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It's been ten years since the very first Atlanta Science Festival exploded onto the scene. Since then Science ATL has reached more than 350,000 people with the joy and wonder of science. We have once again reached the magnitude of impact we were having pre-pandemic. And how remarkable that this was also the year of our tenth Atlanta Science Festival. Ten!!! That's a big deal!!! This little glimmer of an idea we had over a decade ago has turned into something huge. Not only is the Festival bigger and better than ever, it's served as the stepping stone to grow the work we do throughout the year.

As you flip through the pages of this report, we hope you'll get a sense of the impact Science ATL has had on the Atlanta community - be it through our school and youth programs or our public events. We hope that as a sponsor, partner, program participant or just an observer of our work, you are able to see this impact and feel just as proud as we do of the ways in which we've made Atlanta a better place by bringing people together through the wonder of 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's mission is to cultivate an equitable community of lifelong learners across metro Atlanta who are connected and inspired by the wonder of science.

## GOALS



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.



## PUBLIC SCIENCE EVENTS

From a summer book club, to an evening with Neil de Grasse Tyson, to the Atlanta Science Festival, Science ATL kept science alive in the city's culture throughout the year.



Earth Day Bike-In Movie

April 2023



Neil deGrasse Tyson - An Astrophysicist Goes to the Movies



The Story Collider: Overcome

May 2023

“I absolutely loved the Science ATL event. Not only was it educational, it was thoroughly entertaining. Who knew learning about science could be so fun?”

- Earth Day Bike In Movie Attendee





# 2023 FESTIVAL BY THE NUMBERS

 150  
EVENTS


 81  
VENUES

 47,000  
ATTENDEES

 161  
PARTNERS

 118  
MEDIA HITS

 928  
PRESENTERS &  
VOLUNTEERS

ATTENDEES\* CAME FROM  
 **100<sup>+</sup>**  
UNIQUE  
ZIP  
CODES

**93%**  
ATTENDEES\* BECAME  
MORE AWARE OF  
STEM IN THEIR  
LIVES

\*Data from Expo attendees only.



Neuroscience is Looking for a Few Good Brains



Oakland Cemetery Rocks



The Devil Wears Science



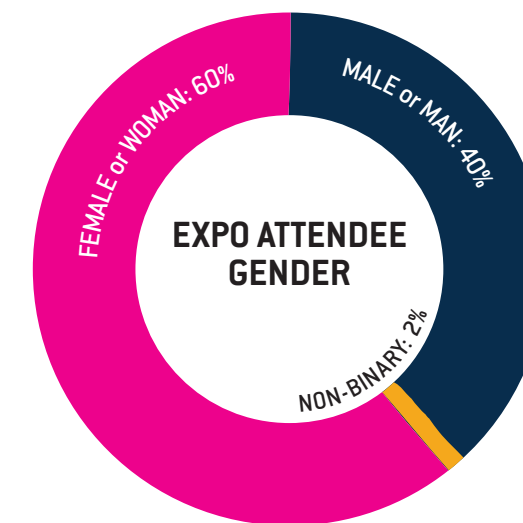
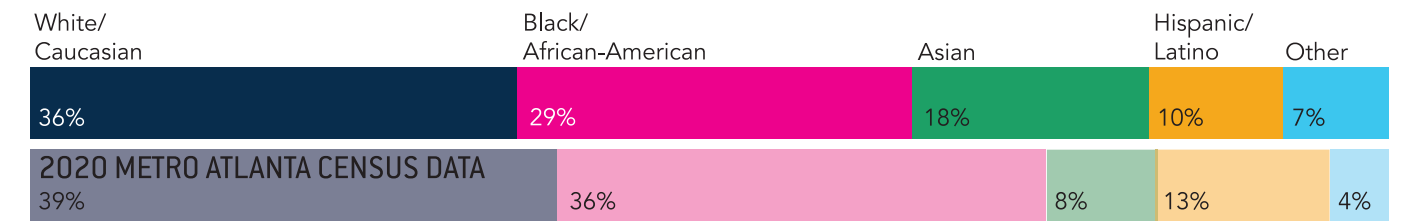
*“I think it paints a very positive picture of what Atlanta is about - a better picture of the culture and everything here. I think that’s awesome!”*

