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We began our last annual report with the sentence “Wow - this has been quite a year.” And our sentiment as we prepared this report was pretty much the same. It has been QUITE a year!

But last year as we wrote these words, we were more busy mourning the loss of our regular way of doing the good work we do in the community, and we were just starting to figure out how to do things differently to meet our new reality. But now that we’ve been in it for a year, we can say with confidence that we were able to adjust - not just adjust, but thrive.

The pandemic forced upon us a new way of approaching our flagship event, the Atlanta Science Festival. And with this rethinking came more creativity and ability to reach audiences who had never been able to attend ASF before. Our primary youth program - Georgia Chief Science Officers - took place virtually, which allowed us the opportunity to connect with students more regularly and on a deeper individual level. Not only did our tried and true programs flourish, we actually started doing some new things this year too! With the hire of a full-time public events coordinator, we began hosting interesting public events on a regular basis, and we launched our first STEM Professional School Partnership program (read more about it later in this report!).

We feel so fortunate to have been able to continue doing this important work in the community. Regardless of what the future holds, we remain focused on our goal of cultivating a city that loves and appreciates science.

Best,  
Jordan Rose & Meisa Salaita  
*Co-Executive Directors*



# BRINGING PEOPLE TOGETHER THROUGH THE WONDER OF SCIENCE

We envision Atlanta as a science city, where people celebrate a shared appreciation for the ways science and technology are fundamental to the health and prosperity of our community. Science ATL aims to create a community of lifelong learners who value the role science plays in improving our daily lives. The

guiding goals of our organization help us to achieve our mission: *To cultivate an equitable community of lifelong learners across metro Atlanta who are connected and inspired by the wonder of science.*

## GOALS

### LOVE OF SCIENCE

Inspire a lifelong sense of **wonder & curiosity** about the world. Strengthen the **value** people place on science. Foster **positive relationships** between the public and science/scientists. Increase **participation** in out-of-school learning opportunities for all ages.

### COMMUNITY BUILDING

Use the **universality of science** to bring people together. **Integrate** science into Atlanta’s arts and culture by working with diverse partners. Seed and strengthen **collaborations**. Empower young leaders to drive **positive change** in their communities.

### EQUITABLE ACCESS

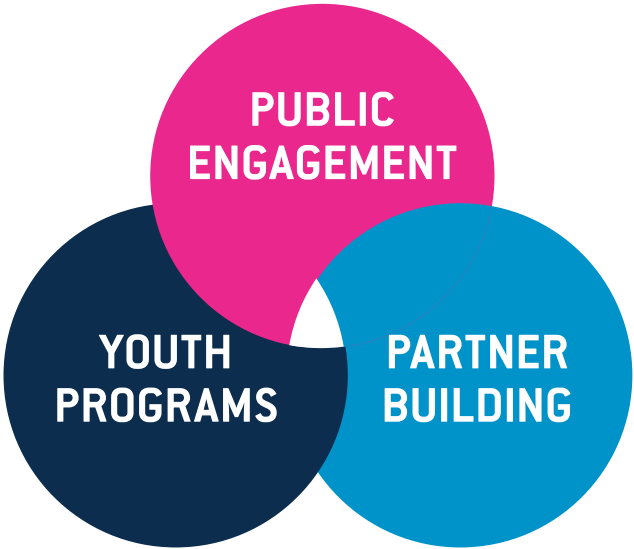
Build equitable access to science learning experiences for **groups underrepresented in STEM**. Make **BIPOC voices** & stories related to STEM more visible. Build **community partnerships** designed ensure programs are co-created by and welcoming of BIPOC communities.



## WHAT WE DO

Science ATL brings people together through the wonder of science. Our 501(c)(3) nonprofit organization produces events and community-building activities to improve access to science, technology, engineering, arts, and math (STEM/STEAM) learning opportunities, and to strengthen Atlanta’s STEAM ecosystem. Founded in 2014 as Atlanta Science Festival Inc. by Emory University, Georgia Tech, and the Metro Atlanta Chamber, the organization changed its name to Science ATL Inc. in 2019.

