





ATLA
SCIE
FEST

ATLSciFest
GO

CONTENTS

Letter from Directors.....	p 2
Overview of Science ATL.....	p 3
Public Engagement.....	p 5
School & Youth Programs.....	p 13
Partners.....	p 19
Sponsors.....	p 23

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

September 2022



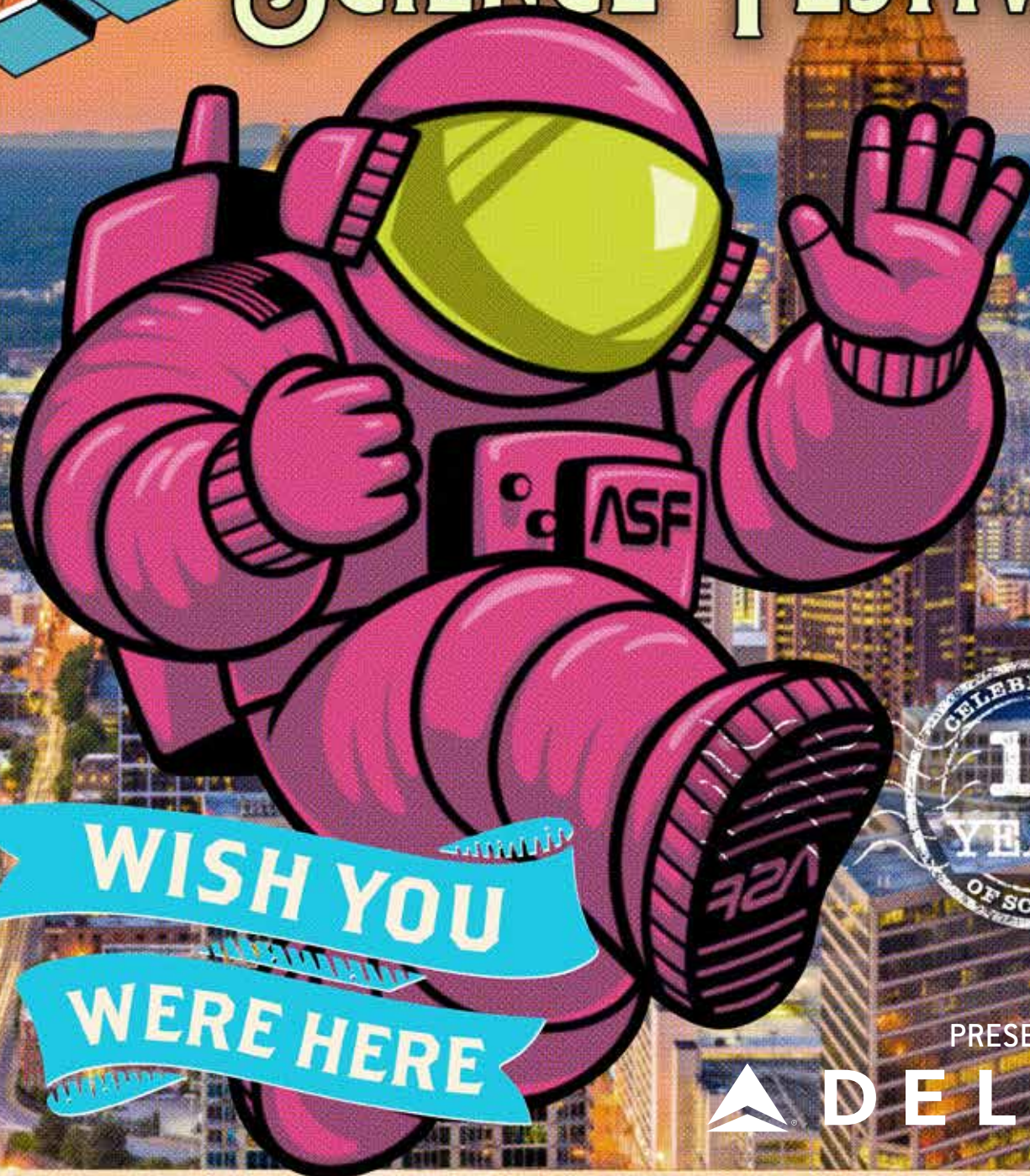
The Story Collider: Overcome

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

THE ATLANTA SCIENCE FESTIVAL



WISH YOU

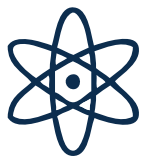
WERE HERE



PRESENTED BY

 DELTA

2023 FESTIVAL BY THE NUMBERS



150
EVENTS



81
VENUES



47,000
ATTENDEES



161
PARTNERS



118
MEDIA HITS

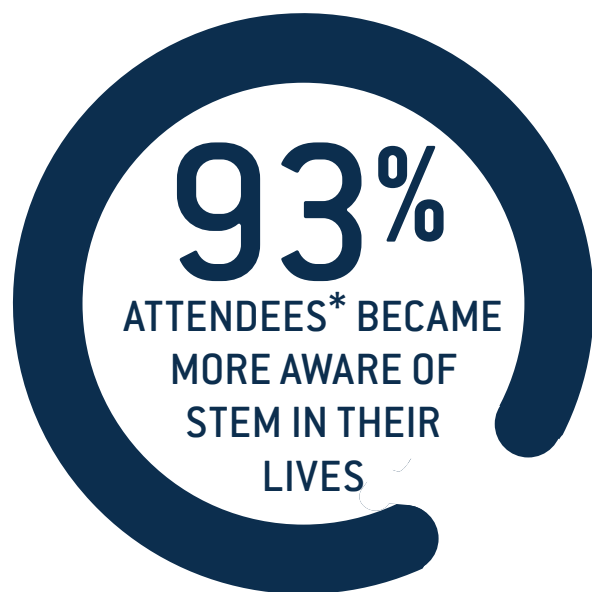


928
PRESENTERS &
VOLUNTEERS

ATTENDEES* CAME FROM



100⁺
UNIQUE
ZIP
CODES



*Data from Expo attendees only.



