



# 2016 Arizona SciTech Festival **COMMUNITY REPORT**



Cox is proud to partner with the Arizona SciTech Festival to help build for the future, in our community's youth. The promotion of STEM learning is capturing the interest of Arizona students, who represent our future workforce.



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

Presenting



Platinum



Gold



Silver



Bronze



K12.COM/AZVA

Copper



Krypton Project Lead The Way | Biz in a Boxx | AT&T | Midwestern University

Foundational Partners





## On behalf of

Arizona, I want to officially thank the more than **800 diverse business, education, government and community leaders** whose collaboration made the 2016 Arizona SciTech Festival the largest to date. Collectively, you've helped produce over **1,200 events**, reaching

more than **400,000 attendees** across the state. As a result, Arizona is now home to the **third-largest SciTech celebration in the country**. That's a high testament to your dedication and collaborative efforts to make Arizona a worldwide leader in STEM and innovation.

Looking at the data from this year's Festival speaks volumes about the reach of this program. This year's Arizona SciTech collaborators produced events in more than half of Arizona's cities and towns, including:

- **200+ business and industry organizations**
- **950+ schools**
- **Most public universities and colleges in Arizona**
- **300+ civic and community organizations**

In addition to **inspiring thousands of Arizona youth to pursue education and careers in STEM**, the work of these collaborators has helped bridge hundreds of partnerships in the name of science, technology and innovation. From Chandler's Science Spectacular, to Sahuarita's STEMtacular and Verde Valley's SciTech Festival — to Gila County's STEMfest, Prescott Region's SciTech Festival and Tucson's Family SciFest — it is encouraging to see communities across the state working together to elevate STEM and innovation.

One of the things I find most exciting about the Festival is that it forges strong relationships that lay the foundation for new initiatives to emerge. Arizona SciTech's **Chief Science Officers (CSO) Program** is a prime example of that. In its first year alone, a total of 138 CSOs were elected from 78 schools throughout Arizona as advocates for STEM and innovation in their schools and communities. This CSO program has been so successful, it is now being considered at the national level as a model for other states to replicate. It is a real point of pride for our state to be leading the nation in these types of youth empowerment programs that prepare the next generation of STEM champions.

We are fortunate to be living in a state with such engaged citizens and devoted leaders. I look forward to seeing the Arizona SciTech Festival continue to grow, thrive, and set the bar.

Governor Doug Ducey

## As we conclude

this year's festival, we assembled this community report to celebrate the exceptional efforts made by the Arizona community to deliver high-quality, diverse experiences to some **400,000 attendees**. After 5 successful seasons, it is amazing to see the continued growth and support on multiple levels:

- 1. New events and communities** – each year we welcome new communities. 2016 included El Mirage, Fountain Hills and Surprise.
- 2. Traditions** – Events that started just a few seasons back continue to mature and are now viewed as traditions. For example, ASU's Night of the Open Door now draws 30K+ attendees, growing from ~5K in year one. Similarly, community awareness of the event has grown from 11% to over 23% in Maricopa County.
- 3. Visitor satisfaction** – with so many events put on by hundreds of organizations, it is impressive how consistently high the visitor satisfaction rating is. This year **99% of visitors would recommend** the event attended to a friend, **93% felt more connected** with science and technology in their community and **87% talked about the Festival** to someone else after attending.
- 4. Collaborator support** – Most of the **800+ collaborators** continue to find value by participating with the Festival. 93% indicated this year's experience was the same or better than last year, 87% felt satisfied with their "return on investment," and 57% had follow-up phone calls or emails from Festival attendees. Most importantly, the Festival has become an important convener for collaborators interested in STEM with 90% looking to meet new organizations, 94% to collaborate and 94% to talk about new ideas.
- 5. By the numbers** – From attendance to events and newsletter subscribers, the Festival continues to expand each year. The continued positive experiences of attendees reflect our collaborators' commitment to provide high-quality experiences for their visitors.

Finally, thank you to the **41 sponsors** that provided the financial backing for this important endeavor including **Cox Communications, Honeywell, and State Farm**; our Silver, Bronze, Copper, and Krypton sponsors; and the six foundational partners for their visionary support: the Arizona Commerce Authority, Arizona Board of Regents, Arizona State University, University of Arizona, Arizona Science Center and the Arizona Technology Council Foundation.