Since 2014, we have brought engaging informal science learning experiences to more than 250,000 people in the metro region. Eight years of Atlanta Science Festival events have inspired many Atlanta youth and adults to see that science is present all around and can be for everyone, not just those with white coats in labs. In addition to the Festival, we develop and collaborate on new and accessible year-round events, work to broaden and strengthen partnerships across educational, cultural and industry sectors, and create programs that inspire and prepare the next generation of STEM leaders. Our efforts fall into three main categories:





Public engagement is key to our goal of building community around a love of science. The largest elements of our annual programming involve bringing people together for nature walks, animal observations, explosive chemistry demonstrations, and so much more. We strive to think creatively about how to spark curiosity and share the wonder of science with people of all backgrounds across metro Atlanta.

## 2021 ATLANTA SCIENCE FESTIVAL









The eighth annual Atlanta Science Festival was one like no other. The pandemic caused us to rethink the entire structure of the Festival - from how we built our partnerships to how we engaged the public. The result of the overhaul was a very different looking Festival than the previous years, but arguably a Festival that was more creative and with a much broader reach.

We maintained elements of past Festivals that we loved: partners contributing great ideas, events with reach all over the metro region, science put front and center while still being woven into everyday life, direct work with Title 1 schools, and more. But thanks to the pandemic forcing restrictions upon our typical approach, we added in new elements: creative self guided experiences, more time spent discovering science outdoors, virtual events with the capacity to reach many, many more people, online programming additions from experts outside Atlanta, to name a few.





2021 FESTIVAL BY THE NUMBERS

 61 VIRTUAL EVENTS	 34 OUTDOOR EVENTS
 17,000 PARTICIPANTS	 46 PARTNERS
 87 CLASSROOM VISITS	 29 SPONSORS
 178 MEDIA HITS	 20 MILLION MEDIA IMPRESSIONS







## FESTIVAL EVENTS

In collaboration with 46 program partners, the Atlanta Science Festival offered 95 unique events. To keep participants safe in the pandemic, events were offered both online (64%) and in-person as small-scale and outdoors only (36%). Despite the different format, we were able to still offer hands-on experiments, immersive performances, tours, and talks, connecting scientists, teachers, and entrepreneurs with communities of young people, families, and adults interested in the roles science, technology, engineering, arts and mathematics (STEAM) play in today's world.

In addition to the many events hosted by Festival partners, Science ATL produced more programming this year in replacement of the typical launch event and Exploration Expo.

### DISCOVERY WALKS

People across the metro region flocked to pick up a Discovery Walk map from one of four locations throughout the city, taking nature and urban hikes with their families. Each map contained stories connecting stops on the path to science - from discoveries of champion trees in Cascade Springs Nature Preserve to the construction of churches in Sweet Auburn.

### ATLANTA 40

With the Festival, we launched a new conservation web-app game that celebrated 40 organisms central to Atlanta's identity. From peach trees to falcons to kudzu and endangered species, Atlantans were (re)introduced to the nature around them. Each species covered came with a micro-conservation assignment tied to it to help protect the wonderful species native to our region.

### CITY SCIENCE QUEST

Participants in the City Science Quest uncovered Atlanta's innovations, discoveries, and STEM careers by completing missions from the comfort of their homes in this app-based scavenger hunt for kids and adults. With Quests planned each of the three weekends of the Festival, curious kids and adults got to compete for prizes and learn all about interesting local scientific research.

### PARTNER EVENTS

Partners across the metro region stepped up to participate in the Festival in new and creative ways, helping us to offer nearly 100 events at the 2021 Festival. With the emphasis on greater time with the family unit that the pandemic brought us, our events shifted to include more offerings for children and families (85% of events), including an online exploration of spa chemistry, a drive-in science demo show in Decatur, a plant scavenger hunt at the Atlanta Botanical Garden, and much more.

  
**3/4 EVENTS WERE FREE**

**50%**   
**OF 2021 ATTENDEES HAD NEVER BEEN TO A PREVIOUS ASF**



## ONLINE OFFERINGS

As we settled into the new virtual space, Science ATL pivoted to offer public engagement activities in the online world. From monthly episodes of an in-house produced video-cast to partnerships with GPB, Horizon Theatre, and Emory University, we brought science onto the screen and into people's homes.

### SCREENINGS

2020 brought with it the opportunity to partner in new ways. With Horizon Theatre, we partnered on the production of a virtual play, *Completeness*, with scientist talkbacks. Streamed four times in the fall, the play was shared with nearly 800 people, and then revived again for more audiences during the 2021 Atlanta Science Festival.

