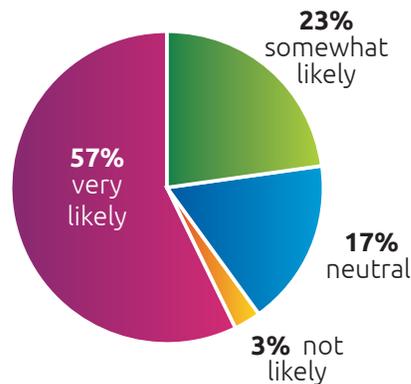


COVID IMPACTS COLLABORATORS

COLLABORATOR EXPERIENCE THIS SEASON COMPARED TO LAST SEASON



DIGITAL NEXT YEAR?

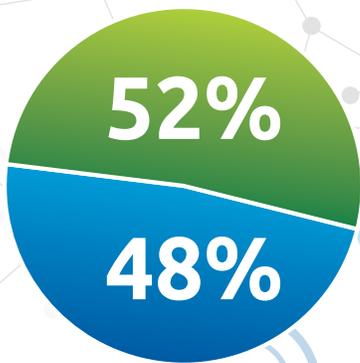


89% of collaborators experienced **silver linings** (primarily due to broadening participation and convenience of virtual)

79% indicated they were somewhat to very likely to continue digital experiences



COLLABORATOR DATA



indicated this was their first year involved

had participated before

EXPERIENCE THIS SEASON

- 90% of collaborators indicated their objectives were met
- 95% were somewhat to very satisfied with their return on investment
- 97% intend to participate next season

FEEDBACK ON THEIR EVENT (SOMEWHAT TO VERY SUCCESSFUL)

- 89% increasing attendees' interest in STEM
- 90% making STEM learning fun
- 86% learning something new
- 84% connecting with STEM in AZ
- 81% reaching underserved audiences

THE PRIMARY VALUE OF PARTICIPATING

- 86% increased confidence to interact with the public
- 85% increased awareness of our organization with the public
- 68% increased perceived impact of event with the public
- 43% follow-up phone calls, emails, visits or enrollment from attendees
- 41% new partnerships

“ The event was very well organized and I always received rapid responses to questions while preparing for the event. After our panel session, my partners and I all commented on how fun it was and how we need to do more events such as this. ”

- Jacob Canty, UND Aerospace

THE PRIMARY VALUE OF THE ARIZONA SCITECH FESTIVAL



32%

exposure for my company or group

working towards a common vision

41%



86%

encouraging STEM in Arizona



COVID IMPACTS VISITORS



Liberty Wildlife virtual tour

79% said virtual events are easier to attend

76% would continue to attend virtual events

77% think virtual events provide experiences that would not be available if in person

44% said virtual events are comparable in quality to in-person experiences

88% of parent attendees thought that the pandemic adversely impacted their child's STEM education

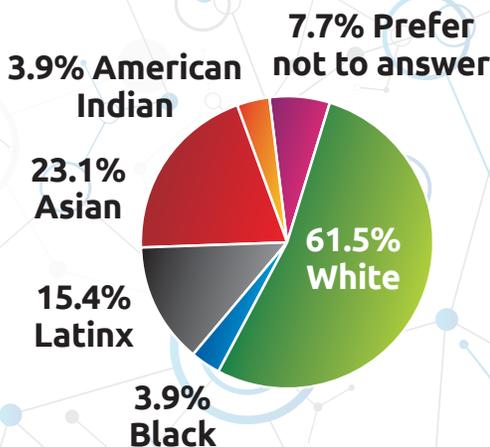
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100%