Jeremy Babendure, Ph.D.  
Executive Director, Arizona SciTech

## Arizona SciTech TEAM

**Jeremy Babendure, Ph.D.** » Executive Director  
**Marisa Ostos** » Festival Assistant Director  
**Shiena Amigo** » Street Team Coordinator  
**Susan Farretta** » Director Educational Programs  
**Don Ruedy** » Tucson Community Liaison

**Carmen Cornejo** » Hispanic Community Liaison  
**MaagComm+** » PR and Communications  
**LuckyYou Creative** » Creative Design  
**Chris Babb** » Website  
**Michele Peters** » Festival Writer

**STREET Team** » Bonnie Bolkan, Denise Hicks, June Yoon, Cindy Ruedy, Sheila Shedd, Kathleen Szczepaniak  
**First Gen Scientists Outreach** » Team of 24 led by Eugene Chung and Clara Nguyen  
**Research Team** » Lisa Gallagher, Myles Gallagher, Erin Kirchner, Kristine Leier, Carson Moore, Richard Toon





Intel team member showcasing exciting technologies at the Cox Connect2STEM event hosted by the University of Arizona.

## AZ's businesses connect with communities in creative ways.

**Highlights:** Business leaders report new and enhanced partnerships with schools, municipalities, community leaders and other businesses.

- **Microchip** and **MJS Designs** showcased the applications of complex electronic devices such as LEDs and microchips at the **3rd Annual Southwest Makerfest** in Mesa.
- **State Farm Insurance** introduced coding with the "Makey Makey" at Tempe's **Geek's Night Out**.
- **Hydronalix** demonstrated how robotics and microsensors apply to maritime sciences at the **Sahuarita SciTech Festival**.
- **Orbital's** passport to STEM had over a dozen activities in aerodynamics, magnetism and thermodynamics at **Chandler's Science Saturday**.
- **Intel** showcased the applications of their technology with music, circuits and Play-Doh at the **Cox Connect2STEM Launch Event**.
- **Bent River Machine** demonstrated how engineering can help to innovate something as simple as sprinkler heads.
- **PADT** opened its doors to the public, showcasing the world's most advanced 3D printers, laser cutters and modeling software.
- **Freeport-McMoRan** introduced **Prescott Regional SciTech Festival** attendees to the geology behind their work.
- **Honeywell** inspired 110 Chief Science Officers at the **Deer Valley Airplane Hangar** with interactive demonstrations of airplanes, virtual reality and more.

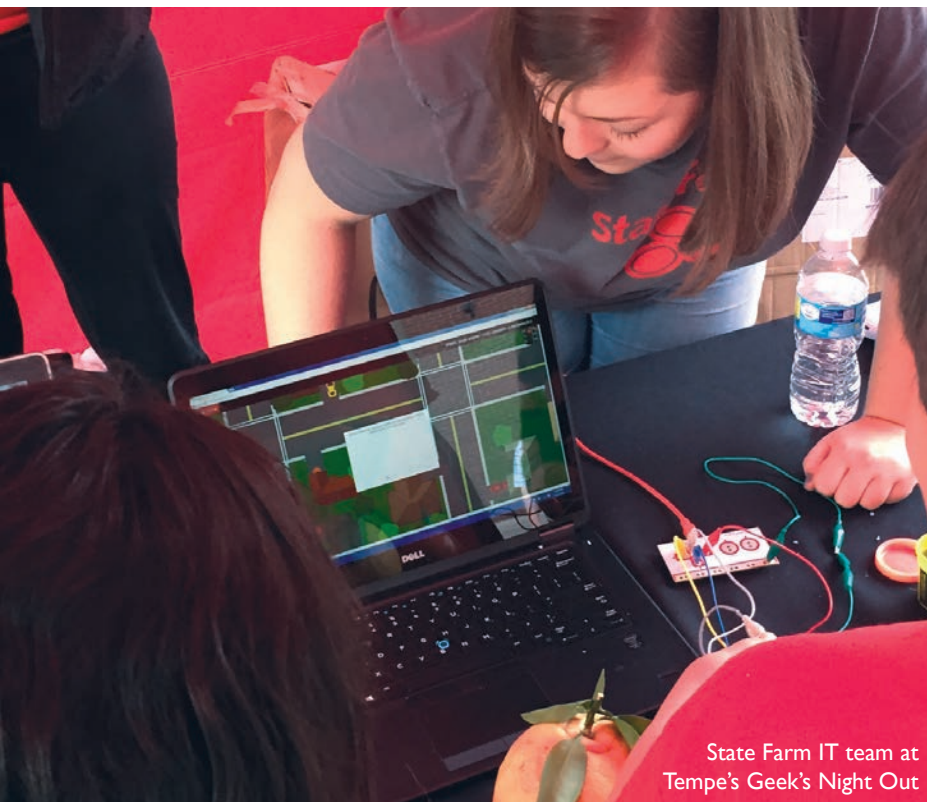
Businesses are finding the Festival an important outlet to engage the public, build employees' morale and to influence students' academic and career choices. The Festival also supports economic development by building awareness of Arizona's key sectors for long-term growth.



“ Geek’s Night Out was a fun, interactive opportunity to engage with our local community of future scientists, technologists, engineers, and mathematicians. As a member of State Farm IT Research and Development, I really appreciated the ability to give back to this community in addition to getting some exposure for my department.”