We teamed up with Georgia Public Broadcasting for a screening of selected STEM-focused short films from the *Unladylike 2020* collection, a short documentary series profiling diverse and little-known American women from the turn of the 20th century, and contemporary women who follow in their footsteps.

### WONDERCAST

Amidst the new social distancing norms, we launched a new videocast series. Aired as both full episodes and short design challenges, *Wondercast* aimed to inspire curiosity and wonder by diving scientific topics with the help of a local STEM partners. The monthly series ran from June to December of 2020 and covered such topics as microbes, pollution, bats, conservation, and maybe even poop! The Emory University sponsored series offered an accessible and playful investigation of scientific concepts to the 1700+ viewers.



## LATINO YOUTH LEADERSHIP CONFERENCE

We collaborated with the Latin American Association to create Science At Your Fingertips, a virtual scavenger hunt using the Goosechase App for their Latino Youth Leadership Conference.

The annual conference aims to excite and inspire middle and high school students to cultivate the leadership skills and interests needed in post-secondary education. The theme for 2020 was "Create the World We Want to Live In" so our activity challenged 6th and 7th grade students with 30 virtual "missions" that connected them with science and engineering concepts found at home environments and in careers across Atlanta.

## RACE THROUGH SPACE 5K APP

This year, we transformed our out-of-this-world race through the solar system from a group footrace to a solo app-led journey. When users downloaded the Race Through Space app, they were guided by a narrator voice on an even bigger journey - travelling from our own Milky Way Galaxy all the way out to the recently photographed black hole. The distance to the black hole was scaled down to five kilometers, and runners and walkers learned fun facts about different galaxies as they got further and further in their journey.

More than 500 people installed the app with 60+ reviews of 5 stars!



## THE SCIENCE SCENE

Atlanta's public science events calendar is hosted by Science ATL. The Science Scene connects audiences of all ages to science experiences happening across the metro area. These events are primarily hosted by our community partners, which helps us stay connected to their year-round events. This resource serves as a portal for discovering opportunities to experience science learning outside the classroom. Making it easier for people to discover STEM learning opportunities helps strengthen the identity of Atlanta as a science city. More than 50 partners and 650 events were featured this year.

## SCIENCE ATL PASSPORT

To be an explorer doesn't always mean going to new places. Sometimes, exploration can happen all around you. The Science ATL Passport is a guide for kids to be scientific explorers without ever needing to leave Atlanta. It invites and encourages young scientists to explore the world around them through their five senses. Each page offers ideas for experiments, activities, or local adventures as well as blank space for them to record notes, drawings and questions about the topics and ideas they discover.

We were thrilled to offer this unique at-home STEM learning experience to partners and families at the start of the pandemic. In addition, with the support of International Paper and the United Way of Greater Atlanta, we partnered with Brown Toy Box to provide the passport to 200 children in Clayton County over the first summer of pandemic. The Passport is also available for purchase on our new store.

## COMMUNICATION FELLOWSHIP

Building the communication skills of scientists is a critical component of sharing scientific information with the public in a way that is clear, relevant, and captivating. To that end, our team brought together our third cohort of Science ATL Communication Fellows with support from Emory University. Twelve Fellows, selected from over 125 applicants, represented a diverse range of scientific fields, past experiences, and professional interests. Students from Emory University, Georgia Tech, GSU, and Morehouse School of Medicine joined us to cover topics such as narrative, communication models, interview techniques, and more and then had the opportunity to put what they learned to action with several practical experiences.



## VISIBILITY

The Atlanta Science Festival and other Science ATL programs have attracted a great deal of community attention and media spotlights, with over 20 million media impressions in the past year. Strategic social media efforts built on a foundation of interesting content like Awesome Science Facts and ALEX Explores ATL contests have grown our following across Facebook, Twitter and Instagram to more than 46,000 fans.

Media attention for Science ATL plus our own promotional efforts have highlighted the good work of our many partners around the city, showcasing their science education offerings, advances in research and STEM-related products.