- 2023 Expo Attendee



## REACHING AUDIENCES UNDERREPRESENTED IN STEM

### EXPO ATTENDEE RACE/ETHNICITY



### REPRESENTATION IN EXPO PRESENTERS

**TWO**  out of **FIVE** presenters  
were from a racial/ethnic group underrepresented in STEM

**TWO**  out of **THREE** presenters  
were from a gender identity underrepresented in STEM



# DIGITAL OUTREACH

At Science ATL, we use the power of our digital reach to share stories about the wonder of science, tales of how Atlanta is a science city, and increase representation of voices from groups that are often not heard from in STEM fields.

118  
MEDIA HITS

- 90.1 WABE • 11 ALIVE
- WSB-TV • ATLANTA PARENT • DECATURISH
- SAPORTA REPORT • ATLANTA JOURNAL
- CONSTITUTION • WAGA
- ACCESS ATLANTA • GPB • GOOD DAY
- ATLANTA FOX 5 • WSB RADIO • STAR 94 • CREATIVE LOAFING

58,000  
SOCIAL FOLLOWERS

390  
PARTNER EVENTS  
PROMOTED

13 MILLION  
MEDIA IMPRESSIONS\*

\* Advertising and social media impressions





## 2023 SCHOOL & YOUTH PROGRAMS

Supporting K-12 schools and youth in metro Atlanta is central to Science ATL’s goals of building community around science and fostering equitable access to science learning opportunities. Our primary strategies are to:

TRANSFORM

Build school capacity for transformational - not transactional - partnerships with local STEM companies, universities, and their employees

ENGAGE

Engage with neighborhoods in zip codes with low or very low Child Well-Being

REPRESENT

Ensure diverse representation among STEM professional volunteers

EMPOWER

Empower youth to lead community change and bring STEM opportunities to their peers



## MEASURING SUCCESS

77

Participating schools in low or very low Child Well-Being\* zip codes

18K

Students reached

165

Youth leaders developed

6000

STEM professional volunteer hours

75%

STEM professionals are from groups underrepresented in STEM

\* [United Way of Greater Atlanta's Child Well-Being](#) index helps to identify neighborhoods which lack the basic opportunities and resources for children to thrive.





## GEORGIA CHIEF SCIENCE OFFICERS

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



## STEM PROFESSIONAL SCHOOL PARTNERSHIPS

*Presented by NCR Foundation*

A year-long program in which STEM Professionals partner with teachers to share their career journeys, integrate real-world STEM challenges into classroom experiences, and leverage their connections to industry/academia, all to support classrooms in achieving their STEM goals.



## IMAGINING THE FUTURE

A full day event launching the Atlanta Science Festival with STEM professionals visiting classrooms across the metro region.



## YOUTH AMBASSADORS

*Presented by Cox Enterprises*

A program designed to keep the youth voice actively involved in Science ATL programming, allowing teens to craft the science social scene while gaining valuable experience in public event planning, social media management, branding and marketing, and community outreach.



## STEM+21 CLubs

*In partnership with 21st Century Leaders*

An after-school club model and self-guided online learning modules for high school students to develop leadership skills in STEM.