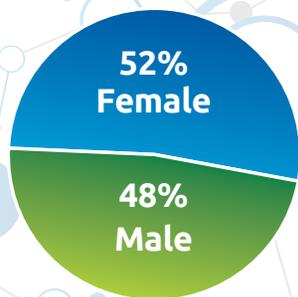


VISITOR DATA

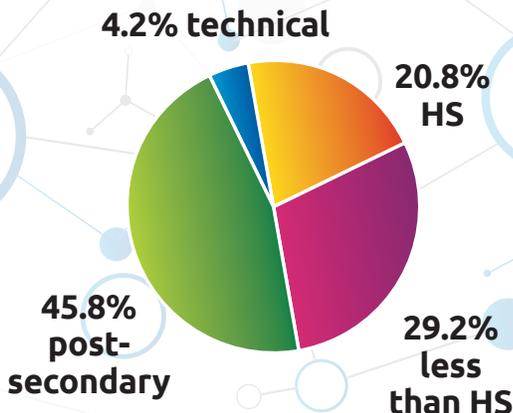
RACE



GENDER



EDUCATION



VISITOR EXPERIENCE

97% indicated the event(s) attended met their expectations

100% would recommend the festival to others

100% of returning visitors said this season was the same or better from the prior years

TOP REASONS WHY VISITORS ATTENDED

74% Personal interest

61% Curious about STEM and came to learn more

AS A RESULT OF ATTENDING VISITORS

85% talked about an event with others

69% looked for more information

77% did an activity related to a Festival topic

81% Decided to study STEM because of an event

46% followed up with an organization they met at an event

DEMOGRAPHICS

45% indicated this was their first year attending

“As an inaugural supporter and presenting sponsor of the Arizona SciTech Festival, Cox Communications understands the importance of helping to grow our STEM culture in Arizona. Investing in efforts like the SciTech Festival helps spur a critical early interest in STEM careers of the future.”

- Susan Anable, Vice President of Public Affairs, Cox Communications.

97%

learned something new and had fun

93%

became more aware of STEM in their lives

97%

became more aware of STEM careers

“ What a fantastic experience! Our Science is Fun students had so much fun presenting and interacting live in real-time with the audiences. ”

- Dr. Michael McKelvy, Basha High School Science is Fun.



LIBERTY WILDLIFE

By the end of the Festival, the Liberty Wildlife team became regular digital hosts for a variety of events, including Arizona Reptiles, Birds of Prey, career panels and a behind-the-scenes facility tour. Their increased visibility was apparent in March with their first in-person events attaining record attendance. While the Liberty team still believes you can never replace the full in-person “wow” factor, they were able to capture parts of this digitally and reach new audiences.



ARIZONA SCITECH festival | **UNIVISION ARIZONA CONTIGO**

LÍDERES HISPANOS EN LA CIENCIA
COVID y la Ciencia

CUÁNDO Jueves, 4 de Febrero, 3:00 - 4:00 PM MST
 DONDE Univision Facebook Transmisión En Vivo /UnivisionArizona

ARIZONA SCITECH festival | **UNIVISION ARIZONA CONTIGO**

LÍDERES HISPANOS EN LA CIENCIA
Deportes y la Ciencia

CUÁNDO Jueves, 11 de Febrero, 3:00 - 4:00 PM MST
 DONDE Univision Facebook Transmisión En Vivo facebook.com/UnivisionArizona

LÍDERES HISPANOS EN LA CIENCIA

The Arizona SciTech Festival teamed with Univision Arizona Contigo to create a Hispanic Leaders in STEM series. With 60% of students in Arizona of Latinx descent, such events are an important step to ensure STEM role models truly reflect Arizona's demographics. Taking place on Thursday afternoons on Univision Arizona's Facebook Live, the four sessions explored Epidemiology and COVID-19, Sports Science, Space Science, and Women in Technology. Sessions were in Spanish and moderated by Univision Arizona's news talent including Daniela Zavala, Felipe Corral, Liliana Salgado and Heidi Renpenning.

Blady Gonzalez
 Epidemióloga de COVID-19, Equipo Estatal de Respuesta a Emergencias del Departamento de Salud de Florida y Epidemióloga para el Departamento de Salud de Texas. Candidata a MD / PhD en la Facultad de Medicina de la Universidad Internacional Americana y ganadora de la beca de la Asociación de Mujeres Medicas.

Edgar Ochoa
 Educador, Distrito Escolar de Roosevelt. Quince años como educador en Ed. 8 Verma Pastor Elementary en el sur de Phoenix, enseñando estudios sociales de secundaria, voleibol de niños y entrenador de fútbol.