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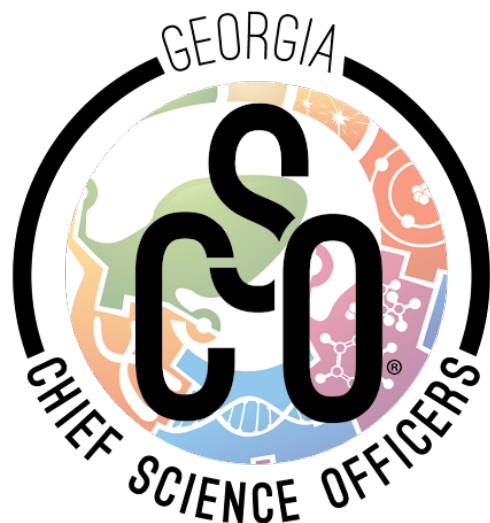
## MEDIA HITS

90.1 WABE • 11 ALIVE •  
WSB-TV • ATLANTA PARENT •  
DEKALB NEIGHBOR • ATLANTA  
JOURNAL CONSTITUTION • NY  
TIMES • SAPORTA REPORT •  
GPB.ORG • GOOD DAY ATLANTA  
FOX 5 • WSB RADIO • NORTH  
SIDE NEIGHBOR • MARIETTA  
DAILY JOURNAL • LIVINGIN  
TOWN.COM



# GEORGIA CHIEF SCIENCE OFFICERS

Georgia Chief Science Officers (CSO) is a STEM leadership development program that empowers middle and high school students to lead community change. The program, developed with major support from The Arthur M. Blank Family Foundation, enhances students’ leadership, communication, and project management skills in order to facilitate the emergence of youth voices in STEM.



## CSO BY THE NUMBERS



44  
STUDENTS



6  
COUNTIES



90%  
FROM GROUPS UNDER-REPRESENTED  
IN STEM



2700  
STUDENTS ENGAGED IN CSO-LED  
COMMUNITY PROJECTS

## GEORGIA CSOs CLASS OF 2021\*



\* Not all CSOs pictured.



### Attitude of Action

Many of our CSOs found creative ways to impact their community through Action Plans in spite of this challenging year. CSOs created podcasts and virtual panel discussions featuring STEM professionals from underrepresented groups in STEM, conducted “STEMonstrations” and created STEM kits for elementary students, created after-school STEM clubs, developed content for STEM newsletters, conducted COVID-19 outreach programs to raise awareness about the pandemic and the measures community members could take to curb the spread. In all, 18 student-led action plans were implemented across metro Atlanta, directly engaging over 2700 other students in STEM activities.

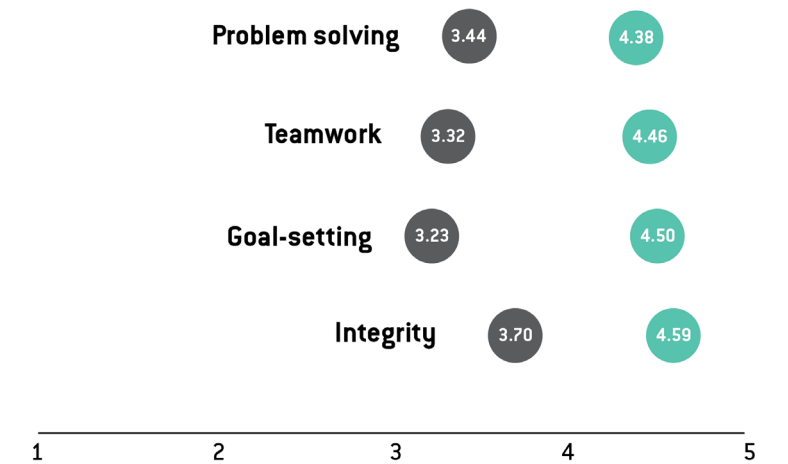
### Sense of STEM

Thirteen STEM professionals from academia and industry participated in monthly webinars as Leadership Coaches, sharing their career journeys and leadership experiences in the field. Students met representatives from Centers for Disease Control and Prevention, Emory University, Georgia Tech, Morehouse School of Medicine, Zoo Atlanta, US Army Criminal Investigation Laboratory, Kimberly Clark, 4D Engineering, International Flavors & Fragrances, PRESSO, Dendreon, and Novagen Diagnostics.