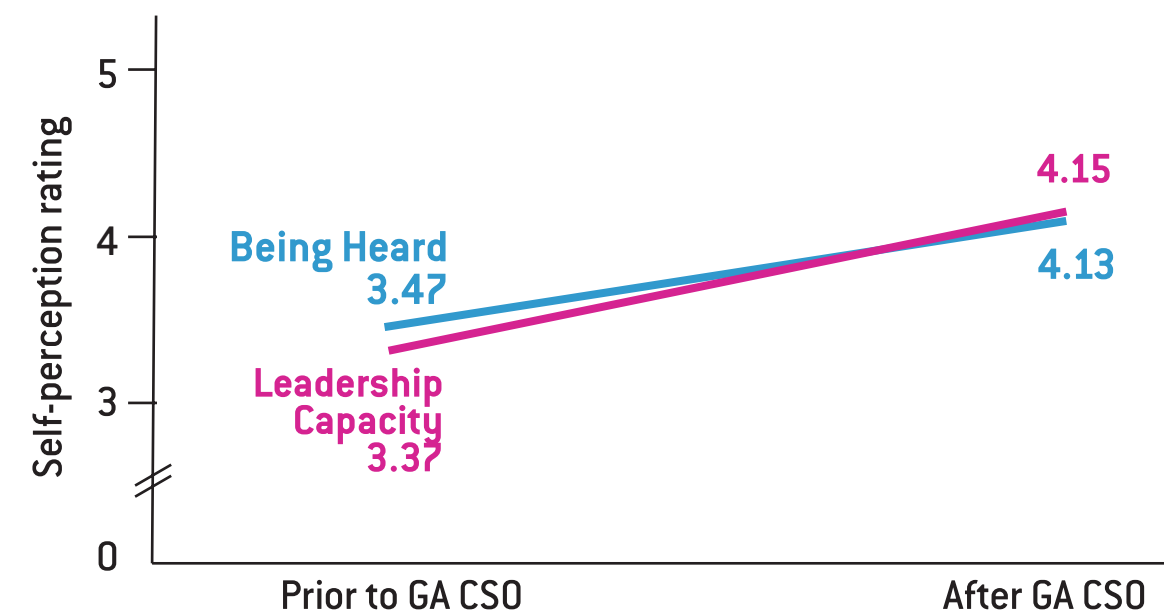


// The whole year was special! I love visiting the kids at Hutchinson and exposing them to civil engineering. My most special experience was after the Girls in STEM lesson this year. I asked the class what they learned and one girl responded with 'that I can do anything' and it was very heartwarming. //

- SPSP STEM Professional

## STEM LEADERSHIP DEVELOPMENT

Students feel more able to make change as leaders after participating in the CSO program



// I have noticed that [the CSO students] have become better leaders. They are more resilient and truly understand what it is to be responsible over major projects. They both have become problem solvers and are more willing to speak up. //

- CSO Teacher



PARTNERS

PUBLIC EVENT PARTNER ORGANIZATIONS:

3D Girls, Inc.  
A Capella Books  
Adopt-a-Stream  
Agnes Scott College  
Alliance Theatre  
Amana Academy, Inc.  
American Book Company\*  
American Rivers  
American Society for Clinical Laboratory Science -  
    Georgia State Society  
The Amphibian Foundation  
Atlanta Botanical Garden  
Atlanta Circus Alliance  
Atlanta Curling Club  
Atlanta Gas Light  
Biomedical Research Awareness Day  
Brown Toy Box  
Burns & McDonnell\*  
Carter Presidential Library & Museum  
CDC Foundation  
CEISMC - Georgia Tech  
Centennial Academy Charter School  
Center for Puppetry Arts  
Center for Translational Research in Neuroimaging  
    and Data Science  
Challenge Aerial  
Charades  
Chattahoochee Riverkeeper  
Chattahoochee Nature Center  
The Children’s Museum of Atlanta  
Citizen Science HD  
Clayton State University  
The Clorox Company\*  
Clyde Shepherd Nature Preserve  
Cobb County 4-H  
Cobb County Public Library System  
Computer Museum of America  
D. Clark Harris, Inc.  
DeKalb Agriculture, Technology and Environment  
    Charter School  
DeKalb County Dept of Recreation, Parks &  
    Cultural Affairs  
DeKalb County School District  
Delta Air Lines\*