-Becca Little

Web Developer | IT R&D | State Farm PHX



State Farm IT team at Tempe's Geek's Night Out

## A sampling of companies that participated in the 2015 AZ SciTech Festival.

### Technology & Innovation

AKSCO Construction  
Cox Communications  
Eventinterface  
Garmin  
Google  
IBM  
Intel  
Microchip  
Nextiva  
PerfOpt  
Psomas  
SenesTech  
State Farm  
Sundt/DPR  
Texas Instruments

### Aerospace & Defense

Bombardier Inc.  
Control Vision  
Guidance Aviation  
Honeywell  
MD Helicopters  
Orbital Sciences  
Raytheon  
Universal Helicopter

### Renewable Energy / Utilities

Arizona Public Service  
Green Living Magazine  
Patriot Disposal  
Solar City  
SRP  
Tucson Electric Power  
Unisource Energy Services  
Waste Management

### Bioscience & Health

Banner Health  
Barrow Neurological Institute  
Guardian Medical Transport  
Mt. Graham, Verde Valley, Ventana and Yavapai regional Medical Centers  
North Country Health Care  
TGen  
W.L. GORE

### Advanced Manufacturing

Air Products  
Catepillar  
Freeport-McMoRan  
Hudbay  
Green Valley Pecan Company  
Local Motors  
MJS Designs  
PADT  
Precision Laboratories

### Business Services

Arizona Diamondbacks  
Arizona Lithographers  
Bookmans  
Desert Diamond Casino  
Flagstaff Bone and Joint  
Jim Click Automotive  
Pitching Tunnels  
Yelp

Cox Communications, in partnership with Arizona SciTech, hosted the Connect2STEM awards to honor STEM Connectors in the areas of business, non-profit, education and after-school programs.





The science of your water presented at the City of Surprise Super Science Saturday.

## City-led events deliver a wide-range of experiences for their diverse audiences.

Here is a small sample of the many experiences enjoyed by residents throughout Arizona:

- The City of El Mirage hosted its **1st SciTech Festival** during their annual Health and Safety Day.
- The City of Buckeye continues to grow with the **3rd Annual Buckeye SciTech Festival** held during its annual Air Fair.
- The City of Sahuarita expanded its **3rd annual SciTech Festival** to a full week, involving dozens of Southern Arizona collaborators.
- The City of Cottonwood's Mayor, Diane Joens, brought together 4 communities to put on over two dozen events with the **3rd annual Verde Valley SciTech Festival**.
- The City of Surprise launched its **Super Science Saturday**, featuring the Science Heroes that work behind the scenes at the City.
- Communities in **Prescott** and **Prescott Valley** united to host the **3rd Annual Prescott Regional SciTech Festival** at the Prescott Gateway Mall.

“The City of Surprise launched our inaugural “Super Science Saturday,” highlighting the City’s very own science super heroes. We are thrilled that upwards of 1,000 residents participated. The community feedback has been tremendously supportive.”

- Jeanine Jerkovic,  
City of Surprise Economic Development Director

A key to the success of the city events is their ability to engage a broad cross-section of stakeholders, including community-based nonprofit organizations, businesses, educational institutions and cities’ own operations, e.g., police, fire, water treatment.

To this end, the Festival provides cities and towns a tangible strategy to convene community stakeholders and focus on a highly visible, public event. Given the related themes with science, technology and innovation, conversations often dovetail with economic development goals. Starting with a total of 4 communities in 2012, Arizona SciTech now collaborates with over two dozen regions statewide in urban and rural settings.



## Communities engaged in AZ SciTech Initiatives

### 2012

- Casa Grande
- Chandler
- Globe-Miami
- White Mountains Region

### 2013

- Glendale
- Scottsdale
- Tempe
- Yuma

### 2014

- Buckeye
- Gilbert
- High Sonoran (Cave Creek/Carefree)
- Buckeye
- Mesa
- Payson
- Prescott
- Sahuarita
- Southwest Valley (Avondale/Goodyear)
- Tucson
- Verde Valley (Camp Verde/Clarkdale/Cottonwood/Sedona)

### 2015

- Graham County (Safford/Thatcher)
- Marana
- Maricopa
- Sierra Vista

### 2016

- El Mirage
- Fountain Hills
- Surprise

**Arizona SciTech Festival events took place in a total of 53 cities and towns in 2016.**







UA's Physics Factory showcased exciting applications of math and physics at dozens of Arizona SciTech signature events.

## Arizona's postsecondary institutions engage future students and the public with their research and innovation.

**Highlights:** Postsecondary institutions give the public a glimpse of the impact of their world-renowned research and the value of a postsecondary education. Through this process, students, faculty, staff and researchers communicate their passions with current and future students, alumni and the public.