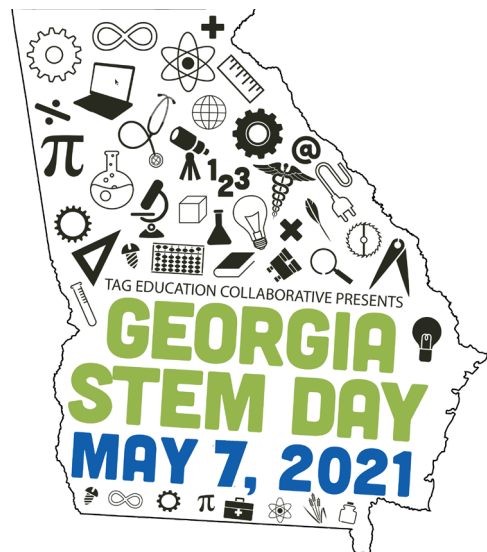
### Life of Leadership

CSOs participate in a curriculum designed with monthly leadership topics, and biweekly virtual meetings. Through skill-building workshops and practice planning and leading their own community Action Plan projects, CSOs improved their self-reported leadership competence by 8.9% (from 3.93 to 4.28), and reported gains in their understanding of problem-solving, teamwork, goal-setting, and integrity. Interestingly, the program was equally impactful for students in zip codes with low and high Child Well-Being ratings (as designated by the United Way of Greater Atlanta).



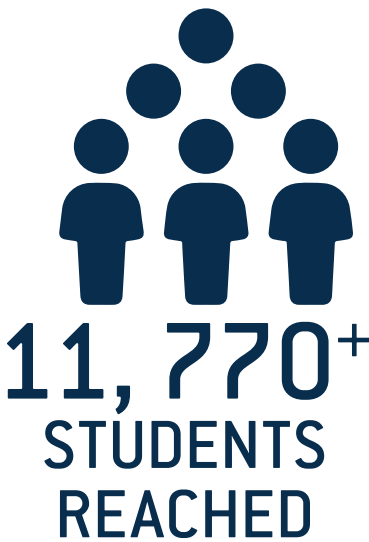


# GEORGIA STEM DAY



Georgia STEM Day was celebrated on May 7, 2021 with a series of live streaming activities for K-12 educators and students throughout the state. TAG Education Collaborative, which organizes STEM Day annually, partnered with Science ATL this year to produce a slate of programming options for easy plug-and-play participation.

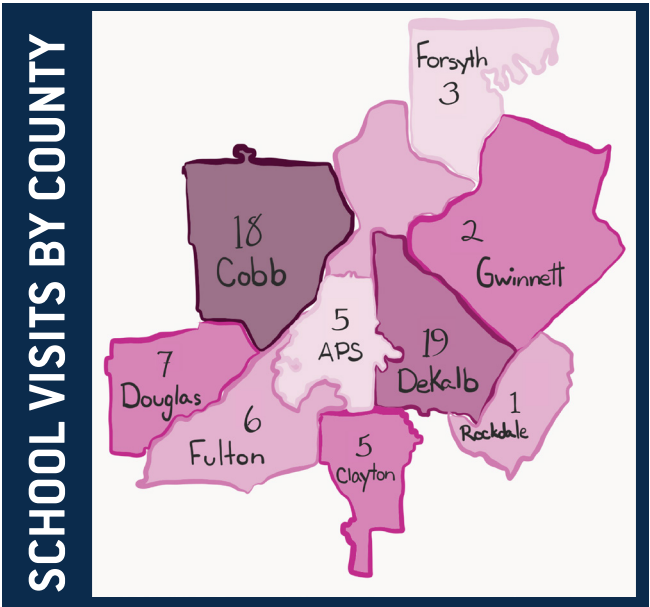
STEM-ONSTRATIONS  
 GEORGIA SCIENCE QUEST  
 LIVE STEAM PANEL FROM  
 MERCEDES-BENZ STADIUM  
 CAREER  
 CONVERSATIONS



# IMAGINING THE FUTURE STEM PROFESSIONALS VIRTUALLY VISITING METRO AREA CLASSROOMS

Now in its eighth year, the Imagining the Future program connects K-12 teachers with STEM professionals for classroom visits. Each spring, the program reaches thousands of children throughout the metro region and offers an excellent opportunity for scientists to connect with the community.

In a year with limited access to classroom lab activities, field trips, and guest speakers, the virtual ITF program had a powerful impact on student exposure to STEM careers. Over 60% of the participating classrooms had not had a STEM professional visit them all year. The program helped connect students and teachers to a cancer researcher, amphibian program coordinator, cosmetics formulator, endangered species specialist, meteorologist, epidemiologist, software engineer, VP of Technology, obstetrician, microbiologist, nuclear engineer, information security specialist, shark biologist, astronomy researcher and more!