MODERADORA:
 Daniela Zavala, Periodista Multimedia de Noticias Univision Arizona

Muchos aspiran a ser deportistas profesionales, pero ¿que pasa cuando ese sueño se frustra? Escuche las historias de varios profesionales en la ciencia que convirtieron su intento fallido en el deporte profesional en una exitosa carrera en el mundo de la ciencia deportiva.

Carlos Eduardo Velasco
 Especialista en Teoría y Metodología del Entrenamiento además de ser Preparador Físico Mundialista de varios clubes internacionales y selecciones nacionales.

Xavier A. Gutierrez
 Presidente y Director Ejecutivo de Arizona Coyotes y Gobernador Supeinte del Arizona Coyotes Hockey Club. Primer Presidente y Director Ejecutivo latino en la historia de la Liga Nacional de Hockey que se une con más de 20 años de carrera como ejecutivo de negocios.

Wilman Vergara
 Fundador y CEO de Knosis Health, exfutbolista colombiano convertido en empresario de biociencias con una licenciatura en salud global y una maestría en innovación en salud de la Universidad Estatal de Arizona.

MODERADOR:
 Felipe Corral, Conductor de Deportes de Noticias Univision Arizona

ARIZONA SCITECH festival | **UNIVISION ARIZONA CONTIGO**

LÍDERES HISPANOS EN LA CIENCIA
Space Science y la Ciencia

CUÁNDO Jueves, 18 de Febrero, 3:00 - 4:00 PM MST
 DONDE Univision Facebook Transmisión En Vivo /UnivisionArizona

ARIZONA SCITECH festival | **UNIVISION ARIZONA CONTIGO**

LÍDERES HISPANOS EN LA CIENCIA
Mujeres en la Tecnología

CUÁNDO Jueves, 25 de Febrero, 3:00 - 4:00 PM MST
 DONDE Univision Facebook Transmisión En Vivo facebook.com/UnivisionArizona

Jose Morey
 CEO y fundador de Ad Astro Media LLC y miembro de Eisenhower. Orador principal de salud y tecnología, autor y consultor de la NASA, Forbes, MIT y la Oficina de Ciencia y Tecnología de la Casa Blanca.

Marilé Colón Robles
 Marilé Colón Robles es la científica del proyecto NASA GLOBE Nubes y una especialista en educación en el centro de investigaciones Langley de la NASA con SSAI.

MODERADORA:
 Liliana Salgado, Periodista Multimedia de Noticias Univision Arizona

¿Sabías que también hay mujeres que son líderes en la tecnología? Aunque se habla de Bill Gates y Steve Jobs, entre otros, en esta industria, hay muchas mujeres que también han triunfado y nos estarán hablando de su experiencia.

Alexandra Figueroa
 Desarrolladora principal de software, General Motors. Alexandra lidera un equipo de 12 analistas de pruebas de software responsables de la calidad de las aplicaciones de Planificación y Operaciones de Proveedores en GM.

Xochitl Cortez Gonzalez
 Farmacéutica Clínica, Centro Médico Regional Yavapai. Farmacéutica, emprendedora, líder sin fines de lucro, educadora farmacéutica e investigadora en epigenética, inmunología, cáncer y vacunas.

Fanny Zylstra
 Directora de Operaciones, Instituto de Investigación en Genómica Traslacional (TGen). Líder de operaciones y administración de investigación con más de 15 años de experiencia combinada dentro de la industria de investigación farmacéutica y de dispositivos.

