

SCIENCE ATL | 2020/21 Programming



A fun new videocast that encourages science fans to wonder through exploration. Full length summer episodes and short design challenges released online monthly.



**STEM PROFESSIONAL
SCHOOL PARTNERSHIP**

A program that builds and strengthens partnerships between schools and STEM businesses/universities to benefit students, teachers, employees, and companies.



A app that brings a virtual race experience to runners who will be jetting through the universe, passing galaxies, as they make their way to a black hole.

CO/LAB

An art/science collaborative mashup, bringing science-based public art to Atlanta.



A STEM leadership development program for middle & high school students across the state, enhancing students' leadership, communication, and project management skills.

SCIENCE COMMUNICATION FELLOWSHIP

A competitive fellowship program designed to help close the communication gap between scientists and the public.

ATLANTA SCIENCE FESTIVAL™

An annual two-week celebration of science across the city.



The Science ATL Passport encourages children to follow their own curiosity to explore their world and then reflect on their investigations through words or images in the Passport.

Science ATL 2020 - Looking Back

Thanks our sponsors, partners, and volunteers, Science ATL weathered the first half of 2020 with encouraging results. Although the Atlanta Science Festival was cancelled after only five days last March in response to the coronavirus pandemic, we responded with an #AtHomeSciFest campaign and by distributing 2000 copies of our family activity Passport to libraries and school-based meal pickup sites in south Atlanta. We also launched Wondercast, an online series of video interviews with Atlanta scientists accompanied by a guided science activity. Before the pandemic, our Imagining the Future program placed STEM Professionals in 114 K-12 classrooms, reaching 10,000 students with information about local STEM careers. Our Chief Science Officers program completed its second year, empowering 46 middle and high school students to lead 37 action plans across metro Atlanta, engaging 6900 other students in STEM activities. Our science communication work has supported dozens of early career scientists with the tools and opportunities to be more effective communicators to a variety of public audiences. We brought science engagement activities to the masses at the Dragon*Con parade and Atlanta Streets Alive. Over the last year, more than 80 partners and 1400 events were featured on our community events calendar. Overall, we received 200 media hits and more than 59 million media impressions throughout the year, promoting the greater Atlanta STEM ecosystem. Read more about this past year's activities in our [2020 Annual Report](#).

Science ATL 2021 - Moving Forward

In February, Science ATL embarked on a strategic planning journey to more clearly articulate our goals, metrics for success, and action steps to get there. Science ATL's work is focused around three interrelated pillars: fostering a **love of science**, building **community** around science, and enabling **equitable access** to science learning opportunities throughout metro Atlanta. As part of this work, we are excited to launch a new [Equitable Community initiative](#) focused on engaging Black communities in Atlanta. The result will be the sustained inclusion and amplification of Black voices in our work, and development of programming built on input about community needs.

This fall, we launched the STEM Professional School Partnership program which pairs scientists with 32 K-12 schools for a year of monthly engagements to strengthen partnerships between schools and STEM

businesses/universities. We are developing an app for our Race Through Space 5K so runners in Atlanta and beyond can enjoy the experience of running to a black hole millions of light years away in a safe, socially distant manner. Additionally, we have re-envisioned the 2021 Atlanta Science Festival to safely and responsibly celebrate science and technology in Atlanta. While we will not have an Expo next year, we are building a massive science scavenger hunt, self-guided tours, and will have an open call for creative community events for at-home or socially distant science learning experiences. We are also remaining flexible to incorporate some in-person events, should the pandemic situation change such that we can once again promote small gatherings. Our other programming has pivoted to online formats, and the lessons we learn in implementation this year will lead to increased reach in the future through virtual initiatives.

Science ATL is Moving Forward with You!

We need your support to continue *building an equitable community of science-lovers*. Sponsors will be recognized in various ways throughout the year on our website, social media, and via event/program collateral. Contact Jordan Rose, jordan@scienceatl.org for more information.

ACCESS

Science ATL broadens access to science learning opportunities for all, emphasizing inclusion and reducing barriers to equitable participation.

ENGAGE

Science ATL offers opportunities for employees to mentor youth and engage with community members to share their passion for STEM careers.

REACH

Each year, Science ATL reaches more than 60K people in person, 30K through social media, and more than 80M through other channels.

CONNECT

Science ATL collaborates with more than 150 science, cultural, and educational institutions to strengthen the STEAM ecosystem in Atlanta.