*“I highly encourage you all to take advantage of ATL Science Festival. [We had] a Chemical Engineer present and conduct an experiment. We made worms from CaCl and Alginate!!! It was REALLLLLLLLLLYYYYYY cool and the students LOVED it!”*

- Teacher participating in the Imagining the Future program



Science ATL is committed not only to increasing participation in out-of-school science experiences but to seed and strengthen collaborations among organizations across Atlanta dedicated to fostering lifelong learning across fields. Science touches many other cultural and educational fields, and Science ATL seeks to integrate public science activities into Atlanta's arts and culture by producing and promoting events with diverse partners. Doing so broadens our audience and our capacity to inspire more people to wonder about their world.

As we continue to evolve, we are prioritizing deepening community partnerships and ensuring that our initiatives are intentional about equity and racial justice. In the fall of 2020, we began by reflecting on our role as stewards and facilitators of public science experiences and determining how we can ensure that our internal and external processes and partnerships demonstrate our commitment to equity and access. As such, we are doing a lot of listening and learning from community leaders working with youth in metro Atlanta and identifying new ways to collaborate and strengthen the STEM ecosystem. We are dedicated to learning directly from students in under-resourced neighborhoods what challenges they want to use STEM to address and how we can support their efforts. And we are developing a Volunteer Hub that makes it easier for STEM professionals who want to volunteer in schools to connect with interested schools and vice versa.





## STEM PROFESSIONAL SCHOOL PARTNERSHIPS

The STEM Professional School Partnership (SPSP) program cultivates strong, impactful, and sustainable partnerships between diverse STEM professionals and K-12 schools, in order to enhance access to STEM learning resources and careers. The program launched in 2020-2021 with funding from American Association for the Advancement of Science and Lyda Hill Philanthropies' IF/THEN Ambassador program, in partnership with local AAAS IF/THEN Ambassador, Paula Garcia Todd.



### STEM PROFESSIONAL SCHOOL PARTNERSHIP

The inaugural program created 30 STEM partnerships for a year of monthly interactions, reaching 4700 students (53% female) with 238 logged hours of STEM engagements. Schools (86.7% Title I) participated from 8 metro Atlanta districts. Among the 30 STEM professionals, 63% were female, 57% were Black/African-American, and 13% were Latinx/Hispanic, ensuring representation from groups traditionally underrepresented in STEM careers.

Each partnership set two goals to work toward based on school needs assessments and asset mapping activities. Quarterly webinars and monthly newsletters kept the cohort connected and motivated. By the year's end, our partnerships achieved 81% progress toward their goals, and were 88% likely to continue the partnership into the next year.



## PARTNERS\*

### FESTIVAL & PUBLIC EVENT PARTNERS

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 Ask Deer Abby  
 Atlanta Botanical Garden  
 Autrey Mill Nature Preserve and Heritage Center  
 The Branch Out Initiative  
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 The Clorox Company  
 Cobb County Public Library System  
 Consulate General Germany in Atlanta  
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 DeKalb County Department of Recreation, Parks & Cultural Affairs  
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 Delta Community Credit Union  
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 Education Enhanced  
 Elequa  
 Emory University\*  
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 First Christian Church of Decatur  
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 Fulton County/Johns Creek Environmental Campus  
 Georgia Aquarium  
 Georgia Institute of Technology\*  
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 Girls Who Code  
 Gold Lion Farm  
 Gwinnett County Public Library  
 Hack GT  
 Hispanic Scholarship Fund  
 Hope, Inc.  
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 International Paper\*  
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 Julia Robinson Mathematics Festival  
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 LexisNexis Risk Solutions\*  
 Little Shop of Stories  
 Live Thrive's Atlanta CHaRM  
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 Mercer University\*  
 MODA  
 National Geographic Kids  
 Partnership for Southern Equity  
 Penguin Young Readers  
 Piedmont Park Conservancy  
 RoachLab.org  
 Savannah Science Museum  
 Science for Georgia  
 Science Gallery Atlanta  
 Small Bites Adventure Club  
 Spelman College  
 STEM Compass  
 The Story Collider  
 TAG-ED  
 TCAAD  
 Trees Atlanta  
 UGA Extension  
 UPS\*  
 The Village Tutorial and Enrichment Program  
 West Atlanta Watershed Alliance  
 Whole World Improv Theatre  
 Zoo Atlanta