Delta Community Credit Union\*  
Doctor Pete Productions  
Dow\*  
Dragon Con Science Track  
Dorje Ling Buddhist Center  
Emory University\*  
Extant Dream  
Fernbank Museum  
Fernbank Science Center  
Finding the Flint  
Flint Riverkeepers  
First Christian Church of Decatur  
Fox Theatre  
Fraser Jones TV  
Fulton County  
Fulton County Arts & Culture  
Fulton County Library System  
Fulton County Public Works  
Gentle Spirit Christian Church of Atlanta  
Georgia Audubon  
Georgia Aquarium  
Georgia Center for the Book  
Georgia Gwinnett College  
Georgia Institute of Technology\*  
Georgia Mineral Society  
Georgia Natural Gas\*  
Georgia Power\*  
Georgia Reptile Society  
Georgia State University  
Georgia State University Perimeter College  
Georgia Tech Research Institute  
georgiarocks.us  
German Consulate General  
Groundwork Atlanta  
Guerilla Haiku Movement  
The Happy Black Parent  
Hermeus  
Historic Oakland Foundation  
Home Depot Backyard  
IEEE Atlanta  
IEEE USA  
International Society of Arboriculture with GAA  
Jennifer Swanson Books  
Johns Creek Environmental Campus  
Julia Robinson Mathematics Festival  
Kennesaw State University

The LIFE School  
Little Shop of Stories  
Live Thrive Atlanta’s CHaRM  
Lockheed Martin Corporation\*  
Lush Plant Co.  
Marcus Autism Center  
Mathematics in Motion, Inc.  
Mercer University & Mercer Health Sciences Center\*  
Museum of Design Atlanta  
Michael C. Carlos Museum  
The Museum of Animation  
NCR Foundation\*  
Nerd Nite DC  
National Geographic Kids  
Oglethorpe University  
Opo Coffee  
The Paideia School  
PCOM Georgia  
Piedmont Park Conservancy  
Pittsburgh Yards  
Produce’d Incorporated  
Project WET  
The Public Art Futures Lab  
Rae Pendergrass  
Rockdale County 4-H  
Rockefeller Foundation  
Rogue Wave Dance

Sandy Springs Education Force  
Science for Georgia  
Science Gallery Atlanta  
Science Lab e.V.  
Science of Fun STEM Camps  
South River Watershed Alliance  
Spelman College  
STE(A)M Truck  
STEAMation  
STEM Gems  
Stephen Granade  
The Story Collider  
Trees Atlanta  
University of Georgia Extension  
University of Georgia College of Pharmacy  
UPS\*  
URJ 6 Points Sci-Tech Academy  
Veolia Water  
The Village Tutorial and Enrichment Program  
WABE  
West Atlanta Watershed Alliance  
William Walker Recreation Center (City of Atlanta)  
Whole World Improv Theatre  
Woodward Academy  
WUNDERgrubs  
Wylde Center  
Zoo Atlanta

\*Partner is also a sponsor





SCHOOL & YOUTH PROGRAMMING  
PARTNERS FROM:

21st Century Leaders  
3D Girls, Inc.  
Arcadis US, Inc.  
AXA XL  
Burns & McDonnell\*  
City of Avondale Estates  
City of Douglasville  
City of Roswell  
The Clorox Company\*  
Coca Cola  
Cox Enterprises\*  
CP Kelco  
Craig H. Neilsen Foundation  
Delta Community Credit Union\*  
Emory Healthcare  
Emory University\*  
Flourishing International Education  
Fun Weird Science  
Georgia Gwinnett College  
Georgia Institute of Technology\*  
Georgia State University  
Georgia State University Perimeter College  
IBM  
International Paper\*  
Lockheed Martin Aeronautics\*  
LOGRAS  
NCR\*  
Norfolk Southern\*  
PetIQ  
Progress Math  
Proximity Lab Services  
Serta Simmons Bedding LLC  
Southern Company  
Spelman College

Take Flight Girls Inc.  
Tellus Science Museum  
UCB, Inc.  
UFABC  
UPS\*  
UPS Capital  
Veolia  
Veterans Health Administration  
Visiontech Communications