Universities and colleges offer some of the Festival's largest events, with a broad range of innovative learning experiences:

- **ASU's Night of the Open Door** put on by 1,000 student, staff

and faculty volunteers engaged 30K+ attendees in the creative energy that powers a world-class university with 300+ hands-on activities, tours and performances on 5 campuses.

- **U of A** engaged some of the 130K **Tucson Festival of Books** visitors in **Science City** "neighborhoods" featuring hands-on activities, demonstrations, science cafés and dozens of campus lab tours.
- **Maricopa Community College's 10 campuses** presented 30+ diverse events including science expos, star parties, tours and career fairs.



“ The Prescott Regional SciTechFest has grown considerably in the past three years. It was exciting to see the support from diverse groups ranging from The Spot Museum, Unisource and Yavapai College. Embry-Riddle is proud to be part of this exciting initiative and sees it as an important opportunity to reach our local community. ”

– Anne Boettcher, PhD  
Director, Undergraduate Research  
Embry-Riddle Aeronautical University

- **Embry Riddle University** showcased all things aviation and engineering at the **3rd Annual Prescott Regional SciTech Festival**.
- **Yavapai College** hosted its **3rd Annual SciTech Expo** in Clarkdale featuring everything STEAM from helicopters to video games and wine.
- **Eastern Arizona College** hosted its **2nd Annual Gila Valley SciTech Festival** at the North and Discovery Park Campuses.



Embry Riddle Pilot at the Prescott Regional SciTech Festival

## Institutions Engaged

### Arizona Regents

ASU Downtown  
ASU Tempe  
ASU Polytechnic  
ASU Thunderbird  
ASU West  
NAU  
NAU Downtown Phoenix  
NAU Yavapai  
UA Cooperative Extension  
UA Main  
UA Phoenix Medical Campus  
UA Tech Park

### Community Colleges (CC)

Central Arizona College  
Chandler-Gilbert CC  
Cochise College  
EAC North Campus  
EAC's Discovery Park  
Estrella Mountain CC  
Gateway CC  
Glendale CC  
Glendale CC North  
Phoenix College  
Mesa CC  
Paradise Valley CC  
Paradise Valley CC at Black Mountain  
Pima CC  
Pima CC Northwest  
Pima CC West Campus  
Prescott College  
Rio Salado CC  
Scottsdale CC  
South Mountain CC  
Yavapai College Chino Center  
Yavapai College Prescott Valley

### Professional

Carrington College  
Embry Riddle University  
Grand Canyon University  
Midwestern University  
University of Advancing Technology

**Night of the Open Door** has grown into **ASU's** largest open house involving all 5 campuses.





Thompson Ranch  
Students share their  
passion for making  
at the El Mirage  
Public Safety Day.

## K-12 students communicate their excitement about science and innovation at various festival events.

**Highlights:** Beyond doing an exceptional job of getting the word out, schools have actively engaged in partnership and event development. As a result, schools have strengthened relationships with local business, as well as postsecondary, community and government organizations. Events have taken place in high-profile settings on or off site and have provided students and educators unique opportunities to communicate their passion for science with the public.

### Some Exceptional Learning Experiences

- 400 students along with dozens of local business professionals presented to 3,000+ attendees at the ***Casa Grande Union High School District SciTech Festival***.
- From robots and circuits to sustainability and energy, **Tempe Elementary, Tempe High and Kyrene Elementary School Districts'** students showcased their passions at ***Geek's Night Out***.





“As a CSO, being a leader of our local SciTech Festival planning committee gave me a deeper understanding of exactly what it takes to organize such a major event.”

- CSO Dominique Browning,  
Casa Verde High School

- **Kenilworth** and **Heard Elementary Schools** celebrated their community STEM culture with student clubs, local industry and community partners as part of a 1/2-day parent/teacher days.
- 2 Student **Chief Science Officers** planned the first ever **SciTech Festival** at **Ironwood High School** in Peoria.
- **Pima JTED** students featured the science of their trade at the **Family SCIFest** event held at the Tucson Children's Museum.
- 300 **Xavier** students mentored 1000+ middle school girls at its annual **Girls Have IT** day with interactive STEAM activities.

Taylor Hicks Elementary school students show off their robots at the Prescott Regional SciTech Festival.



## School Districts throughout Arizona made exceptional contributions to the AZ SciTech Festival

Alhambra ESD  
Avondale ESD  
Basis Prescott  
Basis Oro Valley  
Beaver Creek SD  
Camp Verde USD  
Cave Creek USD  
Camp Verde USD  
Casa Grande ESD  
Casa Grande UHSD  
Chandler USD  
Cottonwood Oak Creek SD  
Dysart USD  
Deer Valley USD  
Phoenix UHSD  
Flagstaff USD  
Florence USD  
Fountain Hills USD  
Higley USD  
Humboldt USD  
J.O. Combs USD  
Oak Creek SD  
Kyrene ESD  
Liberty ESD  
Mesa Public Schools  
Mingus UHSD  
Mountain Institute JTED  
Paradise Valley USD  
Peoria USD  
Phoenix ESD  
Pima County JTED  
Roosevelt ESD  
Sahuarita USD  
Scottsdale USD  
Sonoran Schools  
Tempe ESD  
Tempe UHSD  
Tucson USD  
West-MEC  
Vail USD  
Verde Valley Montessori  
Xavier College Preparatory  
Yuma USD



Approximately 1,000 Arizona schools distributed 600,000 program schedules to families statewide.