Neuroscience is Looking for a Few Good Brains



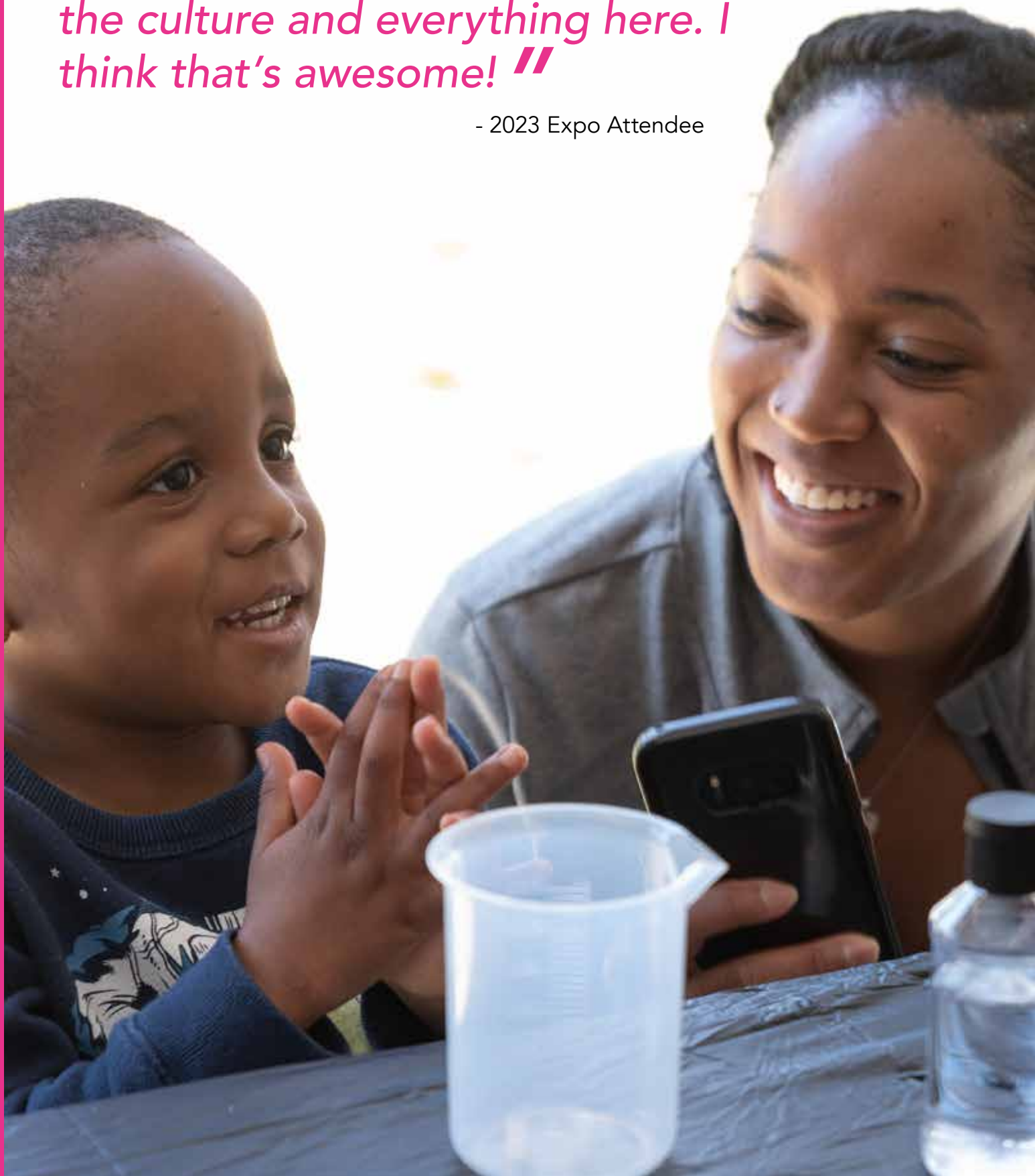
Oakland Cemetery Rocks



The Devil Wears Science

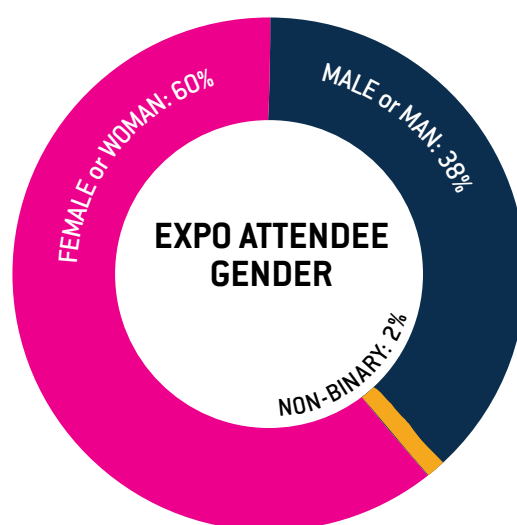
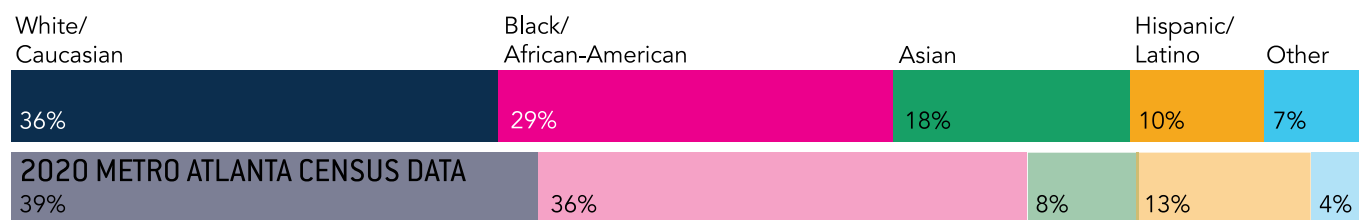
“I think it paints a very positive picture of what Atlanta is about - a better picture of the culture and everything here. I think that’s awesome!”

- 2023 Expo Attendee

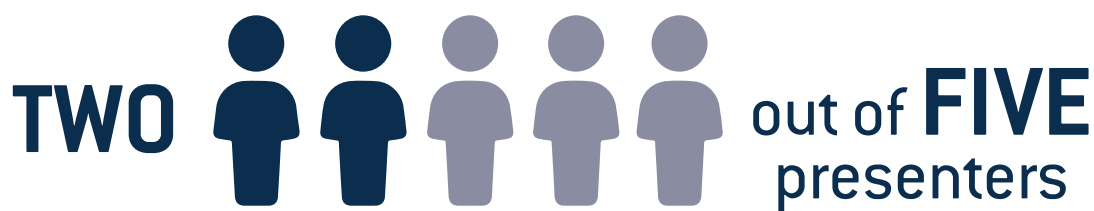


REACHING AUDIENCES UNDERREPRESENTED IN STEM

EXPO ATTENDEE RACE/ETHNICITY



REPRESENTATION IN EXPO PRESENTERS



were from a racial/ethnic group underrepresented in STEM



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.