\*Denotes partner is also a sponsor



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 American Association for the Advancement of Science  
 American Industrial Hygiene Association  
 Apex Companies, LLC  
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 Atlanta Center for Medical Research  
 Babb Middle School (Clayton County)  
 Banneker High School (Fulton County)  
 Bear Creek Middle School (Fulton County)  
 Bolton Academy (Atlanta)  
 Booker T. Washington High School (Atlanta)  
 Brown Middle School (Atlanta)  
 Brumby Elementary (Cobb County)  
 Callaway Elementary School (Clayton County)  
 CDC Foundation  
 Centennial Academy (Atlanta)  
 Chamblee Middle School (DeKalb County)  
 Chubb Insurance  
 Clarkston High School (DeKalb County)  
 The Clorox Company

Code Elephant  
 Coretta Scott King Young Women's Leadership Academy (Atlanta)  
 Cox Automotive  
 Cox Enterprises  
 Crawford Long Middle School (Atlanta)  
 Delta Community Credit Union  
 Diamond Crystal Brands  
 Dream in S.T.E.A.M.  
 Dunleith Elementary School (Marietta City)  
 EAGLE 7 LLC  
 Eddie J. White Elementary Academy (Clayton County)  
 Education Enhanced  
 Emory University  
 Forest Park High School (Clayton County)  
 Fountain Elementary (Clayton County)  
 Frank L. Stanton Elementary School (Atlanta)  
 Garden Glow Wellness  
 Georgia Department of Transportation  
 Georgia Institute of Technology  
 Georgia Power  
 Georgia Tech Research Institute  
 Graham Moore Education Consultants  
 Green Acres Elementary School (Cobb County)  
 HDR, Inc.

Honey Creek Elementary (Rockdale County)  
 International Paper  
 Itron  
 James H. Brown Elementary (Clayton County)  
 Johns Creek High School (Fulton County)  
 Karen Peterman Consulting  
 KIPP WAYS (Atlanta)  
 Laurel Ridge (DeKalb County)  
 Liberty Building Forensics Group  
 Lockheed Elementary (Marietta City)  
 Lockheed Martin  
 Lost Mountain Middle School (Cobb County)  
 Lovejoy High School (Clayton County)  
 Lydia Hill Philanthropies  
 Marietta Middle School (Marietta City)  
 ME Stilwell School of Arts (Clayton County)  
 Mercedes-Benz Stadium STEAM Tours  
 Morehouse School of Medicine  
 Morrow High School (Clayton County)  
 Mundy's Mill Middle School (Clayton County)  
 NCR Foundation  
 New Manchester High School (Douglas County)  
 North Clayton Middle School (Clayton County)  
 Northside Hospital  
 Norton Park Elementary (Cobb County)  
 Paulding County High School (Paulding County)

Qubit by Qubit  
 Redan High School (DeKalb County)  
 Renaissance Middle School (Fulton County)  
 Rex Mill Middle STEM School (Clayton County)  
 Sci-Tech Institute  
 Sherwin-Williams  
 South Atlanta High School (Atlanta)  
 South Cobb High School (Cobb County)  
 South Paulding High School (Paulding County)  
 STEAMsport  
 Stone Mountain Middle School (DeKalb County)  
 TAG Education Collaborative  
 TMTS Associates, Inc.  
 Tucker High School (DeKalb County)  
 Tucker Middle School (DeKalb County)  
 Tuskegee Airmen Global Academy (Atlanta)  
 UCB  
 United Way of Greater Atlanta  
 UPS  
 Vaniam Group  
 Varner Elementary (Cobb County)  
 Webb Bridge Middle School (Fulton County)  
 Wells Fargo  
 Wheeler Magnet High School (Cobb County)  
 Zoo Atlanta





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Emily Beck  
Katie Boice

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Pro-Bono Partnership of Atlanta: Lori Shapiro  
Purpose Possible: Susannah Darrow  
ThrdSpace: Nasim Fluker  
GSU Motion Design Students  
Bill Christian  
Robbie Q. Telfer

IN LOVING MEMORY OF DEBORAH MULLIS - A PART OF THE SCIENCE ATL TEAM ALWAYS.





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