"Mizaru  
by Purring  
Tiger" at  
Spark! Mesa's  
Festival of  
Creativity

## The best learning can occur where you least expect it!

**Highlights:** STEM learning occurs in unexpected locations throughout Arizona. Here are some of AZ SciTech Festival's popular ***Sneaky Science*** collaborators:

- **Arizona Renaissance Festival's *Discovery Days*** featured activities based on Galileo, Da Vinci and other Renaissance luminaries.
- **Scottsdale's *Spring Training Festival*** helped visitors explore "What makes a baseball curve?" and "Will warming up with a weighted bat help your swing?"
- **PVCC at Black Mountain team** demonstrates food science at ***STEAMTastic***.
- **Eastmark's *Awesomefest*** integrated dance, art, light, music, science and innovation for a one-of-a-kind cultural experience.
- **Tempe's *Geeks Night Out*** struck a unique balance between science and science fiction with costumes, hands-on experiments, and technology.
- **The Chandler Ostrich Festival** featured an interactive Science Tent available to some 86K attendees.
- **The Green Valley Pecan Company** showcased the application of lasers and robotics in pecan production.

*Sneaky Science* experiences play an important role in the festival's popularity and impact by engaging a segment of the public based on individual motivations and interests outside of science. *Sneaky Science* engages nontraditional collaborators, like other festivals, art walks, and

“STEM and the arts are natural allies. Both rely on similar processes for generating creative ideas and solving problems. When we combine the disciplines and techniques -- like using technology in art and making-- it expands people’s ideas about what’s possible and makes them want to learn how it’s done.”

- Cindy Ornstein, Executive Director, Mesa Arts Center, and Director of Arts and Culture, City of Mesa

community events who can be more credible with hard-to-reach audiences. Longer-term *Sneaky Science* helps infuse science, technology and innovation into our culture and empowers non-traditional allies to engage in communicating science to the public.



Leonardo Da Vinci at the Arizona Renaissance Festival

## Sneaky Science Across Arizona

### Sports

Bowing Ball Swing  
Dignity Kids’ Science of Self Defense  
Scottsdale’s Spring Training Festival

### Cultural

Arizona Archeology Expo  
Arizona Renaissance Festival’s Discovery Days  
Pueblo Grande’s Ancient Technology Day  
Science of Music at the MIM  
Tres Rios Nature Festival

### Community Events

Arizona Parenting’s Camp and Summer Expo  
Buckeye’s Air Fare  
Chandler’s 3rd Friday Art Walk  
Chandler Ostrich Festival  
El Mirage’s Public Safety Day  
Marana’s Founder’s Day  
Maricopa’s Salsa Festival  
Tempe’s Geek’s Night Out  
Tucson Festival of Books