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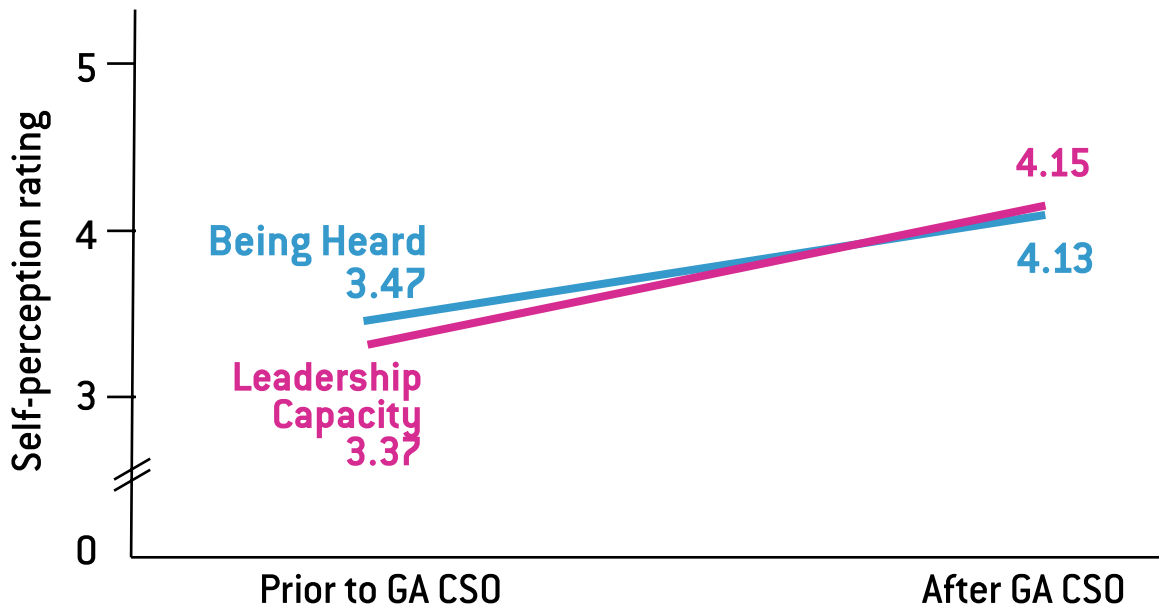
The whole year was special! I love visiting the kids at Hutchinson and exposing them to civil engineering. My most special experience was after the Girls in STEM lesson this year. I asked the class what they learned and one girl responded with 'that I can do anything' and it was very heartwarming. //

- 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

*Partner is also a sponsor

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Michael C. Carlos Museum
The Museum of Animation
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National Geographic Kids
Oglethorpe University
Opo Coffee
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The Public Art Futures Lab
Rae Pendergrass
Rockdale County 4-H
Rockefeller Foundation
Rogue Wave Dance

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Science for Georgia
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Science Lab e.V.
Science of Fun STEM Camps
South River Watershed Alliance
Spelman College
STE(A)M Truck
STEAMation
STEM Gems
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The Story Collider
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University of Georgia College of Pharmacy
UPS*
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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



SCHOOL & YOUTH PROGRAMMING PARTNERS FROM:

21st Century Leaders
 3D Girls, Inc.
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 LOGRAS
 NCR*
 Norfolk Southern*
 PetIQ
 Progress Math
 Proximity Lab Services
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 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



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Foundation



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GEORGIA TECH RESEARCH INSTITUTE CHERRY BEKAERT ATLANTA GAS LIGHT IEEE AMAZON

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BLACK PROFESSIONALS
FORUM

Moving Forward Together

Join us at 1 p.m.
for a **live, STEM-**
infused painting
performance by
Patcasso!



SPONSOR



ATLANTA

SCIENCE FESTIVAL

2013



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PROFESSIONAL SERVICES

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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.*



601 W. Ponce de Leon Ave.
Decatur, Georgia 30030
770.322.4992
ScienceATL.org

Science ATL, Inc. was founded by:



EMORY
UNIVERSITY



Georgia
Tech.