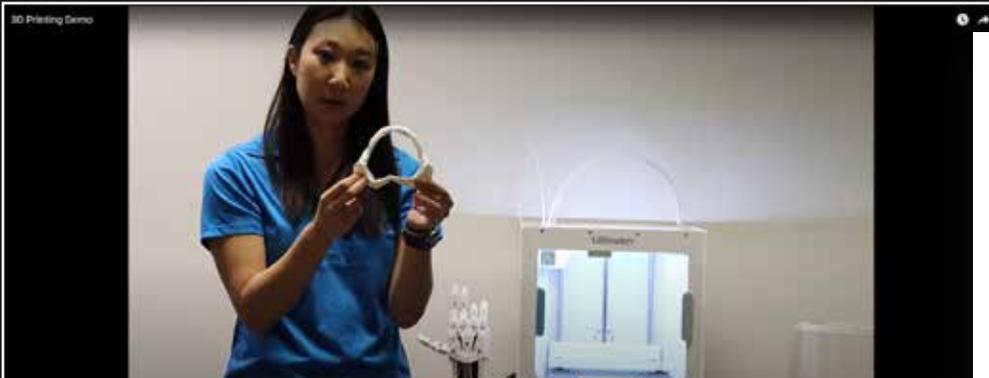
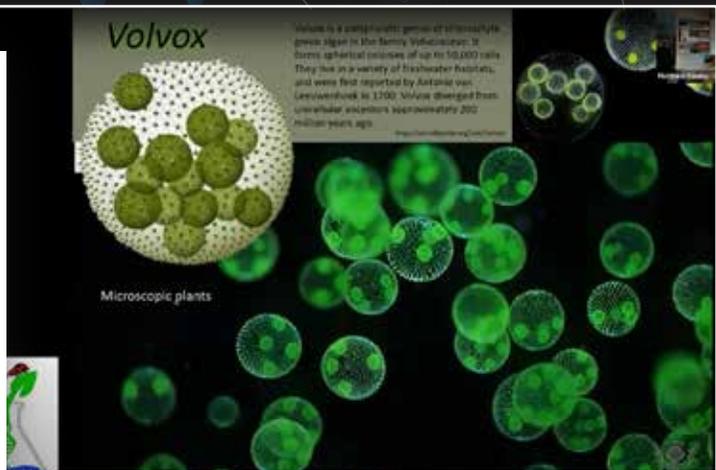
MODERADORA:
 Heidi Renpenning, Conducadora de Noticias Univision Arizona y Edición Digital Arizona.

“ The AZ SciTech Festival team outdid themselves this year organizing, promoting, and hosting weekly live virtual STEM events! The MCAQD engaged with more than 300 students and families through this unique opportunity. ”

- Jenny Frank • Education Outreach Coordinator, Maricopa County Air Quality Department

FARM SCIENCE DAY

For more than a decade, the USDA-Arid-Land Agricultural Research Center in the City of Maricopa has been putting on Farm Science Day as an interactive, hands-on experience for families to learn about agriculture and the science behind it. With the shift to digital, their team was initially uncertain how this experience could be re-imagined. After further exploration, the ARS team created a digital Farm Science Day experience with mini-talks and a career panel. Although in-person numbers were modest, the number of Facebook live attendees provided more exposure than the usual in-person event. Based on this experience, the ARS team plans to consider a hybrid-style experience in future years.



CITY OF CHANDLER PUBLIC LIBRARY

The City of Chandler Libraries facilitated 8 sessions this season including Science Saturdays and weekly session topics such as drones, robotics, and 3D printers to storytime, salt crystals, solar paint, and oobleck. Each session included a pre-recorded video followed by a moderated Q&A. In addition to being an opportunity to reach new attendees, Chandler's engagement was an opportunity to build rapport during COVID by involving 10+ staff from all 4 libraries.





ON Semiconductor Virtual Tour

February 16th, 2021



ON SEMICONDUCTOR

As a Bronze sponsor of the Festival, the ON Semiconductor team developed an interactive, digital tour. With the majority of the ON Semiconductor team working remotely, this activity became an opportunity to connect with each other and the community. This event was spearheaded by the ON Semiconductor affinity network group, STEM UP, which focuses on science, technology, engineering and math for underrepresented populations, with a virtual experience that included tours of their Technology Development Lab and Reclamation Center in Phoenix, an overview of semiconductor design, and presentations from ON Semiconductor executives about their work. The planning team found that going digital made it easier to engage team members and include multiple sites. In addition to Facebook Live exposure, a key added benefit is that recorded content can now be utilized for additional community engagement and educational opportunities, making it more inclusive for others to learn about ON Semiconductor.



ON Semiconductor®



ARIZONA
SCITECH
Festival



AZSciTech.com



“

Participating in the SciTech Festival was an exciting way to expand the Science Vortex's outreach and visibility. We hope to participate next year and get more children in the Verde Valley involved in the statewide festival! ”

- Laurie Altringer, Founder Science Vortex