### Creativity Festivals

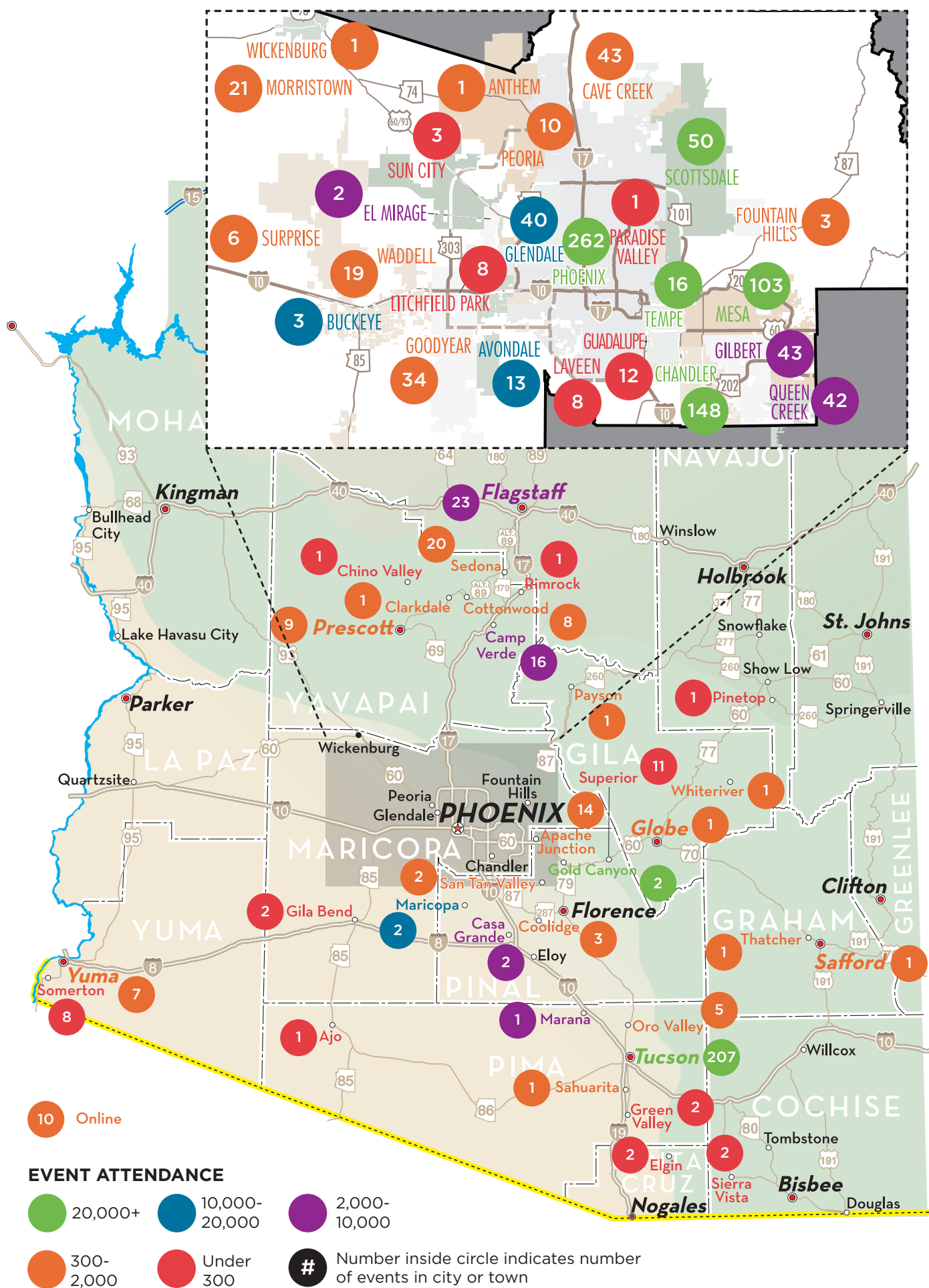
Eastmark’s Awesomefest  
Glendale’s Science of Chocolate  
Scottsdale’s Canal Convergence  
Southwest Makerfest  
Spark! Mesa’s Festival of Creativity

### Science is Everywhere

Forensic Science  
Food Science at PVCC at Black Mountain’s STEAMtastic  
Liquid Nitrogen Ice Cream at the Maricopa Salsa Festival  
Science Happens Here throughout Graham County  
Scottsdale’s the Science of the City  
Science of Video Games  
Surprise’s Super Science Saturday  
Vehicle Science - Tractors, Bulldozers, Helicopters, UAVs



More than half of Arizona SciTech Festival audiences are reached through Sneaky Science Interactions.





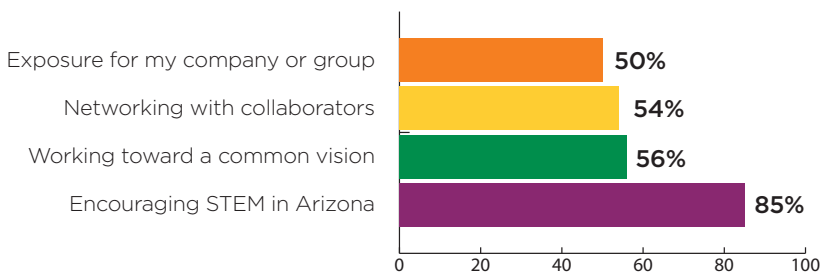
“The SciTech Festival model positively impacts communities by catalyzing the development of local STEM ecosystems throughout Arizona.”

- Angie Harmon, Social Investment Manager,  
Freeport McMoRan

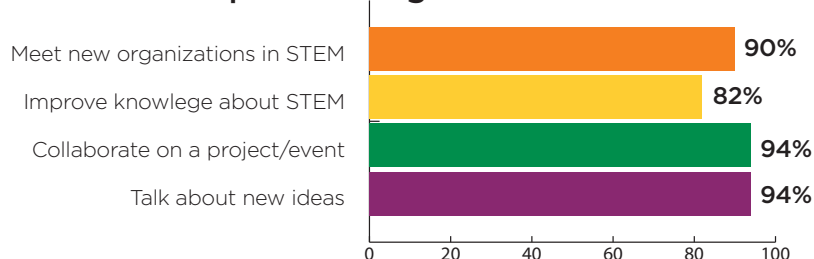
## Building a statewide STEM collaborative

AZ SciTech helps a wide range of non-profits, small and large businesses and government organizations showcase their interest in STEM by connecting them with established events, building awareness as part of the festival, and advising on logistical and strategic issues. The overall reach of the Arizona SciTech Festival has grown into one of Arizona's strongest STEM initiatives through collective action of our 800+ collaborators through grassroots collateral dissemination, online marketing and diverse media.