SCHOOL PARTNERS

Atlanta Public Schools  
Booker T. Washington High School  
Carver Early College High School  
Centennial Academy Charter School  
Harper-Archer Elementary School  
Humphries Elementary School  
Hutchinson Elementary School  
John Lewis Invictus Academy  
KIPP WAYS Academy  
M. Agnes Jones Elementary School  
Morningside Elementary School  
Perkerson Elementary School  
The Ron Clark Academy  
Slater United Elementary School  
Warren T. Jackson Elementary School  
William M. Boyd Elementary School  
William M. Finch Elementary School

City Schools of Decatur  
Beacon Hill Middle School

Clayton County  
Brown Elementary School  
Eddie White Middle Academy  
Forest Park High School

Forest Park Middle School  
Huie Elementary School  
Jonesboro High School  
Lovejoy High School  
ME Stilwell School of Arts  
Michelle Obama STEM Elementary Academy  
North Clayton Middle School  
Northcutt Elementary School  
Rex Mill Middle STEM School  
Unidos Dual Language School

Cobb County  
Amana Academy West Atlanta  
Brumby Elementary School  
Chalker Elementary School  
Fair Oaks Elementary School  
Norton Park Elementary School  
South Cobb High School

DeKalb County  
Champion Theme Middle School  
Chapel Hill Elementary School  
DeKalb Elementary School of the Arts  
Dunwoody Elementary School  
Fernbank Elementary School  
Hawthorne Elementary School  
Henderson Mill Elementary School  
Indian Creek Elementary School  
Midvale Elementary School  
Oakcliff Traditional Theme School  
Ronald E. McNair Discovery Learning Academy  
Smoke Rise Elementary School  
Southwest DeKalb High School  
Stone Mountain Middle School  
Tucker Middle School  
Wadsworth Magnet School for High Achievers  
Woodward Elementary

Fulton County  
Amana Academy  
Global Impact Academy  
S.L. Lewis Elementary School  
Westlake High School

Gwinnett County  
Annistown Elementary School  
Baggett Elementary School  
Coleman Middle School  
Lanier Middle School  
Mill Creek High School  
Northbrook Middle School  
Paul Duke STEM High School  
Sweetwater Middle School  
Sycamore Elementary School  
Taylor Elementary School

Henry County  
Stockbridge High School

Marietta City Schools  
Marietta High School  
Marietta Middle School  
Marietta Center for Advanced Academics

Paulding County  
McGarity Elementary School  
P.B. Ritch Middle School  
Paulding County High School  
South Paulding High School

Rockdale County  
Conyers Middle School  
Flint Hill Elementary School  
Honey Creek Elementary School

\*Partner is also a sponsor





## SPONSORS



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UNIVERSITY



DELTA



A MARKETING AGENCY



Foundation



BURNS & McDONNELL FOUNDATION GEORGIA NATURAL GAS AMERICAN BOOK COMPANY DOW  
GEORGIA TECH RESEARCH INSTITUTE CHERRY BEKAERT ATLANTA GAS LIGHT IEEE AMAZON

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*Co-Executive Director,  
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**Meisa Salaita**  
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**AJ Chestnut Raines**  
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*School & Youth Programs Facilitator*

**Alvaro McRae**  
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**Brooke Rose**  
*School & Youth Programs Facilitator*

**Sarah Strassler**  
*Digital Content Contributor*

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### Marketing & PR: Lenz Marketing

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Rachel Cushing	Aakiem Philippe	Jon Waterhouse

### Evaluation: Center for Education Integrating Science, Math & Computing, GaTech

Meltem Alemdar	Katie Boice	Talia Capozzoli
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### Event Management: Destination South Meetings & Events

Cynthia Alford	Tanner Garrard	Sarah Yarnell
Lara Lillian Johnson		

## SPECIAL THANKS TO

Danielle Freeman  
Rastafa Geddes  
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David Hartnett, Science ATL Board Chair Emeritus  
Lori Shapiro & Pro-Bono Partnership of Atlanta

*In loving memory of Pastor James Brewer-Calvert, a warm supporter, enthusiastic partner, and friend to all.*





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ScienceATL.org

Science ATL, Inc. was founded by:



EMORY  
UNIVERSITY



Georgia  
Tech.