### What collaborators express the primary value of Arizona SciTech is.



### Collaborators report utilizing Arizona SciTech to...



## 2015 Communications

### Collateral

- 700,000 program schedules
- 7,000 posters
- 100,000+ water bill inserts
- 300+ banners hung in prominent locations

### Online

- 280,000+ website visitors
- 100 blogs
- 49 newsletters (7 in Spanish) to 13000+ subscribers
- 6,670 Facebook “Likes”
- 1,985 Twitter Followers

### Media

- 1,000+ TV commercials
- 160+ Radio commercials
- Channel 11 coverage in 2 cities
- 15+ events with a press release
- Ads: Business Journal, Bear Essential News, Arizona Parenting, Green Living Magazine, Discover the Phoenix Region and Phoenix Revitalization Corporation Newsletter
- 70+ events with media coverage
- 110+ print/online sources
- 30+ TV/Radio segments

### Public Awareness of Festival or Signature Event

- 44% Maricopa County
- 44% Pima County
- 28% Rural Arizona

### Connectivity

- 48% attended multiple events with 14% attending 5 or more events
- 90+ events with AZ SciTech Street Team presence

### Evaluation Data Collected for Festival Events

- 1,300 visitor surveys
- 130+ collaborator feedback surveys





## Cox Connect2STEM Awards

The annual Cox Connect2STEM Awards, presented by **Cox Communications** in partnership with the AZ SciTech Festival, **honors STEM Connectors** in the areas of business, non-profit, education, conservation, and after-school programs. Beginning in January, the community was invited to nominate their STEM heroes in a total of 6 categories. Based upon the nominations, a total 2 finalists are selected in each category.

In March the public was invited to vote to determine the final winners.

***A total of 15,000 votes were submitted in the first season!***

In May, each Cox Connect2STEM Award Winner was profiled in a video highlighting its contributions to STEM and publicly recognized at the Annual Arizona SciTech Thank You Celebration via video announcement. In addition, Cox donated a total of \$1,000 to a STEM non-profit program in their name.

### 2015 COX CONNECT2STEM Award Winners

- After-School Excellence Award: **Arizona 4-H**
- Innovation Award for Business: **Intel**
- STEMology Community Event Award: **West-MEC's Start the Spark**
- Student Teckie Award: **Ernesto Moreno**
- Teacher Teckie Award: **Donna Blakeney**
- Creative Media Award: **Heather Jancoski - Jaguar News**

## Innovation Arizona Summit

By serving up a content-rich agenda, the 4th annual Innovation Arizona Summit, co-hosted by Arizona SciTech and the Arizona Commerce Authority, set the stage for diverse collaborators to forge connections for upcoming Arizona SciTech Festival events and beyond. The Innovation Summit served as a prime recruitment opportunity to build the Arizona SciTech network by bringing together diverse audiences of industry and community leaders, entrepreneurs, educators and students. This year's sessions included presentations from some of Arizona's first student Chief Science Officers.

### Attendees had a diverse program to choose from including:

- Keynote on Technology Transfer by Arizona Board of Regents, President Eileen Klein
- 17 diverse panels (100+ presenters)
- Numerous networking opportunities
- 50+ interactive tables exhibiting best practices in STEM and Innovation
- AZ Makers station providing attendees the opportunity to create something with an Arizona Maker.

## Session Topics

### Innovation & Entrepreneurship

- Keynote: Technology Transfer
- Secrets to Winning the Arizona Innovation Challenge
- Business Lifecycle Challenges from Startup to Maturity
- Incubator Resources
- Open Mic: What's Your Idea

### STEM Pathways

- Plenary: Manufacturing
- Cybersecurity

### STEM & Education

- STEAM in Action
- Arizona's Got STEM Talent II
- Building Collaboration through STEM
- Why I Like Science
- Reaching New Audiences with STEM

## Festival & Events

- Meet the Mentors
- Event Planning Made Easy
- Attracting Event Attendees and Paying the Bills
- Creating Communities
- Festival Events 911



Now topping 700 attendees, the Innovation Arizona Summit serves as one of Arizona's largest conferences around STEM, education and entrepreneurship.







STEMFest Family  
Signature Event  
at the Avondale  
Civic Library.

## Arizona SciTech Hubs

With over one thousand events occurring statewide, it is difficult for the Arizona SciTech Street Team to visit every event. To support this demand, 30 Festival locations stepped up to represent the Arizona SciTech Team by displaying posters at events, talking about the Festival to attendees, distributing and stamping passports and providing SWAG to attendees. From 3D printers, robotics and coding to science conversations, messy science and astronomy, hubs bring attendees diverse science and technology-based opportunities.

**Combined, the Arizona SciTech Festival Hubs supported a total of 430+ events reaching 10,000+ attendees.**

### Maricopa County Libraries

Acadia Library  
Avondale Civic Library  
Basha Library  
Burton Barr Library  
Cesar Chavez Library  
Cholla Library  
Desert Foothills Library  
Downtown Chandler Library  
Fountain Hills Library  
Goodyear Branch Library  
Guadalupe Branch Library  
Hamilton Library  
Ironwood Library  
Juniper Library  
Litchfield Branch Library  
Mesquite Library  
Saguaro Library  
Sam Garcia Library  
Southeast Regional Library  
Sunset Library  
Yucca Library

### Pima County Libraries

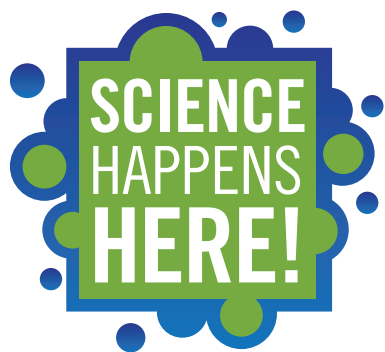
Joel Valdez Library  
Valencia Branch Library  
Wheeler Taft Abbett Sr. Branch Library  
Woods Memorial Branch Library

### Community Locations

Arizona Science Center  
Gilbert Riparian Observatory  
HeatSync Labs  
Pueblo Grande Museum  
Nina Mason Pulliam Rio Salado  
Audubon Center

“ We are so happy to build a new bridge between small businesses and education - these kinds of collaborations help build great communities and we are thrilled to contribute. ”

- Kimber Lanning, Executive Director, Local First



### ***Science Happens Here***

is a unique collaboration between **Local First Arizona** and **Arizona SciTech** to showcase the science involved in small business. From the glutens in yeast, glucose in sugars

and dyes in clothing to the viscosity of oils and nitrogen in soils, science is everywhere!

Families engage with ***Science Happens Here*** by collecting various science-themed trading cards found at various local businesses. Kids collect the cards and visit the website to conduct follow-up science experiments using household items. Through this process, not only do families learn science, but they also connect with local businesses. Based on initial success, collaborators are looking to expand ***Science Happens Here*** to other rural regions in Arizona.

### **Pilot numbers**

- 23 Small Businesses
- 2,000+ cards distributed
- 200+ experiments conducted
- 13 total themes



## **Themes and Participating Businesses**

### **Flower Power**

- Cottage B&B and Bakery
- Ginavieves
- Lee Rite Way

### **Incredible Sugar**

- A Step Back in Time

### **Fantastic Fiber**

- Ortega's Shoes
- Trophies N' Tees

### **Slimey Oils**

- Kempton Chevrolet
- Smith & Taylor Automotive

### **Lightning Zaps**

- Curtis Landscaping and Irrigation

### **Heavenly Hair**

- Priority One Salon

### **Super Stress**

- Bowman Consulting
- Crossfit Nemesis
- Indigo Mountain Wellness, Gifts & Toys

### **Yummy Ice Cream**

- Candy's Ice Cream Co.
- Taylor Freeze

### **Magnificent Water**

- Grahma County Co-Op

### **Lickety Spit Bike Wheels**

- Hot Wheels Cyclery

### **Vibrant Sound**

- Richard's Music Co.

### **Illustrious Ink**

- Abacus Solutions Products
- CMI Quick Copy
- Holladays Photo Emporium

### **Cushy Carpet**

- Gingerbread Co.



# 2016 AZ SCITECH FESTIVAL **BY THE NUMBERS**

**400,000+**  
attendance

**87%**

of visitors communicated their festival experience to others

**400+**  
venues

**24** regional  
community  
festivals

**41**  
SPONSORS

**800+**  
collaborators

**99%**  
visitor recommended

**53** Arizona cities and  
towns with events

visitors at AZSciTechFest.org  
**280,000**

**1,400+**  
surveys  
responses collected from  
collaborators and visitors

**700,000+**  
program schedules distributed

**48%**  
of visitors attended  
2 or more events

**93%**  
of collaborators indicated this  
year's experience was the same  
or better than last year.

**93%** of visitors indicated their  
experience helped them  
connect with science and  
technology in their community

**78%**  
of collaborators  
felt the Festival  
increased public  
awareness of  
their organization

**37%** of visitors had attended  
a Festival event from  
the prior year

**86%**  
of collaborators  
view the primary  
role of Arizona  
SciTech is to  
encourage STEM  
in Arizona.

**1200+**  
events

**57%**

of collaborators received visits or  
new enrollments from attendees

**44%**

of visitors followed up with  
organizations they met at  
the Festival

**79%**

of collaborators report increased  
dialogue with other organizations